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BACHELOR OF SOCIAL WORK



BSWR-103

Communicative English

Communicative English



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self-instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this. Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self-instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure student's performance (continuous assessment).



PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect.

All the best for your studies from our team!



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BLOCK-1 INTRODUCTION TO COMMUNICATION

UNIT 1

COMMUNICATION : INTRODUCTION, EVOLUTION AND DEFINITIONS

UNIT 2

CHARACTERISTICS, PROCESS AND PRINCIPLES OF COMMUNICATION

UNIT 3

IMPORTANCE AND IMPROVEMENT OF COMMUNICATION SKILLS

BLOCK 1 : INTRODUCTION TO COMMUNICATION

Block Introduction

Communication is an important aspect for us. We communicate in many ways and for many different purposes. Our basic instincts are curiosity, education, invention, innovation and to share our experiences and enlighten the next generations. This involves the concept of education, relationship, society, etc. This block enables the student to understand the basic concepts of communication. The introduction to communication, evolution and definitions of communication, characteristics, process and principles of communication and the importance and improvement of communication skills are discussed in this block.

Block Objectives

The student will learn...

- ...the introduction and progress of communication
- ...to explain communication through various definitions
- ...to know and comprehend process of communication
- ...to know the features of communication.
- ...to know the principles of strong and effective communication
- ...to know the significance of communication
- ...to improve skills to communicate well

Block Structure

Unit 1 : Communication: Introduction, Evolution and Definitions

Unit 2 : Characteristics, Process and Principles of Communication

Unit 3 : Importance and Improvement of Communication Skills



COMMUNICATION : INTRODUCTION, EVOLUTION AND DEFINITIONS

: UNIT STRUCTURE :

- 1.0 Learning Objectives
- 1.1 Introduction
- 1.2 Communication : An Introduction
- 1.3 Communication : Evolution
- 1.4 Stages of Evolution of Communication
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- 1.6 Let Us Sum Up
- 1.7 Answers to Check Your Progress
- 1.8 Glossary
- 1.9 Assignment
- 1.10 Activities
- 1.11 Case Study
- 1.12 Further Readings

1.0 Learning Objectives :

The student will get to...

- Get the basic idea about communication
- Define communication
- Know and understand the evolution of communication.

1.1 Introduction :

For understanding any concept, it is necessary to know it well. We need to understand the introductory part of communication. Next, defining the term 'communication' is required. There are many definitions available but a few simple ones are provided here. There could be many other possible definitions too. After understanding the definitions, we need to look at how communication evolved. This all will be dealt with, in this unit.

1.2 Communication – An Introduction :

Have you ever had that experience during various events and instances, where you are unable to express your thoughts properly, your words are misunderstood or you are unable to catch the sense or meaning of the idea transferred to you ? Have you tried to go into the depth of it ? The cause behind this could be unsuitable ways of communicating. Suitable communication is the pillar for our personal as well as professional lives because all the relations are intricately woven through communication.

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The word 'Communication' is derived from the Latin word '*Communis*' – which means 'to share' or 'to exchange'. It is a process to exchange feelings, facts, ideas or opinions. Communication helps us to grow, learn and be aware of ourselves. It helps us to be aware of our environment. Communication can be between individuals, groups or organizations.

We communicate in some form or the other during every single moment of our lives. We are social animals and it is our very strong desire to remain in touch with others. We constantly interact with other individuals. However, communication is not just sending messages. It is much more detailed and complex. The skill to communicate not only depends on the sender's skill to convey his ideas and thoughts but it is equally important for the receiver to understand the received message in the exact way that the sender desires. This makes the communication complete. It is very important to understand the art of communication and master it.

Think about your daily life. We talk to so many people in so many different ways. Face to face communication, phone calls, text messages, social media, through signs and symbols and in many other ways. What is the purpose of all these activities ? The purpose is to communicate.

Human beings are social animals and they need to communicate to others to feel loved, secured and accepted. Communication is thus an important part of human existence. However, there are times when there have been arguments or quarrels due to misunderstandings or miscommunication. Communication, thus, becomes an important part of our lives and becomes an essential part for the smooth function of human society.

May it be at the personal level or professional, communication is the key for a better understanding of any relationship or any task. Communication can solve many issues that assumptions cannot.

Communication can be done in different ways for different purposes and it has different objectives. Thus, the ways to communicate differ from person to person and are situational.

1.3 Communication – Evolution :

There are plenty of emotions, feelings and thoughts that man needs to convey to his fellow beings.

Millions of years ago, man produced sounds and made gestures to convey the three most basic feelings: joy, fear and sorrow. Facial expressions, gestures, body language and sounds were the most basic forms of communication used by man. He would send messages over long distances by lighting a fire. Messages were conveyed through painting and dance also.

The history of communication is long and complex. The cavemen communicated their feelings through body language and signs. Slowly, man started to use specific symbols to represent certain things. Specific

sounds were produced to convey specific feelings. With that, language and script evolved. Different parts of the world had their own system of expression. Then, a need for long distance communication arose. Cyrus in Persia first used couriers in about 541 BC to control his new empire. Later, other kings used horses to send messages. During the 12th century, trained pigeons and hawks were used to send messages over long distances.

A pictogram, used in the earliest of times as a means of communication, is a pictorial representation for a word or phrase. Cuneiform, another tool for communication, is also one of the earliest forms of writing. It dates back to the 4th millennium BC. It began as a way to keep track of commodities, and then it was developed into a form of accounting.

With technology, communication improved. With the use of telegraphs, telegrams and telephone, the process of communication became easier. With the use of internet, communication became much easier and quicker. Emails, messengers, social media and various other platforms have now made it easier to reach others – however, this doesn't mean that e-communication has made communication easier. With newer inventions in communication techniques, newer ways of communication arose. Netiquettes are now an integral part of e-communication.

1.4 Stages of Evolution of Communication :

Communication is very important to understand people, to send messages, information, ideas and opinions. Communication has evolved through the years. It is very obvious that the way people communicate today, is much different from the way people communicated in the pre historic era. Earlier, the media and channels to communicate were very limited. As language evolved, communication improved. Today, as technology has advanced, it has revolutionized communication and it has become multifaceted. Let us understand how communication has developed through the years.

- **Cave Paintings :** Cave paintings can be considered as one of the oldest forms of communication. Theorists believe that cave paintings were done to mark territories and even to record certain important events. The oldest cave painting was found inside Chauvet Cave in France around 30,000 B.C. Other earlier cave paintings are discovered in South Sulawesi, Indonesia and Coliboaia Cave in Romania.
- **Symbols :** Our predecessors have applied many variations of signs and symbols for communication. Around 10,000 B.C., petroglyphs have been created, which are carvings in the surface of the rocks, and are also referred to as rock art. Around 9,000 B.C., pictograms were developed through which ancient people used logographic images for telling a story. Later on, many primeval cultures developed ideograms. Egyptians had their own hieroglyphs. The Chinese culture

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created characters. Lastly, the alphabet, through which language and communication were redefined, was developed around 2,000 B.C.

- **Smoke Signals** : Over and above symbols and letters, ancient people relied on natural elements to communicate as well. Smoke signals were basically used to send messages in China. Around the time of 200 B.C., the guards performed smoke signals to send messages along The Great Wall of China. Around 150 B.C., Greek Historian Polybius developed smoke signals representing the alphabet.
- **Carrier Pigeons** : Pigeons have been naturally gifted with great direction sense. Over 2,000 years ago, the ancient Romans used pigeons as primary messengers between military men. In the 12th century, messenger pigeons were used widely. According to Naval chaplain Henry Teonge, pigeons were used as a "postal" service by merchants. Pigeons also played an important role in World Wars I and II.
- **Postal System** : During the ancient period, Egyptians used courier service to send out decrees in 2,400 B.C. Till today, a piece of mail dating back to 255 B.C. is kept preserved. Postal systems had also been organized in Persia, China, India, and Rome earlier. However, in 1653 Frenchman De Valayer started a postal system in Paris involving the use of mailboxes and distribution of envelopes that was paid.
- **Newspaper** : In 1440, German Johannes Gutenberg is said to have developed the printing press system which radically changed communication forever. With that, newspapers began to flourish in the 16th century. The German-language publication of Johann Carolus in Strasbourg in 1605 was the first newspaper. The first newspaper in English was published in Amsterdam in 1620.
- **Radio** : After print media flourished, radio also developed. In 1830s, many scientists like Maxwell and Hughes worked on wireless telegraphy which led to the development of the theory of electromagnetism. In 1888, Heinrich Rudolf Hertz discovered and named "Hertzian waves". In 1893, Tesla started using wireless power to transmit content. In the early 20th century, broadcasting through radio began.
- **Telegraph** : Telegraph communication started after Morse code was invented by Samuel Morse. Morse code encoded the ISO basic Latin alphabet. The Morse code was able to transmit messages through a series of clicks, tones, and lights. In 1830, Morse integrated the Morse code in telegraphy technology that revolutionized the long-distance communication. In 1844, Morse sent his first telegraph message.
- **Telephone** : The telegraphs were soon replaced by the telephone. The telephone was invented by a Scottish person, Alexander Graham Bell in 1876. Telephone acts as a device for telecommunication

which converts human audio signals into electronic signals. They are then transmitted via cables. It was further developed to commercially cater to local as well as long distant calls. In the 1900s, the service of landline telephone began. For a long time, the telephone remained one of the most reliable and used devices for telecommunication.

- **Television** : With telephones, the television also started becoming a mode of indirect communication to the mass audience. The television was not just invented by one single person, it was developed with the efforts of many genius people together. The earliest records of TV broadcasting happened only after the World War II. However, in that, the display was still black and white. Now, it is estimated that more than 1.5 billion households own a television set in the world.
- **Internet** : After the computers were designed and used widely in the 1950s, the ARPANET, was developed, which was the earliest predecessors of the internet. The ARPANET was specially designed to accomplish communication between the ARPA computer terminals in 1960s. The term "internet" first emerged in 1973. Telenet was the first provider of the internet. The domain system started in 1983. In 1991, the World Wide Web (www) was introduced by Tim Berners-Lee, a scientist at CERN, which definitely started the modern internet.
- **E-mail** : Electronic mails started to become popular with the onset of the internet. Although emails came much before the ARPANET, it was "offline". In 1975, a software was developed by John Vittal to organize emails. From that time, 75% traffic of ARPANET was email. In 1994, Yahoo! began. It was soon followed by many other mailing platforms like Hotmail and Google Mail.
- **Text Message** : On December 3, 1992, the first official SMS messaging began, when Neil Papworth, who an engineer from Sema Group (which is now known as Airwide Solutions) used a computer to send a message of "Merry Christmas" using the Vodafone network. In 1994, the Radiolinja was the first ever network service provider which carried out person-to-person text messaging. Now, SMS has evolved in a way where over 9 trillion SMS are sent every year.
- **Social Media** : The latest and one of the most widely used mode of communication in the present digital era is using social media platforms. It has become all the more available because of the increase in the number of smartphones where social media apps can easily be installed. In 2004, Facebook was created and launched by Mark Zuckerberg. Today, the Messenger is one of the many and most widely used messaging apps. According to a survey, more than two billion people use Facebook worldwide. In 2005, YouTube became the first-ever popular video hosting social media site. In

2006, the platform Twitter began to dominate social media scene. Many other social media platforms have followed.

Communication has gone through many stages before it became so easily available and convenient and efficient today. However, our role is to use these tools of communication responsibly and in the right manner.

1.5 Definitions of Communication :

The term Communication is derived from the Latin word "Communis" or "Communicare" which means to impart, to participate, to share or to make common. Hence literally, communication refers to sharing a common idea or establishing a common understanding with someone.

The concept of communication would be clearer if we carefully examine some of the definitions presented by great authorities as under:

"Communication is the process by which information is transmitted between the individuals and/or organizations so that an understanding response results." – Peter Little

"Communication is the process of passing information and understanding from one person to another." – Keith Devis

"Communication is an exchange of facts, ideas, opinions or emotions by two or more persons." – W. H. Newman and C. F. Summer Jr.

"Communication is any means by which thought is transferred from one person to another person." – Chappel and Read

A careful analysis of above definitions helps us to conclude that communication is an exchange of information, ideas and emotions with the help of words, letters, symbols or messages which bring about common understanding and response. If such communication takes place among the members of the same or different business organizations to attain organizational goals, it is called business communication.

Check Your Progress :

1. Communication is an exchange of :
 - a. Ideas
 - b. Information
 - c. Feelings
 - d. All of the above
2. Communication is derived from the _____ language:
 - a. Latin
 - b. French
 - c. German
 - d. Sanskrit
3. The history of communication is long and _____.
 - a. Compound
 - b. Detailed
 - c. Complex
 - d. Easy
4. The three most basic human feelings are:
 - a. Joy, fear, sorrow
 - b. Joy, anger, frustration
 - c. Fear, greed, jealousy
 - d. Sorrow, pride, disgust

5. Communication _____ with Technology.
 - a. Improved
 - b. Worsened
 - c. Deteriorated
 - d. None of the above
6. Telephone was invented by _____.
 - a. Alexander Graham Bell
 - b. Thomas Edison
 - c. Isaac Newton
 - d. None of the above
7. Facebook was created by _____.
 - a. Mark Chindalia
 - b. Mark Zukerberg
 - c. Smith Williams
 - d. Darshan Bhatia
8. German _____ was the one who developed the printing press system, radically changing the system of communication.
 - a. Ally Simpsons
 - b. Johannes Gutenberg
 - c. Ted Mosby
 - d. Florian Bock

1.6 Let Us Sum Up :

Communication is an exchange of thoughts, ideas, feelings, facts, information, opinions and much more. Communication is an essential part of human society. It has been going on since time immemorial and has been improving ever since. Various inventions have helped to improve communication. There are many possible definitions of communication.

1.7 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. d | 2. a | 3. c | 4. a |
| 5. a | 6. a | 7. c | 8. b |

1.8 Glossary :

Intricately : detailed

Secured : safe

Gestures : a movement of the hand, head, etc. that expresses something

Commodities : a product or material that can be bought and sold

Netiquettes : Etiquette governing communication on the internet

1.9 Assignment :

1. Answer in detail about the evolution of communication.
2. Answer how Telegraph, Telephone and Television changed the process of communication

1.10 Activities :

1. Find out other definitions of communication
 2. Find out the other origins of the word "Communication" and different ways of communicating in different cultures.
-

1.11 Case Study :

Understand the ways of greeting someone in your culture and understand how and why it is different from other cultures around you.

1.12 Further Readings :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Munoz, Richard. "The Evolution of Communication through the Centuries."

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



CHARACTERISTICS, PROCESS AND PRINCIPLES OF COMMUNICATION

: UNIT STRUCTURE :

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Characteristics of Communication
- 2.3 Process of Communication
- 2.4 Methods, Models and Theories of Communication
- 2.5 Principles of Effective Communication
- 2.6 Let Us Sum Up
- 2.7 Answers to Check Your Progress
- 2.8 Glossary
- 2.9 Assignment
- 2.10 Activities
- 2.11 Case Study
- 2.12 Further Readings

2.0 Learning Objectives :

The student will get to...

- Know and understand the process of communication
- Know and understand the stages involved in the process of communication
- Know and understand the characteristics of communication
- Know and understand the principles of effective communication – known as the seven C's of effective communication

2.1 Introduction :

For understanding communication better, we must understand how communication progress. For that, we need to understand the process of communication. There are various stages involved in the process of communication and each stage has a specific importance and use. This unit will talk about the stages involved in the process of communication in detail.

2.2 Characteristics of Communication :

Communication is essential and beneficial. However, there are a few characteristics of communication that have to be understood before getting into the details about communication. They are :

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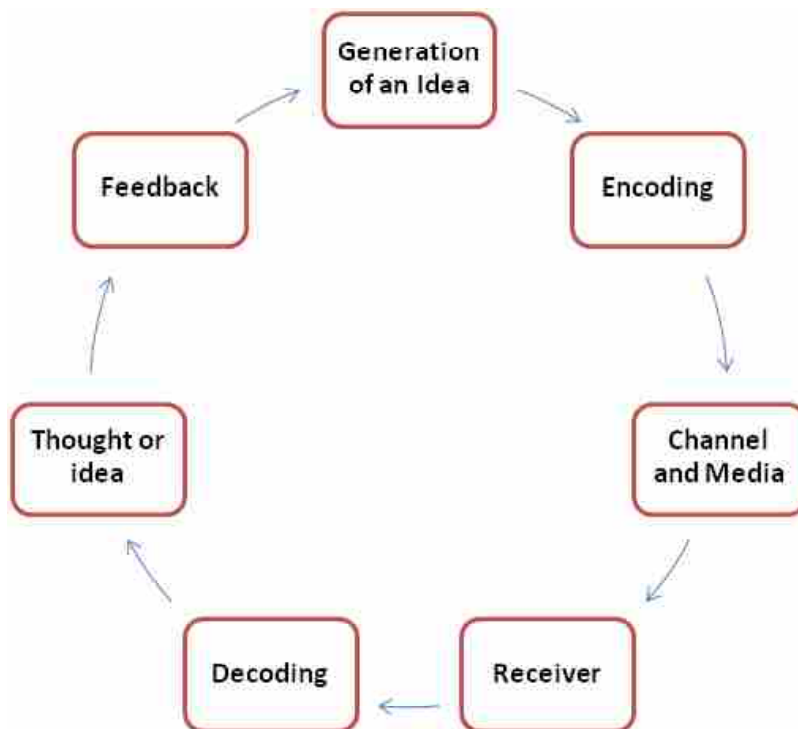
- (1) **Requirement of Two or More Persons :** The first vital distinguishing necessity of communication is that there must be a minimum two people as a single individual cannot have any exchange of ideas with his or her own self. A listener is definitely necessary to receive someone's ideas. Therefore, there must be at least two people involved in the process of communication –the sender of information and the receiver.
- (2) **Exchange of Ideas :** Communication means exchange of ideas. It is meant to exchange that. To complete the process of communication, there must be an exchange of ideas, thought, feelings or much more, among two or more people.
- (3) **Mutual Understanding :** Mutual understanding means that the receiver of the message must receive the information in the same essence with which it is being sent by the sender. In the process of communication, remember, it is much more important to understand the information rather than carrying it out.
- (4) **Direct and Indirect Communication :** It is not required that the receiver and sender of the information have to be face-to-face with each other. Communication can be done in both ways – direct and indirect. Direct communication means face-to-face conversation, while indirect communication can be through many other means.
- (5) **Continuous Process :** Communication is an endless process, just like business, where the manager or the leader continuously assigns work to all or many of his subordinates and also tries to know the progress of the assigned work and give further directions.
- (6) **Use of Words as Well as Symbols :** There can be many means of communication, i.e. the written, the oral and the symbolic. The examples of symbolic communication are the ringing of bell for closing a school or a college, saying something by the movement of the neck, showing anger or disapproval through eyes, giving some decision by the raising of a finger in cricket, etc.

2.3 Process of Communication :

The process of communication comprises transmission of sender's ideas to the receiver and the receiver's reaction to the sender in the form of feedback. The main stages involved in the communication process are:

- (1) **Generation of an Idea or Thought :** The process of communication begins when an idea, thought, feeling or a piece of information arises in the mind of the communicator and he wants to transfer it to someone.
- (2) **Encoding :** When an idea is generated in the mind of a communicator he puts that idea in suitable symbols or signs, such as words, letters, signals, sounds, gestures, pictures, etc., representing the idea for the purpose of its transmission. Such a process is called encoding.

- (3) **Channel and Media** : The communicator conveys the message originated by encoding to the receiver through suitable media and channel. The words 'channel' and 'medium' is often used interchangeably. However in some cases they are totally different. For example, a letter is a medium and the mail service is channel, telephonic talk is a medium and telecommunication system is a channel, speech is the medium and air carrying sound waves is channel.
- (4) **Receiver** : This stage is where the receiver receives the encoded thought or message. The receiver tries to understand the message in the best possible way according to his understanding, to achieve the desired objective.
- (5) **Decoding** : On receiving the message the receiver interprets it by translating the signs and symbols into thoughts or ideas. The process of understanding the message by the receiver through translation of symbols or signals into ideas is called decoding.
- (6) **Thought or Idea** : The decoding of the message by the receiver will generate a thought in his/her mind and initiate a feedback or a response.
- (7) **Feedback** : The receiver decodes, interprets and understands the message fully or partially and conveys the response to the communicator through some channel of communication. This process is called feedback.



2.4 Methods, Models and Theories of Communication :

The standard methods of communication include oral and written communication both of which include a sender and a receiver.

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There are however some forms of communication which do not directly involve the spoken or written language i.e. Nonverbal communication which essentially comprises of body language, actions, gestures, and aspects of physical appearance which when combined with facial expressions, can be used as a powerful means of transmitting messages. A major communication gap occurs when people speak and their body language does not match the verbal language.

These kind of mixed messages conveys a wrong aura.

Although technology has lessened the employment of nonverbal communication in our daily life, due to the use of emails, SMSes, etc. the majority of communication within organizations takes place through a one to one interaction. Every verbal message is complemented by a nonverbal component like for example: Receivers interpret messages given to them by forming their own interpretation of information. For communication to be successful it is essential that nonverbal cues are consistent with their verbal counterparts so as to reinforce the messages. In case of inconsistency between verbal and nonverbal messages confusion is created for the receiver.

The actions of the management become significant because subordinates place their confidence in the higher ups and in what they do rather than what they say. For the perfect business communication, actions must be consistent with communication; else there is a feeling of distrust created which will have the potential to undermine the value of any future business exchange.

❖ Theories for Oral Communication :

For a person like the HR or the Manager, the day is spent conversing with managers and employees, which makes it essential that they exude patience and possess the abilities to both speak and listen. These basic fundamentals are absolutely essential for good communication. For example, oral communication skills are used when conducting interviews, holding conferences and seminars and also when conducting meetings.

In general, all the executives have more need for oral communication because it has to be complete and thorough. The benefit of personal interactions is many. A person can evaluate how others on their reaction, receive feedback, and give their riposte. People assume that talking to someone directly is credible as compared to receiving a written message. Face to face communication permits the exchange of words, and an opportunity to comprehend nonverbal communication.

The reality is that oral communication very much like written communication has its drawbacks. Just because it is an oral communication it does not mean that it cannot be inconsistent, because every person has a different understanding and can perceive the same message in different ways. Oral communication can be employed to convey the standpoints of people and encouraging an openness to communicate.

There are various abilities important for effective oral communication which includes :

- Active listening.
- Maintain eye contact.
- Schedule uninterrupted time for meetings.
- Genuinely pursue information.
- Avoid too many emotions in business conversations.
- Paraphrase the message you heard, to clarify your intentions.
- Keep a heady mix of words and silences because that allows you to observe the Non-verbal communication.
- Ask questions especially to clarify doubts.
- Avoid distracting gestures.
- Always give Constructive feedback to encourage the other person especially if you are in a position of authority.
- Focus on the specific. Avoid general statements.
- Let the feedback be goal oriented.
- Never delay the feedback.

❖ **Theories for Written Communication :**

Written communication includes letters, reports, memos, emails, etc. This form of communication has several advantages. Primarily this form of communication is on record and cannot be refuted. Any changes, rejoinders or ripostes can be put on record in written format to avoid any miscommunication or error in communication. It is easily available for referencing in future. It is generally an inexpensive means of providing a message to a group of people.

The major limitation of written communication is that the sender may not have the requisite writing skills which are often difficult to cultivate, and many people have problems in writing simple, precise, and direct documents. Needless to say, poorly written documents could cost the business a lot more than you think. According to a research, an employee who writes one poorly worded memo per week in one year can cost a company approximately \$4,258.60 in Canada.

Managers must be able to draft letters, memos, sales reports, and other written documents because it goes on record and is difficult to deny at a later stage. Hence the communication has to be apt.

The following are some guidelines for effective written communication :

- Give the message a succinct title and use appropriate subheadings
- Use simple words and short clear sentences to convey your message
- Draft the message with the reader in mind
- Always back up your opinions with facts and figures

Communicative English

- Avoid – flowery – language
- Use the P.O.W.E.R. mantra for communication : Plan, Organize, Write, Edit, and Revise
- Summarize all the main points at the end

2.5 Principles of Effective Communication :

Communication is essential and helpful if done properly. There are seven principles of effective communication, also known as the seven C's of effective communication. They are:

1. **Completeness** : To be thorough and effective, communication should be complete, It should include all the information that the recipient needs to evaluate to understand its content, solve an issue or come to a decision. Complete communication lessens the need for further questions and answers. It also improves the quality of the process of communication.
2. **Conciseness** : Conciseness does not mean keeping the message short, but it is about keeping the message to the point. Conciseness during communication happens when the message doesn't include any kind of redundant or irrelevant information. Concise communication prompts a better understanding of the message, as the recipient can focus on the key points and does not get distracted by a heap of many irrelevant minor details.
3. **Consideration** : When engaging in any form of communication with anyone, a sender should always consider and value the needs of the recipients, their moods and points of view. Tailoring the contents and style of sending your messages based on your target audience reinforces the delivery of the key points, as the sender can use relevant examples and arguments, according to the recipient's experience. This caters for a more detailed understanding of the message.
4. **Concreteness** : Communication can happen effectively when the message is sustained by facts and figures. Concreteness in communication means answering the questions on time and with consistency, and also developing your arguments based on real-life examples and situations rather than on general or abstract and vague scenarios or theories. Concreteness nurtures effective communication, because the receiver gets a more comprehensive and detailed overview of the message and the implications associated with it.
5. **Courtesy** : Courtesy means being respectful of everything related to the recipient: their culture, values, beliefs and even their ideas. It also involves the need to adopt a method that your audience can easily relate to as well as understand better. Courteous communication definitely always has a positive impact on the overall communication. It provides a constructive approach to the conversation.

6. **Clearness** : For effective communication, it has to be clear and specific. To achieve clearness, the message should focus on a single objective. It should emphasize its importance and cater to a quick and easy understanding of its contents. Clear communication requires adopting and using relevant terminology. This reduces doubts or confusions in the process of communication.
7. **Correctness** : Using correct grammar and syntax promises increased effectiveness and credibility of the sent message. Actually, the mistakes of grammar and syntax makes it harder for the recipient to decode messages and understand the contents. They also have a negative impact on communication, as they show that the sender hasn't taken his or her time to craft his or her messages carefully.

Check Your Progress :

1. Putting an idea in the form of words or signals is called:
 - a. Generation of idea
 - b. Encoding
 - c. Decoding
 - d. Feedback
2. The part that completes the first cycle of the process of communication is:
 - a. Medium
 - b. Encoding
 - c. Understanding
 - d. Feedback
3. Communication is an endless _____
 - a. Journey
 - b. Process
 - c. Situation
 - d. None of the above
4. In communication, it is more important To _____ the information.
 - a. Receive
 - b. Provide
 - c. Understand
 - d. None of the above
5. Minimum _____ people are needed for communication:
 - a. One
 - b. Two
 - c. Three
 - d. Four
6. For effective communication, _____ is needed:
 - a. Clarity
 - b. Conciseness
 - c. Correctness
 - d. All of the above
7. Being courteous means being _____
 - a. Respectful
 - b. Courageous
 - c. Rude
 - d. Unique
8. _____ in communication can happen when the message does not include any irrelevant information.
 - a. Conciseness
 - b. Clarity
 - c. Courteousness
 - d. None of the above

2.6 Let Us Sum Up :

Communication is an exchange of thoughts, ideas, feelings, facts, information, opinions and much more. Communication has various characteristics like the minimum number of people required, exchange, understanding, types and continuity. The process of communication involves many stages beginning from the generation of idea or thought, ending with a feedback received by the sender. The unit also deals with the principles of effective communication, also known as the Seven C's of Communication.

2.7 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. b | 2. d | 3. b | 4. c |
| 5. b | 6. d | 7. a | 8. a |

2.8 Glossary :

Symbolic : using signs or symbols

Transmission : spread

Gestures : a movement of the hand, head, etc. that expresses something

Interpret : understand

Redundant : not useful anymore

Comprehensive : complete

Implication : suggestion

2.9 Assignment :

1. Answer in detail about the process of communication, with diagram.
2. What are the seven C's of communication ? Explain any four.

2.10 Activities :

1. Understand if all the ways of communication follow the same steps as mentioned in the unit. If not, why and how are they different ?
2. Discuss the characteristics of communication and variations based on the different cultural groups.

2.11 Case Study :

Design a process of communication for a mathematics teacher explaining a sum to a student.

1.12 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English", Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

Characteristics, Process and Principles of Communication



: UNIT STRUCTURE :

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 Importance of Communication**
- 3.3 Improving Communication Skills**
- 3.4 Let Us Sum Up**
- 3.5 Answers to Check Your Progress**
- 3.6 Glossary**
- 3.7 Assignment**
- 3.8 Activities**
- 3.9 Case Study**
- 3.10 Further Readings**

3.0 Learning Objectives :

The student will get to...

- Understand the importance of communication
- Understand the ways to improve communication skills

3.1 Introduction :

Communication is essential in day to day life. We communicate with so many people throughout the day in different ways. Why is communication important ? Is it a natural gift or can it be acquired ? Is it possible to improve communication skills ? Let us learn about that in this unit.

3.2 Importance of Communication :

Strong communication skills help in all the aspects of life – may it be professional or personal. In the professional sphere, good communication skills result into good business. In the personal sphere, good communication skills improve and strengthen relationships.

Good communication skills are necessary to allow others and even yourself to understand the given information more accurately and quickly. Poor communication skills cause miscommunication, leading to misunderstandings and frustration. According to a survey done by LinkedIn in 2016 on the most sought after soft skills, communication topped the chart with almost 57.9% people seeking to improve soft skills.

Effective communication is important for the students and practitioners of social work in field work as well as for off–field duties. There are many things that need to be done, like planning, organizing, leading, managing and controlling.

Effective communication helps the social workers to perform their jobs and duties well. It is the foundation of many aspects. Each detailed information must be passed on to the subordinates as well as superiors for an ease in the task. The thoughts must be planned and plans must be executed, which requires effective communication.

Communication is needed as field workers, leaders, managers and for satisfying all the roles assigned to you during social work. There would be oral communication in the form of face to face or telephonic conversations as well as written communication in the form of letters, reports, minutes of the meetings and much more. Thus, effective communication is a building block for a successful social work. It requires proficiency in delivering and receiving messages.

The importance of good communication for a person in the department of social work can be summarized as:

1. Communication is a two way process. So it is communicating as well as receiving. Through communication, we inform the others and clarify our intentions of working with them or for them. We tell them about our ways of working and we also get to know their problems or their views and opinions. Thus, we can mutually decide an aspect that will be beneficial for both the parties and the society as a whole.
2. Communication helps in the decision making process by identifying and analyzing the course of actions.
3. A well informed and better communicating social worker will always have a better position during any task of upliftment of the society.
4. The written communication helps in building the image of the person as well as the organization. The words on the page will be the face of the writer and thus, they need to be drafted with proper care and understanding. The published reports will be of help to many other like–minded people, thus need to be drafted well.
5. As a social worker, the most important characteristic will be to socialize with persons from all spheres of life. You will need to talk to everyone from ministers to laborers to understand and implement ideas.
6. As a part of an organization, the hierarchy and protocols have to be followed and communication must be done accordingly for the smooth functioning of the organization.

3.3 Improving Communication Skills :

The key to success in any field, and especially for social workers, is good communication. Good communication skills are needed for successful leaders. Communication skills are a type of soft skills and they come naturally, but they can be learned and improved at any age. Improving soft skills like communication will always lift you up and let you grow in a way that you had never imagined. It will open new doors and arenas for you that you did not even know existed.

Here are the ways in which you can improve your communication skills.

1. **Listen :** "Listen more than you talk" is the punch line that you should live by. It is important to be a good listener to become a good communicator. It is important to be an active listener, and listen not just to answer, but to understand. This also means listening to the unspoken words by paying attention to their nonverbal communication.

Pay close attention to what the speaker is saying, possibly note down important things, rephrase the sentences spoken and confirm if you have understood what they were saying in the way they want to be understood. Keep the questions for the end, if possible. Listen to what they have to say and provide an honest and thoughtful answer.

2. **Be Concise :** It is not necessary to elaborate everything. At times, it is needed to convey your message in as few words as possible. Avoid using filler words and get to the point. If you beat about the bush, the listener will be disinterested and will be unsure of what to receive and what to ignore. Do not repeat your sentences unless asked for. However, that does not mean skipping the details. Being concise saves a lot of time of the speaker as well as the receiver. That is a respectful quality of the speaker.

3. **Focus on Non-Verbal Communication :** According to a study, almost 55% of the communication is done through non-verbal communication.

Maintain eye contact, use your hands for gestures, have a proper posture, avoid slouching, have a relaxed body stance, have a friendly tone of voice, smile often, move around the space if possible, do not be too close or too near the receiver. Be confident in what you say. Do not be demeaning or insulting. More detailed description about nonverbal communication is provided in the other units for your reference.

4. **Be Open Minded :** There might be times when you don't agree with what the other person has to say about something. But it is important that you give it a thought and pose it as a possibility. Respect their view point instead of directly disagreeing or denying.

You can use words like 'yes, you are right, but...', 'yes, that could be one way of looking at it, but...', 'you could be right, but in the given situation...', 'I agree, but...' or 'you have a valid point, but...'. Being open minded will not take away your identity and thoughts, it will actually mould you into a better and more acceptable person.

5. **Respect the Listener** : Respect what the other person has to say or how they feel. It is an important part of communication. It simply means that you listen to them and pay attention to what they mean to say. Remember and use the name of the person often in the conversation. Smile at them, encourage their ideas, be patient and appreciate their thoughts and actions. Don't listen to the speaker just to answer to his question – listen to really understand.
6. **Use the Correct Medium** : In the previous unit, we studied about the process of communication and understood medium and channel of communication. It is important to understand which medium or channel to use during a particular conversation and based on your knowledge, experience and availability, use oral or written communication or use audio visual ways. Talking, persuading, story telling, emails, letters, telephonic conversations, ppt presentations, all could be used according to the call of the situation. However, be ready with an optional backup plan if the medium of communication you had prioritized doesn't work out in the last instant.
7. **Ask for Honest Feedback** : Receiving honest feedbacks from the receivers is important. They could be from your subordinates, peers or seniors, but honest opinions and feedbacks should always be taken positively and we should update and upgrade ourselves through them. Through honest feedbacks, we discover areas of improvement that we might have otherwise overlooked. Make sure that the feedbacks that you receive are from your well wishers. Sometimes, some people can give negative feedback only to bring you down. Take the feedbacks positively and try to work on them to improve yourself. But remember – they are only their own perspectives and suggestions and they might not necessarily match with your viewpoints.
8. **Engage the Audience** : Even with the best communicators, the attention span of the audience is limited. In order to become a better communicator, it is necessary to involve audience during your sessions. Asking questions or making a compliment or encouraging them to share their thoughts and opinions, creating hypothetical situations or sessions of brainstorming will not only compel the audience to participate, it will also give you a break for some time and further organize your words and actions.

9. **Begin and End Your Communication with Key Points :** To ensure that your receivers know what you are going to talk about and to ensure that they have understood what you have talked about, begin and end your communication with the key points or the highlights of your thoughts and ideas. You can also give the highlights to them beforehand in a printed form, if possible. The PIP approach can be used for better communication. PIP stands for Purpose, Importance and Preview. These are the three steps that should be taken beforehand, to make sure that the audience is in tune with what you are going to say.
10. **Master the Art of Timing :** Mastering the art of timing means you should know when to speak certain words, when to talk, when to stop talking, when to crack a joke, when to involve the audience, when to move on with the topic or if there is a need to repeat what you said. This comes with practice and sense of time. This is not just natural, it can also be developed. This is a necessary aspect of speaking and that will definitely enhance your speaking.
11. **Get Comfortable Speaking Extemporaneously :** Generally when we have to speak in detail and about specific topics, it is a good habit to write it down. But try not to memorize the entire script, just the head points can be remembered and then the speech can be impromptu, based on the reactions and feedback of the audience or their questions. This method should be practiced well so that we are not stuck at any point during our conversation. It will be more natural and it will increase audience engagement. This also comes with practice. Reading on various topics, being updated on current events, listening to good speakers and all such activities will help you to be able to speak on any topic at any given time. Involving audience will not just be good for them, but also for you as you will get some time to think about the topic. Avoid using language fillers like umm.. yea.. okay.. hmm.. and so on.
12. **Know Your Audience :** It is important to know the social, academic and cultural background, the age group and gender distribution of your audience beforehand. It helps to plan what and how of your communication. To know the thoughts of the audience, it is also suggested to ask a few simple questions to the audience during your communication with them.

These are the ways in which you could practice and improve your communication skills. The point is... keep improving!

Check Your Progress :

1. In the professional sphere, good communication skills can result into good _____
 - a. Business
 - b. Upliftment
 - c. Security
 - d. Planning

2. Good communication skill is _____ :
a. Not essential b. Unimportant c. Necessary d. Not useful
3. Communication is a _____ way process.
a. One b. Two c. Three d. Four
4. A major part of the communication is _____ :
a. Verbal b. Non verbal
c. Oral d. None of the above
5. You should try to begin and end your communication with _____ :
a. Key points b. Jokes c. Sarcasm d. Silence
6. It is always important to know your _____ :
a. Audience b. Timing
c. Tone of voice d. All of the above
7. You should listen to others to _____ better.
a. Answer b. Understand
c. Think d. None of the above
8. It is _____ to know the social, academic and cultural background, the age group and gender distribution of your audience beforehand.
a. Important b. Ridiculous c. Useless d. Not necessary
9. Generally when we have to speak in a detailed manner and about specific topics, it is helpful to _____.
a. Ignore the details b. Write about it
c. Think about it d. None of the above

3.4 Let Us Sum Up :

Communication is important for everyone, and especially so for the people involved in social work as they have to communicate with many people throughout the day. The unit talks about the importance of good communication for a person in the department of social work and presents a few tips on how to improve the communication skills.

3.5 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. b | 4. b |
| 5. a | 6. d | 7. b | 8. a |
| 9. b | | | |

3.6 Glossary :

Accurately : exactly / correctly

Proficiency : skill / expertise

Intentions : purpose / target

Communicative English

Upliftment : development

Hierarchy : order / chain of command

Protocol : procedure / code of behaviour

Punch Line : important part

Elaborate : explain in detail

Slouching : hunching / not sitting or standing straight

Demeaning : insulting

3.7 Assignment :

1. Answer in detail about why communication is important for social workers.
 2. Mention a few tips on improving communication skills.
-

3.8 Activities :

1. Understand the ways in which leaders of various countries communicate effectively.
 2. Practice a few ways to improve your communication skills, as mentioned in the unit.
-

3.9 Case Study :

Observe how effective communication leads to a successful rapport building with the audience.

3.10 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

BLOCK SUMMARY

The three units of block 1 discussed the basics of communication, introducing communication and talking about the evolution of communication. How technology has evolved and contributed to communication, has also been discussed in the block. The block talked about the characteristics, processes and principles of effective communication for a better understanding of communication. The block also talked about why communication is important and ways and tips to improve communication skills.

BLOCK ASSIGNMENT

Short Answer Questions :

1. How did the word 'communication' originate ? What does it mean ?
2. Name the stages in the process of communication
3. Why is communication important for a social worker ?

Long Answer Questions :

1. What is communication ? What are the different definitions of communication ?
2. What are the principles of effective communication ?
3. Understand and write about how communication evolved from shouts of cavemen to sending emails.
4. Describe the process of communication with a diagram
5. How can you improve your communication skills ?

Communicative English

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3
No. of Hrs.			

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any other Comments

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BSWR-103

Communicative English

BLOCK-2 TYPES OF COMMUNICATION

UNIT 1

VERBAL COMMUNICATION

UNIT 2

NON-VERBAL COMMUNICATION

UNIT 3

BARRIERS TO COMMUNICATION

UNIT 4

PATTERNS OF COMMUNICATION

BLOCK 2 : TYPES OF COMMUNICATION

Block Introduction

Communication is an important aspect for us. We communicate in many ways and for many different purposes. The major types of communication include verbal communication and non-verbal communication. There are many subtypes of these two major types of communication. Also, in rare cases, effective communication is sometimes hindered due to the presence or the absence of various aspects. They are called barriers to communication, which should be overcome at the earliest for smoother and better communication. Along with that, the patterns of communication in an organization are also discussed in this block.

Block Objectives

The student will learn...

- ...types of communication
- ...verbal communication
- ... non-verbal communication
- ...advantages and disadvantages of both types of communication.
- ...to know the barriers to effective communication and how to overcome them.
- ...to know the patterns of communication in an organization.

Block Structure

Unit 1 : Verbal Communication

Unit 2 : Non-Verbal Communication

Unit 3 : Barriers to Communication

Unit 4 : Patterns of Communication



: UNIT STRUCTURE :

1.0 Learning Objectives

1.1 Introduction

1.2 Introduction to Verbal Communication

1.3 Types of Verbal Communication

1.3.1 Oral Communication

1.3.2 Advantages and Disadvantages of Oral Communication

1.3.3 Written Communication

1.3.4 Advantages and Disadvantages of Written Communication

1.4 Communication Through Listening and Reading

1.5 Let Us Sum Up

1.6 Answers to Check Your Progress

1.7 Glossary

1.8 Assignment

1.9 Activities

1.10 Case Study

1.11 Further Readings

1.0 Learning Objectives :

The student will get to...

- Understand what is verbal communication
- Understand the types of verbal communication
- Understand the advantages and disadvantages of verbal communication
- Understand ways to improve verbal communication

1.1 Introduction :

Verbal communication means communication done through the use of words. It can be oral or written forms of communication. Just like a coin has two sides, verbal communication has its advantages and disadvantages. The unit will also explain ways to improve verbal communication.

1.2 Introduction to Verbal Communication :

One of the most basic forms of communication is verbal communication. Communication by the use of words and language is

called verbal communication. If you want to describe some abstract concept or some past events or some complex matters you need words and language. To express your thoughts through the use of language you have to arrange the words into various parts of speech in proper sequences according to the rules of grammar. Then you have to transmit the message into spoken or written form and send it to the target audience.

1.3 Types of Verbal Communication :

The basic forms of verbal communication are :

- **Speaking** **30%**
- **Listening** **45%**
- **Writing** **9%**
- **Reading** **16%**

Of these **speaking** and **writing** are used to send the message to the audience while **listening** and **reading** are used to receive the message. Verbal communication can be studied under the following heads :

1.3.1. Oral Communication :

Oral communication refers to communication through speech. Man is the only species gifted with speech. He acquired oral communication skills earlier. Writing came afterwards. In our day-to-day life, we communicate orally more than in writing. Oral communication skill helps us to build and develop human relationships. Even in business houses, oral communication is used more for sending messages than written communication.

Executives spend 30% of their time speaking. Giving instructions, conducting interviews and business talks, attending the meeting, making speeches are important activities involving oral communication in business. Without oral communication, our day-to-day life will become just lifeless.

1.3.2 Advantages and Disadvantages of Oral Communication :

As every coin has two sides, Oral Communication has advantages as well as disadvantages. Let us look at them individually.

❖ Advantages of Oral Communication :

- **It is Time-Saving :** Dictating the message, getting it typed and mailing it to the receiver takes more time. Instead, oral communication is immediate. Hence many business executives prefer to save paperwork by communicating orally.
- **It Saves Money :** Oral communication proves economical compared to written communication in many situations. A lot of stationery and executive time is wasted when they increase the correspondence and insist on every instruction in writing.
- **It is a More Effective Tool of Persuasion and Control :** It lends a personal touch to communication and helps in resolving conflicts and developing personal and friendly relations. Oral persuasion

solves many of our problems. No exchange of letters can achieve what one meeting can.

- **It Provides Immediate Feedback :** We get an immediate response to our oral message from the audience. The audience acknowledges the receipt of the message and provides a positive or a negative reaction to our message and seeks clarification. In written communication such feedback is delayed hence transactions are prolonged.
- **It Increases the Efficiency of Communication :** By the use of body language and voice modulations, the speaker can convey different shades of meaning to the audience through an oral presentation and convey the message more effectively. This is not possible in written communication.
- **It is Flexible :** In oral communication, there is a scope for the speaker to modify his message accordingly to the feedback of the audience. If the audience is not giving a response he can motivate them. If the audience is found in a confused state he can give clarification and explanation. These things are not possible in written communication.
- **It is Suitable for Group Communication :** Oral communication is the most suitable mode of communication while communicating with a group at a meeting, conferences, assemblies etc.
- **It Promotes Goodwill :** The informal oral communication with friends, colleagues, customers, suppliers, staff and top executives promotes friendly relations and helps to create image and goodwill.
- ❖ **Disadvantages of Oral Communication :**
 - **Sometimes it Consumes More Time and Money :** Sometimes where communicatee is at far off place arranging a personal meeting and discussing the matter may consume more time and money. Instead, the same matters can be settled economically through written communication.
 - **Oral Messages Cannot be Retained for a Long Time :** When the messages are lengthy and complex it is better to put them in writing rather than setting them orally. Because orally communicated messages do not retain in the memory for a longer time, as compared to the written messages, which could be referred to, whenever needed, thus being retained for a longer time.
 - **It has No Legal Validity :** Oral messages do not have any legal validity unless they are taped and recorded in a proper form. Also, if the recordings are done without consent, that could also be illegal.
 - **It has Greater Chances of Misunderstanding :** In oral communication, the speaker transmits the message without proper planning and organization of thoughts. Sometimes listener may be inattentive and may not receive the message properly. Hence there

are chances of misunderstanding and confusion. A few words can also be pronounced incorrectly or differently, leading to misunderstandings. Also, while pronouncing words that have silent letters, there could be misunderstandings. Homonyms and homophones can also create confusions for the listener.

- **Not Easy to Fix Responsibility for Mistakes :** Oral commitments are not reliable because the people may disown the responsibility in case of problems arising out of it. People may not remain firm with their words. Hence, it becomes difficult to fix responsibility for mistakes in communication for problems arising wherefrom.
- **It Cannot be Referred to in Future :** Generally, oral communication is not recorded in any form hence it cannot be referred to in future for any purpose.

1.3.3 Written Communication :

In written communication, the transmitter of an idea encodes it in the form of a written message and sends it to the audience through the proper channel. Written communication includes letters, circulars, memos, telegrams, reports, fax, books, e-mail and so on. Everything that is transmitted in written form falls in this category of communication. The oral presentation comes to us naturally and spontaneously but writing comes after serious practice and a careful organization of thoughts. The writing skills have been evolved through a long history of man's attempt to communicate and to keep a record of communication. For this purpose, every language has evolved its own rules of grammar. In writing these rules have to be strictly followed. If you are dealing with a complex message of lasting significance, you will probably want to put it in writing.

1.3.4. Advantages and Disadvantages of Written Communication :

As every coin has two sides, Written Communication has advantages as well as disadvantages. Let us look at them individually.

❖ Advantages of Written Communication :

- **It is Accurate and Precise :** Generally, the communicator takes great care in preparing a written message. He gives serious thought to plan and organize his message so that it effectively conveys his ideas to the target audience. While oral communication is personal the written communication rises above the personal level, especially in business organizations where precision is the law. Hence it is more accurate and precise.
- **It Creates a Permanent Record :** Written communication results in a permanent record of the organization, which is useful for future reference. Past records prove beneficial in formulating new policies and solving future problems. In absence of such past records (like accounting information, legal agreements, etc.) a great confusion and chaos will be created in the working of business organizations.

- **It Creates Legal Evidence :** Written records are acceptable as legal evidence in case of any disputes in the court of law. Hence business executives insist that even if some deals are settled orally they should be confirmed in writing. Written communication can work as a proof, thus eradicating any confusions in communication.
 - **It has Wide Access :** Written communication has wide access. It helps to communicate to large and scattered audiences through mass mailing or e-mail at a reasonable cost and with great speed. Thus the new schemes or changes in prices of products can be informed to thousands of customers simultaneously through circular letters and e-mail.
 - **It Promotes the Goodwill of the Organization :** Prompt and efficient written communication with the various parties concerned with the business promotes the goodwill of the organization.
 - **It Helps to Fix Responsibilities :** The communication in writing is preserved hence it helps to assign responsibilities. People may go back on words spoken but not on their words in writing. Hence in case of future complications, you can detect the person responsible based on written records.
- ❖ **Disadvantages of Written Communication :**
- **It is Expensive :** Written communication consumes the valuable time of business executives and it also involves stationery, postage, typing etc. hence it proves expensive.
 - **It is Time-Consuming :** Written communication consumes a lot of time in the preparation of the message, typing it, then mailing it through the proper channel. Instead, oral communication either face-to-face or through the telephone is more effective and very quick.
 - **It is Inflexible :** If the audience has doubts about the written message the immediate clarification cannot be had. Even the communicator cannot mould his message according to the need, of the situation as in the case of oral communication. Hence it is rigid compared to oral communication.
 - **No Immediate Feedback :** The response of the audience to the written communication is received very late compared to oral communication. It is therefore time-consuming. The time spent by the sender in sending and the time spent by receiver in receiving and then sending the feedback is longer as compared to quick oral communication.
 - **It Creates Luge Paperwork and Files :** Emphasis on written communication creates mountains of papers and files, which require large space and custody houses. Electronic modes of written communication, however, solved this problem to some extent. Electronic preservation of records through pen drives and CDs has reduced the paperwork to a great extent.

1.4 Communication Through Listening and Reading :

Effective communication is a two-way process. For effectively imparting our ideas, we should possess speaking or writing skills. But for receiving the message properly we should also possess listening and reading skills. Business executives spend 45% of their working time listening and 16% on reading.

The most critical aspect of the listening and reading process is the interpretation and evaluation of ideas received. While absorbing the message you must decide what is important and remember the main idea, which is most important.

Active listening is a skill that is very essential. Still, while communicating, we generally have a tendency to spend much more time and energy in thinking about what we are going to say rather than paying attention to what the other person is saying.

Effective listening is important for good verbal communication. There are many ways through which we can confirm that we listen more effectively. These are:

- **Be prepared to listen.** Concentrate on what the speaker is saying and not on how you will reply after they are done.
- **Keep an open mind.** Avoid coming to conclusions or making any kind of Judgments about the speaker in any way.
- **Focus on the main message of the speaker.** Try to focus and understand what the speaker is trying to say largely, and also the details of the words and phrases that they use.
- **Try to avoid distractions if possible.** For example, if there is much background noise and you cannot hear well, you can suggest to go somewhere else and talk.
- **Be objective.** Do not be biased towards anything. Be neutral and avoid pre conceived notions.
- **Do not think of your next question** while the other person is still providing information. This is not just wrong method of communication, it is also rude.
- **Do not be stuck on any points mentioned by the speaker and be distracted.** Try to use the overall picture instead of a particular word or phrase and analyze all the information received.
- **Not stereotyping the speaker.** Try not to let any form of prejudices associated with, gender, ethnicity, accent, social class, appearance or dress interfere with what is being said by the speaker.

Check Your Progress :

1. Communication by the use of _____ is called Verbal Communication.
a. Gestures b. Words c. Expressions d. Posture

2. Oral communication is communication through _____ :
 - a. Speech
 - b. Emails
 - c. Letters
 - d. None of the above
3. Oral communication gives _____ feedback.
 - a. Delayed
 - b. Late
 - c. Immediate
 - d. None of the above
4. _____ communication can be used as a legal evidence:
 - a. Oral
 - b. Written
 - c. Both
 - d. None of the above
5. Written communication includes _____ :
 - a. Emails
 - b. Letters
 - c. Notes
 - d. All of the above
6. Oral Communication is _____ :
 - a. Time saving
 - b. Flexible
 - c. Suitable for group communication
 - d. All of the above
7. Prompt and efficient written communication with the various parties concerned with the business promotes the _____ of the organization.
 - a. Laziness
 - b. Advertisement
 - c. Goodwill
 - d. None of the above

1.5 Let Us Sum Up :

Verbal communication is the communication done through the use of words. It can be done through listening, reading, writing or speaking. Verbal communication is generally classified as oral and written communication. Both of these have their advantages and disadvantages. However, both the types of communication have their own importance and have to be used as and when needed.

1.6 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. b | 2. a | 3. c | 4. b |
| 5. d | 6. d | 7. c | |

1.7 Glossary :

Abstract : immaterial / theoretical

Species : type / kind

Acquired : learned / developed

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Correspondence : communication

Conflicts : struggles / fights / quarrels

Persuasion : coaxing / encouraging someone to do something

Communicatee : the person who receives communication

Spontaneously : Impulsively / suddenly / at the last moment

Precise : Accurate / detailed

1.8 Assignment :

1. Answer in detail about why oral communication is advantageous.
 2. Answer in detail about why written communication is advantageous.
-

1.9 Activities :

Notice if any disadvantages of oral or written communication can become advantageous depending on the situation.

1.10 Case Study :

Observe how oral communication is helpful in some situations whereas written communication is preferred in others. Understand the priorities.

1.11 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Skills You Need. Verbal Communication Skills. n.d. <<https://www.skillsyouneed.com/ips/verbal-communication.html>>.

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

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Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



NON VERBAL COMMUNICATION

UNIT STRUCTURE :

- 2.0 Learning Objectives**
- 2.1 Introduction**
- 2.2 Introduction to Non-Verbal Communication**
 - 2.2.1 Importance of Non-Verbal Communication**
- 2.3 Advantages of Non-Verbal Communication**
- 2.4 Disadvantages of Non-Verbal Communication**
- 2.5 Types of Non-Verbal Communication**
- 2.6 Para Language**
- 2.7 Time and Space Language**
- 2.8 Sign Language**
 - 2.8.1 Visual Signs**
 - 2.8.2 Audio Signs**
- 2.9 Let Us Sum Up**
- 2.10 Answers to Check Your Progress**
- 2.11 Glossary**
- 2.12 Assignment**
- 2.13 Activities**
- 2.14 Case Study**
- 2.15 Further Readings**

2.0 Learning Objectives :

The student will get to...

- Understand what is non-verbal communication
- Understand the types of non-verbal communication
- Understand the advantages and disadvantages of non-verbal communication

2.1 Introduction :

Non-Verbal communication means communication done without the use of words. It can be done in many different ways. Just like a coin has two sides, non-verbal communication has its advantages and disadvantages.

2.2 Introduction to Non-Verbal Communication :

Nonverbal communication is the most basic form of communication. Our ancestors communicated with one another by using their bodies. They gritted their teeth to show anger, they smiled and touched one another to indicate affection. Although we have come a long way since those primitive times we still use nonverbal cues to express superiority, dependence, dislike, respect, love and other feelings.

2.2.1 Importance of Non-Verbal Communication :

Though nonverbal communication is unstructured and spontaneous, it creates more impact than verbal communication. The research has shown that nonverbal communication accounts for 93% of our total communication. The importance of nonverbal communication is for two reasons:

- Reliability
- Efficiency

2.3 Advantages of Non-Verbal Communication :

Non-verbal methods have an almost instant effect because of quicker grasp by the receiver. It takes less time to see a colour or picture and to hear a horn or bell than to read and understand words and sentences. This quality of speed is convenient and response makes nonverbal methods extremely useful in many situations. For illiterate people, the best possible mode of communication is nonverbal communication.

As nonverbal communication has advantages, it has limitations also. Complex communications cannot be described in nonverbal communication. It cannot be used as constitutional proof.

There is a proverb that goes "Actions speak louder than words." This highlights the significance of non-verbal communication. Non-verbal communication is much more substantial in situations that involve intercultural communication. Researches in communication suggest that many more feelings and intentions are sent and received non-verbally than verbally. Mehrabian and Wiener suggested that only 7 % of the message is sent through words, while the remaining 93% is conveyed through non-verbal expressions (depending on the author, the verbal aspect goes up to 35%). It has many advantages:

- **Complementary** : Non-verbal signs balance a verbal message by adding a lot many things to the meaning. You can pat someone on the back as you congratulate him or her if your culture allows that or you can even touch your earlobe with your fingers as you apologize.
- **Easy Representation** : Information can be represented without difficulty in non-verbal communication with the use of visual, audio-visual and even silent means of non-verbal communication.

- **Substituting** : Non-verbal messages can even substitute verbal messages. If the verbal messages are blocked by barriers like noise, interruption, long-distance or technological issues we can use nonverbal cues which include gestures like finger to lips to indicate the need for silence, or facial expressions – a nod instead of a yes.
- **Emphasizing** : Nonverbal cues are often used to emphasize a verbal message. Verbal tone points out the actual meaning of the specific words.
- **Repetition** : Nonverbal communication is used to repeat the verbal message. (e.g. pointing a direction while stating directions)
- **Helpful to Illiterate People** : This form of communication uses facial expressions, gestures, eye contact, touching, proximity and much more to communicate. Since it does not need any spoken or written word, it is very much helpful for people who cannot read or write.
- **Help to People Who are Handicapped** : Non-verbal ways of communication strongly help handicapped people especially those who are deaf. Deaf people exchange messages through hand movements, gestures, expressions and so on.
- **Presentation can be Made Attractive** : Non-verbal communication is based on visual aspects like pictures, graphs, signs etc. It can make it look very attractive.
- **Reducing Wastage of Time** : The message of non-verbal communication reached the receiver very fast. For this reason, it reduces the wastage of valuable time of the communicator.
- **Quick Communication** : Non-verbal communication like signs and symbols can communicate a few messages more quickly than written or oral messages.

2.4 Disadvantages of Non-Verbal Communication :

Despite the advantages of non-verbal communication, it is not free from its limitations or disadvantages which are:

- **Vague and Indefinite** : Non-verbal communication is much vague, imprecise and unclear. Since there is no use of words or language in this form of communication, it does not express clear meaning to the receiver. It cannot be accurately classified or defined. The meaning of nonverbal communication can vary not only culturally and contextually but also by the degree of intention.
- **Continuous** : Verbal communication can be stopped in many ways, like when the speaker stops talking but it is generally not likely to stop receiving or sending nonverbal cues. Spoken language also has a definite structure, making it simpler to tell when a subject has changed or to analyze its grammar. Nonverbal communication does not lend itself to such analysis.

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- **Multi-Channel** : Many things are included in nonverbal communication. While watching someone's eyes, one might miss a significant hand gesture. So many things are happening all at once that it could be confusing to keep up with everything. We generally cannot do so, at least it is not possible consciously.
- **Culture-Bound** : Non-verbal form of communication is observed and learnt in childhood. It is passed on to you by your family and many others with whom you are associated. A few expressions and gestures appear to be universal. It is observed that people of all cultures generally smile when they are happy and frown when they are unhappy. However, many nonverbal signs and symbols seem to be disconnected from any "essential meaning". A gesture that is considered as acceptable in one culture (Like the thumbs-up gesture in the USA) can be taken as indecent in another culture.
- **Long Conversations are Unlikely** : In non-verbal communication, long conversation and the explanations necessary of that are not much possible. The issues or problems cannot be discussed by everyone at length by using nonverbal communication.
- **Understanding is Difficult** : Many times, nonverbal communication can be difficult to understand. It requires much repetition as well. Since it uses facial expressions, gestures, body posture, touch, proximity, eye contact, smile and so much more for communicating, it might not be completely and easily understandable for many people.
- **Not Preferable for All** : Not everyone prefers communicating through non-verbal cues. Sometimes it cannot create the desired effect upon the listeners. At times it seems to be less influential and thus is not preferred to be used everywhere. Thus, it cannot be used as an acceptable tool for communication for everyone and for every occasion.
- **Absence of Formality** : Communication in the non-verbal form does not follow any specific rules, formality or a definite structure like other forms of communication. In most cases, people are unintentionally as well as habitually involved in non-verbal communication by moving various parts of their bodies.
- **Expensive** : In a few cases, non-verbal communication encompasses a big cost, like using neon signs, showing through PowerPoint presentation on screen using a projector, and even cinemas are costlier, as compared to other different forms of communication.
- **Misrepresentation of Information** : Since nonverbal communication uses gestures, postures, expressions, eye contact, smile, touch, proximity, signs, audio visual aids, paralanguage etc. for communication, there is a possibility of misrepresentation of information in this form of communication.

2.5 Types of Non-Verbal Communication :

- **Body Language :** Body language is a very important factor in oral communication. Facial expressions, postures, gestures, hand movements all supplement the speech of the speaker. Most of our body language is involuntary or unconscious, yet it makes a powerful impact on the listener. The study of body motion as related to speech is called kinesics.
- **Facial Expressions :** Facial expression is an obvious communicative factor. The feeling or the thought in our mind influences most of us, by the action or the reaction whether it is anger or happiness, sadness or frown and all these feelings are depicted by facial expressions.
- **Posture :** It is not easy to define posture but putting it in general words posture means how we carry ourselves. The way we stand, the way we sit, the way we lean, the way we hold our body are the deciding factors for body language.
- **Gestures :** The way we move our hands, head and our body in general in support of the words that we speak are called gestures. Gestures are closely related to a person's behaviour and personality. Such gestures vary in every human being.
- **Eye Contact :** The most important aspect of body language is eye contact. It is almost impossible to define eye behaviour but even though it is very explicit to understand. Eye contact is important during conversations too.
- **Appearance :** Overall appearance comprises clothing, sense of environment and energy level with which the conversation is executed. A confident and sensible person takes care of all these and uses all the accessories to emphasise body language.

2.6 Para Language :

The word paralanguage is related to oral communication and the word paragraph is related to written communication. If we look at a written material, around 300 words, and if the entire passage is not paragraphed then it seems difficult to read, we will not be able to differentiate the topic and idea changes in the entire passage and we will have difficulty in comprehending it at a stretch.

In the same fashion if oral verbal delivery is without breaks, pauses, non-fluencies, and gestures we will find the entire delivery difficult to comprehend and there may be a communication gap because of the lack of paralanguage.

We find the concept very much related to verbal communication but it is a part of non-verbal communication. Para means "like". Hence, paralanguage is "like a language". It is non-verbal because it does not consist of words. But it is close to verbal communication because it shows

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how words are spoken or utterances are made. In this way, we can say that as verbal communication is related to the 'what' part of the language, paralanguage is related to the 'how' part of the language. On careful observation, we find that every speaker uses various signs and signals during a speech delivered and many of the signs used by the speaker become his trait, his trademark. We may recognize the person by listening to his speech, or delivery of ideas with special intonations and his style. This is because of his unique Paralanguage.

It includes :

- **Voice** : Voice is the first signal that we use or receive. It tells us so much about the speaker's gender, background, education, training and temperament. If you are more observant, you will find different types of voices like, clear, musical, cultivated, pleasant, and unpleasant and so on.
- **Pitch Variation** : Most of us introduce wide variations in pitch while speaking. These variations are necessary to catch the listener's attention and to keep him interested in us.
- **Speed** : Many people wrongly believe that speaking at high speed proves fluency. But observations prove that communicating at high speed is less effective. Generally, we have different speeds in our delivery on different occasions and as far as our teaching profession is concerned, we must speed up at easier topics and must slow down at difficult messages. In case of speedy delivery and a difficult message, the audience will hear it rather than listen to it and will not be able to comprehend it.
- **Pause** : We cannot and should not keep on speaking without pausing. Pauses allow the audience to comprehend the idea or the message you have delivered before it and make him ready to accept a concurrent idea, which follows the pause. But pauses must be at the right place and of limited duration. Incorrect use of pauses may create problems and may result in the loss of attention and polarization.
- **Volume Variation** : Our speech should be loud enough to be audible to the audience, not too loud to put them away. Monitoring our speech volume in context to the different messages during our speech enlivens our idea and the idea is put through the audience's psyche.
- **Non-Fluencies** : This is one of the most important parts of the paralanguage concept. Consciously or pre-consciously in nature, we all adhere to this, in some fashion or the other, during our speech delivery. Utterances like 'oh', 'um', 'you know', 'ok', 'look at it', 'think', etc. are some of the non-fluencies. They give the speaker breathing time and the audience time to think over what has been said and after comprehending that they become ready for the next to follow. Careful and judicious usage of these non-fluencies will add to the

fluency of the speaker but it becomes a barrier when it is too frequent and at irrelevant places in the speech delivery.

- **Word Stress :**

I would like to start this topic by giving an example:

Are you satisfied with this **course** ?

Are you satisfied with **this** course ?

Are you **satisfied** with this course ?

Are **you** satisfied with this course ?

Proper word stress is of crucial importance and enables the speaker to change the meaning of the sentence every time they use it.

In the same fashion looking at the micro-level, stress and emphasis on the syllables of words change their function in the sentence. For example : 'con-vict' (noun), 'con-vict' (verb), 're-cord' (noun), 're-cord' (verb).

But in our regular day to day life interaction we do not give importance to the aspect but if deliberately executed, this habit can improve the language, its understanding and cultures our voice.

2.7 Time and Space Language :

Our use of time is a very subtle non-verbal communication. The time given to listen and speak to people creates a sense of self-esteem in them. Time is such an important factor that if a communicator misses the appropriate time for conversation it becomes very difficult to get another opportunity for the same conversation. The efficiency in the usage of time during communication and conversation by a person or organization defines the efficiency of the person or the organization.

Space language is associated with the idea or with the intellect, which makes the conversation and communication effective. If the communicator is communicating with 1 person and if the same communicator at some other time is communicating with 15 people his/her sense of space management in communicating must be subtle enough to understand the volume variation, body language, etc. How one maintains the space between the listener and the speaker indicates the relations between them.

Thus time and space language are important non-verbal communication.

2.8 Sign Language :

From time immemorial man has been using sign language for communication. Sign language has two forms – Visual Signs and Audio Signs.

2.8.1 Visual Signs :

- **Colours :** Colour is an important effective sign of communication. Colours are silent communicators of different ideas. We use colours to enliven a dull environment. Traffic signals are based on colour. Colours also symbolize moods; they are also used for identification.
- **Pictures :** Pictorial presentation is the most suitable mode for mass communication. Paintings and engravings found on the walls of ancient races and temples convey us a lot of information about the tribes, races, rules of the past. Hence pictures are an effective form of non-verbal communication.
- **Graphics :** Graphs and charts are efficient means of conveying statistical information to a layman. Even a common man can judge the overall situation and understand the relationship between charts. However, such charts and graphs should be prepared skillfully and properly labelled.
- **Posters :** A poster is a combination of pictures and words. The use of words is minimum. They help in public education. They effectively persuade matters like AIDS awareness and many other such concepts.
- **Signs and Signals :** A sign is a mark used to represent mathematical calculations. Several other signs are used worldwide, for example, the danger sign by the skull and bones.

2.8.2 Audio Signs :

They are symbols perceived by ears. Mankind has used sound signals since the beginning of civilization. Ancient people convey the information using different drum bits. Even today we use different alarm signals such as fire alarms, casualty alarms, machine breakdown alarms and many such day-to-day life sound signals.

Check Your Progress :

1. Body language is a/an _____ factor in oral communication.
a. Important b. Non-existent c. Useless d. Fine
2. Non-verbal communication does not follow any _____ like other forms of communication.
a. Ideas b. Structure
c. Importance d. None of the above
3. Traffic signals are based on _____.
a. Height b. Location c. Structure d. Colour
4. Para in the word paralanguage means "_____ " :
a. Like b. Paragraph
c. Paracetamol d. None of the above

5. The way we move our hands, head and our body in general in support of the words that we speak are called _____.
 - a. Expressions
 - b. Gestures
 - c. Posture
 - d. None of the above
6. You can make a _____ for spreading awareness about AIDS:
 - a. Poster
 - b. Colours
 - c. Time line
 - d. Posture
7. The study of body motion as related to speech is called _____.
 - a. Fluid Mechanics
 - b. Aerodynamics
 - c. Kinesics
 - d. Paralanguage

2.9 Let Us Sum Up :

Non-verbal communication is the form of communication where messages are communicated without the use of words. It can be done in many different ways. Non-verbal communication is generally considered to be reliable and efficient. However, it has both, advantages and disadvantages. Many things are included in non-verbal communication like time, space, signs, symbols, expressions, gestures, posture, and tone, volume and speed of your voice.

2.10 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. a | 2. b | 3. d | 4. a |
| 5. b | 6. a | 7. c | |

2.11 Glossary :

Spontaneous : impulsive / natural / unplanned

Underscore : emphasize / highlight

Vague : unclear

Proximity : closeness

Cues : signals / hints

Distortion : misrepresentation

Judicious : sensible

2.12 Assignment :

1. Answer in detail about why non-verbal communication is advantageous.
2. Answer in detail about body language as a form of non-verbal communication

2.13 Activities :

1. Notice if any disadvantages of non-verbal communication can become advantageous depending on the situation.
 2. Compile a list of non-verbal gestures used in day to day communication. E.g. Waving the hand to communicate 'hi'.
-

2.14 Case Study : :

1. Observe how different or similar non-verbal communication is used in different cultures for different or similar situations.
 2. Compile a list of non-verbal communications used by a child until he/she learns to speak.
-

2.15 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publisher



BARRIERS TO COMMUNICATION

UNIT STRUCTURE :

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 Introduction : Barriers to Communication**
- 3.3 Types of Barriers**
 - 3.3.1 Physical Barrier**
 - 3.3.2 Semantic Barrier**
 - 3.3.4 Psycho Sociological Barrier**
 - 3.4.4 Cultural Barrier**
- 3.4 Overcoming Barriers to Communication**
- 3.5 Let Us Sum Up**
- 3.6 Answers to Check Your Progress**
- 3.7 Glossary**
- 3.8 Assignment**
- 3.9 Activities**
- 3.10 Case Study**
- 3.11 Further Readings**

3.0 Learning Objectives :

The student will get to...

- Know the barriers to communication
- Know the types of barriers to communication
- Understand the ways to overcome the barriers to communication skills

3.1 Introduction :

Communication is an essential part of our life. However, we cannot communicate well with others due to so many reasons. The reasons which hold us back from communicating properly are called communication barriers. There are many types of barriers to communication, based on person, environmental, social or technical reasons. We can overcome most of these barriers if we know about them.

3.2 Introduction : Barriers to Communication:

It seems strange that although all of us have been communicating since a very long time, we still face communication problem to quite

an extent. Many times, we find ourselves stuck or even being misled while sending or receiving information.

This is true for our routine social approaches and also in organizations where the various barriers of communication become the main reason of many problems. It can also obstruct the progress and ongoing projects.

More than 75 percent people involved in interpersonal communications are prone to make blunders during communication as either they were unable to understand the message or the information was not properly conveyed to them.

Confusion of facts, misunderstandings, cultural misapprehensions and closed-door echo with a lot of noise are considered to be the common barriers of communication in reaching the target level of effective communication.

Communication is the process of sending and receiving information as well as understanding between the sender and the receiver. If the information from the mind of the sender is passed exactly to the mind of the receiver perfect communication takes place. But if the information in the mind of the sender is not passed on and not understood exactly by the receiver we call it miscommunication or a communication gap. Several hurdles prevent the message from reaching the target audience in proper form. These things which stand in the way of effective communication are called Barriers to Effective Communication. Miscommunication can originate at the level of the sender or the level of the receiver or the medium. Some of the major barriers to communication and measures to overcome them are discussed in this unit.

3.3 Types of Barriers :

- Physical Barrier
- Semantic Barrier
- Psycho-sociological Barrier
- Cultural Barrier

Let us now discuss these barriers to communication in detail.

3.3.1 Physical Barrier :

The physical barriers to effective communication are :

- **Noise :** Face-to-face personal communication can be disturbed by noise in the environment like the noise of traffic around or human sounds in the neighbourhood, the sound of loudspeakers, etc.

Literally, the word 'noise' means interference that occurs in a signal and prevents you from hearing sounds properly. Hence it includes all kinds of physical interference like poor telephone connection also.

- **Time and Distance :** The greater physical distance between sender and receiver and improper timing of transmitting the message leads

to miscommunication. Employees working in different shifts of a factory have a communication gap due to improper timing.

The use of telephones, mobile phones, computer technology and the internet has helped to overcome this barrier to some extent.

- **Information Overload :** When there is too much information, some of it is blocked in transit and may not reach the intended audience. Advertising and sales information is an example of overload; so much communication about products floats through so many media that a good deal of it does not reach the potential buyer.

3.3.2 Semantic Barrier :

The barriers arising out of different interpretations of words used in language are called semantic barriers. The main semantic barriers are:

- **Interpretation of Words :** Some words in any language have multiple meanings. Sometimes the meaning assigned to a word in a message by the transmitter and receiver may be different leading to miscommunication. For example, if a boy tells his illiterate mother that he wants to purchase a logarithm table, the mother may think that her son wants to purchase some big table. Similarly, the words like ring, suit, spring, change, value have several meanings. In the same manner, the words like sight, site, cite, write, right. Such words may cause misunderstanding in speech.
- **Technical Jargon :** Some technical terms can be understood by only a limited number of people who work in the same kind of occupation and profession. The words like byte, megabyte, RAM, ROM, Hard disc, etc. are the words used in computer science.
- **Idioms and Phrases :** Some idioms and phrases may not be understood by all. For example
 - He burnt the midnight oil to score first-class in the examination.
 - He has done Herculean efforts to reach the current stage.

In the first sentence, the idiom to burn midnight oil refers to hard work in the second sentence the word Herculean efforts refer to great struggle. The use of such idioms in language may confuse a common man.

To minimize the semantic barrier one should :

1. Use the words which are familiar to the audience
2. Explain the meaning of technical words or abbreviations or idioms use, if any, in the message.

3.3.1 Psycho-Sociological Barriers :

These are the mental barriers with the transmitter or receiver arising out of attitudes, tastes, habits and frame of mind which are formed by family background, social environment, education and experience. Some of the major psycho-sociological barriers are :

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- **Status Block** : Status consciousness of superiors prevents them from listening to subordinates while status consciousness of subordinates prevents them from talking freely to the superiors. Superiors feel awkward in consulting with juniors while juniors feel nervous while communicating to superiors. This prevents the free flow of communication and creates a communication gap.

A friendly approach, an open door policy by the executives and a suggestions scheme is some of the measures to overcome this barrier.
- **Closed Mind** : Some people hold a rigid opinion about particular matters. This opinion is formed out of firm beliefs or deep prejudices. They are not prepared to talk about anything on that matter. They never entertain any discussion on that matter. We say that they have a closed mind on that matter. This unpreparedness to reconsider their opinion works as a barrier to communication.
- **Emotions** : The interpretation and understanding of the message depend on our emotional state of affairs. Extreme happiness or extreme agony or extreme anger prevents proper understanding of the message of other people and results in miscommunication. Hence we should be emotionally balanced to prevent this barrier to communication.
- **Group Identification** : All of us belong to many groups in our life. For example family, language group, culture group, economic group, town, state or nation, club, locality an organisation (where we work) and so on. We have a sense of belonging to our groups. Our values, opinions, beliefs and behaviours are regulated by the groups to which we belong. Hence some of the ideas communicated to us may be accepted by us intellectually but rejected emotionally. For example, if you try to convince a bank employee of the damage caused to the economy by a bank strike, He will never give positive feedback to your message because his group identification as a bank employee acts as a barrier to communication.
- **Poor Communication Skills** : Speaking, listening, writing, and reading are basic communication skills. If either transmitter or receiver of the message has poor communication skills the result will be miscommunication. For example, if a person with poor oratory makes a public speech the audience neglects his message. Proper training and development of these basic communication skills help in removing this barrier to communication.
- **State of Health** : The abnormal state of health of either transmitter or receiver of message leads to improper communication. Perception is low; emotions are disturbed when a person is not physically or mentally normal. There is a lack of energy to think clearly and respond properly in such conditions. To prevent this barrier we should not conduct or remain present in any important communication tasks when our health is not good.

3.3.4 Cultural Barrier :

Especially in international communication, cultural differences cause miscommunication. The same symbols, words, columns, body movements convey different meanings to people from different cultures. For example in Western nations white colour is worn by brides and in the Indian subcontinent, white is the colour of mourning and brides prefer shades of red.

3.4 Overcoming Communication Barriers :

Any form of barrier to communication hinders effective communication and that has to deal with at the earliest, for better, easier and smoother communication.

1. **Training :** Recruiting the proper individuals for an assigned job is one of the major responsibilities of the interviewer. It has to be made sure that the candidate has good command over the preferred written and spoken language. Induction programs could be organized to clarify policies of the company and proper training to be conducted for required employees, for understanding and solving any possible barriers to communication.
2. **Use Simple Language :** Using simple and clear words that are easy to understand and trying to avoid ambiguous words or jargon can also help to overcome barriers to communication.
3. **Reducing or Eliminating Noise Levels :** Noise is one of the main barriers to communication which should be overcome on a priority basis. It is very much necessary to recognize the source of noise and then eliminate the disturbance as much as possible.
4. **Listening Actively as Well as Patiently :** Listening actively, attentively and carefully can solve many problems. There is a difference between "listening" and "hearing". Active listening means that the person is hearing with proper attention and understands what the speaker is saying. The speaker can also ensure the level of understating by asking questions as to whether the message is understood by the receiver in the same manner as is intended by the speaker.
5. **Emotional Wellbeing :** During any form of communication, we should use body language efficiently. We should refrain from showing our sentiments when we are communicating. The receiver might misunderstand the message because of the attached emotions. For example, if the sender is not in a good mood then the receiver might think that the message that is being sent is not truthful or ethical.
6. **Maintaining a Simple Organizational Structure :** Refrain from having a complex organizational structure. Try to maintain and follow the hierarchy. It is advised to have a proper control within

Communicative English

the leaders and members of the organization. For effective communication, a simpler organizational structure works the best.

7. **Avoid Information Overload :** Try to prioritize the work assigned to you, without overloading yourself with the unnecessary stress of the work. Spend quality time with your juniors and subordinates. Listen to the problems that they might have and also respect their feedbacks.
8. **Provide Productive Feedback :** Do not give negative feedback for anything. Even though the content of the feedback is negative, it can be delivered positively. Productive feedback leads to proper and effective communication.
9. **Selection of the Proper Media or Channel :** The medium of communication should be selected properly. For simple messages, oral communication can be preferred like: face to face interaction or meetings. For delivering complex messages, written form of communication can be used. For important messages, reminders can also be given by using written means of communication like Memo or Notice.
10. **Being Flexible About Meeting of Targets :** For proper communication throughout the organization, it should be ensured that the individuals meet their targets on time. The formal channels of hierarchy and communication should not be missed. However, there should not be a lot of pressure on the employees to meet their targets as this could come out negatively for the person as well as the organization.

Check Your Progress :

1. Things which stand in the way of effective communication are called _____ to Effective Communication
 - a. Process
 - b. Barriers
 - c. Stops
 - d. Planning
2. Advertising and sales information is an example of _____ :
 - a. Information overload
 - b. Behaviour
 - c. Unnecessary investment
 - d. None of the above
3. The barriers arising out of different interpretations of words used in language are called _____ barriers.
 - a. Physical
 - b. Cultural
 - c. Semantic
 - d. Social
4. Recruiting _____ individuals on the job is the responsibility of the interviewer
 - a. Lazy
 - b. Wrong
 - c. Arrogant
 - d. Right
5. Active listening means hearing with proper _____ :
 - a. Key points
 - b. Understanding
 - c. Sarcasm
 - d. Silence

6. Some _____ terms can be understood by only a limited number of people who work in the same kind of occupation and profession.
a. usual b. technical c. simple d. unique
7. We should not conduct or remain present in any important communication tasks when our health is _____.
a. not good b. excellent c. perfect d. good
8. We should not show our _____ while communicating as the receiver might misinterpret the message.
a. face b. back
c. emotions d. all of the above

3.5 Let Us Sum Up :

Communication is the key to success. But this cannot be achieved if there are communication barriers. Anything that stops proper and efficient communication from taking place can be called a communication barrier. It could be physical, semantic, psycho–sociological or cultural. Since they hinder the process of communication, they should be avoided or eradicated. The unit also discusses ways to overcome the communication barriers.

3.6 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. b | 2. a | 3. c | 4. d |
| 5. b | 6. b | 7. a | 8. c |

3.8 Glossary :

Interference : intervention / intrusion / meddling

Transit : transport / transfer

Potential : possible / likely

Jargon : Terminology

Prejudice : bias / partiality

Agony : pain / suffering

Mourning : grief / sorrow

Ambiguous : vague / unclear

3.9 Assignment :

1. Answer in detail about the semantic barriers to communication.
2. What are the psycho–sociological barriers to communication ? Explain a few of them.

3.10 Activities :

Understand how cultural barriers lead to misunderstandings in a foreign country

3.11 Case Study :

Observe the barriers that you or your friends have, that lead to non – effective communication. How can you overcome them ?

3.12 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Shethna, Jesal. "How to Overcome Barriers of Communication." n.d. educba. <<https://www.educba.com/how-to-overcome-barriers-of-communication/>>.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



**Unit
4**

PATTERNS OF COMMUNICATION

: UNIT STRUCTURE :

- 4.0 Learning Objectives**
- 4.1 Introduction**
- 4.2 Patterns of Communication**
- 4.3 Downward Communication**
 - 4.3.1 Objectives**
 - 4.3.2 Advantages**
 - 4.3.3 Limitations**
 - 4.3.4 Improvement**
- 4.4 Upward Communication**
 - 4.4.1 Objectives**
 - 4.4.2 Advantages**
 - 4.4.3 Limitations**
 - 4.4.4 Improvement**
- 4.5 Diagonal Communication**
- 4.6 Grapevine Concept**
- 4.7 Let Us Sum Up**
- 4.8 Answers to Check Your Progress**
- 4.9 Glossary**
- 4.10 Assignment**
- 4.11 Activities**
- 4.12 Case Study**
- 4.13 Further Readings**

4.0 Learning Objectives :

The student will get to...

- Understand corporate communication
- Understand the types of corporate communication
- Understand the advantages and disadvantages of the patterns of communication in organizations
- Understand the objectives and ways to improve communication

4.1 Introduction :

Communication differs according to the situation. A student or employee in the field of social work has to communicate with many different people at many different levels. They have to communicate with the organizations and individuals. Fieldwork has a different mode of communication and organizational communication is different. This unit will deal with the patterns of communication in an organization.

4.2 Patterns of Communication in an Organization :

Each organization has two major forms of communication: external communication and internal communication. External communication refers to the communication of the organization with outside parties such as customers, suppliers, financiers, government offices, media and the public. Internal communication refers to the communication of the organization with its own workforce consisting of managing directors, departmental managers, officers, supervisors, workmen and clerks.

4.3 Downward Communication :

Downward communication refers to the communication from supervisors to subordinates that correspond to lines of authority. The managing director communicating with the departmental managers or a sales manager giving instructions to sales officers or a foreman in the production section giving job instructions to workmen are examples of downward communication. The main motive of this type of communication is to provide job-related information to employees who are at subordinate levels. The employees require the information to carry out their responsibilities and meet the expectations of their superiors. The downward communication is in the form of group meetings, individual instructions, written instructions, orders, policy statements, job sheets, circulars and notices etc.

4.3.1 Objectives :

The main objectives of downward communication are :

- **Instruction :** To give instructions about satisfactory completion of jobs assigned to subordinates.
- **Job Rationale :** To explain the subordinates the importance of jobs assigned to them and how it is related to the organisational goals.
- **Procedure and Practices :** The objective of downward communication is to explain the procedures and policies of the organisation. For example, they are told about different types of leaves, rewards, sanctions, retirement benefits, etc.
- **Feedback :** The objective of downward communication is to appraise the subordinates based on their performance.
- **Indoctrination of Goals :** The objective of downward communication is to imbibe the organisation's ideology and mission in the employees.

4.3.2 Advantages :

The following are the advantages of downward communication :

- Every employee has to have a clear concept of the company policy to achieve the sales target of the company.
- Involving every junior in the decision makes the juniors feel satisfied and makes them believe that they are a part of the organisation.
- Both the short term and long term management plans are better explained in downward communication.
- Through proper downward channel and control of instruction, rumours can be curbed and controlled.
- When the company enters into collaboration with foreign companies or expands such knowledge to the juniors or even at the bottom level employees will boost up the morale of the employees.
- Finally, downward communication helps in strengthening the relationship between the management and the staff.

4.3.3 Limitations :

The following are the limitations of downward communication: –

- **Under-Communication or Over-Communication :** Often superiors communicate the decisions but do not explain the reasoning behind these decisions. This affects adversely the morale of subordinates. Sometimes incomplete information is passed on to subordinates. These things lead to unsatisfactory performance of subordinates. In some organisations, employees are overburdened with regular bulletins, policy statements, memos, etc. Employees develop the tendency of not taking these messages seriously. They file them without reading carefully. Sometimes important messages get lost in this vast irrelevant information.
- **Delay :** The transmission of information along the official lines of authority may sometimes take a long period. By the time the information reaches the concerned person, it may have lost significance or it may cause undue delay in action.
- **Filtering :** Unless the message is in written form is not likely to be transmitted downward in its original form. The research has shown that only 20% of the total information sent downward through the various levels of management actually gets to the level of the workers. This filtration of information is because of the difference in the vision of each person and the lack of trust among employees.
- **Distortions :** The downward flow of information is often distorted due to exaggeration or understatement by the people involved in transmission. Whenever a piece of information is passed orally from one individual to another, it changes its original form.

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- **Built-in Resistance :** In many organisations where management has an authoritarian approach, the subordinates tend to resist the directions sent from the above.

4.3.4 Improvement :

The management should take the following measures to improve the downward flow of communication.

- They must clearly specify an objective for communicating.
- They must ensure the accuracy clarity and specificity of the message.
- They should employ the most effective technique of communication to convey the message to the audience.
- Information should be passed on to the correct person.
- The size and timing of the message should be perfect.

4.4 Upward Communication :

Upward communication refers to the communication from subordinates to the superiors in the managerial hierarchy of the organisation. A salesperson presenting a sales office or a foreman in the production submitting production wastages report to the production manager or a manager of finance submitting a cash budget to the managing director is an example of upward communication. The primary object of such communication is to report the actual performance and problems relating to the job assigned to the top management.

4.4.1 Objectives/Importance :

Encouragement to upward communication leads to healthy industrial relations. It improves the efficiency of the organisation. The Managements have come to know the importance of upward communication. The upward communication helps in the following manner.

4.4.2 Advantages :

- (a) **It Provides Feedback :** Through upward communication, the management can ascertain whether the instructions and directives about the work issued to subordinates have been properly understood by them. The reaction and views of the subordinates regarding the policy changes can be ascertained, which is valuable information for the top management. Thus it provides important feedback for managerial policies.
- (b) **Constructive Suggestions :** The salespeople working in the market, workmen working on the shop floor of the production department are involved in the actual production and distribution work. They may offer constructive suggestions to reform the policies of the organisation provided they are given the opportunity. Hence they should be encouraged to interact with superiors.

- (c) **The Grievance of Workmen :** Upward communication provides an opportunity for employees to put forth their problems and grievance to the top management through proper channels. If these grievances are reduced properly in time they do not turn into grave labour problems disturbing the industrial peace.
- (d) **Participative Decisions :** Encouragement to the employees to put forth constructive suggestions for the improvement of productivity leads to participative decisions of employer and employees. This leads to complete cooperation of the employees for new plans and programmes of the organisation. Employees fully support the plans as they are party to the decisions made.
- (e) **Spirit of Cooperation :** Free flow of upward communication leads to a congenial atmosphere in the company and a spirit of cooperation between employer and employees.

4.4.3 Limitations of Upward Communication :

- (a) **Traditional Mindsets :** the managers with a traditional approach do not like to invite the views of subordinates in managerial decisions. Even subordinates have a traditional mindset hence they hesitate to speak with an open mind to their superiors. They develop the attitude of mere obeying the instructions of superiors.
- (b) **Distortions :** the upward communication is distorted to large extent. Some of the information reported by the subordinates is not conveyed by the superiors to the management because such information is unpleasant and reflect upon their efficiency. Hence it is deliberately filtered before it is passed on to the managers up in the hierarchy.
- (c) **Bypassed Superiors Feel Insulted :** Sometimes employees bypass their immediate superiors and communicate with higher authorities. This strains the relations between the employees and their immediate bosses and affects adversely the working.
- (d) **Fear of Employees :** Generally employees tend to fear while expressing their true feelings about the company to their bosses. They feel that such an act will endanger their jobs. Hence they don't come forward to share their genuine views.
- (e) **The Busy Schedule of Managers :** In general the managerial personnel are extremely busy in their routine work. They are always surrounded by important people. This gives no opportunity to subordinates to have free communication with them and put forth their problems and views.

4.4.4 Improving Upward Communication :

Management should develop upward communication by encouraging patient listening to employees, developing an atmosphere of mutual trust and by responding to the messages that are received from employees. Various healthy practices may be developed in an organisation such as

counselling, grievance system, suggestion system, job satisfaction surveys, meetings and consultative supervision.

- (1) **The Open–Door Policy** : Under this policy announced by the management employees are welcome to the offices of top authorities and discuss any matter that concerns them. Psychological and social barriers often make employees approach managers. Hence this policy gets limited success. However, if an organisation is successful in creating an atmosphere of openness and trust this policy can succeed in improving the upward flow of information.
- (2) **Suggestions and Complaints Boxes** : The management places the complaints and suggestion boxes at convenient locations in the office and factory and encourages the employees to put their complaints and suggestions, if any, into these boxes.
- (3) **Informal Get–Together** : Some organisations arrange informal get–togethers of employees in various departments at regular intervals. These get–togethers offer an informal atmosphere where employees share their views and feelings without any pressure. Japanese companies have systemised this strategy by providing managers special allowances for regularly entertaining their subordinates.
- (4) **Employee Letters** : Some organisations encourage correspondence among their employees on official matters. Many companies have a periodic newsletter in which they print the letters from their employees as well as responses from various managers.
- (5) **Reports** : The employees are required to submit the reports about the progress of their work at pre planned and regular intervals in many organizations.
- (6) **Counselling** : Some organisations encourage the employees to seek the counsel of their superiors on work–related as well as personal problems. This helps the managerial people to understand the personalities of the employees better and develop personal relations and create a healthy atmosphere in the organisation.

4.5 Diagonal Communication :

Diagonal communication takes place directly between the employees of different sections working at different levels.

For example, a marketing manager may consult a senior engineer in the production department or a junior accountant in the finance section may talk to a sales manager. The diagonal communication network usually does not appear on the organisational chart, but several such networks are found in large organisations.

4.6 Grapevine Concept :

Formal organisation charts illustrate official channels along which formal communication is supposed to flow. In addition to these organised formal channels of communication, every institution has an informal

communication network that supplements official channels. It is called the grapevine. It follows no set format or definite rules and spreads all over like a grapevine in any direction and anywhere. As people in an organisation go about their work, they have a casual conversation with their friends in the office. A workman in the production department may be a friend of an accountant, an officer in the personnel department may have family relations with the sales manager. These people from different departments working in different capacities meet regularly. They joke and kid around and discuss many things: their apartments, their families, restaurants, movies, sports, and other people in the company.

'Working by influencing the employee' opinions, beliefs and attitudes. Sophisticated organisations recognize the presence of the grapevine and its influence. Skilled managers care to listen to the grapevine, identify the grapevine leaders and provide them with the correct information that will favourably affect the performance of employees and organisation. The best way to stop false rumours is to spread the truth as quickly as possible.

There is a close connection between the grapevine and the morale of employees. When the morale of employees is high the influence of the grapevine is reduced hence the grapevine is thin and slow; when morale drops and employees feel insecure and disturbed the grapevine impact increases. It becomes thick and fast.

❖ **Importance of Informal Communication (Grapevine) :**

- i. It provides a sort of emotional relief to employees. They can share their feelings and ideas with their colleagues.
- ii. It creates intimacy among the employees of an organisation and even raises morale and lead to organisational solidarity and cohesiveness.
- iii. It supplements the formal channels of communication.
- iv. It transmits information at a greater speed compared to formal channels of communication.
- v. It provides feedback on management actions and helps the management to evaluate its plans and policies.

❖ **Limitations :** Grapevine suffers from the following limitations.

- (a) Sometimes it spreads distorted facts and damages the image of the organisation and even some of its employees.
- (b) Most of the time it carries only one side of the story and not the whole truth.
- (c) The information travels through a grapevine at a damaging speed. Before the management takes corrective, a piece of wrong information spread through the grapevine may cause considerable damage.

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- ❖ **How Management Should use Grapevine :** The grapevine cannot be crushed by the management entirely. Management, therefore, should try to use the grapevine effectively in its favour by :
- A. Encouraging upward communication
 - B. Keeping a watch on grapevine leaders.
 - C. Use the information from the grapevine as feedback.
 - D. Counter check the rumours and partial truths by providing the facts through grapevine leaders or official declarations.
 - E. Involving the employees in decision making.

Check Your Progress :

1. _____ communication refers to the communication from supervisors to subordinates
a. Upward b. Downward c. Horizontal d. Diagonal
2. Every employee has to have a _____ concept of the company policy to achieve the sales target of the company.
a. Clear b. Unclear c. Hazy d. Unnecessary
3. _____ communication refers to the communication from subordinates to the superiors in the managerial hierarchy of the organisation.
a. Downward b. Upward c. Horizontal d. Diagonal
4. Upward communication provides an opportunity to employees to put forth their problems and _____ to the top management.
a. Warnings b. Orders
c. Grievances d. None of the above
5. _____ communication takes place directly between the employees of different sections working at different levels.
a. Downward b. Upward
c. Diagonal d. None of the above
6. Informal communication network is called _____ :
a. Downward b. Grapevine c. Horizontal d. Diagonal

4.7 Let Us Sum Up :

Communication follows many rules and protocols. While working in an organization, such protocols have to be followed. They are called patterns of communication in an organization. The patterns that are generally followed in most organizations are downward communication, upward communication, diagonal communication and grapevine or informal channel of communication. Every pattern has its advantages and disadvantages as well.

4.8 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. b | 2. a | 3. b | 4. c |
| 5. c | 6. b | | |
-

4.9 Glossary :

Foreman : supervisor

Rationale : Justification

Imbibe : absorb/take in

Rumours : stories without a strong base/gossip

Morale : confidence / self – esteem

Distortion : misrepresentation

Resistance : conflict

Grievance : complaint

Hesitate : falter / pause / waver

4.10 Assignment :

1. Answer in detail the importance of downward communication.
 2. Mention a few tips on improving upward communication skills.
-

4.11 Activities :

1. Understand how communication is done in organizations near you.
 2. Observe how diagonal communication is necessary for an organization.
-

4.12 Case Study :

Observe how grapevine communication functions positively and negatively for an organization around you.

4.13 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

BLOCK SUMMARY

The four units of block 2 discussed the types of communication and their advantages and disadvantages, with examples. The block also discussed barriers to communication and about how it causes misunderstandings and problems and how to eradicate them. The block talked about the patterns of communication in a common organization and the ways and importance of following them for easier communication.

BLOCK ASSIGNMENT

Short Answer Questions :

1. What is verbal communication ?
2. What is non-verbal communication ?
3. What is meant by barriers to communication ?
4. What are the ways to communicate in an organization ?

Long Answer Questions :

1. What are the non-verbal forms of communication ?
2. How does body language affect communication ?
3. How does voice modulation affect communication ?
4. What are the psycho-sociological barriers to communication ?
5. How should the management use grapevine communication for their benefit ?
6. What are the advantages of using oral forms of communication ?
7. What are the advantages of using a written form of communication ?
8. What are the physical barriers to communication ?
9. Explain the patterns of communication in brief.

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❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any other Comments

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**Dr. Babasaheb
Ambedkar
OpenUniversity**

BSWR-103

Communicative English

BLOCK-3 REMEDIAL ENGLISH

UNIT 1

PARTS OF SPEECH

UNIT 2

TENSES

UNIT 3

COMPREHENSION PASSAGES

UNIT 4

IMPORTANCE OF LANGUAGE IN COMMUNICATION

BLOCK 3 : REMEDIAL ENGLISH

Block Introduction

English is one of the most widely spoken languages in the world. It is not the national language of India, but it is one of the official languages. It is not compulsory to learn any specific language, but for languages like English, it is indeed beneficial. It would be wrong to say that the best communication can happen only in English because communication is not just verbal, it is majorly nonverbal and that does not use any language.

However, in the present times, knowing English has a definite advantage. This block talks about the two major grammatical aspects – Parts of Speech and Tenses, in detail. The block also has reading comprehension passages for practice and the last unit of the block describes the importance of language in communication.

Block Objectives

The student will learn...

- ... the different parts of speech
- ... the usage and structure of parts of speech
- ... the different tenses and their types
- ... the tenses, their structure, their formulae and examples
- ... the importance of reading
- ... the ways to solve comprehension passages
- ... the importance of language
- ... the roles of language
- ... the functions of language

Block Structure

Unit 1 : Parts of Speech

Unit 2 : Tenses

Unit 3 : Comprehension Passages

Unit 4 : Importance of Language in Communication



PARTS OF SPEECH

UNIT STRUCTURE :

- 1.0 Learning Objectives**
- 1.1 Introduction**
- 1.2 Parts of Speech**
 - 1.2.1 Nouns**
 - 1.2.2 Pronouns**
 - 1.2.3 Adjectives**
 - 1.2.4 Verbs**
 - 1.2.5 Adverbs**
 - 1.2.6 Prepositions**
 - 1.2.7 Conjunctions**
 - 1.2.8 Interjections**
 - 1.2.9 Articles**
- 1.3 Let Us Sum Up**
- 1.4 Answers to Check Your Progress**
- 1.5 Glossary**
- 1.6 Assignment**
- 1.7 Activities**
- 1.8 Case Study**
- 1.9 Further Readings**

1.0 Learning Objectives :

The student will get to know the basics of the English language and grammar by understanding the various parts of speech through examples.

1.1 Introduction :

English has become a global language now and knowing the basics of English grammar is necessary. The most basic form of English grammar is parts of speech, which includes nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunctions, interjections and articles.

1.2 Parts of Speech :

Parts of speech are categories of words that indicate how a word functions grammatically in a sentence.

1.2.1 Nouns :

The **Names** of Person, Place, Thing, Quantity, Action, State, Concept, Emotion, Collection, Agent, Sky Bodies, Disease, Season, Animals, Birds, Insects etc are called Nouns.

E.g.:

Man, Boy, Father, Raj, Garden, Market, Fatehganj, Vastrapur, Pen, Book, Cup, Depth, Height, Movement, Effect, Goodness, Truth, Happiness, Sorrow, Love, Gas, Heat, Class, Team, Parliament, Teacher, Singer, Sun, Earth, Cholera, Malaria, Monsoon, Winter, Lion, Pigeon, Sparrow, Cockroach, Grasshopper etc.

There are Five Types of Nouns :

❖ **THE MAIN TYPES OF NOUNS ARE :**

☐ **COMMON NOUN :**

A reference to **any single part** of a group or species, not a single person or thing. It is the name of a common person, place, thing, etc.

E.g.:

Man. (Not a single person but any person or all people.)

Book. (Not a single book but any book or all books.)

☐ **PROPER NOUN :**

A reference to a **specific** person, thing or place.

E.g.:

Raj (Specific Person), Mumbai (Specific Place), Ramayana (Specific Book).

☐ **COLLECTIVE NOUN :**

A reference to a **group** of people or things of the **same** kind or type.

E.g.:

Army. (A group of soldiers.)

Crowd. (A group of people.)

Bunch. (A group of keys or grapes.)

☐ **MATERIAL NOUN :**

A reference to a **thing** from which other items are made.

E.g.:

Wood, Milk, Mutton, Stone.

☐ **ABSTRACT NOUN :**

A reference to **quality, condition** or **task**.

E.g.:

Wisdom, Cleverness, Poverty, Childhood, Laughter, Theft.

1.2.2 Pronouns :

The function of a Pronoun is to **substitute** a name. That is, to come **in place of Noun**. (Like using 'He' instead of Ram.)

❖ **ADVANTAGES of using PRONOUNS :**

It avoids the repetition of Nouns.

It reduces the length of the sentence.

It makes the sentence easy to understand.

There are 10 types of Pronouns :

❖ **THE MAIN TYPES OF PRONOUNS ARE :**☐ **PERSONAL PRONOUNS :**

They are of two types :

☐ **SUBJECTIVE PRONOUNS :**

They are used as Subjects in the sentence.

I, We, You, He, She, It, They.

E.g.:

1. I am an Indian.

2. They are good students.

☐ **OBJECTIVE PRONOUNS :**

They are used as Objects in the sentence.

Me, Us, Him, Her, Them.

E.g.:

1. You should tell him everything.

2. Give me some sunshine.

3. This house belongs to them.

☐ **POSSESSIVE PRONOUNS :**

These Pronouns show Possession or Belonging.

My, Your, Mine, His, Her, Hers, Its, Our, Ours, Their, Theirs.

E.g.:

This is my pen.

1. Tell me your name.

2. India is our country.

☐ **DISTRIBUTIVE PRONOUNS :**

These Pronouns distribute a group or a pair.

Each, Either, No one, Neither.

E.g.:

1. Each of these books is wonderful.
2. Neither of you was present yesterday.
3. No one should hurt animals.

☐ **INDEFINITE PRONOUNS :**

These Pronouns are indefinite.

Any, Some, Both, All, Someone, Somebody, Anyone, Anybody.

E.g.:

1. Some people are praying there.
2. You should not insult anyone.

☐ **RELATIVE PRONOUNS :**

These Pronouns show Relations between the object and the subject.

Who, Which, Whose, Whom, Whomsoever, Whosoever, Of Which, That.

E.g.:

1. The girl, who is standing there, is my sister.
2. To whomsoever, it concerns.
3. The person, whose bag is lost, must come here.

☐ **INTERROGATIVE PRONOUNS :**

These Pronouns ask questions.

Who, Which, Whose, Whom, Whose.

E.g.:

1. Whom do you want to meet ?
2. Whose bag is lost ?
3. Who is standing there ?

☐ **DEMONSTRATIVE PRONOUNS :**

These Pronouns show or point towards a Noun.

This, That, These, Those.

E.g.:

1. This is very easy!
2. That building is huge.
3. Those people are searching for a dog.

☐ **RECIPROCAL PRONOUNS :**

These Pronouns show the relation with one another.

Each Other, One Another.

E.g.:

1. These two are made for each other.
2. The three brothers love one another.

❑ **REFLEXIVE PRONOUNS :**

These Pronouns show the Action towards the Subject.

Myself, Yourself, Himself, Herself, Itself, Ourselves, Themselves.

E.g.:

1. She hid herself behind the curtain.
2. The little boy hurt himself while playing.
3. I will go there myself.

❑ **EMPHATIC PRONOUNS :**

These Pronouns are used to give emphasis. They are used differently from the Reflexive Pronouns.

A REFLEXIVE PRONOUN is used after the Verb, but *EMPHATIC PRONOUNS* are used *before* the Verb.

Myself, Yourself, Himself, Herself, Itself, Ourselves, Themselves.

E.g.:

1. She herself did all the work.
2. He himself solved this puzzle, without help.
3. I myself will go there.

1.2.3 Adjectives :

The function of Adjectives is to **modify** the meaning of Nouns and Pronouns.

That means Adjectives provide **more or special information** about Nouns or Pronouns.

They can either decrease or increase the value of the Nouns or Pronouns.

❖ **ADJECTIVES MODIFYING NOUNS :**

Tall Man, Fat Woman, Clean Place, Intelligent Student, Dull Boy, Smart Girl, Fair Complexion, Good Idea, Cold Coffee, Sweet Taste.

❖ **ADJECTIVES MODIFYING PRONOUNS :**

- o I am tall.
- o You are smart.
- o He is clever.
- o We are hungry.
- o It is easy.

1.2.4 Verbs :

The function of Verbs is to express **action** and **non-action**.

- Action means **movement**.
- Non-action means **the state of being**.

The verb is the **most essential** part of the sentence. It functions as the heart of a sentence.

❖ VERBS SHOWING ACTION :

To Come, To Go, To Stay, To Shift, To Stand, To Walk, To Run, To Play, To Read, To Try, To Quarrel, To Dive, To Watch, etc.

❖ VERBS SHOWING NON-ACTION :

Be, Was, Were, Am, Is, Are, Been, Have, Have Been, Has, Has Been, Had, Had Been, Being, Become, Shall, Shall Be, Will, Will Be.

❖ NOTES :

- **Can** and **May** are confused often. **May** indicates asking for permission, whereas **Can** indicates ability.
- **Drown** and **Sink** both mean the same but **Drown** is used for live objects whereas **Sink** is for non-living things.
- Simple Future Tense takes "Shall" with I and We.
- Simple Future Tense takes "Will" with He, She, They, and You. (MORE DETAILS IN THE SECTION OF TENSES.)
- For Strong Decisions and Warning "Will" is used with I and We.
- For Strong Decisions and Warning "Shall" is used with He, She, They, and You.

1.2.5 Adverbs :

The function of Adverbs is to modify the meaning of **Verbs, Adjectives and other Adverbs**.

Adverb provides more information :

- About action (how an action is)
- Quality (how quality is)
- Another Adverb (they add more meaning to the adverb.)

❖ ADVERBS MODIFYING THE MEANING OF VERBS :

- o He **plays** chess intelligently.
- o Lata **sings** sweetly.

❖ ADVERBS MODIFYING THE MEANING OF ADJECTIVES :

- o She is extremely **beautiful**.
- o He is extraordinarily **smart**.

❖ ADVERBS MODIFYING THE MEANING OF ADVERBS :

Parts of Speech

- o Sameer speaks English very **fluently**.
- o He runs tremendously **fast**.

1.2.6 Prepositions :

The function of Prepositions is to show the **relation** of Noun and Pronoun with other words in a sentence.

For Example:

In, On, Over, Above, Below, Under, Down, Up, Within, Without, This, That, To, From, Of, For, Into, At, Against, With, Till, Until, By, Into, Between, Amongst, Since, Up.

1.2.7 Conjunctions :

The function of Conjunctions is to **join** words or a group of words.

And, But, Or, Either–Or, Neither–Nor, If, Because, For, Since, As Soon As, As, Then, Because, Due To, Moreover, Hence, Not, Nonetheless, Even Though...

❖ POINTS TO NOTE :

The Conjunctions used together:

- o Though – yet.
- o No sooner – than.
- o Not only – but also.
- o Hardly – when.
- o Lest – should.
- o Although – yet.
- o Such – as.
- o Scarcely – when.
- ⊙ **"No sooner", "Not only"** are negative words so "do" and "did" are used after them.
- ⊙ **"Lest"** is a negative word so it uses **"should"**, and not "should not"
- ⊙ **"As"** is a relative word and thus "so" is not used with it.

1.2.8 Interjections :

The function of Interjections is to express **emotions** and **feelings**.

Ah!

Oh!

My god!

Indeed!

Beautiful!

Ouch!

Communicative English

Nonsense!

Hurrah!

Alas!

Hi!

So what!

Marvellous!

Stupid!

Oooff!

1.2.9 Articles :

The words "A", "An" and "The" are called articles.

- "A" and "An" are called **INDEFINITE ARTICLES** because they do not specifically point to any item. They are used with **Singular** words only.
- "The" is called **DEFINITE ARTICLE** because it points to a specific item. It can be used with both, **Singular** and **Plural** words.

E.g.:

- I have a pen.
- I want to buy a pencil.
- A word is enough.
- This is an umbrella.
- I like the book that you gave me.

❖ USE OF "A" AND "AN":

- With Singular Common Noun as:

E.g.:

A Book, A Pen, A Mango, An Apple, An Elephant.

- With Collective Noun as:

E.g.:

A Crowd, A Flock, An Army.

- Article "A" is used before a Countable Common Noun beginning with a **consonant sound**.

E.g.:

A Table, A Fan, A Dog, A Knife, A University.

- Article "An" is used before a Countable Common Noun beginning with a **vowel sound**.

E.g.:

An Ox, An Umbrella, An Apple, An Inkstand, An Ass.

She was suffering from the typhoid.

She was suffering from typhoid.

"The" is NOT used with :

1. Proper noun. (Delhi, Faiz bazaar, English)
2. Material noun. (Gold, Silver)
3. Abstract noun. (Union, Honesty)

"The" is used with :

- Name of **Mountains**. (The Himalayas, The Alps).
- Name of **Rivers**. (The Ganga, The Thames).
- Name of **Seas and Oceans**. (The Arabian Sea).
- Name of **Islands**. (The Andaman Islands).
- Name of **Deserts**. (The Sahara).
- Name of **Seasons**. (The Monsoon).
- With the Adjectives used before nouns. (The Rich, The poor).
- To **stress** on any word. (The flower, The Rose).
- To talk about a thing that is **previously mentioned**. (There is a girl. The girl is tall.)
- To talk about a **specific object**. (The book you want is with me.)
- A **unique** object. (The Sun, the moon, the roof, the ceiling, the floor).
- Places like The USA, The UK, The USSR because the name is "The United States of America", "The United Kingdom", "The United States of Soviet Russia". Here, the word United shows a group of states.
- Names of **Special Buildings, Ships, Newspapers, and incidents**. (The Taj Mahal, The White House, The Titanic, The Times Of India, The French Revolution).
- Names of the **Famous Books or Organizations**. (The Ramayana, The Bible, The Parliament, The Oxford University).
- Name of **Directions** (The East).
- The **Singular** form when denoting the whole **group**. (The peacock is a colourful bird.)
- For Showing the **Position** of the people. (The Governor, The Manager).
- The **Proper Noun using an Adjective**. (The Great Akbar, The Immortal Caesar).
- Before the **Superlative Degree**. (The best, The most beautiful).
- As the **Adverbs** of the Comparative Degree of Adjective. (The more, the better).
- Before the Names of the **Races**. (The Hindus, The Aryans).
- When the Proper Noun is used as Common Noun. (Kalidas is the Shakespeare of India.)

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❖ ARTICLE IS NOT USED WHEN :

Before the Proper Noun. (Bob, Mumbai, John)

Before the Material Noun. (Gold, Sand)

Before the Abstract Noun. (Honesty, Beauty)

When a Common Noun is used to denote the whole group. (Man is mortal)

When the Possessive Pronouns like "My", "Your", "Our", "His", "Her" are used before Common noun. (This is my book)

Before the phrases :

At Home, At School, At Ease, At Dinner, At Night, In Bed, In Debt, By Day, By Money, By Name, By Train, On Demand, On Foot, To School, To Office, Under Ground...

❖ BUT KEEP IN MIND :

- When a Proper Noun is used as a Common Noun then an article is used. (A Gandhi takes birth once in a thousand years).
- When Material Noun is used in a specific sense. (The cotton of Egypt is very smooth).
- When an Abstract Noun is showing some definite meaning (The beauty of Cleopatra was World famous).
- "A" or "An" are not used before Material Noun and Abstract Noun.

Check Your Progress :

1. Find out the Nouns and mention their type: A huge crowd gathered.
a. Crowd : Collective Noun b. Crowd : Abstract Noun
c. Huge : Collective Noun d. Gathered : Material Noun
2. Find out the Pronouns from the given sentence : The child threw a ball into their house.
a. The b. Ball c. Their d. House
3. Find out the Adjectives from the given sentence : The tall building had beautiful carvings.
a. Tall b. Beautiful c. Carvings d. Both a and b
4. Point out the Verb from the given sentence : The princess announced her decision.
a. Princess b. Announced c. Her d. Decision
5. Find out the Adverb from the given sentence : The child drove his bike fast.
a. Quick b. Child c. Drove d. Fast
6. Fill in the blank with a proper preposition : The cat fell _____ the well.
a. Into b. From c. For d. In

7. Fill in the blank using correct Conjunction : The man is poor _____ kind.
 a. Yet b. Because c. As d. Such
8. Function of _____ is to express emotions and feelings.
 a. Conjunctions b. Articles c. Interjections d. Prepositions
9. Fill in the blank using correct article : Raj goes To _____ University.
 a. A b. An
 c. None of the above d. Any of the above

1.3 Let Us Sum Up :

Every word in English has a specific function to create the meaning of the sentence. The words are categorized according to these functions. These categories are called parts of speech. These include nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunctions, interjections as well as articles.

1.4 Answers to Check Your Progress :**Check Your Progress :**

- | | | | |
|------|------|------|------|
| 1. a | 2. c | 3. d | 4. b |
| 5. d | 6. a | 7. a | 8. c |
| 9. a | | | |

1.5 Glossary :

- Emphasis** : stress / importance
Marvellous : excellent/wonderful
Shivering : trembling/quivering
Sarcasm : irony

1.6 Assignment :

1. What are nouns ? What are the different types of nouns ?
2. What are pronouns ? What are the different types of pronouns ?
3. What is the difference between adjectives and adverbs ?
4. What are articles ? Explain how they are used according to the situation and where can they be omitted.

1.7 Activities :

Take a paragraph from Block 3 Unit 3 and try to identify the parts of speech in that paragraph.

1.8 Case Study :

Observe how each part of speech has a specific function. Understand its usage and importance.

1.9 Further Readings :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

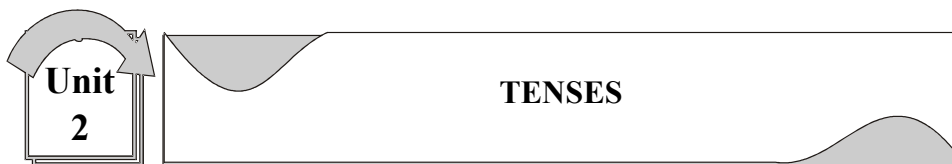
Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Kataria, Dr. Dhaval. Easy English Grammar For All. New Delhi: Pen to Print Publishing, 2021.

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



: UNIT STRUCTURE :

- 2.0 Learning Objectives**
- 2.1 Introduction**
- 2.2 Introduction to Tenses**
- 2.3 Present Tense**
- 2.4 Past Tense**
- 2.5 Future Tense**
- 2.6 Let Us Sum Up**
- 2.7 Answers to Check Your Progress**
- 2.8 Glossary**
- 2.9 Assignment**
- 2.10 Activities**
- 2.11 Case Study**
- 2.12 Further Readings**

2.0 Learning Objectives :

The student will get to...

- Understand the types of tenses
- Understand the ways to make sentences in different tenses using specific formulae
- Understand the difference between the types of tenses through definitions and examples.

2.1 Introduction :

When we read or hear something, we can know if the event has happened in the past, present or future, through the use of words in the sentence. We indicate time by modifying the verbs. Verbs take up different forms to indicate the time of the action or the event. Through the use of the different forms of verbs, we create sentences that denote time and action. They are called tenses. There are three tenses: Present, Past and Future. There are 12 types of tenses. We will study that in this unit.

2.2 Introduction to Tenses :

There are **3 TENSES**: Past, Present and Future.

But,

There are **12 TYPES** of tenses:

	PAST	PRESENT	FUTURE
SIMPLE	I played cricket.	I play cricket	I will play cricket.
CONTINUOUS	I was playing cricket.	I am playing cricket	I will be playing cricket.
PERFECT	I had played cricket.	I have played cricket.	I will have played cricket.
PERFECT CONTINUOUS	I had been playing cricket.	I have been playing cricket.	I will have been playing cricket.

2.3 Present Tense :

❖ SIMPLE PRESENT TENSE :

This tense is used to talk about daily activities or habitual actions.

FORMULA:

SUBJECT + VERB + OBJECT.

I play Cricket.

RULE :

For First Person Singular (He, She, It) the verb takes '-s' or '-es' after it.

E.g.:

1. She eats a banana.
2. Ramu cleans his room every week.

For all other cases, (I, You, We, They) '-s' or '-es' is not added.

E.g.:

1. I pray to god every morning.
2. They go to the park every week.

❖ **NOTE : (USE OF SIMPLE PRESENT TENSE)**

- o To talk about intermittent activities taking place in the present. (sometimes I read English books)
- o Used for universal truth and proverbs. (earth is round)
- o To make a request and give orders. (please help me)
- o Used to express an opinion and make a statement. (English is an interesting language to learn)
- o Used to give instructions, advice, warnings, suggestions. (keep left, keep some coins with you, do not copy in the exam)
- o To give information of a person living in present. (he is a tall boy.)

- o Used to describe a thing happening in present. (I have a pen. It is red. It is light in weight. It has a comfortable grip.)
- o Used to describe a place. (Sayajibaug is a beautiful garden. It is the biggest garden in Baroda. It is centrally located. It has four gates.)
- o Used to give headlines to the news in newspapers, T.V. and radio. (Sachin scores a century)
- o Used to give a running commentary.

❖ **PRESENT CONTINUOUS TENSE :**

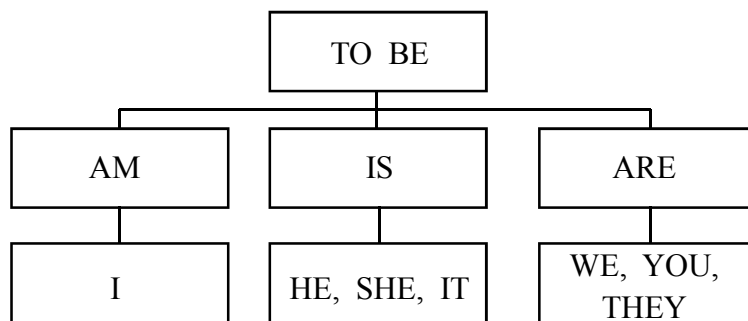
- It is used to denote **continuity** of action at the time of speaking, listening or watching in present.
- It tells us that the action is still going on (continued) is present.
- It does not indicate starting time of action; neither does it indicate the end of the action.
- It simply tells us that the process is going on.

FORMULA

TO BE (Subject) + MAIN VERB + ing.

I AM + PLAY + ING CRICKET.

FORMS OF "TO BE" :



IT TELLS US WHAT IS GOING ON NOWADAYS.

- o Nowadays I am attending spoken English classes.
- o For the time being, I am doing a job here.
- o At present, the group is collecting funds for poor children.
- o My brother is doing his masters.
- o My father is working on a project at present.

❖ **PRESENT PERFECT TENSE :**

This tense shows the completion of an action in present.

FORMULA

SUBJECT + HAVE/HAS + PAST PARTICIPLE + OBJECT

I + HAVE + DONE + THIS WORK.

RULE :

For First Person Singular (He, She, It) 'Has' is used.

E.g.:

1. She has eaten a banana.
2. Ramu has cleaned his room.

For all other cases, (I, You, We, They) 'Have' is used.

E.g.:

1. I have prayed to god about your health.
2. They have gone to the park.

❖ **WITH THE INTERMITTENT ACTIVITIES IN THE PAST :**

1. I have often done this work in the past.
2. I have seen this movie five times.

❖ **PRESENT PERFECT CONTINUOUS TENSE :**

It shows :

- ⇒ CONTINUITY OF ACTION IN PRESENT
- ⇒ STARTING TIME OF THE ACTION IN PAST.

The tense takes **Have/Has** as seen in **Perfect Tense**

+

Verb + ing as seen in **Continuous Tense.**

=

Perfect Continuous Tense.

FORMULA

SUBJECT + HAVE BEEN / HAS BEEN + MAIN VERB + ing + OBJECT.

- o I have been attending guitar classes since 14th November.
- o We have been sitting in the class since 2 o'clock.
- o I have been staying in the hostel for two years.
- o My sister has been learning car driving for 15 days.
- o Mahesh is not coming to the class since he met with an accident.
- o He has not taken food for 1 month.
- o How long has your father been doing business ?
- o How long have the passengers been waiting for the bus ?
- o Have you still been waiting for your friend ?
- o Has the child still been sleeping ?

Check Your Progress – 1 :

Tenses

Fill in the blanks to make the sentences correct.

- The sun is _____ now. (Shine)
a. Shine b. Shone c. Shining d. Shines
- I have _____ my assignment. (Write)
a. Write b. Wrote c. Writing d. Written
- The sun _____ in the East. (Rise)
a. Rise b. Rises c. Rising d. Roses
- The boy _____ requesting his teacher. (To be)
a. Is b. Am c. Are d. Were
- The chef here _____ delicious food every day. (Cook)
a. Cook b. Cooks c. Cooking d. Cooker

2.4 Past Tense :

❖ SIMPLE PAST TENSE :

This tense is used to talk about the action in the past.

FORMULA :

SUBJECT + PAST TENSE OF VERB + OBJECT.

This tense is used to describe:

⇒ **An action that got over in the past.**

- Last Saturday we went to Delhi.
- This morning someone met with an accident here.
- Yesterday we had a celebration.
- Two days ago the cat spilt milk.
- Last night Ram smoked.
- A month ago she insulted her.
- Six years ago Ravi and Smita got married.
- Last year I passed my exam with distinction.
- Yesterday my father was angry with me.

⇒ **When an action was over in past but the same TYPE of action is repeated in the present.**

- Yesterday I broke a glass. Today my brother broke a cup.
- Last time Anita bought a dress. This time she has bought a sari.
- About an hour ago I had a cup of tea now I am having a cup of coffee.
- Last month I saw a Hindi movie, today I saw an English movie.

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⇒ **It is used to talk about a person who was in contact in the past, but due to loss of contact for a long time, whose whereabouts are not known in present.**

I had a friend at my native place. His name was Shyam. He was my neighbour also. We studied in the same school. I do not know where he is now and what he is doing.

⇒ **It is used to describe a person who is not alive.**

The Principal of my school was a man of principles. He was tall and strong. He taught Mathematics and Physics. Two years ago he died of a heart attack.

⇒ **It is used to describe a thing in the past.**

Before I bought a computer I had a small T.V. It was a colour T.V. and it gave a clear picture. It had an effective sound system. It showed 99 channels. I sold it last month.

⇒ **It is generally used in stories.**

Once there was a rabbit and a tortoise. They were friends. They decided to see who was faster. So they arranged a race. Tortoise went to sleep and the rabbit won the race.

⇒ **It is used to talk about historical events.**

- (a) Shah Jahan built The Tajmahal.
- (b) On 15th August 1947, India became independent.
- (c) On 26th January 1950, India became a republic country.

⇒ **It is used to talk about inventions or discoveries.**

- (a) Columbus discovered America.
- (b) Edison invented the electric bulb.
- (c) Newton discovered the law of gravitation.

❖ **NOTE PLEASE :**

TWO PAST TENSE ITEMS ARE NOT USED TOGETHER.

⇒ To make a question begin with "did" the original form of the verb is used and not the past tense.

- (a) "Did you go there ?" Instead of "Did you went there ?"

⇒ Similarly to make a negative sentence.

- (a) "I did not go there." Instead of "I did not went there."

❖ **PAST CONTINUOUS TENSE :**

FORMULA :

SUBJECT + WAS/WERE + MAIN VERB + ing + OBJECT.

HE + WAS + PLAY + ing CRICKET.

RULE :

'WAS' is used with Singular forms like 'I, HE, SHE, IT.'

'WERE' is used with Plural forms like 'YOU, WE, THEY.'

This tense is used to show the continuity of action in the past tense.

It is used in these cases :

⇒ This tense denotes the continuity of action at a definite point of time in the past. It does not show the time of start or time of the end of the action.

- (a) Yesterday at this time we were playing.
- (b) Today morning at 7 o'clock, he was reading.
- (c) Last week we were doing our chemistry practical in the lab at 2 o'clock.
- (d) What were you doing at 2 o'clock yesterday ?
- (e) I wasn't doing anything yesterday morning.
- (f) Why were you laughing so loudly ?
- (g) I was watching a comedy movie.

⇒ This tense is used to show continuity of action throughout the past.

- (a) Yesterday we were leaving our house for Diwali vacation.
- (b) Last week I was preparing for my exams.
- (c) Last month my friends were enjoying a picnic.

⇒ Sometimes this tense comes in a compound sentence with simple past tense or another past continuous tense and there it prepares the background for the main action in the past. From this background, we can know what was going on when the main action took place in the past.

- (a) When the man was crossing the road, a car knocked him down.
- (b) Today when our teacher came into the class, we were shouting.
- (c) A boy was caught red-handed when he was copying in exams.

❖ **PAST PERFECT TENSE :**

This tense shows the completion of an action in the past.

FORMULA

SUBJECT + HAD + PAST PARTICIPLE of Verb + OBJECT.
--

They had eaten a lot of sweets last night.
--

This tense is used when :

- ⇒ When an action of the past that was completely forgotten is recalled in the present.
- (a) I had also joined the same class for English.

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- (b) My grandmother had told me the same story when I was a kid.
(c) The same man had stolen my wallet.

⇒ When two actions take place in the past, the one which shows its completion first takes past perfect tense. The latter one is in simple past tense.

- (a) The train had already arrived before I bought the platform ticket.
(b) Before the doctor came, the patient had died.
(c) Had your teacher come to the class before you reached there ?
(d) This time he helped me because I had helped him in the past.

⇒ When any action shows its completion before its scheduled time, use past perfect tense.

- (a) Yesterday I had my lunch before 12 o'clock.
(b) This morning our staff bus had arrived before 6:30
(c) I had finished writing my paper before the warning bell rang.
(d) Last night I had gone to bed much before my usual time.

❖ PAST PERFECT CONTINUOUS TENSE :

It shows :

- ⇒ Continuity of action in past.
⇒ Completion of the same action in the past.

It may or may not indicate the starting time of the action.

- (a) Yesterday from 12:30 p.m. to 3:30 p.m. we had been watching the movie.
(b) This morning I had been reading a novel.
(c) The day before yesterday we had been doing physics practical.'
(d) My brother had been doing physics practicals for three years.
(e) My grandfather had been doing business for 30 years.
(f) How long had you been learning car driving ?
(g) This morning up to 9 o'clock I had been doing nothing.

FORMULA

SUBJECT + HAD BEEN + MAIN VERB + ing + OBJECT
--

THE CROWD HAD BEEN SHOUTING SINCE LAST NIGHT.

Check Your Progress – 2 :

Use the correct form of Verb to make the Sentences Correct.

1. They were _____ on a joke that I said. (Laugh)
a. Laugh b. Laughs c. Laughed d. Laughing
2. They _____ to the airport to see off their friends. (Go)
a. Go b. Goes c. Went d. Gone

3. Rohan _____ studying hard for his exams.
a. Was b. Were c. Am d. Are
4. Kartik had _____ Ahmedabad for higher studies. (Leave)
a. Left b. Leave c. Leaves d. Leaving
5. The little boy _____ a lot of water when he came back from school. (Drink)
a. Drinking b. Drink c. Drank d. Drunk

2.5 Future Tense :

❖ SIMPLE FUTURE TENSE :

This tense is used to talk about an action in future.

This tense is used when :

- We think that the action will happen in future just as we are saying it will. It might or might not happen in the same way.

FORMULA

PERSON	SINGULAR	PLURAL
FIRST	I shall + verb	We shall + verb
SECOND	You will + verb	You will + verb
THIRD	He She It } will + verb	They will + verb

- I shall accompany you.
- We shall study tomorrow.
- You will get good marks if you study.
- She will not sing a song.
- I shall not play cricket.
- Will you help me ?
- Shall I eat an ice cream ?

ALSO, This tense is used :

- When we are sure that the action about which we are talking is surely going to happen, then the following formula is used :

FORMULA

TO BE + GOING TO + VERB

- By any means, I am going to play cricket.
- My brother is going to be a doctor soon.
- Meeta is going to marry Mitesh.
- Seema is not going to participate in the drama.

Communicative English

- They are not going to allow anyone inside.
- Are you going to go to the zoo ?
- Which places are we going to see ?
- The following formula is used to denote the near future.

FORMULA :

BE + VERB + ing

- Today we are getting our result.
- Tomorrow the chairman is visiting our office.
- Tonight we are leaving for Delhi.
- Next month my brother is coming from Delhi.

❖ **FUTURE CONTINUOUS TENSE :**

This tense is used to show continuity of action in future. The activity must be programmed ahead of or must be a regular activity.

OR

This tense denotes the continuity of action throughout the future. The action must be a programmed activity or a very regular activity taking place at fixed hours.

FORMULA

SHALL BE/WILL BE + VERB + ing

- Today at 2 o'clock he will be sleeping.
- Tonight at 9:00 we will be watching T.V.
- Tomorrow at this time I will be attending Spoken English class.
- He will not be sleeping at this time tomorrow.
- I will not be driving a car from today.

❖ **FUTURE PERFECT TENSE :**

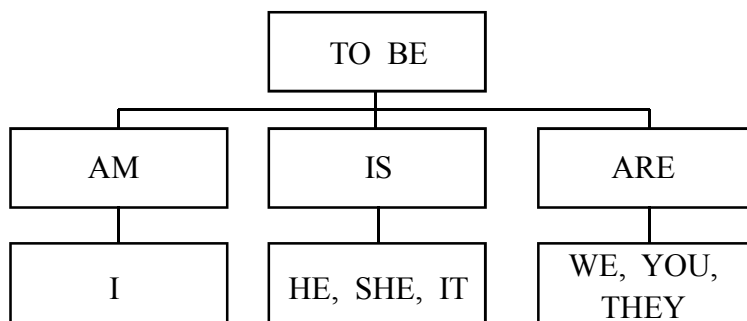
It denotes the completion of an action in the future.

FORMULA

**SUBJECT + WILL HAVE + PAST PARTICIPLE
form of Verb.**

- This tense is used only when it is a very regular activity or a programmed activity.
- (1) Today by this time I will have taken my lunch.
 - (2) Today at 3 p.m. we will have finished our exam.
 - (3) Tomorrow we will have reached Mumbai.

- When two actions are going to take place together in future, the one which is going to get over first takes this tense.
- (1) By the time you reach the cinema hall, the movie will have started.
 - (2) The teacher will have come before you enter the class.
 - (3) The train will have arrived before I reach the station.



❖ FUTURE PERFECT CONTINUOUS TENSE :

This tense is used to talk about the action that will take place in the future. But this action must be a regular one or a programmed one.

- It shows the continuity of action in future.
- It indicates the completion of action also.
- It may or may not indicate starting time of action.

FORMULA

WILL HAVE BEEN + VERB + ing.

Examples :

- (1) Tonight he will have been doing his homework.
- (2) Today up to 8 o'clock she will have been working in the office.
- (3) Tonight from 9:00 to 9:30 we shall have been watching a serial.

Check Your Progress – 3 :

1. I _____ leave for Mumbai tomorrow.
 - a. Shall
 - b. Am
 - c. Is
 - d. Are
2. The train _____ crossed the tunnel by now.
 - a. Will
 - b. Will have
 - c. Is
 - d. Will be
3. The man will have _____ the book tomorrow.
 - a. Finish
 - b. Finishes
 - c. Finished
 - d. Finishing

2.6 Let Us Sum Up :

Tenses are forms of a verb showing time, continuance or completion of an action or a state that has been expressed in connection with the moment at which the sentence is formed. There are three main tenses: the present, the past, and the future.

Communicative English

The present tense is used to refer to something that happens or exists now.

The past tense is used to refer to something that happened or existed in the past.

The future tense refers to something that hasn't yet happened at the time of speaking and it will or might happen in the future.

2.7 Answers to Check Your Progress :

Check Your Progress – 1 :

- | | | |
|------|------|------|
| 1. c | 2. d | 3. b |
| 4. a | 5. b | |

Check Your Progress – 2 :

- | | | |
|------|------|------|
| 1. d | 2. c | 3. a |
| 4. a | 5. c | |

Check Your Progress – 3 :

- | | | |
|------|------|------|
| 1. a | 2. b | 3. c |
|------|------|------|
-

2.8 Glossary :

Intermittent : irregular / discontinuous

Spilt : fallen / dropped

Whereabouts : position / location

Sarcasm : irony

Rapport : bond / connection

2.9 Assignment :

1. When do we use the different forms of present tense ?
 2. When do we use the different forms of past tense ?
 3. When do we use the different forms of future tense ?
 4. Mention the formulae for various tenses.
-

2.10 Activities :

Give examples of each tense using different verb forms.

2.11 Case Study :

Observe how the verbs change to denote the different tenses whereas the subject and object remains the same.

2.12 Further Readings :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English", Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

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Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



: UNIT STRUCTURE :

- 3.0 Learning Objectives**
- 3.1 Introduction**
- 3.2 Importance of Reading Comprehension**
- 3.3 Skills Required for Reading Comprehension**
- 3.4 Tips to Improve Reading Skills**
- 3.5 Reading Comprehension Passages**
- 3.6 Let Us Sum Up**
- 3.7 Answers to Check Your Progress**
- 3.8 Glossary**
- 3.9 Assignment**
- 3.10 Activities**
- 3.11 Case Study**
- 3.12 Further Readings**

3.0 Learning Objectives :

The student will get to...

- Understand the concept of reading comprehension
- Understand how to skim and scan the given paragraph for information
- Get used to reading and comprehending skills

3.1 Introduction :

Reading requires comprehending or understanding the given passage to get the meaning of it. Comprehension skills are the ability to use context and knowledge to aid the reading and to skim and scan the given paragraph for information and details. So reading comprehensions are meant to grasp the meaning of the paragraph mentally.

3.2 Importance of Reading Comprehension :

Reading is one of the ways to receive knowledge, advice, information, suggestion, details and much more. Through intensive reading, a passive reader becomes an active reader. Skilled readers don't just read – they interact with the text. Reading comprehension activities increase the speed of reading a text and grasp the meaning well. It trains the eyes to look for important information and consider it.

3.3 Skills Required for Reading Comprehension :

Reading comprehension is the capacity to understand what you have read. Strong reading comprehension includes many literacy skills that are needed to understand and find out the meanings that are stated in a text. Many features like fluency, the way, ease and speed of decoding unfamiliar vocabulary as well as using context clues from the passage in identifying the main features of a text can be the constituents of strong and effective reading comprehension.

Essential skills that are needed for effective reading comprehension include:

- Decoding
 - Fluency
 - Vocabulary
 - Inference
 - Retention
- **Decoding** : Decoding is one such skill that relies majorly on your ability to write the spellings of words that you have heard but have never read. So you are aware about the pronunciation but the spellings are unknown. Your phonemic awareness, or your ability to hear individual sounds in words and connect those sounds to letters helps to spell the words. Connecting a letter or a group of letters with the sounds that they make is an important step in "sounding out" or decoding the words.
 - **Fluency** : Fluency is a combination of many different factors. First, it focuses on the reader's ability to read clearly with a flow. Fluency also focuses on the ability of the reader to decode new words quickly while reading. Fluency is to focus on what it sounds like while reading. It can strongly impact your ability to understand what you read. For instance, as a child grows and becomes more fluent in his or her reading, he/she will quickly find the meaning and understanding of what he/she has read, and it contributes to the understanding of the text.
 - **Vocabulary** : The skill for decoding or determining the meaning of new words influences your reading comprehension. When we can interpret the new meanings and recognize relationships between new terms and the terms with which we are already familiar, we can intensify our ability to think, form ideas and we can become better at understanding the texts that we read.
 - **Interpretation** : Interpretation is the basic element of reading comprehension. When we interpret a given text, we connect the given information from the text to our own ideas and opinions. It helps in identifying the meaning of what we have read. For example, when we read an article about plastics in the oceans, we

might reach to a conclusion that to decrease the quantity of plastic waste we should go for recycling the plastic products. This can happen when we read a text where the purpose and meaning of the text are not implicitly stated. Additionally, the ability to connect ideas and making interpretations can help increase retention.

- **Retention** : Reading comprehension is all about remembering and retaining what we read. Comprehension is based on how we have retained the information. By practising the summarizing skills and recalling what we have read so far, we can strengthen our reading comprehension.

3.4 Tips to Improve Reading Skills :

Reading is a habit that can be cultivated at any age. It requires motivation, concentration and techniques to hold the information. There are a few ways in which you could improve these skills.

1. **Broaden Your Reading Area** : Read more. Read as much as you can. Newspapers, novels, books, articles, poems, essays, plays, magazines, anything. There are many types of reading material available online as well in print, in different forms. If you read more, you will come to know about your favourite type of reading materials. Then you can focus on it as well. Reading about current events also keeps you updated. Reading fiction can entertain you or de-stress you. Reading nonfiction can motivate you or give you facts and information that could be useful. Explore all possibilities before you choose your type of reading.
2. **Know The Structure** : Every text has a specific structure according to the genre. If you read more and well, you understand the structural details of the passage and it helps you recreate that when you communicate through writing.
3. **Highlight The Text** : Highlight or underline the important parts of the passage as you read. You can also take down notes as you progress in the passage to improve comprehension of the passage. Also, putting down questions for further understanding or using the dictionary to understand the meaning of a given word will be helpful.
4. **Relate The Content** : Don't just read the passage – live the passage! If you can relate to the content, you can understand it better. Read the passage and see how it relates to you, the situations, events or people around you to understand the passage better.
5. **Set Goals** : As you begin reading, set up a goal to finish a particular page or chapter or section or book by a set time. That will help you to stay focus and prioritize the reading. This will also help to know how and where you are improving and where do you need more practice.

6. **Review The Texts You Read :** It is advisable to review, skim and scan through the given text to improve your reading skills. This approach is useful when applied in reviewing titles of the book, the added captions, headlines and other features in the text to get an idea of what you are going to reading about. This will help you form your own idea about the text before you start reading it. However, this can change after completing the text.
7. **Determining The Purpose :** When you read various books, try to determine the purpose of your reading. Think about the reasons why this text was written and what are the different meanings or themes that could be understood from that text. Also, you can try to identify the reason for which you are reading that text – your purpose for reading: to find information, follow instructions, gain knowledge, or simply for entertainment. By knowing your purpose for reading that text will help you in looking for the main ideas and details that will support your purpose.
8. **Apply Reading Strategies :** As you keep reading various books, try to apply various schemes that will help you in increasing your understanding. For example, when going through a text initially, you can identify the text structure as informational, persuasive or instructional. You can also define the major elements of the text. You can identify the central theme of the text, the problems mentioned and the solutions or comparative ideas presented in what you are reading. Using approaches with which you can identify text features and determine the purpose of the text while also taking notes when you are doing that can help you in improving your reading skills.
9. **Apply What You Read by Summarizing :** Summarizing what you have read also improves your reading skills. Summarizing enables you to remember precise details and essential topics about what you have read. It can be done in your own words, using your own perspective. You can try to verbally summarize what you have read. You can share the information with someone or even write a summary which will help you remember and understand what you have read.

As we develop our reading skills, our level and efficiency of communicating and the general ability to communicate with others can develop. This will also lead to a better graph for your career as well.

3.5 Reading Comprehension Passages :

❖ Passage 1 – Opera :

Opera refers to a dramatic art form, originating in Europe, in which the emotional content is conveyed to the audience as much through music, both vocal and instrumental, as it is through the lyrics. By contrast, in musical theatre an actor's dramatic performance is primary, and the music

Communicative English

plays a lesser role. The drama in opera is presented using the primary elements of theatre such as scenery, costumes, and acting. However, the words of the opera, or libretto, are sung rather than spoken. The singers are accompanied by a musical ensemble ranging from a small instrumental ensemble to a full symphonic orchestra.

1. It is pointed out in the reading that opera:
 - a. has developed under the influence of musical theatre
 - b. is a drama sung with the accompaniment of an orchestra
 - c. is not a high-budget production
 - d. is often performed in Europe
 - e. is the most complex of all the performing arts
2. We can understand from the reading that _____.
 - a. people are captivated more by opera than musical theatre
 - b. drama in opera is more important than the music
 - c. orchestras in operas can vary considerably in size
 - d. musical theatre relies above all on music
 - e. there is an argument over whether the music is important or the words in opera
3. It is stated in the reading that:
 - a. acting and costumes are secondary to music in musical theatre
 - b. many people find musical theatre more captivating than opera
 - c. music in musical theatre is not as important as it is in opera
 - d. an opera requires a huge orchestra as well as a large choir
 - e. Opera doesn't have any properties in common with musical theatre

❖ Passage 2 – Dolphins :

Dolphins are regarded as the friendliest creatures in the sea and stories of them helping drowning sailors have been common since Roman times. The more we learn about dolphins, the more we realize that their society is more complex than people previously imagined. They look after other dolphins when they are ill, care for pregnant mothers and protect the weakest in the community, as we do. Some scientists have suggested that dolphins have a language but it is much more probable that they communicate with each other without needing words. Could any of these mammals be more intelligent than man ? Certainly, the most common argument in favour of man's superiority over them that we can kill them more easily than they can kill us is the least satisfactory. On the contrary, the more we discover about these remarkable creatures, the less we appear superior when we destroy them.

1. It is clear from the passage that dolphins _____
 - a. don't want to be with us as much as we want to be with them
 - b. are proven to be less intelligent than once thought
 - c. have a reputation for being friendly to humans
 - d. are the most powerful creatures that live in the oceans
 - e. are capable of learning a language and communicating with humans
2. The fact that the writer of the passage thinks that we can kill dolphins more easily than they can kill us _____ :
 - a. means that they are better adapted to their environment than we are
 - b. shows that dolphins have a very sophisticated form of communication
 - c. proves that dolphins are not the most intelligent species at sea
 - d. does not mean that we are superior to them
 - e. proves that Dolphins have linguistic skills far beyond what we previously thought
3. One can infer from the reading that _____.
 - a. dolphins are quite abundant in some areas of the world
 - b. communication is the most fascinating aspect of the dolphins
 - c. dolphins have skills that no other living creatures have such as the ability to think
 - d. it is not usual for dolphins to communicate with each other
 - e. dolphins have some social traits that are similar to those of humans

❖ **Passage 3 – Unsinkable Ship**

Naval architects never claim that a ship is unsinkable, but the sinking of the passenger-and-car ferry Estonia in the Baltic surely should have never have happened. It was well designed and carefully maintained. It carried the proper number of lifeboats. It had been thoroughly inspected the day of its fatal voyage. Yet hours later, Estonia rolled over and sank in a cold, stormy night. It went down so quickly that most of those on board, caught in their dark, flooding cabins, had no chance to save themselves: Of those who managed to scramble overboard, only 139 survived. The rest died of hypothermia before the rescuers could pluck them from the cold sea. The final death toll amounted to 912 souls. However, there was an unpleasant number of questions about why the Estonia sank and why so many survivors were men in the prime of life, while most of the dead were women, children and the elderly.

Communicative English

1. One can understand from the reading that _____
 - a. the lifesaving equipment did not work well and lifeboats could not be lowered
 - b. design faults and incompetent crew contributed to the sinking of the Estonia ferry
 - c. 139 people managed to leave the vessel but died in freezing water
 - d. naval architects claimed that the Estonia was unsinkable
 - e. most victims were trapped inside the boat as they were in their cabins
2. It is clear from the passage that the survivors of the accident _____.
 - a. helped one another to overcome the tragedy that had affected them all
 - b. were mostly young men but women, children and the elderly stood little chance
 - c. helped save hundreds of lives
 - d. are still suffering from severe post-traumatic stress disorder
 - e. told the investigators nothing about the accident
3. According to the passage, when the Estonia sank, _____.
 - a. there were only 139 passengers on board
 - b. few of the passengers were asleep
 - c. there were enough lifeboats for the number of people on board
 - d. the faster reaction by the crew could have increased the Estonia's chances of survival
 - e. all the passengers had already moved out into the open decks

❖ Passage 4 – Erosion in America

Erosion of America's farmland by wind and water has been a problem since settlers first put the prairies and grasslands under the plough in the nineteenth century. By the 1930s, more than 282 million acres of farmland were damaged by erosion. After 40 years of conservation efforts, soil erosion has accelerated due to new demands placed on the land by heavy crop production. In the years ahead, soil erosion and the pollution problems it causes are likely to replace petroleum scarcity as the nation's most critical natural resource problem.

1. As we understand from the reading, today, soil erosion in America _____
 - a. causes humans to place new demands on the land
 - b. is worse than it was in the nineteenth century
 - c. happens so slowly that it is hardly noticed

- d. is the most critical problem that the nation faces
 - e. is worse in areas which have a lot of petroleum production
2. The author points out in the passage that erosion in America _____
- a. has damaged 282 million acres ever since settlers first put the prairies and grasslands under the plough
 - b. has been so severe that it has forced people to abandon their settlements
 - c. occurs only in areas with no vegetation
 - d. can become a more serious problem in the future
 - e. was on the decline before the 1930s
3. It is pointed out in the paragraph that in America _____
- a. petroleum is causing heavy soil erosion and pollution problems
 - b. heavy crop production is necessary to meet the demands and to prevent a disaster
 - c. soil erosion has been hastened due to the overuse of farming lands
 - d. water is undoubtedly the largest cause of erosion
 - e. there are many ways to reduce erosion

Passages are taken from: www.grammarbank.com

3.6 Let Us Sum Up :

Reading comprehension is an exercise to process the text to understand its meaning. It is essential to develop knowledge and reading skills to become a competent and enthusiastic reader. Comprehension will help to skim and scan the passage and thus the reading speed will increase, which helps in communication.

3.7 Answers to Check Your Progress :

The answers to these passages are subjective to perceptions of the passages.

Passage – 1 :

1. a 2. c 3. c

Passage – 2 :

1. c 2. d 3. e

Passage – 3 :

1. e 2. a 3. c

Passage – 4 :

1. b 2. a 3. c

3.8 Glossary :

Grasp : hold

Encompass : include / contain

Inference : interpretation

Retention : holding / preservation

Crucial : essential / important

Comprehend : understand

Persuasive : convincing

Symphonic : musical / instrumental

Linguistic : related to language

Traits : characteristics/qualities

Post-Traumatic : after a traumatic (disturbing) event

3.9 Assignment :

1. What are the skills needed for reading efficiently ?
 2. Mention any five tips to improve reading skills.
-

3.10 Activities :

Try to read books on different genres like fiction, science fiction, thriller, adventure, horror, crime and others.

3.11 Case Study :

Take a paragraph and try to form your own questions from that. Give that reading comprehension exercise to your friend or family and see how they solve them.

3.12 Further Readings :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

www.grammarbank.com

www.testprepreview.com/modules/reading1.htm

www.indeed.com/career-advice/career-development/how-to-improve-reading-skills



IMPORTANCE OF LANGUAGE IN COMMUNICATION

: UNIT STRUCTURE :

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Importance of Language
- 4.3 Roles of Language
- 4.4 Functions of Language
- 4.5 Let Us Sum Up
- 4.6 Answers to Check Your Progress
- 4.7 Glossary
- 4.8 Assignment
- 4.9 Activities
- 4.10 Case Study
- 4.11 Further Readings

4.0 Learning Objectives :

The student will get to...

- Understand the importance of language
- Understand how language is important
- Understand the various functions of language

4.1 Introduction :

Language is an important part of human communication. Although almost all species have their own ways of communication, humans are the only ones that have created and developed a proper and methodological language for it. Language allows us to share our thoughts, ideas and feelings. 'A pen is mightier than a sword' definitely hints that language has the power to build as well as destroy societies. So let us see why language is important and if any specific language is needed to communicate.

4.2 Importance of Language :

Language is a formal system of sounds, signs, gestures and symbols used to communicate. There are more than six thousand languages spoken all around the world. It is even suggested that developing language skills was one of the major advancements in the history of human civilization.

To most people, language comes naturally. Communication happens even before we learn a language but as we grow older, we use words

to communicate better. Not all communication is verbal, but mastering one or more languages definitely speeds up the process of communication. Let us understand how language is important for communication:

1. **Important to Understand a Culture and Society :** When you learn a language, you learn about the history, culture, customs, traditions and even food habits and much more of a particular community. Language preserves culture and learns about other cultures most easily and quickly.
2. **Important for Business :** The first thing to notice when we meet a business person is the way he or she communicates. This not only includes their non-verbal communication but also their hold on the language. For intercultural or international trades, it is much more beneficial if you know the language of the host. We cannot share our ideas without a common language. Knowledge of language is necessary for interviews, meetings, networking, sales, marketing, negotiating, transactions and much more.
3. **Important for Personal Communication :** Although a lot of communication uses nonverbal form, a common language is preferred as well as necessary to talk to your colleagues, friends, family and loved ones to express your thoughts.
4. **Important to Regulate the Actions or Behaviour of Others :** To persuade, command, warn or request others to do a certain thing, you need to use specific language in a specific form in a specific way to get the things done. Thus, though nonverbal communication is important, language plays a major role in communication.
5. **Important to Express :** Language lets us meet various needs through expressing ourselves. We generally use language to ask questions and to receive answers. Language is important to establish, improve and continue personal or professional relationships because as its essence, language is expressive. We express our thoughts, observations, needs, ideas, feelings and conclusions through language knowingly or unknowingly.

4.3 Roles of Language :

1. **Language is Powerful :** The contemporary American philosopher David Abram wrote, "Only if words are felt, bodily presences, like echoes or waterfalls, can we understand the power of spoken language to influence, alter, and transform the perceptual world". This statement summarizes the power of language.
2. **Language as an Expression of Identities :** When we look at someone or when we get to know and understand someone, we can easily identify or label them or ourselves using certain words like handsome, beautiful, creative, wise, matured, kind, angry, humorous, geeky, nerd, jolly, arrogant, friendly, impulsive, introvert, extrovert and many more words. We can express our identities

through the use of these adjectives that are self-chosen or imposed upon us. A few of these labels can have negative connotations as well and should be used with proper care and respect. A few words are used as identity markers with pride rather than as a pejorative term. Thus, language is used to describe someone and give an identity to someone, which should be used with proper knowledge, sensitivity and with the consent of the receiver.

3. **Language Affects our Credibility :** People can assume, judge or know your credibility based on the language you use. The way you talk and the choice of words affect your credibility. You don't have to be perfect in grammar or follow specific formats as long as you can communicate well, but knowing that definitely adds up to your credibility. You have to be competent. You should use the language clearly and be responsible for what and how you say. Your words and actions reflect if you are trustworthy. Make sure that you use words to ease and comfort people.
4. **Language Can Control :** This does not mean that you have to control the other person, but it means that language can control the conversation. Verbal communication can be used in positive and negative ways. It can be used to reward or to rebuke. It can be in through praise or criticizing. Your language can be polite or rude – it could be to request or to command. A language that is empathetic, understanding, respectful and honest can steer the conversation and the relationship towards positivity and improvement whereas language that seems to be deceitful or vague can cause less communication.
5. **Language is Performative :** Nonverbal communication is strong, but when it comes to action, words like 'I do' or 'I promise' or 'I guarantee' can be stronger at showing commitment. If the words are spoken in the right way to the right person, language is much more than 'just words'. Performative language can be of use especially in legal contexts.
6. **Language is Fun :** Word games have always been popular, may it be crossword puzzles, scrabble or spelling games, played with family or friends or even by ourselves. We use language to get entertainment through stories, poems, plays and much more. Humour can be used and obtained through language. Use of sarcasm, palindromes, homonyms, homophones, puns and other figures of speech can also add up to unintentional humour at times.
7. **Language is Dynamic :** Language is limitless. We can create so many sentences using different combinations of similar words in newer ways. Even newer words can be created using the same letters. Not just structurally, even meanings can be different and varied.

8. **Language Can Bring Us Together :** Language can bring and keep people together. It maintains relationships. Inclusive words in 'we language' like we, us, our, can have a stronger, more beautiful effect than personal words in 'I language' like I, me, mine. Similarly, words from 'you language' can come across as defensive or aggressive. People come and stay together through the use of open, honest, non – confrontational ways. Also, on a larger scale, people from different parts of the world and belonging to different cultures can feel included and comfortable when a common language is spoken. Even if they are strangers, the cosiness of hearing a known language is relieving. Thus we can say that language unites people.
9. **Language Can Separate Us :** Through negative, insulting, teasing or criticizing words or because of language differences, language can lead to feelings of loneliness or sadness. People knowing the same language can also engage in talks in their language and can make the third person feel ignored or unwanted. Using harsh words can often lead to the end of personal or professional relationships. Words can create a toxic environment. Six major verbal tactics which might lead to feelings like being defensive and separation are – labeling, sarcasm, bringing up topics from the past, negative comparisons, "you" messages that are mainly judgmental, and threats.

4.4 Functions of Language :

Language can be classified into seven different functions:

1. **Instrumental Function :** The function of the language used to manipulate the environment leading to a particular situation.
2. **Regulatory Function :** The function of the language that serves to control or regulate the environment.
3. **Representational Function :** The function of the language is to make statements, present facts, figures, data and information.
4. **Interactional Function :** The function of the language that serves to maintain relationships and to make communication between partners.
5. **Heuristic Function :** The function of the language to acquire knowledge to recognize the environment.
6. **Personal Function :** The function of the language is to express feelings, emotions, needs and personality.
7. **Imaginative Function :** The function of the language that can create a system of imagination and ideas.

Check Your Progress :

1. _____ is a formal system of sounds, signs, gestures and symbols used to communicate.
a. Business b. Language c. Speech d. Write up

Communicative English

words or old words with new meaning, coinages or creation of slang. Language is interactive. It is useful for bringing people together through a shared reality. However, it can also separate people through obstructive and disruptive messages.

4.6 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|-------|------|------|
| 1. b | 2. a | 3. c | 4. a |
| 5. d | 6. b | 7. a | 8. d |
| 9. a | 10. c | | |

4.7 Glossary :

Methodological : Following a specific format or method

Mighty : strong / capable

Persuade : convince

Contemporary : modern / present day

Perceptual : relating to the ability to interpret or become aware of something through the senses

Humorous : funny

Geeky : an informal way of calling someone who is knowledgeable and obsessively interested in something, especially technology.

Jolly : Funny

Arrogant : Proud / Egoistic

Connotations : meanings / undertones

Rebuke : scold

Deceitful : Dishonest / untrustworthy

Vague : unclear

Palindromes : a word, phrase, or sequence that reads the same backwards as forwards, e.g. madam/mom / a Santa at NASA / was it a car or a cat I saw

Homonyms : each of two or more words having the same spelling or pronunciation but different meanings and origins. E.g. Right: It can mean the opposite of left and it can also mean correct

Homophones : each of two or more words having the same pronunciation but different meanings, origins, or spelling, for example, new and knew

Coziness : warmth / security / relief

Confrontational : challenging / aggressive / argumentative

Heuristic : experimental

Neologisms : coinage

4.8 Assignment :

1. Answer in detail about why language is important and what are its roles.
 2. Answer in detail about the various functions of language.
-

4.9 Activities :

1. Understand how leaders use language to win over the audience
 2. Practice a few ways to use and get used to the different ways in which your language is spoken.
-

4.10 Case Study :

Observe how one language can have different dialects and ways of speaking according to geographical or cultural aspects.

4.11 Further Readings:

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Simanjuntak, Hotnida I. and Sondang Manik. "Function of Language as found in Economical News." *The Episteme Journal of Linguistics and Literature* 1.2 (n.d.).

University of Minnesota. "Functions of Language." n.d. M Libraries. <<https://open.lib.umn.edu/communication/chapter/3-2-functions-of-language/>>.

BLOCK SUMMARY

The four units of block 3 discussed about the basics of grammar that includes parts of speech and tenses. The block discussed about reading comprehension with examples and passages. The block discussed the importance, roles and functions of language in communication. This block of Remedial English will help the student to improve and practice basic English.

BLOCK ASSIGNMENT

Short Answer Questions :

1. What are prepositions ? How are they used ?
2. When do we use Simple Past Tense ?
3. Why is language important ?

Long Answer Questions :

1. What are the nine parts of speech ? Explain any three with examples
2. What are the types of tenses ? Mention the formulae to make sentences in all the types of tenses.
3. Mention the types of parts of speech.
4. Mention the types of tenses with examples.
5. How can you improve reading skills ?

Communicative English

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any other Comments

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**Dr. Babasaheb
Ambedkar
OpenUniversity**

BSWR-103

Communicative English

BLOCK-4 COMMUNICATION FOR SOCIAL WORK

UNIT 1

BASICS OF BUSINESS LETTER WRITING

UNIT 2

MEMOS, NOTICES AND CIRCULARS

UNIT 3

REPORTS

UNIT 4

MEETINGS AND MINUTES

BLOCK 4 : COMMUNICATION FOR SOCIAL WORK

Block Introduction

Communication is an important aspect for everyone. It is more important for people involved in social work because we have to deal with many different people at many different levels for many different purposes. This block deals with the various written forms of communication that will be required by a social worker. It includes writing letters, notices, circulars, reports and minutes for meetings.

Block Objectives

The student will learn...

- ... to draft letters for different purposes
- ... to draft notices
- ... to draft circulars
- ... to draft reports
- ... to conduct meetings and to draft minutes about it

Block Structure

Unit 1 : Basics of Business Letter writing

Unit 2 : Memos, Notices and Circulars

Unit 3 : Reports

Unit 4 : Meetings and Minutes



BASICS OF BUSINESS LETTER WRITING

: UNIT STRUCTURE :

1.0 Learning Objectives

1.1 Introduction

1.2 Understanding the Basics of Letter Writing

1.2.1 Physical Appearance

1.2.2 Structure of the Letter and Essential Parts of the Letter

1.3 Let Us Sum Up

1.4 Answers to Check Your Progress

1.5 Glossary

1.6 Assignment

1.7 Activities

1.8 Case Study

1.9 Further Readings

1.0 Learning Objectives :

The student will get to...

- Get the basic idea about communication through letters
- Know and understand the important things to be kept in mind while drafting letters

1.1 Introduction :

For sending your thoughts to others, it is necessary to use a proper medium. Since a long time, letters have been one of the most preferred ways of sending messages across borders. Letters are helpful because the messages are very clear through the written communication. Also, they can be sent using various channels – through some person, through birds or even through postal services.

However, letters written for official purpose need to follow many things. This unit will discuss the theoretical part of business letter writing.

1.2 Understanding the Basics of Letter Writing :

There are a few things like physical appearance, structure, essential parts of the letter and the format in which the letters are written. Let us look at them in detail.

1.2.1 Physical Appearance :

1. **Paper** : In Selection of the paper for Business letters the following aspects should be considered.

Communicative English

(a) Quality :

- The paper used for a business letter should be of good quality in order to create good impression.
- Moreover, if a poor quality paper is used, it becomes difficult to preserve it for long time and may be torn and tattered by repeated usage.
- In practical business 60 GSM to 100 GSM paper qualities is used.

(b) Colour :

- White paper should be preferred for business letters as the written matters stand out clearly on its facilitating reading and it suits all kinds of business letters.
- In modern commercial communication, some firms use tinted paper to suit their trade. If such a paper is used it should be of a light shade. Bright colours are avoided. The basic purpose of using tinted papers is for attraction.

(c) Size :

- The standard sizes of the paper used for business letters "A4" and "Legal".
- A4 is approximately 8.5 inches x 11.5 inches. While a "legal" size paper is approximately 8.5 inches x 14 inches.
- In no case half of the sheet is used, this gives a miserliness approach of the firm drafting the letter.

2. Continuation Sheet :

- Sometimes a letter requires more than one page for the message. In such cases, neither the message should be continued on the reverse side of the paper nor a fresh letterhead is used, but a same quality blank paper is used as continuation sheet.
- In every continuation sheet that is used, the name of the addressee, page number and the date is mentioned at the top of the page.

3. Typing :

- Most business letters today are typed on electronic typewriters or composed on computers. Typing saves time and gives the letter a tidy look.
- The typed matter of the first draft can be edited and modified to the satisfaction of the writer for any number of times.
- Visual effects like tables, graphs, charts and diagrams can be incorporated in the letter.
- Through the editing and spell check facilities typing errors and errors of construction can be rectified before final print out are taken.
- Executives can type the letters themselves and take out any number of clear and bright copies of the letter and any point of time.

- The office copies of the letter remain in the memory of the computer, which can be referred in future at any time. Thus the filing work of office copies is saved.

4. Margins :

- Proper margins in a letter add to its attractiveness.
- The margin also facilitates the reader to make some notes in the letter and also helps proper filing.

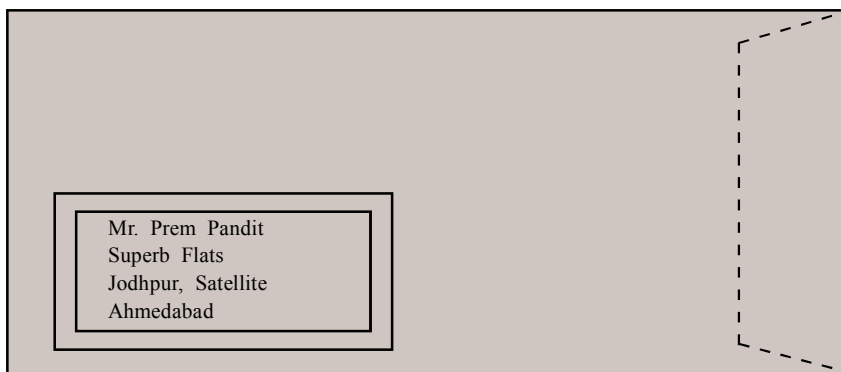
5. Folding :

- Careless folding of a business letter spoils its looks.
- The letter should be folded considering the continuation sheets and enclosures of the letter.
- If a window envelope is used the letter should be folded in such a manner as to exhibit the inside address through it.

6. Envelope :

- The envelope of the business letter should be decent and attractive.
- Size of the envelope must match the size of the letter and should be as big enough to have only two folds in the letter.

Window Envelope :



- A window envelope is used by certain firms to save the time of superscription that is, typing the address of the recipient once again on the envelope.
- Window envelopes are not used for transiting confidential and important documents as they are unsafe and the matter of the letter can be seen through the window.

7. Superscription :

- The term superscription literally means the matter written outside or on something.
- The address of the receiver must be typed or written carefully to avoid wrongful transit of the letter.
- The address of the sender too is typed on the envelope to facilitate return of post in case the letter does not reach to the mentioned address.

1.2.2 Structure of Letter and Essential Parts of Letter :

1. Heading/Letterhead :

- Every company gets the letterhead printed on a good quality paper.
- The letterhead must be printed in 1/3rd (one third) portion of the page used. In modern commercial communication maximum 1/5th (one fifth) portion of the page is used for printing the company letterhead.
- The letterhead comprises details like name of the business enterprise, nature of the business carried, all possible contact numbers, fax numbers, address for communication, e-mail address, website and logo or symbol of the business enterprise.
- Though most of the above-mentioned details are printed the letterhead should not be overloaded with details.
- It should not be used as an advertising paper.
- In modern commercial communication the letterheads are specially designed to depict the business and it carries the first impression of the company to the recipient.

2. Date :

- It is one of the most important aspects of letter writing.
- It should be mentioned on every business letter for future reference and date wise filing of the letter.
- The date in the letter helps the sender or the receiver to use it as a constitutional proof.
- Writing "Date" or "Dt." before writing the date is avoided, as the specified date is self-explanatory.
- There are several styles of writing the date but only two styles of the date are popularly used in business communication.

❖ **British Style :**

The British style of writing the date follows DD/MM/YY Format.

15th August, 1947. (Closed punctuation marked date)

15th August 1947 (Open punctuation marked date)

❖ **American Style :**

The American style of writing the date follows MM/DD/YY Format.

August 15, 2006. (Closed punctuation marked date)

August 15 2006 (Open punctuation marked date)

- Avoid writing dates in the formats like 15 Aug 2006, 11/8/06, etc.

3. Reference Number :

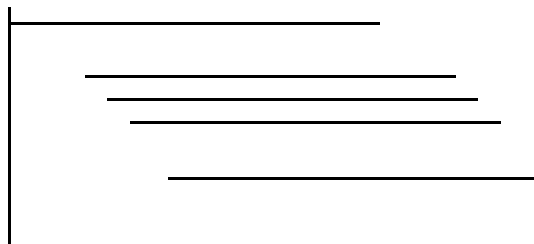
- Every company maintains a reference number for better tracking system of the letter.
- It enables the linking of letters with past and future correspondences

- The replier uses this reference number while replying so that the exact reference of the letter can be obtained.
- In case of failure of the usage of the reference number by the replier, it is considered as a discourteous action as it causes inconvenience on the part of the receiver to track the letter.
- Reference numbers can include the name of the company in short, the branch code, the name of the drafter, the record or the file number, letter number and any other number which the company needs to track the letter. For Example, a reference number of a company can be "**In/02/AC/MNP/087/00018**".

4. Inside Address :

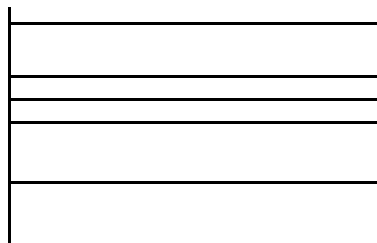
- The inside address is the address of the recipient.
- The inside address is written after the date and the reference number on the left margin.
- Generally the first line of the inside address is the post to whom the letter is addressed or sent, the second line is the name of the company which is then followed by the short address of the company.
- In certain cases the first line of the inside address is the name of the person to whom the letter is addressed and the second line is the post of the person. This is done in case the drafter wants to have a personal approach to the letter or maintain better relationships.
- There are two styles of writing the inside address

❖ **British Style/Indented Style :**



- The British style of the inside address is time consuming.

❖ **American Style/Block Style :**



- The American style or the block style of writing the inside address is very convenient for the typist and is preferred in business correspondences.

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- A comma may or may not be used after every line of the inside address and a full stop may or may not be used after the last line.
- In case the comma and full stop is used the address is known as **closed punctuation marked inside address** and if the comma and full stop are not used it is known as **open punctuation marked inside address**.
- In case the inside address begins with the name of the recipient, the following courtesy titles are used
- 'Mr.' is used for addressing a man
- 'Ms.' is used for addressing a woman whose marital status is not known. In modern commercial correspondences even if the marital status of a woman, to whom the correspondence is done is known, "Ms." is used.
- "Messrs" "M/s." is the plural form of "Mr.". It is used to address a partnership firm with personal name or names. Like "M/s. Desai and Bros.", "M/s. Desai and Co.", "M/s. Desai and sons." "M/s. Desai and Desai"
- In Indian culture "Shri" is used for both man and woman as well, "Shriman" is used for man, "Kumari" is used for unmarried woman and "Shrimati" is used for married woman.

5. Attention Line :

- In cases when the writer wants to divert the letter to all the partners of the enterprise or to several authorities of the firm, but at the same time wants a special attention of a particular person or a department, he writes an attention line below the Inside address.
- This attention line mentions the **name** of the person or the **department** whose attention is necessary to the letter.
- The attention line is highlighted so that it is easily legible.

6. Salutation :

- Salutation is an essential part of a business letter. It is like greeting a person when you meet him.
- The usage of salutation avoids abrupt beginning of the letter and at the same time it shows courtesy to the receiver of the letter.
- The choice of the salutation is made as per the relationship with the addressee. For Example,

Form of Salutation	Suitable when letter is addressed to
Sir, Madam,	Government officials, editors of newspapers or prominent men in Society. (Not proper for use in business unless the letter is pertaining to repeated complaints)
Dear Sir, Dear Madam,	Businessperson (As the case may be)

Dear Sirs,	A joint stock company, or the letter is meant for several authorities in a firm.
Dear Mesdames,	An organization consisting of ladies.
Dear Mr. _____, Dear Ms. _____,	Businessperson with intimate relations.
Gentlemen,	Board of Directors or committee
Respected Sir,	Important respectable person <u>(Not suitable in routine business correspondence)</u>

- After the salutation there should be a comma. In The U.S.A. colon is used after the salutation.

7. Subject :

- The subject line is not a compulsory part of the business letter.
- It is written to let the reader know immediately what the message is about. Thus it helps to know the gist of the letter and helps the receiver to schedule his work on priority basis.
- Generally the subject line is written in the center of the letter and is underlined. The Subject line does not have a full stop, as it is not a complete statement.
- In business correspondences the subject line is avoided as it becomes too formal and moreover, the matter to be discussed is mentioned in the opening paragraph of the letter.

8. Body of the Letter :

- This is core of business transaction.
- The body of the letter is divided into three parts. The first part is the opening of the content, introduction or reference of the previous letter. The second part onwards till the necessity of the content the business is discussed in detail. The final part is the conclusion.

9. Complimentary Close :

- The complimentary close is a courteous leave taking.
- It is a polite way of closing the letter.
- Only the first letter of complimentary close is capital.
- At the end of the complimentary close a comma is marked.
- The salutation and the complimentary close must agree to each other as shown below :

Communicative English

Salutations	Suitable Complimentary Close	Remarks
Sir,	Yours faithfully, Or Your obediently,	Suitable while addressing to people on high post
Dear Sir, Dear Sirs, Dear Madam, Dear Mesdames, Dear Ladies,	Yours faithfully, Or Yours truly,	People on high post Standard closure for business letters.
Dear Mr. Prem Pandit,	Yours sincerely, Or Yours truly,	Suitable for addressing to people with intimacy.
Dear Member, Dear Customer, Dear Subscriber, Dear Reader,	Yours sincerely,	Suitable for sales and circular letters.

- Participle ending of the letter like "Thanking you" is avoided as it is grammatically incorrect and incomplete.

10. Signature :

- Signature is one of the most important aspects of the letter without which the letter does not become a constitutional proof.
- The signature is done in the following ways :

Yours faithfully,



(Prem Pandit)

Partner/Proprietor/Owner

Yours faithfully,

For,

Prem & Co.




(Prem Pandit)

Managing partner

Yours faithfully,

P.P./Per Pro.

Prem & Co.



(Vikram Pandit)

Managing partner

- The full form of P.P. is Per Procuracionem. The meaning of Per procuracionem is "**on behalf of**"
- The person who has been given the power of attorney does the P. P. sign.

11. Enclosures :

- Often business letters carries important documents like price list, catalogues, draft, invoice, transport receipt, cheques, etc.
- In such cases the documents sent along with the letter must be mentioned under the title "Encl" or "Enclosure" at the end of the letter on the left margin.
- All the documents should be mentioned specifically under the title enclosure.
- Enclosure avoids unnecessary transactions.
- The enclosure helps the dispatch clerk and the receiving clerk of the sender and of the receiver respectively to know that the envelope contains something other than the main letter.

Check Your Progress :

1. The inside address is the address of the _____
a. Sender b. Recipient c. Postman d. Post office
2. The standard sizes of the paper used for business letters is _____
a. A2 b. A3 c. A4 d. A5
3. The _____ style of writing the date follows DD/MM/YY Format
a. French b. Russian c. British d. American
4. _____ paper should be preferred for business letters
a. White b. Colourful c. Black d. Fragrant
5. The body of the letter is divided into _____ parts
a. Six b. Five c. Four d. Three

1.3 Let Us Sum Up :

Letters reflect the organization. They should be properly drafted using the guidelines mentioned in this unit. Everything from paper quality to folding the papers is as important as the content of the letter. Hence, all these aspects of letter writing should be kept in mind.

1.4 Answers to Check Your Progress :

Check Your Progress :

1. b 2. c 3. c
4. a 5. d

1.5 Glossary :

Enclosure : Attachment

Correspondence : Communication

Preserve : Reserve / Save

Draft : Rough work done for the written communication

1.6 Assignment :

1. What are the different salutations that can be used in business letter writing ?
 2. What are the important points to be kept in mind about the paper of the letter ?
-

1.7 Activities :

Notice how the complimentary close changes according to the salutation. Can you think why this is so ?

1.8 Case Study :

Observe the letter heads of various organizations and see how their headings reflect their company.

1.9 Further Reading :

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

Meenakshi Raman & Sangeeta Sharma, 'Communication Skills', Oxford University Press.

Courtland Bovee & John Thill, 'Business Communication Essentials A Skills-Based Approach to Vital Business English', Fourth Edition, PEARSON

Geoffrey Leech & Jan Svartvik, 'A Communicative Grammar of English' Third Edition, PEARSON

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers



MEMOS, NOTICES AND CIRCULARS

: UNIT STRUCTURE :

2.0 Learning Objectives

2.1 Introduction

2.2 Types of Communication

2.2.1 Types of Communication Based on the Communication Channels

2.2.2 Communication Based on the Style of Communication

2.3 Meetings Memo

2.3.1 Steps to Writing a Memo

2.4 Circulars and Notices

2.5 Let Us Sum Up

2.6 Answer for Check Your Progress

2.7 Glossary

2.8 Assignment

2.9 Activities

2.10 Case Study

2.11 Further Readings

2.0 Learning Objectives :

After learning this unit, the student will be able to understand :

- Communication in the Business Environment
- Draft a memo
- Learn the nuances of drafting a circular
- How to draft a notice and its uses in daily business life

2.1 Introduction :

In the current unit, you will be made familiar with the finer nuances of the types of communication and correspondence and you will also learn to draft memos, circulars and notices. There are two types of communication based on channels and based on communication style as studied earlier. This becomes important especially in business communication because every situation and circumstance demands a customised communication process.

2.2 Types of Communication :

People connect with each other in a number of ways that depend upon the message and its context in which it is being sent. The Choice of a communication channel and your style of communicating can also affect the overall communication. So, there are variety of types and styles of communication. And in Business correspondence one needs to be extremely careful about using the right word at the right time.

2.2.1 Types of Communication Based on Communication Channels :

As has been discussed in the previous units in detail, there are two types of communication based on the communication channels.

They are:

1. Verbal Communication: which involves the use of words, sentences, etc.
2. Nonverbal Communication: which involves the use of everything but words like facial expressions, gestures, body language, etc.

In verbal communication especially in business transactions remember the acronym KISS. It is the short form for Keep It Short and Simple.

2.2.2 Communication Based on the Style of Communication :

There are two broad varieties when it comes to types of communication based on the style :

1. Formal communication
2. Informal communication

Given below are the differences between the two styles –

Formal Communication	Informal Communication
Specific rules, conventions and principles are followed while communicating the message.	There are no rules or conventions predefined. The conversation moves with the flow.
This type of communication occurs in formal and official setups.	This type of communication can occur in both business setups and casual set ups.
Professional settings, corporate meetings, conferences all use the formal style of communication	Telephonic conversations between friends, informal talks, classroom set ups etc.
In the formal style of communication the use of slang and foul language is avoided and correct pronunciation is required.	In an informal conversation there are no such rules.

Memos, Notices and Circulars

Gestures are generally minimal.	Gestures help in proving the point more emphatically and show enthusiasm.
Helps in building business affiliations.	Helps in building interpersonal relationships
Mostly, an agenda is pre-set.	There are no hidden agendas or prior arrangements as to what is to be discussed.
There is no scope for slack behaviour or error in communication	There is no such imposition.
It is generally cold, shrewd and precise.	This communication is an exploration of the human feelings and is generally used for the expression of one's true self.

Check Your Progress – 1 :

1. KISS is the acronym for
 - a. Keep it soft and subtle
 - b. Keep it short and simple
 - c. Keep it strong and shallow
 - d. None of the above
2. There are no rules or conventions pre-defined in _____ communication.
 - a. telephonic
 - b. oral
 - c. formal
 - d. informal
3. Gestures are minimal in _____.
 - a. formal communication
 - b. miscommunication
 - c. informal communication
 - d. None of the above

2.3 Meetings Memo :

A basic memo or memorandum is the easiest and undoubtedly an efficient way to let the information reach to your employees or colleagues about an upcoming meeting. Irrespective of whether you intend to send the memo electronically or in hard copy, always remember to keep your meeting memo direct, concise and informative.

2.3.1 Steps to Writing a Memo :

Step 1 : Plan your meeting before sending the memo and have an idea of who all need to be included in the meeting. Next you need to know the meeting's main purpose and chalk out your preparation for your potential attendees might need. Reserve the necessary conference room for your meeting and if a manager needs to preside, check with her to confirm her availability.

Communicative English

Step 2 : Write your memo in the standard business format with four basic headings: To, From, Date and Subject. Keep the form of the memo precise and to the point. Fill in the headings with the suitable information, using your name in the "from" line and remember to fill in the "date" line with the appropriate date. Include the names of all addressees in the "to" line. Keep the subject line precise — "Board Meeting on Thursday, September 19."

Step 3 : Cover all pertinent information about the meeting in Paragraph 1. Include the time, date, and place of the meeting. Be clear in stating the purpose of the meeting identify and assign all tasks regarding why you're scheduling a meeting and what attendees should prepare to discuss.

Step 4 : Add a second para only if necessary to provide precise guidance about the tasks. If you are asking attendees to prepare materials for the group or to make a presentation at the meeting, make the request in writing in the memo and follow up with the concerned individual in person or by phone.

Step 5 : Close the memo by inviting invitees to respond by a set date confirming their attendance.

Step 6 : Send the memorandum with any other documentation, to potential attendees well in advance that they have time to adjust their schedules and prepare for the same.

(C) Format of a Memo: Inter Office

To :	Reference :
From :	Date :
(Designation)	
Subject :	
.....	
.....	
.....	
.....	
Name :	
Signature :	
Cc :	

Sample Memo :

Memos, Notices and Circulars

Company Logo

Date: September 19, 2021

To: Faculty of Commerce

From: The Department of Maintenance

Re: New Bookshelves

As many of you know, the current office bookshelves do not accommodate the textbooks of a standard height. To correct this problem, all faculty offices will be furnished with new shelves on September 28, 2021 between 9 am and 5 pm.

We apologize for any noise or disruption that the installation might cause. The faculty members can schedule office hours in alternate locations if and as needed.

Call Mr. Janak Chaudhari on the extension number 2233 for further assistance.

Thank you for your cooperation.

Check Your Progress – 2 :

1. A basic memo or memorandum is the easiest way to inform = _____ about an upcoming meeting.
 - a. Friends
 - b. children
 - c. family
 - d. colleagues/ staff
2. Writing your memo in the standard business format with four basic headings is _____.
 - a. Step 1
 - b. Step 3
 - c. Step 2
 - d. Step 4
3. There are in total _____ steps in writing an inter-office memo.
 - a. six
 - b. four
 - c. two
 - d. nine

2.4 Circulars and Notices :

Notice – In colloquial language a notice can be called a message / information's bringing to all which is generally put up in common place.


❖ Definition of the Notice :

A notice is written or formal information, notification, or warning about a fact, required to be made in law or imparted by an operation of law. A party is deemed to have cognizance of a fact if the party (1) has actual knowledge of it, (2) has received notice of it, (3) ought reasonably to know it, (4) knows about a related or associated fact, or (5) would have known by making reasonable enquiries about it. ?

(a) Format of a Notice: Notice

NOTICE
Notice No:
Date:
The members of
.....
.....
.....
.....
.....
.....
.....
.....
Signature:
Designation

Sample Notice :

AHMEDABAD MENTAL HEALTH AWARENESS CLUB
<u>NOTICE</u>
Awareness Campaign!
Date: 14/11/2021
<p>This is to bring to the notice of all the members of Ahmedabad Mental Health Awareness Club that an Awareness Campaign is organized from 21st November, 2021 to 25th November 2021. The Campaign will be launched at Sardar Patel Stadium and will be carried out in various schools and colleges in the city through our volunteers. Register your names today!</p>
<p>For further information please contact Mr. Datten Prajapati on the number 9909909909.</p>

Satyajeet Deshpande
Founder,
Ahmedabad Mental Health Awareness Club

Notices are a form of intra departmental communication. Informational messages are communicated to the members of an organization by placing them up as notices for everyone to read. It is generally displayed on the Notice Board of the organization, bulletin boards and everyone is expected to go through its contents. In case of a legal notice, it is sent by post.

In an organization, the purpose of notice is for:

1. Inviting everybody for a meeting.
2. Regarding a new rule to be commenced or followed.
3. Regarding proceedings to be held.
4. Regarding a holiday.
5. Regarding deadlines for any particular job assigned.

❖ **Circulars :**

Circular is message bringing information to a certain selected group of people.

Importance or advantages of circular letter:

- Circular letter circulates information relating to products and services to a large number of people at a time and plays an important role in the growth and development of business.
- Circular is the easy method of conveying information in a simple and effective way to transfer any information to a vast number of people.
- It is economical because the circular letter is effective for the publicity of products. This way the organization saves the cost of sending letters to different people.
- It saves time and efforts making it a less consuming and laborious job.
- The circular letter can create a good market.
- In a circular letter, the information including price, quality, utility, place of availability makes the public more conscious about the given product.

Although all are written forms of communication memos, circulars and notices all have differences between the mode, style and purpose.

Example – If a manager wants to convene a meeting of heads of departments, he will pass a circular to the heads, entreating them to attend that meeting.

Notices on the other hand will contain information meant for all the employees of an organization.

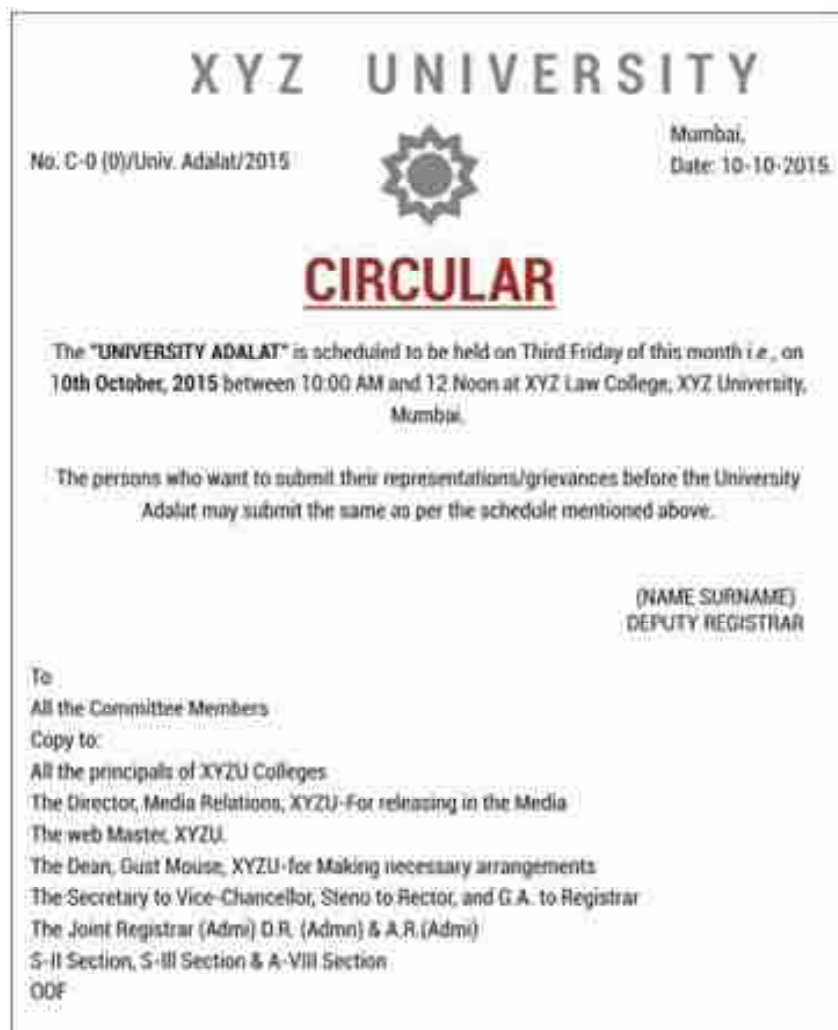
Example – A notice is a list of declared holidays for a calendar year is a notice, since the info is relevant to all.

A notice however is a legal document that has to be put up on an official notice or bulletin board.

(b) Format of A Circular :

Circular No:	Date:
The members of	
.....	
.....	
.....	
Signature	
(Designation)	

Circular : It is a formal document in writing used completely for inter departmental communication. It serves the similar purpose as a notice and may be written for the same reason. The difference between the two is that the Notice is displayed only at one place, whereas the Circular is widely circulated among the members concerned and usually the signature of the reader is used as proof to confirm that the information has been conveyed.



Sample University Circular from a University

Check Your Progress – 3 :

1. A _____ is written or formal information, notification, or warning about a fact, required to be made in law or imparted by an operation of law.
a. circular b. report c. notice d. memo
2. A notice is a _____ document.
a. formal b. legal c. informal d. illegal
3. _____ is a written formal document used for inter departmental communication.
a. Circular b. Memo
c. Notice d. None of the above

2.5 Let Us Sum Up :

In this unit, we have learnt:

The Choice of a communication channel and your style of communicating affect the overall communication process.

- A sentence can be defined as a set or group of words that makes complete sense.
- There are 3 basic types of sentences: Simple, Compound and Complex.
- A basic memo or memorandum is the easiest and without doubt an efficient way to get info out to your employees or colleagues about an upcoming meeting.
- A notice is called a message / information's bringing to all which is generally put up in common place.
- Circular is message bringing information to a certain selected group of people.

2.6 Answers for Check Your Progress :

Check Your Progress – 1 :

1. b 2. d 3. a

Check Your Progress – 2 :

1. d 2. c 3. a

Check Your Progress – 3 :

1. c 2. b 3. a

2.7 Glossary :

Agenda : Schedule/ Program

Shrewd : Astute / Sharp

Circular : Announcement for a specific set of people

Pertinent : Relevant

2.8 Assignment :

1. Draft a notice for closure of firm.
 2. Draft a memo letting all the employees know about the change in office timings due to Ramzan.
-

2.9 Activities :

What is the difference between a memo and a circular ? Draft a memo and circular and explain it.

2.10 Case Study :

Imagine that you are the President of the Student Body in a prominent management college and wish to hold a meeting to plan for the Annual Fest held every year in the college. You will have to inform students who will be involved in organizing the Fest. You may not want all the students to be involved initially, since it could waste time and there would be too many suggestions. Instead, you will invite only the heads of committees to discuss details such as the date, venue, and time duration, how to get sponsors for the fest, etc. For this purpose, you may send a circular only to the student committee heads: planning committee, budget and estimates committee, hospitality committee, reception committee, stage committee, etc.

2.11 Further Readings :

Business Communication: Process and Product by Mary Ellen Guffey, Dana Loewy.

Essentials of Business Communication by Mary Ellen Guff.



BUSINESS REPORT WRITING

: UNIT STRUCTURE :

3.0 Learning Objectives

3.1 Introduction

3.2 Cover Letters

3.3 Business Report Writing

3.4 The Purpose of Statistical Studies

3.4.1 Sample of Business Correspondence.

3.5 Let Us Sum Up

3.6 Answers for Check Your Progress

3.7 Glossary

3.8 Assignment

3.9 Activities

3.10 Case Study

3.11 Further Readings

3.0 Learning Objectives :

After learning this unit, you will be able to understand :

- How to write a cover letter
- The need for statistical studies
- Sample of Business Correspondence

2.1 Introduction :

In this unit you will be introduced to the techniques involved in Formal Business Correspondence. You will also learn how to write a cover letter and you will be acquainted with how two parties in a business correspondence share a rapport.

3.2 Cover Letters :

The modern cover letter should focus first and foremost on the company it's directed to, career experts say. Gone are the days where you could spend a few paragraphs particularizing your own endeavours ? Today, you also need to validate a genuine interest in the company you are applying for and prove you know you are an asset for them.

Guidelines for the Cover Letter :

1. Keep your letter short enough for someone to read in a time frame of maximum 10 seconds.

Communicative English

Three paragraphs is the ideal length for a cover letter. Use the first paragraph as an introduction, the second for the pointers accentuating your worthiness, and the third to wrap up. The hiring manager giving a first read to your cover letter wants to read something succinct.

2. Have a dynamic opening :
You do not have to inform the HR manager who you are but how resourceful and dynamic you are.
3. Pick two or three of your best skills from the job description and show them that you have them.
4. Use statistics to back up your points.
5. Don't simply rewrite your resume in paragraph form.
6. Address your cover letter directly to the recruiter.
7. Use formal language.
8. Proofread your cover letter a few times and if it is your first get it read from someone else as well.

Sample Cover Letter

April 5, 2008

Vaughn Manchester

Legal Department Trade Law Co-op Associates

12501 I St. NW Washington, DC 20002-4340

Dear Mr. Manchester:

My relevant experience in trading laws offers me an outstanding opportunity to make a positive contribution to the Trade Law Associates in the legal counsel position you have currently advertised for. The diversity of my more than 15-year legal background – as an attorney, law clerk, and paralegal – would empower me to bring with me a well-rounded experience in multiple areas of law a legal counsel needs to handle, including International Trade law, insurance issues, commercial transactions, and intellectual property.

The following qualifications should be of particular interest to your esteemed firm: Experience in and the resourcefulness to handle various areas of law, including trademark and copyright, and patents, labour and employment. Progressive responsibility throughout my career. Even as a paralegal, I took the initiative to handle tasks typically assigned to new attorneys. Unique expertise in legal, regulatory analysis and ethics, as well as experience in collaborating with committee members on the ethics advisory and policy subcommittee of XYZ Trading set up to educate and advise on litigation, regulatory and reimbursement, fraud and abuse, and employment matters. I am well acquainted with many members of the Legal Department. I am also accustomed to interacting at the corporate level, having, for example, worked closely with the in-house legal department of a trading firm with a repute of over 30 years in the country.

I am confident that my qualifications and your needs are an excellent match, and it would be in both our best interests to help each other. I can make myself available for an appointment at your earliest convenience, and I will contact you to follow up the same once I have received a confirmation via email.

Sincerely,

Rory Simpson

Check Your Progress – 1:

1. Cover Letter is a part of _____.
 - a. Job application
 - b. Resume
 - c. Acceptance letter
 - d. Email
2. When writing a cover letter use _____.
 - a. informal language
 - b. formal language
 - c. sms language
 - d. None of the above
3. An ideal cover letter should be readable in _____.
 - a. 30 seconds
 - b. 15 seconds
 - c. 10 seconds
 - d. 1 minute

3.3 Business Report Writing :

Business reports are an effective way to communicate in today's business domain. Although the objectives of business reports are broad in scope, businesses or individuals can use them to make important decisions. To write effective business reports, you must understand what it is and how it can be used.

Steps in writing a business report Decide What Type of Report to Write

Present an idea.

Present risks apart from the opportunity that the suggestion holds.

Present the feasibility of an idea or proposed project.

Present the risks involved.

Be precise.

Avoid the use of slang or colloquial language or acronyms unless absolutely needed.

Help a company improve its policies or processes with the help of vigilant monitoring.

Title of Report in Initial Capital Letters :

Your Name
 Name of the Department
 Name of the Institution
 Date
 Summary

Here you present a one- or two-paragraph summary of the report. This summary should stand alone (no reference to figures or tables in the text) and present the most important results of the work.

Table of Contents

Summary	i
Introduction	1
Second Major Heading	X
First Subheading (If Subheadings Exist)	X
Second Subheading (If Subheadings Exist)	X
Third Subheading (If One Exists)	X
Third Major Heading	X
First Subheading (If Subheadings Exist)	X
Second Subheading (If Subheadings Exist)	X
Third Subheading (If One Exists)	X
Fourth Major Heading	X
Conclusions	X

Appendix A: Title of Appendix A
 Appendix B: Title of Appendix B
 References

Introduction

Headings are 14 points, to the left, and boldfaced. In the Introduction, be sure to state what the topic includes and any limitations about the topic.

Indent all the paragraphs.

Second Major Heading

First Subheading

Second Subheading

Third Heading

Fourth Major Heading

Conclusions

This section provides the summary for the document and provides closure. In this section, it is a good idea is to use the last sentence to emphasize an important result in the given report.

Communicative English

Points to remember while writing a report – Business Report

Writing Create a table of contents.

Format the business report as formally as possible.

Cite references accurately.

Include all important sections, in the executive summary and conclusion.

Check Your Progress – 2 :

1. Business reports are an effective way to communicate in today's business domain.
 - a. True
 - b. False

3.4 The Purpose of Statistical Studies :

❖ Statistical Reports :

For a business report to be perfect it is necessary to add statistical data. In order to complete a statistical report you must segregate the problem and collect the essential data. The data must be clearly identified and a sample carefully chosen. On the basis of the info graphs you will give an explanation as to how the statistics are going to work in favour of the company.

The procedure to be followed in reporting a statistical study consists of extremely precise and distinct steps that may be modified to a miniscule extent. It provides an account along with conclusions and recommendations. In a business setting this could be part of the opening statement and is usually referred to as an executive summary.

2.4.1 Sample of Business Correspondence :

Business correspondence is the exchange of information in a written format for the smooth process of business activities. Business correspondence can take place between individuals, organizations, intra-organization and even between the customers and the organization.

❖ Sample of Business Correspondence :

To: xyz@gmail.com
CC:
BCC:
Subject: Thank you – Assistant Account Executive Interview

Dear Mr.
Shubham,

It was very enjoyable to speak with you today about the assistant account executive position at Darshan Agency.

The job seems to be an excellent match for my skills and interests. The creative approach to the accounts management that you described definitely confirmed my desire to work with you. In addition to enthusiasm, you will bring good writing skills, assertiveness and the ability to encourage others to work cooperatively.

I appreciate the time you took out for the interview.

Looking forward to hear from you.

Sincerely,
Kashish
Aggarwal

Check Your Progress – 3 :

1. _____ are used with statistics to make a better presentation.
 - a. Infographs
 - b. infograms
 - c. information
 - d. none of the above
2. When writing the title of the report you will use _____
 - a. lowercase letters
 - b. Capital letters
 - c. fancy letters
 - d. graphics
3. In order to complete a statistical report you must segregate the _____ and collect the essential _____.
 - a. grain, chaff
 - b. secrets, lies
 - c. problem, data
 - d. notes, reports
4. _____ is the exchange of information in a written format for the smooth process of business activities.
 - a. Cover letter
 - b. Business Correspondence
 - c. Report
 - d. None of the above
5. _____ paragraphs is the ideal length for a cover letter.
 - a. Two
 - b. Seven
 - c. Three
 - d. Five
6. Avoid the use of _____ in a report.
 - a. colloquial language
 - b. polite language
 - c. precise language
 - d. formal language

3.5 Let Us Sum Up :

In this unit, we have learnt :

The modern cover letter should focus first and foremost on the company it's directed to.

The cover letter must be short dynamic

There are different forms of business correspondence but business reports occupy a special distinction of being the link between the company's functioning and output.

Statistical studies are important because on the basis of the infographs you will give an explanation as to how the statistics are going to work in favour of the company.

3.6 Answer for Check Your Progress :

Check Your Progress – 1 :

1. a 2. b 3. c

Check Your Progress – 2 :

1. a

Check Your Progress – 3 :

- | | | |
|------|------|------|
| 1. a | 2. b | 3. c |
| 4. b | 5. c | 6. a |

3.7 Glossary :

Dynamic : vibrant/ Energetic

Endeavor : attempt

Statistical : related to statistics (numerical)

Infographs : these include pie diagrams, flow charts, bar graphs, etc.

3.8 Assignment :

1. What is meant by effective business correspondence ?
2. How are personal correspondences different from business correspondence ?
3. Explain the importance of writing a business letter.
4. Describe the qualities of a good business letter.

2.9 Activities :

1. You want to buy a book from the Rupal Publication, which is situated at Kanchan Bazar, Hyderabad. Write a letter indicating your requirements.
2. You received an enquiry letter from M/s .Laurin Hotels, Connaught Place, New Delhi seeking information about the price and availability of Syska LED bulbs. Write a letter in response to the enquiry made by M/s Aakash Hotels.

2.10 Case Study :

You are the Service Quality head for a MNC. You are expected to write a business report for the financial year 2014 –2015 with regards to the strategic portfolio of the company. In the report you will give in the strategic-analysis section, complete SWOT analysis, analyse the nature of the company's corporate strategy, and then analyse its structure and control systems. Make sure you use plenty of titles and subheads to structure your analysis. Have separate sections on Business Report

Writing important conceptual tools you use. In conclusion give a brief strategy on how you will deal with the impending issues.

2.11 Further Readings :

Successful Business Writing – How to Write Business Letters, Emails, Reports, Minutes and for Social Media – by Heather Baker

Business Correspondence and Report Writing – by R. Sharma

Report Writing in Business (The Effective Communication Of Information) – by T J Bentley



: UNIT STRUCTURE :

- 4.0 Learning Objectives**
- 4.1 Introduction**
- 4.2 Types of Meetings**
- 4.3 Minutes – Introduction and Importance**
- 4.4 Drafting of Minutes**
- 4.5 Points to Keep in Mind**
- 4.6 Tips to Help Take the Notes Faster**
- 4.7 Templates**
- 4.8 Let Us Sum Up**
- 4.9 Answers for Check Your Progress**
- 4.10 Glossary**
- 4.11 Assignment**
- 4.12 Activities**
- 4.13 Case Study**
- 4.14 Further Readings**

4.0 Learning Objectives :

The student will get to know the types of meetings, importance of meetings, introduction and importance of drafting minutes of the meetings and the points to keep in mind while drafting minutes.

4.1 Introduction :

Meetings are organized occasions at a personal or professional level, where people are gathered to discuss or decide about something. The discussions are held in a planned manner on a previously set and mentioned agenda. Generally the time and location of the meetings and the participants are also predefined.

Minutes of the meeting are the notes taken during the meetings, about the discussions done and the decisions taken. Minutes do not just highlight the discussions, they also mention the proposed motions, the votes on the proposals and the activities to be undertaken, with the responsibilities. Minutes of the meetings are generally put down by a designated member of the group, whose task is to provide an accurate record of the meetings held.

Meetings can be broadly divided into two types: Informal and formal. In informal meetings, the minutes are taken to provide a record

of the discussions done during the meeting, for future reference. In formal meetings, the minutes are taken and kept as legal documents.

4.2 Types of Meetings :

The meetings are organized for specific reasons and based on that, there are six most common types of meetings. Let us discuss that.

- **Status Update Meetings :** These meetings are also called progress checking meetings. These meetings are intended to update all the people involved in the process. It brings everyone on the same page. Such meetings discuss the accomplishments made since the last meeting, the tasks that remain to be accomplished and the task that needs to be focused next. Such meetings help to keep the project moving ahead and to ensure that the involved people are accountable for their responsibilities.
- **Decision Making Meetings :** Such meetings are held when the team needs to come together to agree on a course of action or to present the options to the team leader so that a decision can be made. The options are considered and weighed according to the pros and cons, situations, feasibility and many other aspects. Also, further responsibilities can be assigned through this meeting.
- **Problem Solving Meetings :** Such meetings are held when any problem arises in the working and it needs to be fixed. The meeting intends to figure out the cause and corrections of the problem. The team comes together to solve it. The strategies are to be discussed and implemented and even the potential issues are to be considered. We also have to consider the course of action and we have to think if such problems can recur, and how to prevent the recurring of similar problems. There could be more than one ways of solving an issue and all these have to be kept in mind while looking at the problem on hand.
- **Team Building Meetings :** A dedicated team assigned for a particular task always helps in achieving the goal easily and quickly. Team building activities can improve and ease communication and rapport building for better understanding of the team members. Such meetings can be informal, giving the team mates time and leisure to interact with each other. The goal of such meetings is to unite the group. There could be games, talent showcases, creative activities or team building activities that are geared towards interaction. That improves trust, lets the team members feel valued and welcomed, strengthens faith in the mission of the group and gets the dedication increases, helping both – the team members and the organizers.
- **Information Sharing Meetings :** Actually, information is shared in all meetings, but this special meeting is held especially to give in-depth knowledge about a particular topic to the participants. This could be done through presentations, training or lecture mode. Also,

this type of meetings might have just two members, unlike most other meetings, where there are minimum three members in the meeting. The priority will be to retain the attention of the attendees, which could be done through the use of visual aids, questions, storytelling, polls, and other such methods.

- **Brainstorming Meetings :** This type of meetings are held especially for creative content. A lot of thoughts and ideas are needed and the more, the merrier. Such meetings are useful for campaigns, advertisements and for launching potential new products. There has to be a light and welcoming environment and all the ideas are to be analyzed equally. The quantity of ideas is more important than quality in such meetings, because a few ideas could be combined to form a better decision. Thinking outside the box should be encouraged. New people should be involved, belonging to different genders, age groups, financial, social and academic backgrounds, to look at the topic from many perspectives.

4.3 Minutes – Introduction and Importance :

Minutes are the written records of everything that happened during the meeting. They are not the same as Agenda – which is prepared in advance and steers the meeting. Minutes are drafted in the end.

- **Why are minutes called 'minutes' ?**

The notes taken during the meeting are not called minutes because they are the minute wise representation of the meeting. In fact, Meeting Minutes do not have anything to do with time. The term has been derived from the Latin phrase 'Minuta Scripture', meaning 'small notes'. Thus, taking minutes is essentially jotting down important points of the meeting.

- ❖ **Importance of Taking Minutes :**

Any written form of communication is helpful in some way or the other. Minutes of the meetings are important because of the following reasons:

- They provide a written record of the agreements of the meetings, creating a shared understanding of the outcomes. It creates an important source of information for the participants to reflect on the happenings of the event.
- Having a written record helps to avoid any misunderstandings which might arise from possibly different recollections of the meeting by different participants.
- The tasks assigned in the meeting could be remembered and reminded through the minutes mentioned. It gives clarity about the next steps to be taken and the responsibilities assigned, along with the time limit.
- The minutes of the meetings act as a fill up for those who were unable to attend the meeting. It helps them to stay updated and informed.

- They are helpful as a source of reference to revisit the crucial ideas and the discussion as well as decision.
- Basically, minutes are meetings, in a summarized form – so a replica, that is important, handy and useful.

4.4 Drafting of Minutes :

The minutes of the meeting can be drafted by a professional note-taker, a secretary or an assistant whose job is to jot down the points. However, the minutes can also be drafted by any of the members present in the meeting, preferably the one who is good with words and language.

Minutes of the meetings have to be short, precise and relevant. To make it concise, the following points can be included in the minutes:

- The title of the meeting
- The day, date, timing and venue of the meeting
- Attendance and absentees
- The agenda of the meeting
- Decisions and responsibilities
- Motions and if applicable, the poll results
- Activities undertaken
- Next steps
- Date and time of the next meeting

Once the meeting ends, the person(s) responsible for drafting the minutes should not take too long to draft them, as the events of the meetings are still fresh in the mind. If possible, draft them roughly as the meeting proceeds and make adjustments where necessary. See if all the points have been covered well. Revise and see if they are clear and brief.

Keep the minutes of the meeting easily accessible. Instead of emailing them to all the participants or filing them sequentially will be a tedious job. Instead, using technology, the minutes can be shared and stored using online applications, cloud storage or Google drives where they can even be edited as needed.

If the agenda of the meeting is known in advance, the minutes can be drafted well as they are focused. It also sets the pace of the meeting and is a good time and duty management tool. The agenda will also provide an outline when you write the minutes.

Once you are done with the drafting part, it is advisable to let it be reviewed by someone who was present in the meeting to ensure that all the parts are covered. This also helps the participants to recollect their assigned duties and roles, problems and solutions and the upcoming tasks.

Generally, the minutes are drafted in the past tense, where the details of the meetings are mentioned. However, the part where the future planning is done, is to be drafted in future tense, of course.

The official minutes are to be signed in by the one who has drafted them and also by the present authority or the team leader.

4.5 Points to Keep in Mind :

While drafting minutes might seem like an easy task, it is indeed important.

Let us look on the do's and don'ts for drafting effective minutes of the meetings.

- Take the minutes in real time – or make notes after each topic. It will be easier to draft the final version, with notes on hand.
- Be concise. There is no need to show the writing skills and using elaborative language. It is not required to present the word-to-word details of the meeting.
- Include details. For those who have missed the meeting, the minutes of the meeting are the only reliable source of information. Even though the minutes have to be concise, it need not miss in the details. The next meeting on the same topic will refer the minutes of the previous meeting, so make sure that the details are well presented.
- Just note the facts. Do not include personal observations and judgments. The minutes have to be factual, not personal or fictional.
- Follow a specific format. Every company has a specific format of drafting the minutes of the meeting. Follow them. If there is no specific format, then generally the one responsible for drafting minutes should draft a common format for ease and structured report.
- Try to type as you draft. Handwritten notes are helpful, but can be unclear. Try to use a digital format.
- Don't try to record everything word by word. They are not a transcript, they are a summary.

4.6 Tips to Help Take the Notes Faster :

- Use initials of the names of the people, instead of using the full names, for example Sumit Dave could be SD. If there are two people with same initials, you can use the initial of the parent's or husband's name. For example, SSD.
- Use self made or acceptable acronyms wherever possible. This will save a lot of time. However, you need to remember the self made acronyms related to the meeting. For example, if you have written BTS, it could also mean Behind The Scene, or it could be Budget Tracking System.

- There is no need to write full sentences or to use perfect grammar while note making. 'Decision to move forward' is a better suitable phrase as compared to 'It was decided by everyone present that it should be moved forward.'
- Jot down the important words – sentences can be framed later.
- If you are writing instead of typing, please make sure that the words do not become illegible or unclear as you write in speed.

4.7 Templates :

The given formats can be used as an example.

Template – 1 :

Title of the meeting:

Day and date:

Time:

Venue:

Attendees:

Agenda:

Speaker:

Officer's reports:

Other's reports:

Motions:

Decisions:

Announcements:

Template – 2 :

Title:

Day and Date:

Time:

Venue:

Attendees:

Agenda:

Update:

5. Use _____ of the names of the people, instead of using the full names.
 - a. titles
 - b. designations
 - c. acronyms
 - d. initials
6. Generally, the minutes are drafted in the _____ tense
 - a. Present
 - b. Future
 - c. Past
 - d. None of the above
7. Once the meeting ends, the person(s) responsible for drafting the minutes should draft them _____
 - a. at ease
 - b. at the earliest
 - c. at convenience
 - d. according to the mood

4.8 Let Us Sum Up :

Meetings are necessary to share views and to provide information. Drafting minutes of the meetings is important as they document the key issues raised and discussed during the meeting. They describe the problem and the proposed solution. If there were more than one solutions available, the minutes will describe why a particular one was chosen by the majority. The minutes of any meeting can be written or typed. The person who has drafted the minutes should review it and also get it reviewed by someone else, edit and make necessary changes and shared with the present or absent members of the meeting. The minutes or the meetings are also preserved as a reference.

4.9 Answers to Check Your Progress :

Check Your Progress :

- | | | | |
|------|------|------|------|
| 1. c | 2. a | 3. b | 4. b |
| 5. d | 6. c | 7. b | |

4.10 Glossary :

- Agenda** : Program / Outline
- Accurate** : Precise / Correct
- Accomplishments** : Activities / Actions
- Strategy** : Plan / Policy
- Rapport** : Relationship / Bond
- Elaborative** : Detailed

4.11 Assignment :

1. What are the do's and don'ts to be kept in mind while drafting minutes of the meeting ?
2. Mention a few tips to help take the notes faster.

4.12 Activities :

Draft minutes of a meeting held in your surroundings, recently.

4.13 Case Study :

Observe the formats of minutes drafting in different organizations.

4.14 Further Readings :

-. "How to Write Meeting Minutes [+5 Free Templates]." n.d. hugo. <<https://www.hugo.team/blog/meeting-minutes-with-samples-templates>>.

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Editors. "How to Take Meeting Minutes: Templates and Examples." n.d. nuclino. <<https://www.nuclino.com/articles/meeting-minutes-template-example>>.

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Munoz, Richard. "The Evolution of Communication through the Centuries." 2018. mobilecon. September 2021. <<https://www.mobilecon2012.com/the-evolution-of-communication-through-the-centuries/>>.

Rhoda A. Doctor & Aspi H. Doctor, 'Principles and Practice of Business Communication' Sheth Publishers

Shirley Taylor, 'Model Business Letters, E-mails & Other Business Documents', Sixth Edition, PEARSON

BLOCK SUMMARY

The four units of block 4 discussed about the formats of various types of written communication needed during social work. Each specific form of written communication follows a specific format. Drafting letters, notices, circulars, reports and minutes need art, vocabulary and a format. These formats are discussed here, with examples and tips.

BLOCK ASSIGNMENT

1. Draft a letter to the head of the village to request his permission to visit the village for social work.
2. Draft the minutes of the meeting held with the head of an NGO regarding an educative collaboration.

Short Answer Questions :

1. What are the different types of letters ?
2. What is the difference between a notice and a circular ?
3. What are the types of a report ?

Long Answer Questions :

1. Mention the formats of different types of letters
2. What are the points that should be included in the minutes of a meeting ?

Communicative English

❖ **Enrolment No. :**

1. How many hours did you need for studying the units ?

Unit No.	1	2	3	4
No. of Hrs.				

2. Please give your reactions to the following items based on your reading of the block :

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Language and Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Illustration used (Diagram, tables etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Conceptual Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Check your progress Quest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Feed back to CYP Question	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

3. Any other Comments

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ડો.બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી

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