KARPAGAM ACADEMY OF HIGHER EDUCATION
SEMESTER IV
ENGLISH IV (THEORY AND PRACTICAL)
(Communication Lab/BEC/IELT) EC -
(For all undergraduate students of B.Com/CA/PA/BPS/BBA admitted from 2018 onwards)

18ENU401   **L T P C**
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UNIT I: Integrated Skills

Development of speaking- Nature, Process, and Importance of Communication, Types of Communication (Verbal and Non-Verbal), Different forms of Communication, Barriers of Communication, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, and Organizational Barriers, listening and grammar skills.

UNIT II: Advanced Reading Skills

Outcomes include improved reading speed, increased reading fluency and increased vocabulary.

UNIT III: Advanced Writing Skills

Business Correspondence – Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tender, Memorandum, Inter-Office, Memo, Notices, Agenda, Minutes, Resume Writing, and Report Writing.

UNIT IV: Business Language and Presentation

Importance of Business Language, Vocabulary Words often Confused, Words often Misspelt, Common Errors in English, Oral Presentation – Plan, PowerPoint Presentation and Visual Aids.

UNIT V: Technology and Communication

Language of Newspapers, magazines, Internet, TV and radio – their role to develop listening, reading and discussion skills, E-mail writing – Video Conferencing- Strategic importance of e-communication.

Suggested Reading:

In Business; CUP
Oxford Handbook of Writing: St. Martins Handbook of Writing
Sound Business, Julian Treasure OUP

LECTURE PLAN

KARPAGAM ACADEMY OF HIGHER EDUCATION

(Established under Section 3 of UGC Act 1956)

Pollachi Main Road, Eacharani Post, Coimbatore - 641 021

DEPARTMENT OF ENGLISH

SUBJECT: PART II ENGLISH IV   **SEMESTER: IV**
SUBJECT CODE: 18ENU401   **CLASS: II B.COM, CA, PA, BPS, BBA**

LECTURE PLAN

UNIT - I

S. No	Hours	Topics to be Covered
1	1	Introduction to the Syllabus
2	1	Development of Speaking- Nature, Process, and Importance of Communication
3		Types of Communication
4	1	Verbal Communication
5	1	Non- Verbal Communication
6	1	**Activity 1 - Verbal Communication**
7	1	**Activity 2 -Non-verbal Communication**
8	1	Different Forms of Communication
9	1	Barriers of Communication- Linguistic Barriers
10	1	Psychological Barriers
11	1	Interpersonal Barriers & Cultural Barriers
12	1	Physical Barriers & Organizational Barriers
13	1	**Activity 3 - Listening**
14	1	Basic Grammar
15	1	Basic Grammar
16	1	**Activity 4 - Basic Grammar**
17	1	**Activity 5 - Basic Grammar**
18	1	**Activity 6 - Basic Grammar**
19	1	Revision
20	1	Revision
Total no. of hours planned for Unit I = 20hours		

Reference Websites:

UNIT - II

S. No	Hours	Topics to be Covered
1	1	Introduction to reading
2	1	Suggestions for Improving Reading Speed
3	1	The Role of Speed in the Reading Process
4	1	**Activity 1 – Book Reading**
5	1	**Activity 2 – Book Reading**
6	1	Basic Conditions for Increased Reading Rate
7	1	Ways to increase your reading speed
8	1	**Activity 3 – Newspaper Reading**
9	1	**Activity 4 – Magazine Reading**
10	1	Improving Fluency in Reading
11	1	Improving Fluency in Reading
12	1	Exercise for Reading
13	1	Exercise for Reading
14	1	Increasing Vocabulary
15	1	Exercise for improving Vocabulary
16	1	**Activity 5 – Vocabulary Enrichment**
17	1	**Activity 6 – Vocabulary Enrichment**
18	1	Revision
19	1	Revision
Total no. of hours planned for Unit II = 19 hours		

Reference Websites:

S. No	Hours	Topics to be Covered
1	1	Introduction to Business Correspondence
2	1	Inviting Quotations
3	1	Exercise for Inviting Quotations
4	1	Sending Quotations
5	1	Placing Orders
6	1	Inviting Tender
7	1	Memorandum
8	1	Inter-Office
9	1	Memo
10	1	Exercise for Memo Writing
11	1	Notices
12	1	Exercise for Writing Notices
13	1	Agenda
14	1	Exercise for preparing Agenda
15	1	Minutes
16	1	Exercise for Writing Minutes
17	1	Resume Writing
18	1	Exercise for Resume Writing
19	1	Report Writing
20	1	Exercise for Report Writing
21	1	Revision for Unit III
Total no. of hours planned for Unit III = 19 hours		

Reference Websites:

UNIT - IV

S. No	Hours	Topics to be Covered
1	1	Importance of Business Language
2	1	Words often Confused
3	1	Words often Miss pelt
4	1	Exercise to identify Words confused and Miss pelt
5	1	Common Errors in English
6	1	Exercise to identify errors in English
7	1	Exercise to identify errors in English
8	1	Oral Presentation- Planning
9	1	Oral Presentation- Preparing and presenting PowerPoint presentation
10	1	Preparing Visual aids
11	1	Importance of Group Discussion
12	1	Tips & Role of Group Discussion
13	1	Activity for Group Discussion
14	1	Activity for Group Discussion
15	1	Importance of Role Play
16	1	Role of Review
17	1	Analytical Skills
18	1	Analytical Skills
19	1	Revision
Total no. of hours planned for Unit IV = 19 hours		

Reference Websites:

UNIT - V

S. No	Hours	Topics to be Covered
1	1	Introduction to Technology and Communication
2	1	Language of Newspapers
3	1	Language of Magazines
4	1	Language of Internet
5	1	Language of TV
6	1	Language of Radio
7	1	Exercise
8	1	Technology and Communication's Role to develop listening skills
9	1	Technology and Communication's Role to develop reading and discussion skills
10	1	E- mail writing
11	1	Exercise
12	1	Video Conferencing
13	1	Usage of Library
14	1	Importance of Library
15	1	Systems of Library
16	1	Role of Social Media
17	1	Revision – Unit I,II,III
18	1	Revision – Unit IV,V
19	1	Discussion on Previous End Semester Question Papers
Total no. of hours planned for Unit V = 19 hours		

Reference Websites:

UNIT I: Integrated Skills

Development of speaking- Nature, Process, and Importance of Communication, Types of Communication (Verbal and Non-Verbal), Different forms of Communication, Barriers of Communication, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, and Organizational Barriers, listening and grammar skills.

NATURE OF COMMUNICATION

Communication is speaking or writing or sending a message to another person. But in reality it is more than that. Communication is transformation of information from one person or source to another in a meaningful way. The receiver should understand and respond to the sent message. Otherwise communication is impossible.

Communication is an important aspect of human behavior. It is central to everything that we do. Every activity of a human being succeeds or fails according to the ability to communicate effectively. Every organization is held together by communication without which an organization cannot function at all. So, effective communication is necessary to accomplish our goals.

COMMUNICATIONS PROCESS

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

1. Sender

The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. Message

It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. Encoding

The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. Media

It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

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5. Decoding

It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. Receiver

He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. Feedback

Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. Noise

It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.
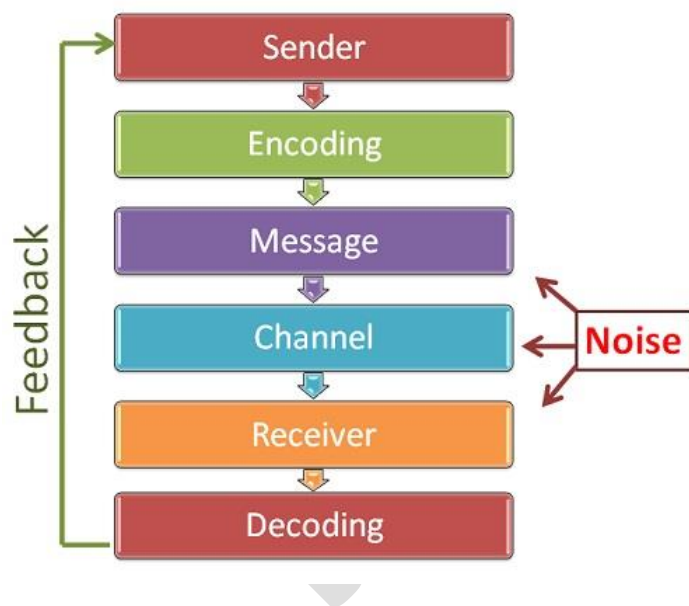
IMPORTANCE OF ENGLISH COMMUNICATION

Communication is a skill which involves systematic and continuous process of speaking, listening and understanding. Most people are born with the physical ability to talk, but we must learn to speak well and communicate effectively. Speaking, listening and our ability to understand verbal and nonverbal cues are the skills by observing other people and modeling our behavior on what we see and perceived. We are also taught some communication skills directly

through education. By bringing those skills into practice and getting them evaluated. The face of modern India is changed drastically due to globalization it has brought to India different cultures. In today's world of competition no organizations want to remain local their aim is to expand all over the world.

English is acknowledged passport to better education and employment opportunities. English language plays a crucial role to weave the world into a single thread. English has a status of a second language in almost all the countries where it is not the first language. To acquire simple language for day to day communication is main aim of learning any language. In turn, today's workforce is expected to be highly competent to continually improve skills and engage in lifelong learning. Language is a skill, like any other skill until and unless we practice the skill mastery is highly impossible. The aim of learning a language is directly linked with the LSRW skills that are to be developed. As a universal process communication influence the activities of the human community at large. Social development is a prominent feature of effective techniques of communication, which is necessary for sustaining the growth and development. The need for learning a language arises from the point of view of its adaptability, productivity, utility, universality and teachability.

Communication is a sharing of feelings, ideas and opinions with others. This can be intellectual, personnel spoken or written in nature. We live in groups and man is invariably a social animal. As the social needs insist, we share our thoughts with others. The two-way processes of communication motivates, inform, suggests, warns, orders, changing behavior and estability better relationships to make interaction meaningful and make oneself understood. Communication becomes effective when a communicator is effective enough to communicate competently, simply, clearly sincerely and dynamically. Communication is essential for close sympathetic relationships in a society and for transformation of men, material and thoughts from one place to another. This process involves initiation reception and response that serve as feedback. Hence, communication is interactive by nature.

Communication is the central human activity. We are now witnessing the emergence of an advanced economy based on information and knowledge. Probably the most important skill for knowledge workers in the new environment is ability to communicate. This means to able to listen and to express your ideas effectively in writing and in speech. In order to achieve desired success, professional needs to assess and respond to communication situations that occur constantly. The four main goals of communication are
1. To inform
2. To request
3. To persuade and
4. To build relationships with others.

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In today's India without English, a student cannot enter the sophisticated world of science and technology. Further, in the present global context, it is felt that English is of paramount importance. Effective Communication People frequently fail to communicate effectively because they don't express themselves clearly or forcefully enough. Or, they may go to the other extreme, expressing themselves in such a belligerent way that they alienate others. For example, if a husband says to his wife, "I like your face but not your food," his wife may feel bad after hearing this kind of comment. But it the husband knows the art of communication, he would say the same thing in two sentences: "I like your face"; and then some pause he would say;" The food needs some improvement." With this kind of communication, she will never feel about it.

Thus today, it can be said that though English has almost lost its pre-colonial beauty of literariness, but it has acquired a very colorful communicative mode. Just like the fast moving consumer goods, English language is transforming its multidimensional communicative structure day by day, and in the process has enhanced its utility quotient in India. English is available to us as a historical heritage in addition to our own language. We must make the best use of it to develop ourselves culturally and materially so that we can compete with the best in world of mind and matters.

TYPES OF COMMUNICATION

People communicate by exchanging symbols to describe our ideas and experience. Language is a common symbol system used for sharing our experience with others. Other symbols like gestures, colors, signs, sounds, facial expressions, movements, and clothing also are used as a means of communication.

Communication through words is called as verbal communication; communication through other symbols is called non-verbal communication.

VERBAL COMMUNICATION

Verbal communication may be spoken (oral) or written.

Oral communication is natural and immediate. In natural and informal situations we use oral communication. It needs the attention of both the persons, each must respond to one another. Body language also has a role to play.

Written communication goes beyond the limits of apace and time. It can wait for the receiver's reply. No bodily presence is required. Oral and written communication have different attributes, to choose is left to the person's discretion.

ATTRIBUTES OF ORAL AND WRITTEN COMMUNICATION

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1.   Speed: Written communication is slower in preparation and receiving. It takes time to draft, type, and dispatch and receives a letter. Feedback is also slower.

2.   Record: Written communication serves as a record and can be used for future reference. It is a documentary proof, can be used a legal evidence. Written records and documents are more reliable and acceptable. Oral communication may be taped for reference but authenticity can be questioned.

3.   Precision and accuracy: Written communication is more precise and accurate than oral. In oral communication it is not always possible. Oral communication had the support of vocal tome and expression. Written messages are usually shorter that an oral communication. In oral communication, some preliminary and closing remarks are required, but in written communication standards formats for opening and closing are there which can keep the message short.

4.   Expense: Written communication requires stationery, preparation and transmission, all of which cost money. Oral communication can also cost a great deal since it requires simultaneous presence and attention of the two parties, and getting together costs money. Cost will depend on the availability of the required persons at the particular place. Each type requires different channels for transmission. Availability and cost of each of the channels is a factor to be considered.

Oral Communication

Oral communication occurs in situations like conversations, telephone talk, interviews, presentations and meetings. Various kinds of oral communication skills needed in each of these situations are discussed below:

1.   Face-to-face conversation: Oral communication is best when it is face to face. It is possible in a small meeting; communication can flow both ways in these situations. There is immediate feedback, which makes clarification possible. Face to face setting offers richer communication experience because the presence of a living person, his or her voice, tone expression and movements add significance.

2.   Telephone: Telephone talk depends entirely on the voice. Clarity of speech and skillful use of voice are important because physical presence is absent. Confusion in hearing the words correctly is the problem. For e.g. 'light' will be heard as 'like' etc. sometimes names and addresses communicated through telephone are wrongly received. So, it is good to say like C for cat, D for Delhi etc. Telephone etiquette is also important.

3.   Presentation: Presentation has a face to face setting. It is a formal, well prepared talk on a specific topic, delivered to a knowledgeable and interested audience. As touch of humour enriches a presentation, the general tone is serious and businesslike. The purpose is to give information; there may be the additional purpose to persuade as in a sales presentation. Visual aids are used to enhance a presentation. The person who makes the presentation is expected to answer questions at the end and has the responsibility to ensure that there is clear understanding of all the aspects of the topic among the audience.

4.   Public speech: a public speech or lecture has a face to face setting but the distance between audience and speaker is great; this distance increases as the audience gets larger. The purpose of a public speech may be to entertain, to encourage and to inspire. Much depends on the speaker's skill in using gestures. Feed back is very little as the speaker can hardly see the facial expressions in the crowd. A public speech is followed by applause rather than questions.

5.   Interview: An interview is a meeting at which one person or a panel of persons who are the interviewers, discuss a matter with another person or ask questions of another person, who is the interviewee. The purpose is usually to assess, to judge whether it would be worthwhile to enter into a business relationship with the other. Each side makes an assessment of the other. An interview is structured, and in characterized by question and answer type of communication.

6.   Meeting: Meeting involves many persons; there is a chairman or leader who leads and guides the communication and maintains proper order. There is a fixed agenda i.e. list of issues to be discussed at the meeting. Meetings are of many types, small meeting with four or five people or large meeting with many members. Minutes are recorded in a meeting though the meeting is oral. One should be aware of the subtle non-verbal communication which accompanies oral communication and take care to cultivate it. One who cultivates this strikes the audience as a 'polished speaker' and conveys meaning effectively.

WRITTEN COMMUNICATION

Written communication is used for many purposes. Many types of documents are required for official work. Letters, circulars, memos, notices, reports and minutes are constantly prepared and exchanged in and between organizations. Each has a format and layout which is fixed by custom.

1.   Letter: Letters are the most widely form of written communication. They are used mostly for external communication. A letter has a complex layout which has to be carefully followed.

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2.   Memo: Memo (short form of memorandum) is an informal message between members of an organization and generally related to daily work. Information or instructions can be conveyed by a memo. Memo forms are usually small and are used for brief messages. It may have the company's name printed on the top; spaces are provided for the date, sender's name and department and the receiver's name and department. Top executives of an organization may have personal memo pads with their name printed on the top, for use within the department. A memo may or may not be signed.

3.   Notice: a notice is used when many people in the organization have to be given the same information. It is the most common method of mass communication within an organization. A notice should be short; its language should be simple, and the type should be large and well spaced for easy reading.

4.   Circular: A circular is a detailed document giving information, instructions or orders on a specific matter. A circular has a number and a date for reference, and is signed by the authorized signatory of the issuing office. Circulars are generally issued by government departments and other official bodies like councils, universities and head offices of organizations.

5.   Report: A report is the document prepared by an individual or a committee entrusted with the task of collecting information on a given subject. It requires careful research, collection of data and presentation of the findings, conclusions and recommendations. Reports are of varying length and may be anything from two pages to a full book divided into chapters.

6.   Minutes: minutes are the written record of decisions taken at a meeting. Different bodies have their own convention of recording the discussion and the decisions. Minutes may be written by hand or typed and pasted in a minute book, or typed and filed in a minute file. Minutes are a legal document.

NON VERBAL COMMUNICATION

Non-verbal methods of communication can be consciously created and used with both written and oral communication. Graphics of all kinds can enrich the message presented in a document or in a speech. Pictures, maps, charts, graphs and diagrams add quality and clarity to a verbal message. Besides these symbols, facial expressions, gestures, tone of voice, clothing and other aspects of our personality also communicate. This is called body language. Non-verbal methods enhance and enrich the meaning of words. A good deal of body language is unintentional and unconscious. It is seen through clothing, office décor, other office sounds etc. Non-verbal communication comprises all impressions received and interpretations got through our perceptions. Non-verbal communication occurs even when there is no verbal

communication. Non-verbal communication speaks louder than words. Thus there can be unintended and unconscious non-verbal communication as well as conscious use of signs and sounds to communicate.

USES OF NON-VERBAL COMMUNICATION

Non-verbal communication has instant effect because of a quicker grasp by the receiver. A colour, a picture or sound of the bell or horn gives quick meaning and effect than words or sentences. The quality of speed of conveyance and response makes non-verbal communication extremely useful in many situations.

1.   For traffic signs and signals: non-verbal communication is absolutely essential to bring about quick response from the driver as well as the pedestrian. The red or green signal, a horn or whistle makes the motorist respond soon.

2.   Visual non-verbal methods also help verbal communication. Maps, charts, graphs help people to understand geography, location, data etc. Complex data can be presented in compact form through visual non-verbal methods. Pages of ideas can be brought in a single page through a chart or graph.

3.   Human beings respond more powerfully to pictures, colours and sounds. A cry of agony has strong effect than a tale of sorrow, a film is effective than a narrative story. T.V. news is more effective than radio because of visuals.

4.   For illiterate people, non-verbal symbols are best. A skull and cross bone as a warning of danger has great response. Even illiterate drivers can manage with non-verbal traffic signals and signs. Non-verbal communication can overcome the barrier of language.

METHODS OF NON-VERBAL COMMUNICATION

Non-verbal methods may be visual or auditory. Visual methods are seen and auditory methods are heard. Science, pictures, colour, design are visual; sounds, bells, tunes and whistles are auditory.

A.   VISUAL SYMBOLS

1.   Colour is a very important and powerful means of communication. It enlivens the dull environment. Colors are related with feelings and qualities like sorrow (black), purity (white), danger (red), etc. Colour has psychological effect. Pleasant colours in work place have good effect on employees.

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2.   Pictorial representations can communicate soon. For posters and advertisements, simple drawings to great pictures are used. For illiterate people a picture with few words is useful. Pictures are universally understood and easily remembered. The eye can easily catch a message from a picture than from writing.

3.   Posters combine pictures and words. With minimum words and more illustrations and pictures, a poster can convey a thought. Posters can bring out clearly the danger of drinking, importance of saving money etc.

4.   Graphs and charts provide statistical information. Only educated are benefited by it still it can give an overall description of a situation within a glance. Graphs and charts must be titled and labeled. The date of information should be showed. These should have a scale and a key to explain the symbols used.

5.   Maps are representations of territories. Geographical information like transport route, climatic conditions, population, growth of crops etc and sociological factors like literacy, health, nutrition and so on can be explained through maps. It helps to locate routes and places. Key and scale are necessary for this also.

6.   Signs and signals communicate instantly. Traffic signs and signals are best examples. In mathematics '+', '-', and 'x' are signs.

B.   AUDITORY SYMBOLS

1.   Sound signals are used mainly for warning; during war time sirens are used to warn; in factories it is used to warn of fire disaster. Whistles are used by police to assemble, halt, divert etc. Trains use for departure or warning. Bells and buzzers are used to mark the start or ending of work. Fire engines use bells to warn other road users. A pleasant bell is a symbol associated with worship

2.   Tunes are used as an identification mark. Programs have special tunes, advertisements are recognized by tunes, secret organizations use tunes to identify and recognize members.

BARRIERS TO COMMUNICATION

If one has to become a successful communicator, he has to develop his ability and skills effectively. But his planning preparations and practices of communication will be incomplete and unsuccessful unless he identifies and understands the barriers to communication. The executives may spend 90% of their time in communication. But a substantial part of their message in misinterpreted and misunderstood. The message gets distorted by the sender himself. There are a number of barriers which produce noise and prevent the achievement of the desired result.

Some of the important Barriers are Physical Barrier, Semantic Barrier, Socio-Psychological Barrier, Organizational Barrier, cultural barrier and overcoming barriers.

I. Physical Barriers

1.   Noise

Noise is quite often a barrier to communication. It interferes with the transmission of the signals. It also refers to the unwanted signals of messages. In factories, oral communication is rendered difficult by the loud noise of machines. The noise can be visual, audiovisual, written forms also. Poor telephone connection which interrupts conventions is some of the examples of technical noise. Electronic noise like blaring often interferes in communication by telephone or loud speaker system.

2.   Time

If the employee does not communicate with his superiors for a long time, it may create a communication gap between them which may affect their relationship.

3.   Distance

The distance between the communicator and the receiver can be strong barrier to communication. The use of telephone along with computer technology has made communication very fast and has a large extent, overcome the space barrier. However, sometimes mechanical breakdowns render these facilities ineffective.

4.   Age

The age, maturity, educational background etc are the factors which a person grows up and make a generation in an organization.

II. Linguistic or Semantic Barriers

Misinterpretation of words

Semantic means pertaining to or arising from the different meanings of words or other symbols. Most of the communication is carried on through words, whether spoken or written. But words are capable of communicating a variety of meanings. It is quite possible that the receiver of a message does not assign the same meaning to a word as the transmitter had intended. This may lead to miscommunication.

For example Present & present.

A present may be present at a function to receive a present. Similar sounding words like 'access' and 'excess', 'flour' and 'flowers', 'cite' and 'site' or 'sight', 'weak' and 'week', 'steal' and 'steel' etc can cause misunderstanding in speech. More importantly, semantic barriers are because words mean different things to different persons. It is said, 'meaning is in people, not in words'.

III. Socio-Psychological Barriers

1.   Status Barrier
Status is a position or social rank of a person in a group. It depends on the person's ability, amount of pay, seniority, type of work assigned, age etc. When the employees become status-conscious, it becomes one of the major barriers to communication. The subordinates are afraid of communicating with their supervisors. Shyness, impatience and arrogance are the barriers of communication.

2.   Inferences
People's everyday life involves various activities. When they travel in a state transport bus, they infer that they may reach safely but it may go wrong and they may meet with some accident. Therefore it would be more reliable and risky to accept the above inference without verifying the facts.

3.   Closed Mind
A person with a closed mind is very difficult to communicate with. He is a man with deeply ingrained notions and not prepared to reconsider his opinions. He is the mind of a man who will say, "Look, my mind is made up. I know what I want to know. And I do not want to know anything else".

4.   Bad listening
Most people do not listen very well due to various distractions, emotions etc. One of the major reasons for this is an individual's continuous thinking about his own problems and worries. An employee may get engrossed by worrying about the sickness, rather than listening to the instruction given by his manager. This usually leads to misunderstanding and conflict.

5.   Poor communication
Lack of skill in writing and in speaking prevents a person from framing the message properly. Nervousness is the major problem. Written communication can be handicapped by poor skill in using language. Lack of reading and listening are the barriers in poor communication.

IV. Organizational Barriers

Loss of information also occurs as messages move from subordinate to higher levels of authority. Messages are filtered at any level. There may be deliberate suppression of information out of self-interest and jealousy, a supervisor may suppress or change a good suggestion from a subordinate so as to take the credit personally.

V. Cultural Barrier

Culture is a shared set of values and attributes of a group. Culture is part of an

individual's manner of talking, behaving, thinking etc. When the world is becoming global in business, different cultures come into contact with each other so the differences of culture is felt. Some of the significant differences between cultures are:

1.   **Nationality**: Each nation has a character of its own. Chinese are different from Indians, Pakistanis and Srilankans though they are its neighbour. So this becomes a barrier.

2.   **Language**: The language of any group directly reflects their culture. Even among British and Australians who speak the same language a 'word' may not have same significance. Connotations of words differ in different cultures. When Japanese say 'yes', it means 'I'm listening'. The Americans meant as 'Yes I agree'.

3.   **Values**: Notions of good and evil are called values. This also differs from one culture to another. Rules, norms and behaviour of people also differ from one culture to another. Talking certain things is polite for one country, but impolite to other country.

4.   **Social Relationship**: All societies have groups like families, castes, classes etc. Significance of family relationship in India is reflected in the elaborate system of words which can describe the precise relationship of two persons, whereas in western languages the word 'cousin' describes a variety of relationship.

5.   **Concept of Time**: It is one of the troublesome differences especially between Eastern and Western cultures. Eastern concept of time is circular, western concept of time is linear. Punctuality is an important feature in western countries but lack of punctuality is common to Indian and Eastern countries. Keeping work time strictly separate from personal time is a Western concept but not easy for Eastern cures feel 'time is money', some feel personal relationship is important than money. So attitude to time is one of the major problems in Cross-cultural communication.

6.   **Thought Process**: This also varies from one culture to another. Some are strictly logical and rational while others may be holistic and emotional. Thinking process is affected by acceptance or rejection of superstition, belief in magic, miracles etc.

7.   **Non-verbal behaviour**: Body language is a major factor which varies between cultures. Gestures are understood differently. Indians use more natural gestures than the British; Japanese have many formal gestures for social interaction. Appearance, dressing etc play a role as a barrier. One dress is considered formal by one country but not appropriate to other countries.

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Interpersonal Barrier

An interpersonal barrier is something that prevents an effort to communicate between two or more people. Stage fright, a language barrier, the state of grieving, and a stroke involving the speech area are four examples.

An intrapersonal conflict involves the self and/or selves being blocked by a misconception, incorrect facts, a state of shame and/or delusions, anger that is unresolved, prejudice, previous lack of success in communicating about a difficult topic such as work performance, video game obsession, etc.

Interpersonal conflict requires at least two people attempting to communicate about a barrier that leaves a significant gap in acceptance or understanding.

Possible Questions

Two Marks

1. Define Communication.
2. Give a short note on semantic barrier.
3. Oral communication is natural and immediate – Explain.
4. What is meant by Face-to-face conversation?
5. Write any two uses of non-verbal methods.
6. What are the factors of Communication?
7. What is barrier to communication?

Eight Marks

1. Explain the role of communication in day to day life.
2. Explain cross-cultural barriers to communication.
3. What are the factors that constitute socio-psychological barriers to communication? Explain.
4. How can you overcome the various barriers to communication?
5. Discuss the importance of Listening Comprehension and list the barriers and guidelines for improving the same.

S. NO	QUESTIONS	CHOICE - 1	CHOICE - 2	CHOICE - 3	CHOICE - 4	ANSWER
1.	Communication is exchange of _____.	information	ideas	language	speaking	**information**
2.	The _____ should understand and respond to the sent message	receiver	person	messenger	communicator	**receiver**
3.	Listening is a _____ activity.	writing	reading	talking	thinking	**thinking**
4.	Telephone communication is _____	face-to-face communication	written communication	oral communication	sign	**oral communication**
5.	Communication has _____ attributes or qualities.	1	2	3	4	**4**
6.	Communication is _____ as well as unintentional.	intentional	information	modem	uniform	**intentional**
7.	Conscious or intended communication has a _____.	message	purpose	theory	quality	**purpose**
8.	The _____ has to put the message	source	receiver	symbol	language	**source**
9.	Source is also known as _____.	receiver	listener	sender	audience	**sender**
10.	We communicate by exchanging _____ to describe our ideas and experience.	source	receiver	symbol	language	**symbol**
11.	_____ is a common symbol system	source	receiver	symbol	language	**language**
12.	Communication through words is called as _____ communication	verbal	non-verbal	body language	symbols	**verbal**
13.	Communication through other signs is called _____ communication	verbal	non-verbal	gestures	postures	**non-verbal**
14.	_____ Communication is natural and immediate.	Oral	Spoken	Written	Both oral and written	**Oral**
15.	_____ Communication goes beyond the limits of apace and time.	Oral	Spoken	Written	Both oral and written	**Written**

16.	Oral communication had the support of _____ tone and expression	vocal	voice	frequency	wavelength	**vocal**
17.	_____ is an informal message between members of an organization.	memo	record	notice	circular	**memo**
18.	_____ Organizational effort is needed to overcome the barriers	Constant	Continuous	Speed	Accurate	**Constant**
19.	_____ means the aspects of voice	Paralanguage	language	Communication	Speaking	**Paralanguage**
20.	_____ is influenced by culture.	language	Perception	Performance	Speaking	**Perception**
21.	All communication skills include _____ and non-verbal communication	verbal	record	feedback	status	**feedback**
22.	Communication helps to _____ feelings, thoughts, emotions, and ideas.	share	communicate	speak	understand	**share**
23.	Which can be used as future reference?	record	speed	accuracy	precision	**record**
24.	_____ is an important aspect of human behavior.	Communication	Information	Language	speaking	**Communication**
25.	Immediate feedback is possible in _____	public speech	written communication	letters	face-to-face communication	**face-to-face communication**
26.	Clarity of voice and speech are important in _____	interview	meeting	telephone communication	none of them	**telephone communication**
27.	Physical presence is absent in _____	presentation	interview	telephone communication	meeting	**telephone communication**
28.	Visual aids can be used in _____	Interview	Public speech	meeting	presentation	**presentation**
29.	_____ may be to entertain or motivate.	Meeting	Public speech	Interview	Telephone communication	**Public speech**
30.	Minutes are record in ____	interview	telephone communication	public speech	meeting	**meeting**
31.	_____ are the most widely form of written communication	memo	notice	letters	reports	**recall**
32.	Informal messages are conveyed through _____	letters	Memo	Notice	report	**Memo**
33.	_____ is used for mass communication.	minutes	circular	document	notice	**notice**
34.	_____ are the written record of decisions taken at a meeting.	reports	circular	notice	minutes	**minutes**

No.	Question					Answer
35.	Traffic signals are _____.	verbal	non-verbal	oral	written	**time**
36.	White color symbolizes _____.	sorrow	purity	danger	wisdom	**purity**
37.	_____ provides statistical information.	poster	notice	graphs	maps	**graphs**
38.	Geographical information can be known by _____.	charts	graphs	maps	posters	**maps**
39.	The choice of _____ depends on the urgency of the message	medium	receiver	messenger	communicator	**medium**
40.	_____is the major barrier in factories.	time	machines	noise	workers	**noise**
41.	Communication gap created by _____.	noise	time	distance	frequency	**distance**
42.	Active listening implies with a _____	function	reason	purpose	effect	**purpose**
43.	Communication is a _____ process.	one- way	two-way	multi- way	multi-dimensional	**two-way**
44.	For a successful communication _____ is essential.	interest	language	response	concentration	response
45.	_____ provides a barrier to communication.	language	interruption	writing	speech	**interruption**
46.	_____ helps to pass information to other people.	environment	ambience	Communication	art	**Communication**
47.	Good communication skills can improve your _____.	public relationship	personal relationships	individual	group	**personal relationships**
48.	_____ is also a vital interpersonal communication skill.	speaking	writing	listening	reading	**listening**
49.	Good communication skills can also help to provide _____.	feedback	statement	assignment	expression	**feedback**
50.	Communication can be defined as the process of _____.	thinking	reading	writing	understanding	**understanding**

UNIT – II

ADVANCED READING SKILLS

Outcomes include improved reading speed- Increased reading fluency and Increased vocabulary

READING – DEFINITION

Reading is defined as a cognitive process that involves decoding symbols to arrive at meaning. Reading is an active process of constructing meanings of words. Reading with a purpose helps the reader to direct information towards a goal and focuses their attention. Although the reasons for reading may vary, the primary purpose of reading is to understand the text.

Reading is a receptive skill through which we receive information. But the complex process of reading also requires the skill of speaking, so that we can pronounce the words that we read. In this sense, reading is also a productive skill in that we are both receiving information and transmitting it (even if only to ourselves).

SUGGESTIONS FOR INCREASING READING SPEED

1. Avoid Inner Monologue:

One's inner monologue, known as sub vocalization is an extremely common trait among readers. The reader speaks the words in his head as he reads, and it is one of the biggest obstacles that reduce reading speed. In the process of reading, one has to say the words silently in the head as they read. That is one of the ways in which this habit of having an inner monologue can be reduced.

2. Word–Chunking:

Word-chunking closely parallels with the idea of eliminating the inner monologue. This is the act of reading multiple words at once, and is the key to reading faster. The use of peripheral vision makes this step easier. The reader should focus reading three words in one glance. One can continue like that and take note of the time taken to read the entire page of text. Meanwhile the reader should try to process and comprehend what is read.

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3. Avoid Rereading:

The reader should avoid the habit of rereading the words on the page. The average person's eyes jump and flit about as they read. They do not just flow evenly back and forth, as they should. This is because the average person tends to backtrack over words they have already read and that prevents from reading faster.

The easiest way is to avoid this is by using finger or bookmark to guide you along. Once reading is completed, the reader should try to think and recall what he or she has read without going back.

4. Use Peripheral Vision:

Instead of chunking in smaller groups of words, try reading one line at a time. This involves looking at the center of the line, and using peripheral vision to read the rest of it. Scan the page in this manner and, when reaching the end, the reader still understands what is read, but in a short time.

5. Use a Timer to Practice:

The reader can practice by setting a timer for one minute and read normally as the time dwindles down. When the timer goes off, he can note down how many pages have been read.

6. Set a Goal:

One can set a goal of reading a certain number of pages each day/week and stick to it. This kindles reading habit and in turn helps to increase the reading speed.

7. Read More:

Reading more has a tremendous effect on reading speed. Theodore Roosevelt read one book before breakfast, and then three or four more in the evening along with other papers and magazines.

8. Use a Marker:

If the reader's vision slips and slides through the page as he reads, simply placing an index card below each line will ensure him to stay at reading one line at a time.

9. Improve Your Vocabulary:

The more words one adds to his repertoire, the faster he can read. It may be self-evident, but it's important.

10. Skim the Main Points:

Try to skim the main points of a book. Read the table of contents. Read the subtitles. Read the captions under the diagrams which give an overall feel for the chapter/section/etc. Next, read the first paragraph of each main section. Read the last. Read the middle. The reader can think of this in his head, and piece it together. Then, start reading everything else while employing the techniques mentioned above. This gets your reading done faster.

THE ROLE OF SPEED IN THE READING PROCESS:

The ability to read faster is a very important skill, especially for people who need to read a large amount of text every day, such as students, editors, reading enthusiasts, etc. It allows the reader to grasp what is being read much faster and helps to cut down the time spent on reading and understanding the text. With speed reading, readers can train themselves to stop vocalizing the words in their mind as they read. It increases comprehension and concentration on what they are reading.

Speed Reading Involves the Following Skills:

Scanning: This is the most important skill of speed reading which involves learning to search for relevant words in the text and not reading every single word of a sentence.

Reading: Read only the relevant sentence in a paragraph, especially if you are familiar with the topic. One has to avoid vocalizing as they read. Vocalizing slows down the speed.

Comprehending: Reading involves comprehending and with speed reading, ability to comprehend is greatly enhanced as the reader reads and comprehends several words at a time.

Concentrating: Concentration is the key to speed reading. It involves sustained concentration as one does several things at the same time, like seeing the words, looking for keywords, understanding the ideas contained in the text, etc.

Importance of Speed Reading:

The most important reason to learn speed reading is because it helps the reader to read a lot more than one would be able to read normally. The average reading speed is supposed to be between 200 to 400 words per minute, with speed reading this capacity could be doubled in most cases to up to 600 words per minute with full comprehension. It saves time and improves comprehension as they are better able to grasp arguments and concepts presented in a piece of writing. This empowers one's life and career. It enhances the ability to engage socially, as a speed reader reads a lot more than an average reader, is up to date on the news and views and has a lot more to add to a conversation. It helps with concentration and improves the memory as well as instills confidence and knowledge. It improves problem-solving skills, encourages innovation and helps to develop leadership qualities.

BASIC CONDITIONS FOR INCREASED READING RATE

Four basic conditions for increased reading rate are;

1. Clear Vision:

Very slow reading is related to uncorrected eye defects. So, readers should keep a check on their vision.

2. Avoid pronouncing words while reading:

The reader should not sound out words in the throat or whisper them as it slows down the pace. One is able to read most materials at least two or three times faster silently than orally. If sounding or "hearing" words while reading continues, try to concentrate on key words and meaningful ideas and the reader should force himself to read faster.

3. Avoid regressing (rereading):

The average student reading at 250 words per minute regresses or rereads about 20 times per page. Rereading words and phrases is a habit which will slows reading speed down to a snail's pace. Avoid regressing as the ideas one wants will be explained and elaborated more fully in later contexts. The slowest reader usually regresses most frequently because he reads slowly, his mind has time to wander and his rereading reflects both his inability to concentrate and his lack of confidence in his comprehension skills.

4. Develop a wider eye-span:

This helps the reader to read more than one word at a glance. Since written material is less meaningful if read word by word, this will help the reader learn to read by phrases or thought units.

WAYS TO INCREASE READING SPEED

1) Reading when the mind is fresh:

Our mind assimilates information much faster when it is fresh, Ex, Morning time. Schedule most important reading for the morning as one reads 20% faster using this technique alone. This is because a rested intellect and improved concentration equal an improved reading speed.

2) Make categories:

Categorizing reading can greatly help to improve reading speed and understanding of what is read. Divide the reading material into the most complex, moderately complex and least complex. Also place the most important and crucial reading matter in the 'complex' pile. Handle the simplest pile first by skimming roughly over the content. Then go for the 'complex' pile of reading matter, and give it more concentration and attention. And keep the 'moderately complex' category for last will give a bit of relaxation after handling the complex matter.

3) Environment:

The place where one chooses to read, and even the angle at which the book is placed are crucially important. Environment should be well-lit enough to keep the reader alert. The lighting should be warm yellow and not cold white light because the 'day' conditions of yellow light stimulate alertness in us. The book or reading matter should be placed at an angle of forty-five degrees.

4) Skimming the material:

Skim over material before reading it in more detail, so as to absorb the main ideas of the subject. The first place to begin this examination of the material is in the table of contents itself. Then read the first sentence of each paragraph and the last one before actually reading the paragraph itself. It gives some idea of the gist of the paragraph, thus speeding up the

comprehension and assimilation when it is actually read. Also, doing this gives an idea of the importance of the section of the book, and allows one to decide whether to skim over it or to read it carefully in more detail. Also eliminate the 'useless' words in sentences, the 'a', 'the', 'but' and other conjunctions and prepositions. Focus on what really holds meaning, on what is truly important.

STEPS TO IMPROVE FLUENCY IN READING

One definition of fluency is the ability to read aloud expressively and with understanding.

Reading Drills:

Try creating flashcards with various words to identify and use them to build a story. As the students recognize words easier, they can focus on what is being read rather than identifying individual words. With ongoing practice, their reading will become less choppy and more natural-sounding.

Shared Reading:

During shared reading, make the students read aloud an enlarged version of an engaging text that provides opportunities for the students to expand their reading competencies. The goals of the first reading are to ensure that students enjoy the text and think about the meaning. After the first reading, students take part in multiple, subsequent readings to notice more about the text. They discuss the text, and the teacher can select teaching points based on their needs.

Reader's Theater:

Reader's Theater gets students involved with the reading by encouraging them to act it out. One can even create his own short script from a story he has read to act out together.

Guided Reading:

In Guided Reading, students are encouraged to think about the meaning of the words they read. As the students read, work through unfamiliar words by talking about where they have seen them before or providing an example. After they have finished, talk about what happened in the story together. This method is also great for students who need more of a challenge while reading.

Choral Reading:

Choral Reading helps students practice reading aloud with another person or group. Choose a book or text and re-read the passage together again until their reading is quite fluent. Try this with short poems or song lyrics.

Audio Readings:

Find audio readings of books that students can follow along. Hearing a fluent reader read a book will be helpful for students to get a grasp on the material before they practice reading it themselves. **Ex**. Audio book applications like **audible** and **storytel** will kindle the interest of the students to listen.

Echo Reading:

Echo Reading is a type of repeated reading that involves the students following along, word by word, while the teacher reads aloud. Once the teacher finishes, let the students read the same passage. As the students reads back, point at each word to help keep him or her on track. This strategy works great for students who struggle with identifying words.

STEPS TO IMPROVE VOCABULARY

1. Read more:

The more one reads, especially novels and literary works, magazines and newspapers the more words he will be exposed to. As the reader read and uncover new words, use a combination of attempting to derive meaning from the context of the sentence as well as from looking up the definition in a dictionary.

2. Keep a dictionary and thesaurus handy:

When new word is uncovered, look it up in the dictionary to get both its pronunciation and its meaning(s). Also, look in the thesaurus and find similar words and phrases and their synonyms and antonyms respectively and learn the nuances among the words.

3. Use a journal:

It's a good idea to keep a running list of the new words discovered so that one can refer back to the list and slowly build them into his/her everyday vocabulary. Keeping a journal of all

new words can provide positive reinforcement for learning even more words especially when one sees how many new words he has already learnt.

4. Learn a word a day:

Using a word-a-day calendar or Website or developing a own list of words to learn is a great technique many people use to learn new words. This approach may be too rigid for some, so even if one does not use this method, try to learn a new word every day using the other methods.

5. Play word games:

Word games that are challenging help one to discover new meanings and new words through great fun. **Ex**. crossword puzzles, anagrams, word jumble, Scrabble, and Boggle.

6. Engage in conversations:

Simply talking with other people can help one to learn and discover new words. As with reading, once a new word is heard, remember to jot it down so that it can be studied later and then slowly added to the vocabulary.

7. Develop Practical Vocabulary:

One should start by learning words that express what is important for the task at hand. A good example of this is learning trade language or words that are often used in a hobby or vocation. Look for clearer words to express the feelings exactly.

8. Diversify the Reading List:

The tendency of reading the same sort of things day in and day out, may not be exposing one to a wide range of vocabulary. Diversify the topics that are read, include science, Shakespeare, contemporary literature, politics, history, philosophy or any other topics that are enjoyable.

9. Practice New Words in Divergent Ways:

It takes between 10 and 20 repetitions to make a new word a part of it vocabulary. To help the word settle into one's mind and memory, one should write it down, use it in conversations, and include it in an email and other ways.

10. Check your Vocabulary:

Keep a list of the new words that are learnt each week and incorporate that into writing and conversation. At the end of each week, make a quiz using the words to cement them in the memory.

Possible Questions:

PART – B

1. Define Reading.

2. Explain Word – Chunking.

3. Explain Skimming.

4. Give two basic conditions to increase reading rate.

5. Give two steps to improve vocabulary.

PART – C

1. Define Reading. Describe the different ways to increase reading speed.

2. Explain the role of speed in reading process.

3. Explain the steps to improve reading fluency.

4. Elaborate the steps to improve vocabulary through reading.

5. How Reading helps to improve fluency?

6. Elucidate the basic conditions for increased reading rate.

*** *The End*** *

KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE-21
(For the students admitted from 2018 onwards)
CLASS: II B.Com, CA/PA, BPS & BBA
PART-A (Multiple Choice Questions)
Unit- II (Advanced Reading Skills)

Sub: English - IV   **Sub Code: 18ENU401**   **Academic Year: 2019-20 (Even)**

S. NO	QUESTION	OPTION - 1	OPTION - 2	OPTION - 3	OPTION - 4	ANSWER
1	_____ thus, refers to the grasping of an idea or concept in its entirety.	paragraph	sentence	comprehension	words	**comprehension**
2	_____ may cause confusion in the mind and misinterpretation of ideas resulting in wrong responses and actions.	message	words	poor comprehension	paragraph	**poor comprehension**
3	An _____ comprehension may even cause social embarrassment.	complete	adequate	incomplete	inadequate	**inadequate**
4	While reading a book all the essays are divided into _____	Sentences	paragraphs	ideas	words	**paragraphs**
5	Building reading skills can contribute to the development of _____	writing	listening	reading	speaking	**writing**
6	When we speak of listening what we really mean is listening and _____ what we hear.	Writing	understanding	painting	sketching	**understanding**
7	In our _____ language, we have all the skills and background knowledge.	Second	original	first	foreign	**first**
8	We make a close reading of a text we try to follow the _____ contained in it.	thought	idea	message	script	**thought**
9	Comprehension refers to the _____ of an idea or concept in its entirety.	Concentrating	responding	grasping	memorising	**grasping**
10	Better _____ is important to double the speed of reading.	listening	comprehension	writing	speaking	**comprehension**
11	A college student reads between _____ words per minute	250-350	100-200	300-500	350-520	**250-350**
12	A good reading speed is around _____ words per minute	200-400	300-500	800-1000	500-700	**500-700**
13	Readers have the necessary _____ and comprehension skills.	documents	materials	language	vocabulary	**vocabulary**
14	Speed and _____ have close relationship in reading.	books	notes	understanding	ability	**understanding**
15	very slow reading is related to uncorrected _____ defects.	materials	eye	ear	notes	**eye**
16	The average student reads at _____ words per minute	250	200	300	150	**250**
17	Inner monologue also known as _____.	drama	subvocalization	speaking	eliminating	**subvocalization**

18	Reading is a _____ skill.	receptive	auditory	written	cognitive	**receptive**
19	Increasing your _____ will support your understanding of messages from people.	vocabulary	words	numbers	diction	**vocabulary**
20	A good reader should know the writer's _____ in a particular construction.	avoid	intention	information	identity	**intention**
21	The reader should vary the _____ of reading according to the purpose of reading	purpose	idea	speed	mouthing	**speed**
22	A perfect reader should change the _____ of reading according to the purpose.	style	order	speed	pause	**style**
23	If a reader wants to get an idea of the text he/she can _____ through the text.	reader	skim	scan	knowledge	**skim**
24	Reader should _____ the text if he/she is searching for a specific information.	skim	read line by line	speed	scan	**scan**
25	One should learn to read at a _____, which suits the listeners.	pitch	pause	pace	clarity	**pace**
26	Adjusting the speed according to the need of our _____ is essential.	speaker	audience	narrator	writer	**audience**
27	_____, while reading are very effective in holding the listeners' attention	Pauses	Pace	Skim	Order	**Pauses**
28	_____ is used to quickly identify the main ideas of a text.	scanning	purpose	skimming	dictionary	**skimming**
29	Skimming is done at a speed _____ times faster than normal reading.	three to four	four to five	three to five	four to six times	**three to four**
30	_____ technique is useful when you are seeking specific information rather than reading for comprehension	scanning	skimming	editing	writer	**skimming**
31	_____ works well to find dates, names and places	skimming	reading	scanning	writing	**skimming**
32	Good readers constantly seek to improve their ____ability	listening	writing	reading	hearing	**reading**
33	Practice _____ reading to increase your reading speed.	loud	silent	speed	mouthing	**silent**
34	Good readers have confidence in their ability to _____ what they read	read and understand	theme and idea	write and summarize	way of narrative	**read and understand**
35	Reading comprehension has many parallels with _____comprehension.	speaking	writing	listening	effective reading	**listening**
36	_____ reading a text, good readers clarify the purpose of reading.	after	before	during	review	**before**
37	_____ is facilitated because the reader is oriented to the content of the reading.	author	Idea	Reading comprehension	speaking	**Reading comprehension**
38	Reader creates a _____of what they have read.	mental image	essay	review	summary	**mental image**
39	_____ decoding is critical for effective comprehension.	quick	fluent	pace	lexical	**fluent**
40	_____of a text assumes an ability to distinguish between what is important and what is unimportant.	Effective reading	communication	Effective speaking	Effective listening	**Effective reading**
41	Reading effectively is an important skill which can be acquired only	speaking	practice	hearing	comprehend	**practice**

	through_____.					
42	Reader ____ the parts that they know they did not properly understand. This of course assumes that they are monitoring their comprehension.	rewrite	review	revise	reread	**reread**
43	Good reader _____the main points of the text.	listen	write	rewrite	review	**review**
44	Reading is a complex _____ process of decoding symbols.	cognitive	comprehension	acquisition	developing	**cognitive**
45	_____ indicates that there is meaning in texts and that meaning needs to be understood.	logical	lexica	constructing meaning	deriving meaning	**deriving meaning**
46	_____ is essential for reading.	pitch	clarity	voice	speed	**clarity**
47	Correct _____ is always must to understand reading.	punctuation	purpose	pronunciation	mouthing	**pronunciation**
48	The reader has to think _____ about the information that is given in the text.	avoid	critically	logically	sequence	**critically**
49	Perfect reader try to apply the _____ to other domains they are familiar with or to their own experience.	perface	content	publish	practice	**content**
50	Reading is defined as a _____ process.	cognitive	silent	complex	logical	**cognitive**
51	Reading is a receptive skill through which we _____ information.	send	exchange	write	receive	**receive**
52	_____ closely parallels with the idea of eliminating inner monologue	Rereading	Word-chunking	Writing	Silent reading	**Word-chunking**
53	Avoiding _____ increases reading speed.	word-chunking	skimming	rereading	scanning	**rereading**
54	_____ involves the use of flashcards with various words to identify and use to build a story.	shared reading	reading drills	choral reading	Silent reading	**reading drills**
55	_____ reading helps students practice reading aloud with another person or group.	reading drills	shared reading	Silent reading	choral reading	**choral reading**
56	_____ is a type of repeated reading that involves the students follow word by word while the other person reads aloud.	Echo reading	Choral reading	Shared reading	Reading drills	**Echo reading**
57	keeping a _____ to enlist the new words you discover helps to refer back and slowly increases vocabulary.	mobile phone	laptop	book	journal	**journal**

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CLASS: I B.Com, CA/PA/BPS and BBA   **COURSE NAME**: English
COURSE CODE: 18ENU401   **UNIT**: III **BATCH**-2018-2021

UNIT-III

SYLLABUS

Business Correspondence – Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tender, Memorandum, Inter-Office Memo, Notices, Agenda, Minutes, Resume Writing and Report Writing

Business correspondence

Correspondence plays an important role in our daily life. It is the means through which we exchange our ideas, thoughts and other information with our friends, relatives and other people.
Definition:

Business correspondence is any kind of written communication taking place within the organization or with another organization that is mostly formal. It can be occasionally informal within the organization. It basically refers to the written communications that take place for various purposes. The word correspondence means reciprocal exchange of civilities through means of letters.
3C

In order to ensure that the information is effectively and accurately prepared and presented, principle of "3C" is used.
The 3 C's are
- Clarity
- Conciseness
- Courtesy

Clarity:

Clarity means to avoid confusion or ambiguity. The ultimate goal of any communication is to be understandable to the receiver. To reach this the ideas must be directly expressed and any possibility of misunderstanding or confusion should be avoided. Familiar words can be used compared to roundabout ones.

It should be noted that the ideas are expressed clearly and briefly. The usage of words should also be accurate and simple. Sentences have to be well and properly constructed. It is preferable to have short sentences than long sentences in order to simplify the content.
Logical arrangement of the ideas is important. The content has to be coherent to make the receiver understand the idea without much confusion. Any obscurity in the correspondence has to be avoided.
Conciseness:

Conciseness is to use as few words as possible. Sentences are also supposed to be concise without much narration. This can save both the sender and the receiver's time. The message has to be conveyed in the shorted possible way. It is important to note that they are not just short but crisp and precise and has to deliver what is expected out it. The words and sentences should clearly express the expected idea. Confining the related ideas to a paragraph under one heading is important. This can make the ideas coherent. Repetition of words and sentences has to be avoided. However the core idea can be repeated at the end in order to emphasize it.
Points to be noted while choosing the words to express the desired idea
- Try not to be very elaborate

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COURSE CODE: 18ENU401   **UNIT**: III **BATCH**-2018-2021

- Remove cliché
- Avoid unnecessary repetition of words

Courtesy:

Courtesy plays a considerable role in business letter, as it helps to strengthen business relationship and to establish new ones. In order to make a business letter courteous, the writer should avoid irritating, offensive or belittling statements. Normally, punctuality is stressed as an important aspect of courtesy in business correspondence. A prompt letter is always more valued than a delayed one. The sender has to be polite while sending and replying to messages. The qualities of generosity, politeness, sympathy are to be maintained. The sender should be always ready to appreciate and indulge in agreements.

Uses:

Properly exchanged information can establish partnerships between the companies, enables them to involve the parties in negotiations, strike deals, transactions and in executing everyday operations.

During the process of communication the ideas of both the properties has to be effectively communicated. This is can indeed establish a long-term friendly relationship between the parties.

Role of Business correspondence:

Maintaining relationship:

It helps in maintaining proper relationships between the parties. Business correspondence strengthens the business. It also helps in the internal communication. It makes communication within the organization more open and accessible.

Serves as Evidence

Any written form of communication serves as evidence. A business correspondence helps the person in a business to keep a record of all the facts. These written records will serve as evidence. It can be considered as a proof for the communicated message. It ensures that the idea has been communicated.

Create and Maintain Goodwill: It helps in creating and maintaining goodwill between the people within the organization and with others outside the organization. Any letter to enquire, complaint, suggestion or feedbacks helps a company to grow and maintain goodwill.

Inexpensive and convenient: It is sometimes impossible for all the parties to meet for a face to face interaction, at such instances letters and emails can be alternative. It can reduce the cost of moving from a place to other. Hence they can be cost efficient.

Formal Communication: That words used in Business correspondence are formal, practical, professional and informative. Sentences like words are supposed to be well structured to achieve a polite, formal and professional impression. The tone has to be formal. The message conveyed has to be crisp and brief.

Helps in the Expansion of Business: A business correspondence helps a business to achieve the set goal. It also

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ensures the expansion of a business. With no waste of time and proper utilization of manpower and resources, a business can expand. Any information regarding some resources or any product or market can be easily done. Even the news of the expansion of business can be spread by it.

Quotations

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly.

It is a reply by the seller to the prospective buyer. Hence, the quotation letter should be prepared carefully by the seller. It should contain information on all points mentioned in the inquiry letter.The seller should send the best possible quotation so that it induces the buyer to place an order because it is the basis on which the interested buyer decides whether to buy or not.

A letter of quotation is any letter written in reference to the price of a service or product. This could range from a customer or client requesting or accepting a quote, to the supplier or service provider sending the quote amount. Either of these letters could be headed as a letter of quotation.

The quotation may contain the following points:
- Details about quality of goods offered for sale.
- Details about quantity of goods offered for sale.
- Type of quotation.
- Sale price per unit of the commodity.
- Term of payment like Cash or Credit, trade discount, cash discount and other allowances if any.
- Time, mode and place of delivery.
- Details of duties, Octroi, etc., payable.
- Details of packing, labelling, insurance, etc.
- Net price payable.
- E and O.E. (errors and omissions expected)
-

Inviting quotations

It is important for a business organization to invite quotations from several sellers before placing an order. This is done to find out the cheapest and best source of supply of goods required. A great care is necessary in drafting such letter so that right seller can be located as quickly as possible. The Inviting quotations letters should include following points:

- Describe the need clearly and precisely. Give detailed specifications such as the shape, size, quality, make etc. of the goods you require. For example if you need to buy inverters, give the exact numbers, watt hours, size, guarantee period, shape, make and quality.

- Request the seller to quote his prices and terms of payment.
- Ask him for a sample, if necessary. Sometimes the buyer may already possess the sample and in the Inviting Quotations, he can specify that the sample can be seen from his office before quoting rates. In case, he does not have the sample, he can ask for a sample if required.
- Give an idea of the quantity you intend to buy.
- Indicate the time by which you would like the goods to be supplied. This will help the seller determine whether during the periods available he will be able to meet your demand or not.
- Ask if the goods guaranteed and if so, for what period. Also ask the seller to give an idea of the normal expected like of these goods.
- Ask what accessories and spares, if any would be supplied and how much they cost.
- If the goods you are ordering need installation, ask the seller the cost of doing so and also the repair facilities offered by him. For example computers are required to be installed by expert technical persons. In such cases, ask the supplier as to how much he will charge for the same and whether or not there will be repair charges.
- As the processing of a purchase proposal takes some time, ask the seller to indicate the period for which his quotations will be valid.
- Independently ask for tax components. In addition to the basic price of the good, there will be few taxes such as Sales tax, Central Tax, VAT etc. which may be paid by the buyers.

Sending Quotations

The supplier sends his offer after he receives the Inviting Quotations Letter. The response to the inviting quotations should be carefully drafted and should fully take note of each item in the enquiry. It should be properly drafted because any mistake in rates or conditions can put the supplier to disadvantage. Following points should be kept in mind while drafting this letter:

- Mode and terms of Payment
- Place and time of delivery
- Method of transport
- Charges on account of sales tax, freight and insurance.
- Packing and forwarding charges

Opening Sentences
- Please quote you lowest rate for the following items.
- We should be grateful if grateful if you would kindly inform us of the terms and conditions for the supply if…
- May we request you to let us have lowest rates for the following items which we require in April?
- Please let us know your lowest rates as early as possible for the supply of.
- We intend to buy the following items next month for our new branch in…I should be grateful if you would kindly quote your lowest rate for them.

Closing Sentences
- We look forward to hearing from you soon. If your quotations is suitable, we shall be happy to busy all our requirements this session from you.
- On hearing from you, we shall place a firm order with you.
- We look forward to placing an order with you.
- As we need these goods urgently, we shall be grateful for an early reply.

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- We hope the terms and conditions you quote will be satisfactory. We shall of course be happy to order all our requirements from you.

Placing Order

How to Write a Letter to Place an Order

Paragraph 1 – Start the letter with what you have learnt about the company and its products. The letter should begin with reason why the letter is written. It should also include the details about earlier communications if any. It might also include how you came to know about the company and their products.

Paragraph 2 – Draw a table and include "Order Number", "Item name" "Item quantity" "Other Specifications." Details about the requirements can be summed up in a paragraph. However it is fine to include the details in a table.

Paragraph 3 – Details about how, when, where the delivery is to be made can be mentioned, specify the time before which you would like to receive the order. Other requirements can also be mentioned at the last.

To end the letter phrases like Hope to receive the order delivered on or before 22nd of this month, kindly refer to the agreement on post delivery services such as clearance and stocking can be added based on the necessity. Mention the details of the payment and attach the available proof along with the letter and denote them in enclosure.

Sample Letter

As a librarian of a JN Management Institute, you need to order books in bulk, so write a letter to M/s Sohanlal & Bros. Booksellers, Agra, Placing an order for books to be supplied immediately.

JN Management Institute

Chennai

Date

Name of the publishing company

Place

Sub: Supply of books for college library

Sir,

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We want to place a bulk order to you for the supply of books to our college library. We will not settle on just 10% discount on the purchase of the books. Besides we hope to get another 5% special discount that is usually granted to the institutional buyers. It goes without saying that you will have to bear the mail and other expenses involved in the dispatch and delivery of books.

The list of books with their particulars is attached herewith.

List of Books:

Sr. No.	Name of Book	Author	Quantity
1.	Marketing Management	Philip Kottler	12
2.	Operation Research	R. Panneerselvam	15
3.	Financial management	Prasanna Chandra	6
4.	Financial management	I.M. Pandey	7
5.	Managerial Economics	HL Ahuja	10
6.	Indian Economy	K. Rajan	7
7.	Portfolio Management	S. Kevin	5

The books must reach us in proper shape and order should not be delayed more than a fortnight.

Yours Faithfully,

Signature

Librarian

Please find enclosed/attached:

1. Receipt of the bank-payment
2. Copy of your brochure's table of content page, etc.

INVITING TENDERS

An invitation to tender (ITT) is the initial step in competitive tendering, in which suppliers and contractors are invited to provide offers for supply or service contracts.

An ITT document specifies all requirements of the organization, including goods, services and timelines, as well as the evaluation process that will be followed. Invitations to tender are often used by public sector organizations and government, which legally offer contracts for goods or service requirements by this process.

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In an open invitation to tender, any vendor who can provide a guarantee of performance may offer. In closed ITTs, vendors may have been preselected, screened or qualified or short listed. Often, proposals to a tender are under a double-envelope system, with separate technical and economical envelopes provided for individual evaluation by the inviting firm. Invitations to tender are also known as calls for bids or calls for tenders.

An invitation to tender is used as a formal invitation to make an offer for the supply of goods and services.

The tender assessment and decision process can be lengthy and consuming for construction companies. The invitation to tender (ITT) letter is one of the first steps in this 'buying' process, and is often the most exciting for the companies providing their goods and services.

An invitation to tender and invitation to tender letter can be issued for a number of different contracts and work types including:

- Main construction projects and contracts (general contractors and subcontractors)
- Equipment supplies for sites and projects
- Demolition or enabling works

Many contracts in construction start with an invitation to tender letter.

LETTER FORMAT FOR INVITING TENDER

The Manager,

 Tenderer's company name and address

Dear Sir/Madam,

INVITATION TO TENDER
[contract name]
[contract No.]

Your company is invited to tender for the above-mentioned work.

Tenders must be lodged in accordance with the Tender Conditions in the attached tender document.

Any queries regarding this tender are to be referred to [Name of the concerned person] on [Necessary details].

Thanks,

Signed   by,
[Name   of   person   issuing   the   letter]
[Person's position title]

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Memorandum

A memo (also known as a memorandum or "reminder" is used for internal communications regarding procedures or official business within an organization. Unlike an email, a memo is a message you send to a large group of employees, like communicating to the entire department or everyone at the company. A memo must be written to inform staff of upcoming events, or broadcast internal changes. "Inter Office" memo would be one between or among offices.

Header:

In header, title has to be clearly named as "Memorandum" so as the readers know exactly what they are receiving. Then, details like 'To', 'From', 'Date', and 'Subject' must be included one after the other. They provide details like from whom it is sent and to whom it is addressed.

Paragraph One:

The purpose of the memo quickly and clearly stated in the first paragraph. It is common to begin the sentence with the phrase, "I'm writing to inform you" or "I'm writing to request." A memo is meant to be short, clear, brief, precise and to-the-point. You'll want to deliver you're the most critical information has to be included at the top, and any further detail can be added in the subsequent paragraphs if necessary.

This section can also contain the details of the context and the background of the problem. The circumstances or events that have created the situation or the problem can also be mentioned.

Paragraph Two:

In the second paragraph, supporting evidences for the context must be provided. For instance, for instance the memo informs the company about internal re-organization, and then the paragraph two should explain, "As our company continues to grow, we've decided it makes more sense to separate our video production team from our content team. This way, those teams can focus more on their individual goals."

This paragraph can also contain additional details. After the background of the event or circumstance is addressed, the steps or actions that would be taken to solve the problem can be explained in detail.

Paragraph Three:

In the third paragraph, any specific request to each employee can be included. If team outing is planned, things like this be included, "please email me with questions."

It is also acceptable to compliment an employee in the following way, "I'd appreciate your cooperation during this time." Even if there isn't any specific action you expect from employees, it's helpful to include how you hope they'll handle the news and whether you expect them to do something in response to the memo.

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Conclusion or summary

A summary is a brief overview and contains key information in the memo. It depends on the memo style and generally written when the memo is longer than one page. This is to make the addressee understand the content easily at a single glance. This can also include the reference to the sources of information used to support the above given ideas.

Inter Office Memo - Sample

MEMORANDUM
TO:

FROM:

DATE:

SUBJECT:

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

As our company continues to grow ... [evidence or reason to supports the opening paragraph].

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

Please be sure to follow this new procedure.

Best regards,

Addresser

(Ex: Manager)

Notice

A notice is a written or an oral statement that contains the particulars of holding a meeting. When a circular is served among the members of the meeting to attend the meeting, it is called a notice. It is letter of invitation that carries the request to the members to attend a meeting. A notice includes time, place, date and agenda of a meeting. The notice should be sent by the proper authority in due time so that the members can attend the meeting in time.

So, notice is formal written or formal information, notification or warning about a fact or an invitation to the concerned person for attending the meeting.

ESSENTIAL ELEMENTS OR FACTORS OF A VALID NOTICE
The essentials or elements or factors of a valid nonce are given below:

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Signature: The notice must be signed by the proper authority. Only the legal authority should serve the notice.

Proper time: The notice must be served in proper time. It should be circulated according to the rules and regulations of the company or the organization.

Time date and place: The time, date and place of the meeting must be stated in the notice.
Unconditional: There must be no condition or complexity in the notice about attending meeting. Always a notice is unconditional.

Agenda: Agenda means topics to be discussed in a meeting. A valid notice should contain the agenda of the meeting.

Conciseness: The notice must be short in size. It should be clear, simple and easy.
Proper persons: Notice should be served to the proper persons who are entitled to attend the meeting.
Enclosure: An explanatory statement should be sent with the notice.

NOTICE

Notices are a means of formal communication targeted at a particular person or a group of persons. It is like a news item informing such person or persons of some important event. This can be an invitation to a meeting, an announcement of any event, to issue certain instructions, make appeals etc.

It is generally written and then displayed at a public place, where it is accessible to all. They can be pasted on notice boards. If it is meant for a wider audience it can even be published in a newspaper. The government when it issues notices must publish it in national and local papers.

Format

Since notices are a formal document it should follow a structure or a format. Keep in mind there is no one correct rigid format. Different formats used by different people/organizations can show some variations. But it is ideal to follow a somewhat similar format for ease of understanding and uniformity. Let us look at the most used format of notices.

Name of Issuing Organization/Authority: Right at the very top, you print the name of the person or company that is issuing the said notices. This will help the reader identify the notices as important or unimportant to him.

Title: When writing notices we mention a title "NOTICE" at the top. This helps draw attention to the document. Notices are generally posted at a public place or published in newspapers. It is important that they do not get lost in a sea of information. So a bold title clearly mentioned helps draw the attention.

Date: After the tile to the left-hand side we print the date on which the notices have been published. Since this is a formal document a date is an important aspect of it since these documents stay on record.

Heading: Then we move on to an appropriate heading to the notices. This heading should make abundantly clear the purpose of the notices.

Body: After the heading, we write the brief and to the point body of the notice. The main content of the

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notice features in the body.

Writer's Name: At the end of the notices we write the name and designation of the notice-writer. The notices have to also be signed by the same person to lend it authority and validity.

Content:

Notices should cover some important points that are to be communicated to the readers. Let us summarize the five points that the content of the notice will cover, the five W's

1. What: What is the notice about? The notice should be clear about what is going to happen (event) or what has already happened (occasion). This is the crux of the message and should be written clearly. There should not be any ambiguity.

2. Where: If the notice is about an event, then the location of such an event must be written clearly. The venue or the location is important details, so make sure to include this in the notice.

3. When: This is the time and the date of the event or meeting. If possible the duration of the event should also be mentioned to people can schedule their time accordingly.

4. Who: This will be who the notice is addressed to. Who all are suppose to adhere to the notice should be clearly mentioned to avoid confusion.

5. Whom: And final detail should be whom to contact or get in touch with. This mentions who the appropriate authority is to contact.

Tips to Remember regarding Notice Writing:

- Be precise and to the point.

- The ideal length of a notice is 50 words, so precise language is appreciated.

- It is a formal form of communication so the language used should be formal as well.

- No flowery text.

- Keep the sentences short and use simple words.

- Since notices are fairly brief it is best to keep it simple.

- Use passive voice as far as possible.

- Present your notices in a proper format in a box. The presentation should be neat and thus be appealing to the eye.

Example:

ABC Co-operative Housing Society
NOTICE
25th October 2017.

Diwali Gathering
On the auspicious occasion of Diwali, the Society has organized a gathering followed by dinner. All members of the society are requested to attend the event in the clubhouse of the society at 8:00 pm on the 30th of October.

XYZ
Chairman of ABC Co-operative Housing Society

Agenda

Cambridge Dictionary defines agenda as the list of matters to be discussed at a meeting, a list of aims or a secret aim. Agenda in general is the list of events or activities lined up in the order in which are about to take place, which means a temporarily organized plan or a list of things to be done. Any meeting or an occasion would have an agenda to plan the events that would take place. They would also be listed in the same order as they would happen. Agenda is the list of things which must be driven forward, in other words things which must be carried out or executed.

An agenda would include everything beginning call to order and ending with adjournment. Generally they begin with invocation or prayer and end with dispersal note. It can also be considered as a to-do-list arranged exactly in the order they are to be done. Few meetings specify exact time for the event or activity should take place.

Calendar:

Agenda is also called as calendar. An agenda may include the date, time and venue of the event or the meeting. It can be followed of the points that are planned to be done. The list to be taken up may include any type and any number of things depending on the nature and purpose of the event or meeting.

The agenda might vary between a business meeting and a workshop. The items on the agenda in a business meeting are known as orders of the day. The agenda might be intimated to the participants prior to the commencement of the event to let them know about the proceedings of the events and the subjects of discussion to let them effectively participate in the discussion.

Time boxed:

A standard meeting or events like a conference might have the agenda items "time boxed" which means to means to have specific time allotted for all the activities and much care will be taken to not let them exceed the stipulated time. In workshops, time boxing may not be effective because completion of each agenda step may be critical to beginning the next step. In a workshop, the sequence of agenda items is important, as later agenda steps may be dependent upon information derived from or completion of earlier steps in the agenda.

In parliamentary procedure an order of business is the sequence of items that is to be taken up during a meeting. This sequence may be a standard order of business or a sequence listed on an agenda that the assembly has agreed to follow.

Optional headings

Organizations may have the following optional headings in their order of business:

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- Opening ceremonies - Items may include invocation, singing of the national anthem, reciting of the pledge of allegiance, reading of the mission of the organization, recognition of dignitaries, taking oath, etc.
- Review and adoption of the agenda
- Consent calendar - tool used by deliberative assemblies with a heavy workload to consider a series of items in bulk with a single vote
- Good of the order or Open Forum - for other issues to allow a participant to raise another point for discussion
- Announcements - may include review of key points, discussion of assignments, communications plan for what to tell others not in the meeting, and confirmation of the next meeting.
- Program (such as an educational talk).

Minutes

Meeting minutes or Minutes of Meeting (MoM) can be defined as the record of everything that has happened during the meeting. In other words they are instant written record of a meeting. They are basically notes to capture the essence of the meeting. The major purpose writing minutes is to maintain written record of happenings of the meetings. They typically describe the events of the meeting and may include a list of attendees, a statement of the issues considered by the participants, and related responses or decisions for the issues.

Minutes are a tangible record of the meeting for its participants and a source of information for members who were unable to attend. In some cases, meeting minutes can act as a reference point, when a meeting's outcomes impact other activities or projects within the organization. Minutes can serve as a reminder for individuals of tasks assigned to them.

Reading and approval minutes:

In standard business meetings 'Reading and approval minutes' will be the first thing listed in the agenda. The minutes of the previous meeting will be prepared by the appointed person or by the secretary will be read in the present meeting. Attendees have to confirm the details provided about the previous meeting. Any confusion in the draft will be cleared and clarified and will be sent finalized.

Sometimes a copy of minutes of the last meeting will be provided to the participants so as not to waste time in reading the draft.

Notes and Records:

Minutes means rough notes or small notes. They are created by a person appointed for the same or by a secretary who might be taking notes of all the happenings of the meeting. They will create a draft copy of the minutes and then finalize it. They could use shorthand symbols to record the events or they can also be audio or video recorded. It is important to note that a minutes should contain what is done in the meeting and not what is said, that is it shout not be a transcription of the meeting discussions. Writing down the conversation verbatim cannot be replicated completely. It is advisable to simply and clearly write just the decisions, assignments and planned actions and moves

Since the primary function of minutes is to record the decisions made, all official decisions must be included. It is important to capture the essence of the meeting including details such as

- Decisions made (motions made, votes, etc.)

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- Next steps planned
- Identification and track of actions and events

Minutes contain the name of the body holding the meeting and may also include the place, date, list of people present, names of the people who could not attend the meeting and the time that the chair called the meeting to order. The minutes may end with a note of the time that the meeting was adjourned. Things to be included:

- Date and time of the meeting
- Names of the meeting participants and those unable to attend
- Acceptance or corrections that is the amendments of previous meeting minutes

Decisions made about items in the agenda, for example,

1. Actions taken or agreed to be taken
2. Next steps
3. Voting outcomes
4. Items to be held over
5. New business
6. Next meeting date and time

Characteristics of good minutes:

- Ensuring brevity and clarity, that the minutes are easy to read
- Being objective
- Writing in the same tense throughout
- Avoiding using names other than to record events.
- Avoiding personal observations — the minutes should be solely fact-based

Resume

A resume is a one- to two-page formal document submitted to job recruiters as means of showing a list of an applicant's work experience, education and skills. The document is designed to provide a detailed summary of an applicant's qualifications for a particular job; it is not usually meant to provide a complete picture. A good resume gives the potential employer enough information to believe the applicant is worth interviewing. A one-page cover letter submitted along with the resume can provide additional information about the applicant's qualifications.

Curriculum Vitae (CV), resume, bio-data are three different terms used for a document, which the job seekers send to the prospective employer stating their educational qualifications, skills, experience and others. In fact, CV is a British usage; resume an American and the last is an Indian usage. But of late resume has become a commonly used term in India.

A resume is a sort of self-profile and a document prepared by the person who seeks an

employment in an institution and to get an interview from the employer. A resume reveals the essential information like education, experience, skills and others of the writer. It is an important tool in the hands of a jobseeker. It becomes the foreground on which the future employee and employer transact with each other to come to a deal. The writer of the resume by giving his/her educational qualifications, skills, experience and other requires information, tries to lure the employer in the best suitable way and in the shortest time, may be 10-20 seconds and puts a strong case in support of himself/herself. The resume is not a static thing. It changes as your experience, qualifications and skills grow.

How to prepare a Resume:
To write carefully crafted resume is not an easy task and at the same it is not wise to leave the whole thing to a professional resume writer. Similarly, the material and tips given by the website will not be of any help completely. Hence, one should prepare his resume on his own. Before preparing a 'power-packed resume' one needs a lot of preparation and ground work. It involves three stages:
•   Prewriting
•   Writing
•   Final Draft
        Prewriting is the stage where necessary material, drafting of objectives, skills and work history are collected. Searching of newspaper and websites has to be done. Then, introspection of her/ his short and long term career goals, skills, job preferences like taking a job within the country or abroad etc, is done. The field of interest or specialization whether- engineering, designing, marketing, sales, export, finance, administration, academic etc, depending on the subject specialization, degrees, aptitude and skills acquired should be found.

        The antecedents (history) of the company should be collected. Information about the prospective employer, the branches of the company, the turn over of the company, terms and conditions, compensation package etc should be found out through company websites, newsletters, brochures etc. After collecting the essential information about the company one should study the responsibilities and the skills required for the post. Find out the mode of applying preferred by the company. Some expect you to send the filled- in application by downloading it from their website. Sometimes you have to send the resume prepared by you, through e-mail attachment or some other way.

        Then one's skills have to be found out. Writing a list of skills you posses is not that easy. Make a note of skills required for the post and see whether your skills match to that post. Identify the languages you know both spoken and written or either one. In India many companies prescribe age limit for the jobs. So evidence of date of birth and age are necessary.
Gender and Sex
        If a particular advertisement reads, 'Gents' preferred of 'ladies' preferred then it could be included or when your name does not suggest the gender then write Mr./Ms. E.g.   Mani (Mr.), Rama (Ms), Rathinam (Mr.)
Marital Status
Make a mention of marital status if it is relevant to the job you apply for or else do not mention.

Career Objective
        It is one of the importance components. It is written at the top of the resume in broader terms expressing the field of interest, vision, career chosen etc. Question yourself why you want a job, which

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position and why in a particular company. The answers to these questions become your career objective. In India, it is conventional to mention your future plan or your vision or your individual dream to attain some position and thereby contribute to the growth and success of the company. On the whole your career objective statement should include your area of work such as IT, Finance, Accounts, Marketing, and HR etc.

If you are an experienced person in the field, give summary of skills i.e., previous experiences achieved in various positions in different companies. If you are a starter, do not use the title Summary of Skills.

Education Details

Start with school level, SSLC or equivalent to the highest degree acquired, with year of passing, percentage of marks or grade, institution's name, place etc.

References

Some people provide references in the resume itself. If you do so take the permission of those people whose references you give and provide the latest e-mail ID and contact numbers. A latest passport size photograph is to be provided.

The second stage is writing. The actual writing process starts here. The number of pages should be generally, 1 or maximum 2 pages for a starter and for experienced people it can be 4-5 pages on A4 size sheets. Use 10-12 font size and Times New Roman or Ariel; do not copy the format from the template in computer. Be conservative, moderate and truthful. Use quality paper if you are sending by post. Avoid use of 'I' and other personal pronouns. Don't give a negative image of yourself. Have someone to review your resume. Spell checks the whole thing.

Final Draft- After spell check and re-reading, finalize the resume and send it through e-mail or through snail mail as per requirement.

COVERING LETTER

Covering letter is part of the resume though separately enclosed, and equally important as the latter. It is a common practice to enclose the covering letter with the resume. One should be very careful while preparing a CL, as it is crucial The CL gives a bird's eye view and helps the employer to guess what lies in the resume that follows. So the job seeker should write the resume in such a way that it impresses the manager. CL makes or mars one's career.

Among many things the CL reveals mainly__

-The job (post) one seeks for in precise terms (giving reference code, if asked for)

-The aspirant's skill in written communication

-Presentation skills, selecting facts and matching skills.

-One's understating of the required skills for the job applied for.

-CL emphasizes the essential skills (summary of skills) given in the resume in different words. It is just a change of focus only.

Besides, giving the highlights of the professional skills in the letter, you may take this opportunity in giving a reference of a person in the company, if you have any. For example, if the deputy

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director, territory manager or someone in the company suggested or asked you to apply for the post, you can mention the fact, taking his/her permission.

Or if you apply for the post by reading an advertisement in a newspaper or one of the job websites, you can mention it by saying "With reference to the advertisement in The Times of India dated _____or a note in jobsite/website of the company in _____, I am sending my resume through email attachment along with the CL.

It you don't have any these, and wish to enquire whether there are any vacancies in a company, then state the fact in CL _____'I wish to enquire whether there are any vacancies in the company suitable for my skills. Please find my resume given for reference through the attachment. I will be thankful if you let me know about any suitable vacancies in your company, to the following e-mail address: <……>

What does a covering letter contain?

• Past experience and skills ___ If in service, a mention must be made of present job and experience and skills relevant for the present post applied for. If you do not have any experience then mention the projects or summer training which is relevant to the job.
• A reference____ Make a reference, if any, of someone (taking permission) who suggested you to apply for, preferably, in the beginning of the letter itself.
• Level of confidence_____ Every word in the CL should reflect the confidence level and why you think you are better qualified with your skills for the post.
• Whether the skills match ___ Mention how the past experience and skills re matched to that of the present post applied for.
Note:
-Your CL should be in such a way to rouse the curiosity of the reader to open your resume.
-Let the CL be not more than one side of the A4 size paper.
-CL is a better place to mention a gap, in you career, if any, with brief explanation.
Five Ways of Making Covering Letter Attractive
1. Your neatness, precision, presentation skills and ability to pay attention to details.
2. Editing your letter to ensure grammatical correctness, correct spelling and usage.
3. No copying anyone's letter. You letter should convey your personality emphasizing concisely the information pertaining to our specialized training and all relevant experience and skills necessary to the post.
4. Avoiding the use of outdated words like 'humbly request', 'I beg', 'Your esteemed company', 'I enclose herewith' etc., or other words which give a low image of yourself.
5. For a walk-in-interview, CL is not necessary.

CL - Sample
This the covering letter of Santhosh
SANTHOSH.B
#5588, Konappa Nagar
Electronic City

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Bangalore-560100
Mobile No: 21-99999999
E-mail: ssss@ssssl.com
April 9, 2012
Mr. Harold A. West
Head of HR
Greg Corporations
202, Olbee Centre, Raj Bhavan Road
Hyderabad- 500082
Dear Mr. West,

With reference to your advertisement dated April 5, 2012, in The Hindu, inviting applications for the post of an Accounting Manager, attached is my resume for your perusal. With a total of 5 years of experience working in this profile as an Accountant Manager, I feel I am the most suitable candidate for this job profile.

I begin my career at the most basic level of accounting; as an accounting clerk. I had put a lot of hard work to reach this position of an Accounting Manager. I am well aware of all the intricacies of accounting and could be very helpful as far as the firm's success is concerned.

I would be happy to meet you in person for an interview to discuss this further. I am also delighted to inform you that your job requirements perfectly match my qualifications and skills.

I thank you for your time and hope to hear from you soon. If you have any queries please call me on the above telephone number.

Sincerely,
[SANTHOSH.B]

Enclosures:
1. Resume.

Santhosh's Resume
SANTHOSH.B
#5588, Konappa Nagar
Electronic City
Bangalore-560100
Mobile No: 21-99999999
E-mail: ssss@ssssl.com
Career Objective:

To work as an Accounting Manager in a large scale firm and apply my knowledge and skills for the firm's prosperity that would hone skills and intellectual faculties while adding value to itself.
Professional skills:
1. Well versed in accounting
2. Hardworking
3. Team facilitator
4. Good at taking decisions

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Work Experience:
Organization: KYT Business Corporation
Designation: Accounting Manager
Tenure: 2006 to present

Roles and Responsibilities:
- Ensure that all monthly and quarterly transactions with financial institutions are performed accurately and on time
- Prepare the annual financial report and the statistic schedule for internal analyses and evaluation the company's current standing.
- Supervise employees in each department and assist the controller as required.
Educational Qualifications:
1. Masters in Business Administration, specialized in Finance, 2006
2. Bachelor's degree in Finance, from the University of Chicago, 2002.

Courses taken included:

     Accounting I   Accounting II   Internal Audit
Advanced Accounting I   Advanced Accounting II   Financial Management
Managerial Accounting   Corporate Audit   Managerial Economics
Economics I   Accounting for Not-For-Profits
Skills:
1. Superior GAAP knowledge.
2. High leadership drive.
3. Great communication ability.
4. Experience with MS Excel.
5. Excellent organizational skills.
6. Good filing skills.

Other activities & hobbies:
1. Organizing various cultural & WON Prizes.
2. Reading E-books
3. Net surfing

Personal Details:
Name: Santhosh. B
Age & DOB: 27 years, 21-06-1985
Sex: Male
Marital Status: Single
Nationality: Indian
Permanent: #5588, Konappa Nagar
Electronic City
Bangalore-560100
Mobile No: 21-99999999
Languages Known: English, Telugu
References: Available upon request.

Declaration

I hereby declare that the above written particulars are true to the best of my knowledge and belief.
Signature
(SANTHOSH.B)
Place & Date

Report Writing

A report is a part of a documentation which is sharp and short and specially written for a particular purpose and audience. A report consists of specific and important information which is analyzed and applied to a particular problem or issue, often making recommendations for future action. A report should be in clear and well-structured format so that the information is easy to locate and follow.

Requirements and content of a report may vary business to business and departments to a department. A report provides a brief of instruction and guideline and an outline of the purpose of report, audience, and issue or problems.

- To make a good report follow these instructions-
- Understand the purpose of the report
- Gather, evaluate and analyze relevant information
- Structure material in a logical order
- Present your report according to the instructions in a particular manner
- Make appropriate conclusion
- Make thoughtful and practical recommendations where required.

Types of reports:

Routine reports- Routine reports are written on daily basis for daily process and goal achievement at regular interval.

Research reports- These reports are written for a specific research and topic and provide a conclusion to the findings.

Technical reports- These reports are written for IT and technical purposes which conduct technical experiments and analysis.

Characteristics or Features of a Report:

1. Precise: The reporter should be very clear in drafting a report. If so, he/she may present the report very precisely with coherence and makes it a valuable document.

2. Accuracy: The construction of sentences brings accuracy of the disclosed information. Besides, there is no ambiguous in understanding. Spelling mistake irritates the reader. Faulty punctuation may mislead the meaning.

3. Only Facts: The management is going to take a decision on the basis of the factual information available in the report. Inaccurate facts may lead to faulty decisions.

4. No Grammar Mistake: All the rules relating to grammar should be followed while drafting a report. The quality and validity of the report is affected due to grammar mistake.

5. Relevance: Only relevant information must be included in the report. Irrelevant information should not be included in the report. If relevant information is not included, the report is incomplete. If irrelevant

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information is included the readers are confused.

6. Simple Language: Simple sentences can be used for drafting a report. Lengthy sentences should be avoided. A report should be understood by an ordinary layman.

7. Unambiguous Language: The report should be free from ornamental language. Unknown words, unfamiliar words and double meaning words should not be used while drafting a report. Idioms and Phrases may be used if required for proper understanding of the subject.

8. Reader Orientation: It is necessary to keep in mind the person(s) who is (are) going to read the report. There must be an attraction in the report while reading the same.

9. Arrangement of Matters: The subject matter of the report should be symmetrically arranged. If so, the readers can understand the report in the right direction.

10. Clarity: Clarity depends on proper arrangement of facts. The report can be presented in the order of introduction about the preparation of the report, objectives of report, sources of data, methodology used for collecting the data, findings and finally recommendations. These are presented in the form of short paragraphs with suitable main headings and sub-headings to achieve greater clarity.

Writing the report: the essential stages

All reports need to be clear, concise and well structured. The key to writing an effective report is to allocate time for planning and preparation. With careful planning, the writing of a report will be made much easier. The essential stages of successful report writing are described below. Consider how long each stage is likely to take and divide the time before the deadline between the different stages. Be sure to leave time for final proof reading and checking.

Stage One: Understanding the report brief

This first stage is the most important. You need to be confident that you understand the purpose of your report as described in your report brief or instructions. Consider who the report is for and why it is being written. Check that you understand all the instructions or requirements, and ask your tutor if anything is unclear.

Stage Two: Gathering and selecting information

Once you are clear about the purpose of your report, you need to begin to gather relevant information. Your information may come from a variety of sources, but how much information you need to depend on how much detail is required in the report. You may want to begin by reading relevant literature to widen your understanding of the topic or issue before you go on to look at other forms of information such as questionnaires, surveys etc. As you read and gather information you need to assess its relevance to your report and select accordingly. Keep referring to your report brief to help you decide what relevant information is.

Stage Three: Organizing your material

Once you have gathered information you need to decide what will be included and in what sequence it should be presented. Begin by grouping together points that are related. These may form sections or chapters. Remember to keep referring to the report brief and be prepared to cut any information that is not directly relevant to the report. Choose an order for your material that is logical and easy to follow.

Stage Four: Analyzing your material

Before you begin to write your first draft of the report, take time to consider and make notes on the points you will make using the facts and evidence you have gathered. What conclusions can be drawn

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from the material? What are the limitations or flaws in the evidence? Do certain pieces of evidence conflict with one another? It is not enough to simply present the information you have gathered; you must relate it to the problem or issue described in the report brief.

Stage Five: Writing the report

Having organized your material into appropriate sections and headings you can begin to write the first draft of your report. You may find it easier to write the summary and contents page at the end when you know exactly what will be included. Aim for a writing style that is direct and precise. Avoid waffle and make your points clearly and concisely. Chapters, sections and even individual paragraphs should be written with a clear structure.

The structure described below can be adapted and applied to chapters, sections and even paragraphs.

Introduce the main idea of the chapter/section/paragraph

Explain and expand the idea, defining any key terms.

Present relevant evidence to support your point(s).

Comment on each piece of evidence showing how it relates to your point(s).

Conclude your chapter/section/paragraph by either showing its

Significance to the report as a whole or making a link to the next chapter/section/paragraph.

Stage Six: Reviewing and redrafting

Ideally, you should leave time to take a break before you review your first draft. Be prepared to rearrange or rewrite sections in the light of your review. Try to read the draft from the perspective of the reader. Is it easy to follow with a clear structure that makes sense? Are the points concisely but clearly explained and supported by relevant evidence? Writing on a word processor makes it easier to rewrite and rearrange sections or paragraphs in your first draft. If you write your first draft by hand, try writing each section on a separate piece of paper to make redrafting easier.

Stage Seven: Presentation

Once you are satisfied with the content and structure of your redrafted report, you can turn your attention to the presentation. Check that the wording of each chapter/section/subheading is clear and accurate. Check that you have adhered to the instructions in your report brief regarding format and presentation. Check for consistency in numbering of chapters, sections and appendices. Make sure that all your sources are acknowledged and correctly referenced. You will need to proof read your report for errors of spelling or grammar. If time allows, proof read more than once. Errors in presentation or expression create a poor impression and can make the report difficult to read.

Feedback

Any feedback from tutors on returned work can be used to create a checklist of key points to consider for your next report. Identify priority areas for attention and seek out further information and advice. Speak to your tutor or an adviser from the Learning Development. Used in this way, feedback from tutors can provide a useful tool for developing and improving your writing skills.

EXAMPLE: REPORT WRITING
CULTURAL FEST
-Robin Dey

24 October 2014

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On 22/ 10/2014, a colorful and memorable Cultural Fest was organized in our school. This event was whole day long and was held in the auditorium of our school. In this mega event, many schools from our city took part.

The grand show commenced by the arrival of various teams from schools. Then the Chief Guest, the District Collector, of our District, arrived with his wife. There was a colourful welcome followed by lighting of the lamp. It was accompanied by a melodious Saraswati Vandana, hailing the goddess of knowledge and wisdom. It was followed by a welcome speech given by the Principal of our school. Then there was bouquet presentation to the invited guests and the grand event began. It was a truly mesmerizing show as the teams from various schools presented many programmes. There was singing, dancing, poetry recitation, skits, mimicry, mono act shows, classical and modern combination of several feet tapping numbers. Everyone sat glued to the show. The Chief Guest praised the entire event a lot. He guided with his inspirational words and inspired to do better. It was followed by the announcement of the winning team, ABC School of our city. The team from our school bagged second position and everyone complimented one another. It was followed by a formal vote of thanks and the event concluded.

We really enjoyed a lot and dispersed with a sincere hope that such mega events should be organized time and again giving the students a chance to display their talents.

Possible Questions:
Two Marks
1. Define Writing
2. What to include in a quotation?
3. Define Minutes
4. How to send a quotation?
5. What is order letter?
6. Define Memo
7. What are the guidelines should follow to write a report?
8. How to prepare a resume?
9. Write the Characteristics or Features of a Report
10. What are the three stages for preparing a resume?

Eight Marks
1. Write a covering letter for your CV.
2. How to write an inviting quotation? – explain
3. Explain quotation with suitable examples.
4. How to prepare minutes – explain
5. What are the guidelines to follow when writing a memo?
6. What are the essential elements or factors of a valid notice? – discuss
7. Discuss the real purpose of a resume?

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MULTIPLE CHOICE QUESTIONS
UNIT- III

S.No	QUESTIONS	CHOICE - 1	CHOICE - 2	CHOICE - 3	CHOICE - 4	ANSWER
1	Writing is a medium of _____ communication.	speaking	human	modern	ancient	**Human**
2	The result of writing is called _____.	text	speaking	Communication	thinking	**Text**
3	A quotation is used to know the _____ of goods	range	cost	size	quality	**Cost**
4	Businessman should reply to the _____ carefully and promptly.	worker	inquiries	salesman	questions	**Inquiries**
5	The quotation letter should be prepared carefully by the _____.	seller	buyer	customer	owner	**Seller**
6	A great care is necessary in drafting _____.	letter	quotation	amount	material	**Quotation**
7	First of all, a quotation should include the _____.	quality	sample	price	quantity	**Price**
8	Declaration and information to be provided by.	source	receiver	symbol	tenderer	**Tenderer**
9	Today _____ can be considered a common type of memo.	notice	emails	books	circulars	**Emails**

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MULTIPLE CHOICE QUESTIONS
UNIT- III

10	Memos are typically used within a _____.	business environment	city	educational field	government	**business environment**
11	The unofficial, informal communication network within an organization is often called the	disgust	information	announcement	grapevine	**grapevine**
12	Notices are a means of _____ communication	formal	informal	short	simple	**formal**
13	_____ Can be published in newspaper.	memo	book	notice	postures	**notice**
14	_____Is an official written statement of the motions and resolutions taken in a meeting.	notice	Minute	memo	document	**Minute**
15	the minutes of a meeting can be divided into groups	one	three	five	two	**two**
16	The _____is a list of things to do at the meeting.	minutes	notice	activity	agenda	**agenda**
17	_____should be circulated in advance of the meeting	memo	agenda	notice	circular	**agenda**
18	_____is a one- to two-page formal document submitted to job recruiters.	resume	memo	notice	statement	**resume**

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19	A one-page _____submitted along with the resume	application	degree	cover letter	mark statement	**cover letter**
20	_____are written on daily basis for daily process	research report	technical report	formal report	Routine reports	**Routine reports**
21	Notice is used to announce _____.	events	salary	work	Place	**events**
22	Eye catching caption should be included in _____.	report	Minutes	notice	Agenda	**notice**
23	An agenda is a list of _____	matters to be discussed	workers	report	organization on	**matters to be discussed**
24	An agenda may also be called a _____.	invitation	document	docket	minutes	**docket**
25	Calendar is also known as _____.	Agenda	resume	report	notice	**Agenda**
26	_____Is a called versatile form of communication?	minutes	memo	notice	report	**memo**
27	Memos are typically less than ____ page.	2	1	3	5	**1**
28	_____ plays considerable role in Business letter	Courtesy	Conciseness	Clarity	Ambiguity	**Courtesy**
29	_____ helps to achieve the set goat	Business Correspondence	Negotiations	Tenders	Transactions	**Business Correspondence**

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30	_____ are generally posted in Newspaper and at public places	notices	agenda	schedule	Memo	**Notice**
31	A Memo is also called as	Reminder	agenda	notice	report	**Reminder**
32	_____ is any letter written in reference to the price of a service or product	A Letter of Quotation	An Invitation to tender	Displaying notices	Report Writing	**A Letter of Quotation**
33	A Business Organization _____ before placing an order	Inviting Quotation	Invites Tender	Sends Notices	Displays notics	**Inivting Quotation**
34	_____ helps in expansion of business	Negotiations	Tenders	Business Correspondence	Transactions	**Business Correspondence**
35	_____ can serve as evidence	written form of communication	oral communication	Informal means communication	Announcements	**written form of communication**
36	The word Correspondence means reciprocal exchange of _____	Civilities	Ambiguities	conciseness	transactions	**Civilites**
37	_____ is to use as few words as possible	Courtesy	Conciseness	Clarity	Ambiguity	**Conciseness**
38	_____ means to avoid confusion or ambiguity	Courtesy	Conciseness	Clarity	Ambiguity	**Clarity**
39	_____ is the important quality of Courtesy	Generosity	Politeness	sympathy	Punctuality	**Punctuality**
40	_____ enables the companies to involve the parties in negotiations, strike deals, and transactions	Punctuality	Courtesy	Conciseness	Clarity	**Courtesy**

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41	_____ is done to find out the cheapest and best source of supply of goods required	Inviting Tenders	Inviting Quotations	Sending Notices	Writing reports	**Inviting Quotations**
42	_____ is a written or oral statement containing the particulars of holding a meeting	Notice	Tenders	Memo	Minutes	**Notice**
43	_____ is defined as he record of everything that has happened during the meeting	Minutes	Tenders	Memo	Notice	**Minutes**
44	_____ is a one to two page formal document submitted to the recruiters	Resume	Notice	Minutes	Agenda	**Resume**
45	_____ means rough notes or small notes	Notices	Agenda	Minutes	Memo	**Minutes**
46	Covering Letter is a part of the _____	Resume	Tenders	Memo	Minutes	**Resume**
47	Which of the following can be regarded as the record of everything that happened during the meeting?	Minutes	Memo	Agenda	Notice	**Minutes**
48	_____ is a part of a documentation which is sharp and short and specially written for a particular purpose and audience.	Report Writing	Writing Minutes	Notices	Minutes	**Report Writing**
49	_____ is a stage where objectives, skills and work history are collected	Prewriting	Writing Minutes	Final Draft	Draft	**Prewriting**
50	_____ is supported as a part of Resume	Covering Letter	Reports	Agenda	Notices	**Covering Letter**

UNIT IV
SYLLABUS

Importance of Business Language, Vocabulary Words often Confused, Words often Mispelt, Common Errors in English, Oral Presentation – Plan, Powerpoint Presentation and Visual Aids

Business Language

Business people without exception can cite instances where a project deadline was not met, a customer complaint was not handled well or stockholders were not well informed about the status of the business. While there are usually extenuating circumstances that caused the glitch, almost always poor or inadequate communication was part of the problem. Good business communication could have helped alleviate the situation.

Good Business Communication

Good communication means the intended message you send is received by your audience without any distortions in meaning. This definition applies to not only personal communication among friends or relatives, but to business situations where you may be communicating with a co-worker one-on-one or in a meeting with several or more people. The key here is clarity.

Good Communicators Generally Do Good Work

Good business communication helps get the job done well, on time and on budget. The boss or team member who can communicate objectives, reasoning and step-wise tasks in a concise and coherent manner contributes more to a company's success than one who does not. These communicators are highly valued in today's complex and competitive business world, and are often earmarked for promotion and increased responsibility.

Controlling Communications Flow

Today there are many more ways to communicate than there were just a few years ago and access to communication devices is almost universal in most businesses. Communication is also almost instantaneous. The ease with which you can use a laptop, cell phone or other device to communicate with co-workers, clients and others has made doing business easier. But, it can have drawbacks. To ensure your business is using modern communication effectively make sure you have ways to archive information for later access. For example, a salesperson needs to archive email messages from and to clients so that exact job specs are readily available and jobs are handled properly.

Cross-Cultural Communication

In today's global economy, businesses cannot ignore the importance of cross-cultural communication. Businesses are finding that it is in their best interest to learn about national, cultural and ethnic groups they need to communicate with to grow their businesses. Knowledge of language nuances and local customs are important to that growth as a misstep can cause a lost sale or a delayed project.

Keep It Simple

Good business communication is simple and easily understood, a rule often overlooked by managers and team members. This is especially important when preparing a document, speech or presentation that is a game-changer for the company. Simple and concise language wins over language that is obtuse and hard to understand.

Words often confused

English has a lot of commonly confused words. They look alike, sound alike or, worst of all, look and sound alike but have completely different meanings. Other words look and sound different but are similar in meaning, and it's hard to determine which the correct one in a given context is. Hopefully the following list of pairs of commonly confused words will help you keep them straightened out.

Accept vs. Except
Accept (verb) - to receive

I accepted all my birthday gifts with gratitude.
Except (conjunction) - apart from; otherwise than; were it not true

When Susan travels, she packs everything except the kitchen sink.
Affect vs. Effect
Affect (verb) - to have an effect on; influence; produce a change in; to stir the emotions

The dog's death affected his owners.
Effect (noun) - anything brought about by a cause or agent; result

The new speed limit law had little effect on the speed of the motorists.
All Intensive Purposes vs. All Intents and Purposes
"All intensive purpose" is an incorrect use of the phrase "all intents and purposes."

"All intents and purposes" is a phrase that means "for all practical purposes" or "under most usual situations."

For all intents and purpose, she planned to buy the refrigerator but still wanted to check the reviews.
A Lot vs. Allot
A lot (noun phrase) -many

A lot of people came to the party.
*"A lot" is always two separate words. "Alot" is not a real word.

Allot (verb) - to distribute, give or assign

Fifteen minutes were allotted to each of the speakers at the conference.
Allusion vs. Illusion
Allusion (noun) - an indirect reference

The Austin Powers movies often make allusions to the James Bond films.
Illusion (noun) - a false idea or conception; belief or opinion not in accord with the facts; an unreal, deceptive, or misleading appearance or image

The magician created the illusion that he was levitating.
Awhile vs. A While
Awhile (adverb) - for a while; for a short time

The guests planned to stay awhile.
A while (noun) - for a short time; when while is used as the object of the preposition (for a while) then the "a" is separated from the "while"

The guests planned to stay for a while.
Bad vs. Badly
Bad (adjective) - not good

Your feet smell bad.
Badly (adverb) - not well; in a bad manner; harmfully; incorrectly; wickedly; unpleasantly

Charlotte plays tennis very badly.
The people involved in the accident were badly hurt.
*Here, a note. Adjectives generally describe nouns, so even if you use the word "bad" following a verb in a sentence, if it's meant to describe the thing itself, then use the adjective. "Bad" here

means the same as "rotten," "rancid" or "stinky," all of which are adjectives. If you can replace "bad" with another adjective and still have a sentence that makes sense, then you know that "bad" was the correct choice. Adverbs often describe the manner in which something is done. To say, "your feet smell badly" is to say that your feet are inhaling through the nose and perceiving odors, and that they're going about it all wrong.

Borrow vs. Lend
Borrow (verb) - to take or accept something for a short time with the intention of returning it to its rightful owner

May I borrow a pencil, please?
Lend (verb) - to give something for a short time with the intention of getting it back

Would you please lend me a pencil?
Breath vs. Breathe
Breath (noun) - air taken into the lungs and then let out

Take a deep breath.
Breathe (verb) - to inhale and exhale

Just calm down and breathe.
Butt Naked vs. Buck Naked
Butt Naked is a phrase that means to be without clothes.

The baby tore off his diaper and ran around the house butt naked.
Buck Naked is a phrase that also means to be naked and without clothing.

The baby tore off his diaper and ran around the house buck naked.
*Note - Neither of these phrases is incorrect. The term buck naked may derive from the term buckskin, that which hides are fashioned. However, neither term has much etymological backing for one being more correct than another.

Cache vs. Cash
Cache (noun) - a safe place to store supplies; anything stored or hidden in such a place

The hikers found a cache with some cash and jewels.
Cash (noun) - money, coins, bills; currency

ATM machines dispense cash.

Chomp at the Bit vs. Champ at the Bit

Chomp at the bit - an over used and incorrect form of "champing at the bit"

Champ at the bit (idiom) - ready or anxious; eager to be going or moving along.

The kids were champing at the bit to see the newest Harry Potter movie.

Complement vs. Compliment

Complement (noun) - that which completes or brings to perfection; (verb) - to make complete

Red wine is a nice complement to a steak dinner.

Compliment (noun) - something said in admiration, praise, or flattery; (verb) - to pay a compliment to; congratulate

She gave me a nice compliment when she said I looked thin.

Comprise vs. Compose

Comprise (verb) - to include; to contain; to consist of; to be composed of

The state of North Carolina comprises 100 counties.

Compose (verb) - to form in combination; make up; constitute

One hundred counties compose the state of North Carolina.

Desert vs. Dessert

Desert (verb) - to forsake or abandon; to leave without permission; to fail when needed

Soldiers should not desert their posts.

Desert (noun) - dry, barren, sandy region

The largest desert in the world is the Sahara.

Dessert (noun) - a sweet course served at the end of a meal

Fruit makes a healthy dessert after lunch or dinner.

Done vs. Did

Done (adjective) - completed; sufficiently cooked; socially acceptable

Done (verb) - the past participle of do

After an hour, the roast was done.

Did (verb) - past tense of do

The children did not want to leave the playground.
Elicit vs. Illicit
Elicit (verb) - to draw forth; evoke

The teacher elicited answers from the students.
Illicit (adjective) - unlawful; illegal

The teacher discovered illicit drugs in a student's desk.
Fair to Midland vs. Fair to Middling
Fair to midland - an incorrect use of the phrase "fair to middling"

Fair to middling (phrase) - something that is moderate to average in quality

The temperature was fair to middling today.
Had Bought vs. Had Boughten
Had Bought (verb) - the past perfect tense of the verb buy

The teacher had bought Christmas presents for all of students early in the year.
Had Boughten - incorrect usage of the past perfect tense

Hone vs. Home
Hone (verb) - to sharpen; to yearn or long for; to grumble or moan

Practicing the piano daily is a good way to hone your skills.
Home (noun) - dwelling; place where a person lives

After the long drive, we were all ready to be home and asleep.
Idiosyncrasy vs. Idiosyncracy
Idiosyncrasy (noun) - any personal peculiarity or mannerism; individual reaction to food or drug.

Twins have idiosyncrasies, which often help to distinguish one from the other.
Idiosyncracy is a misspelling of idiosyncrasy.

Imitated vs. Intimated
Imitated (verb) - past tense of the verb imitate, which means to seek to follow the example of; impersonate; mimic

The toddler imitated the dog by crawling on hands and knees and barking.
Intimated (verb) - to make known indirectly; to hint or imply

The pirate intimated that he knew where the treasure was buried.
In a Sense vs. In Essence
In a sense (idiom) - in a way; in one way of looking at it

In a sense, computers have been a boon to society.
In essence (idiom) - by nature; essentially

The cat is, in essence, quiet and timid.
In One Foul Swoop vs. In One Fell Swoop
In one foul swoop - an incorrect use of the phrase "in one fell swoop"

In one fell swoop - a phrase meaning "all at once"

In one fell swoop, the toy was demolished by the child.
Its vs. It's
Its (possessive pronoun) - of, belonging to, made by, or done by it

The dog will only eat its food when I am also eating.
It's (contraction) of it + is

It's a very strange dog.
I Could Of vs. I Could Have
I could of - an incorrect use of the verb phrase could have; when written as a contraction "could've" sounds like "could of."

I could have - is the past perfect tense of the verb could

I could have gone to the play, but I had to study that night
I Should of vs. I Should Have
I should of - an incorrect use of the verb phrase should have; when written as a contraction "should've" sounds like "should of."

I should have - is the past perfect tense of the verb should

I should have gone to the play instead of study because I failed my test anyway.

I Would Of vs. I Would Have

I would of - an incorrect use of the verb phrase would have; when written as a contraction "would've" sounds like "would of."

I would have - is the past perfect tense of the verb would

I would have gone to the play except my car wouldn't start.

Lead vs. Led

Lead (noun) - a heavy, soft, malleable, bluish-gray metallic chemical element used in batteries and in numerous alloys and compounds

I think it was Mrs. White in the billiard room with the lead pipe.

Led (verb) - past tense and past participle of the verb "to lead"

The two coaches have each led their teams to numerous championships.

Lose vs. Loose

Lose (verb) - to become unable to find; to mislay; to fail to win or gain

Did you lose your glasses again?

How many games did your team lose last season?

Loose (adjective) - not tight; giving enough room

I've lost twenty pounds, and now these jeans are really loose.

More/Most Importantly vs. More/Most Important

More/most importantly - a phrase used often in writing to show emphasis; however, many grammarians insist that this is not correct usage. The adverbial ending of -ly is not needed.

More/most important - this phrase should be used instead

The most important part of story is the ending.

Passed vs. Past

Passed (verb) - past tense of the verb "to pass"

I think we passed the store. Let's turn around and go back.

Past (adjective) - of a former time; bygone; (noun) - the time that has gone by; days, months, or years gone by

In the past, I've gotten lost a lot, but this time I know where we are.
Precede vs. Proceed
Precede (verb) - to be, come, or go before in time, place, order, rank, or importance

The election of a new president precedes his inauguration.
Proceed (verb) - to advance or go on, especially after stopping

After your first assignment has been completed and approved, you may proceed to the second one.
Principal vs. Principle
Principal (noun) - a governing or presiding officer, specifically of a school; (adjective) - first in rank, authority, importance, degree, etc.

The student's parents had to have a meeting with the principal.
Principle (noun) - a fundamental truth, law, doctrine, or motivating force, upon which others are based

The student's parents thought that they had instilled stronger moral principles in their son.
Seen vs. Saw
Seen (verb) - past participle of the verb see; must be used with the verbs has, have, or had

I have seen the movie three times.
*Note: I seen the movie three times is not correct though it is commonly used in spoken language.
Saw (verb) - past tense of the verb see

I saw the movie yesterday.
Sell vs. Sale
Sell (verb) - to give up, deliver or exchange for money

People who move often sell unwanted items instead of packing them.
Sale (noun) - the act of selling; the work, department, etc. of selling

After Christmas sales always bring in the bargain shoppers.
Site vs. Sight
Sight (noun) - something seen, a view, field of vision

She was a sight for sore eyes.

Site (noun) - a piece of land considered for a specific purpose

The corner lot was a perfect site for the new shopping center.
Spitting Image vs. Spirit and Image
"Spitting image" is a phrase that means exactly like. The first known use in writing of this phrase was in 1901.

Karen is the spitting image of her mother.
"Spirit and Image" - There is some speculation that the "spit" in the phrase "spitting image" came from the word "spirit" in the phrase "spirit and image." However, there is no etymological basis for this belief since the phrase "spirit and image" used in reference to an exact likeness is not found in writing. The terms "spit," "spit and image," and "dead spit" have all been found to refer to a likeness since the 1800's.

Stationary vs. Stationery
Stationary (adjective) - not moving or not movable; fixed or still

I rode the stationary bike at the gym for an hour.
Stationery (noun) - writing materials; specifically, paper and envelopes used for letters

My grandmother has given me a lot of stationery over the years. I think she wants me to use it to write her.
Taut vs Taunt
Taut (adjective) - tightly stretched; showing strain; tidy or well-disciplined

The taut rope held the luggage to the roof.
Taunt (verb) - to reproach in scornful or sarcastic language; to drive or provoke

The home team taunted the visitors with cheers every time the visiting team made an error.
Than vs. Then
Than (conjunction) - used to introduce the second element in a comparison

My right foot is bigger than my left foot.
Then (adverb) - at that time; next in order; (adjective) - of that time; (noun) - that time

Take off all your clothes first. Then get in the shower.
Emily drove up to New York with her then boyfriend, Nick.
Let's wait until we're hungry; we can decide what we want to eat then.

Their vs. There vs. They're
Their (adjective) - of, belonging to, made by, or done by them

They were proud of their work.
There (noun) - that place or point

Just put it over there.
They're (contraction) of they + are

They're going out to dinner tonight.
To vs. Too vs. Two
To (preposition) - in the direction of and reaching; as far as; to the extent of

I'm going to Baltimore.
Too (adverb) - in addition; as well; besides; also; more than enough; superfluously; overly; to a regrettable extent; extremely

I'm going to Baltimore, too.
I'm too busy. I can't go to Baltimore.
Two (adjective) the number 2

I have two jobs.
Your vs. You're
Your (adjective) - belonging to you

Is this your dog?
You're (contraction) - you are

You're a great mother!
Who vs. Whom
Who (subject pronoun) - what or which person or persons; the person or persons that, or a person that (used to introduce a relative clause)

Who is going to the party with you?
Whom (object pronoun) - what or which person or persons; the person or persons that, or a person that (used to introduce a relative clause)

With whom are you going to the party?

Questions About Commonly Confused Words

If you have questions or doubts about these (or any other) commonly confused words and how to use them correctly, you can consult the "usage examples" section of each word's definition page on YourDictionary.com.

THE MOST COMMON MISSPELLINGS

Correct spelling	Spelling advice	Common misspelling
accommodate, accommodation	two **c**s, two **m**s	accomodate, accomodation
achieve	**i** before **e**	acheive
across	one **c**	accross
aggressive,aggression	two **g**s	agressive, agression
apparently	**-ent** not **-ant**	apparantly
appearance	ends with **-ance**	appearence
argument	no **e** after the **u**	arguement
assassination	two double **s**'s	assasination
basically	ends with **-ally**	basicly
beginning	double **n** before the **-ing**	begining
believe	**i** before **e**	beleive, belive
bizarre	one **z**, double **-r**	bizzare
business	begins with **busi-**	buisness
calendar	**-ar** not **-er**	calender
Caribbean	one **r**, two **b**s	Carribean
cemetery	ends with **-ery**	cemetary
chauffeur	ends with **-eur**	chauffer

colleague	**-ea-** in the middle	collegue
coming	one **m**	comming
committee	double **m**, double**t**, double **e**	commitee
completely	ends with **-ely**	completly
conscious	**-sc-** in the middle	concious
curiosity	**-os-** in the middle	curiousity
definitely	**-ite-** not **–ate-**	definately
dilemma	**-mm-** not **-mn-**	dilemna
disappear	one **s**, two **p**s	dissapear
disappoint	one **s**, two **p**s	dissapoint
ecstasy	ends with **–sy**	ecstacy
embarrass	two **r**s, two **s**'s	embarass
environment	**n** before the **m**	enviroment
existence	ends with **-ence**	existance
Fahrenheit	begins with **Fahr-**	Farenheit
familiar	ends with **-iar**	familar
finally	two **l**s	finaly
fluorescent	begins with **fluor-**	florescent
foreign	**e** before **i**	foriegn
foreseeable	begins with **fore-**	forseeable
forty	begins with **for-**	fourty
forward	begins with **for-**	foward
friend	**i** before **e**	freind
further	begins with **fur-**	futher
gist	begins with **g-**	jist

glamorous	**-mor-** in the middle	glamourous
government	**n** before the **m**	goverment
guard	begins with **gua-**	gaurd
happened	ends with **-ened**	happend
harass, harassment	one **r**, two **s**'s	harrass, harrassment
honorary	**-nor-** in the middle	honourary
humorous	**-mor-** in the middle	humourous
idiosyncrasy	ends with **-asy**	idiosyncracy
immediately	ends with **-ely**	immediatly
incidentally	ends with **-ally**	incidently
independent	ends with **-ent**	independant
interrupt	two **r**s	interupt
irresistible	ends with **-ible**	irresistable
knowledge	remember the **d**	knowlege
liaise, liaison	remember the second **i**: **liais-**	liase, liason
lollipop	**i** in the middle	lollypop
millennium, millennia	double **l**, double **n**	millenium, millenia
Neanderthal	ends with **-thal**	Neandertal
necessary	one **c**, two **s**'s	neccessary
noticeable	remember the middle **e**	noticable
occasion	two **c**s, one **s**	ocassion, occassion
occurred, occurring	two **c**s, two **r**s	occured, occuring
occurrence	two **c**s, two **r**s, **-ence** not **-ance**	occurance, occurence
pavilion	one **l**	pavillion
persistent	ends with **-ent**	persistant

pharaoh	ends with **-aoh**	pharoah
piece	**i** before **e**	peice
politician	ends with **-cian**	politican
Portuguese	ends with **–guese**	Portugese
possession	two **s**'s in the middle and two at the end	posession
preferred, preferring	two **r**s	prefered, prefering
propaganda	begins with **propa-**	propoganda
publicly	ends with **–cly**	publically
really	two **l**s	realy
receive	**e** before **i**	recieve
referred, referring	two **r**s	refered, refering
religious	ends with **-gious**	religous
remember	**-mem-** in the middle	rember, remeber
resistance	ends with **-ance**	resistence
sense	ends with **-se**	sence
separate	**-par-** in the middle	seperate
siege	**i** before **e**	seige
successful	two **c**s, two **s**'s	succeful
supersede	ends with **-sede**	supercede
surprise	begins with **sur-**	suprise
tattoo	two **t**s, two **o**s	tatoo
tendency	ends with **-ency**	tendancy
therefore	ends with **-fore**	therefor
threshold	one **h** in the middle	threshhold

tomorrow	one **m**, two **r**s	tommorow, tommorrow
tongue	begins with **ton-**, ends with **-gue**	tounge
truly	no **e**	truely
unforeseen	remember the **e**after the **r**	unforseen
unfortunately	ends with **-ely**	unfortunatly
until	one **l** at the end	untill
weird	**e** before **i**	wierd
wherever	one **e** in the middle	whereever
which	begins with **wh-**	wich

COMMON ERRORS IN ENGLISH

A huge number of native English speakers make frequent English slip-ups that bring on the wrath of the UK's army of grammar pedants, and it's mainly because they weren't taught properly at school. But for you, help is at hand. So that you can learn the rules from the word go, we've put together this guide to some of the most common mistakes people make when writing in English. Learn them all, and you'll get your knowledge of English off to a better start than most Brits! Even if you're a native speaker, you may find some useful advice here to make your use of English the best it can be.

 1. Misplaced apostrophes
Apostrophes aren't difficult to use once you know how, but putting them in the wrong place is one of the most common grammar mistakes in the English language. Many people use an apostrophe to form the plural of a word, particularly if the word in question ends in a vowel, which might make the word look strange with an S added to make it plural.

The rules:

Apostrophes indicate possession – something belonging to something or someone else.

To indicate something belonging to one person, the apostrophe goes before the 's'. For instance, "The girl's horse."

To indicate something belonging to more than one person, put the apostrophe after the 's'. For

example, "The girls' horse."

Apostrophes are also used to indicate a contracted word. For example, "don't" uses an apostrophe to indicate that the word is missing the "o" from "do not".

Apostrophes are never used to make a word plural, even when a word is in number form, as in a date.

How not to do it:

The horse's are in the field

Pen's for sale

In the 1980's

Janes horse is over there

The girls dresses are ready for them to collect

How to do it properly:

The horses are in the field

Pens for sale

In the 1980s

We didn't want to do it

Jane's horse is over there

The girls' dresses are ready for them to collect

2. Your/you're
We covered this one before in our post on homophones, but it's such a widespread problem that there's no harm in covering it again.

The rules:

"Your" indicates possession – something belonging to you.

"You're" is short for "you are".

How not to do it:

Your beautiful

Do you know when your coming over?

Can I have one of you're biscuits?

How to do it properly:

You're beautiful

Do you know when you're coming over?

Can I have one of your biscuits?

3. Its/it's

We said earlier that apostrophes should be used to indicate possession, but there is one exception to this rule, and that is the word "it". Unsurprisingly, this exception gets lots of people confused.

The rules:

"It's" is only ever used when short for "it is".

"Its" indicates something belonging to something that isn't masculine or feminine (like "his" and "hers", but used when you're not talking about a person).

If it helps, remember that inanimate objects can't really possess something in the way a human can.

How not to do it:

Its snowing outside

The sofa looks great with it's new cover

How to do it properly:

It's snowing outside

The sofa looks great with its new cover

4. "Could/would/should of"
This common mistake arises because the contracted form of "could have" – "could've" – sounds a bit like "could of" when you say it out loud. This mistake is made frequently across all three of these words.

The rules:

When people write "should of", what they really mean is "should have".

Written down, the shortened version of "should have" is "should've".

"Should've" and "Should have" are both correct; the latter is more formal.

How not to do it:

We could of gone there today

I would of done it sooner

You should of said

How to do it properly:

We could've gone there today

I would have done it sooner

You should've said

5. There/their/they're

We've met this one before, too; it's another example of those pesky homophones – words that sound the same but have different meanings.

The rules:

Use "there" to refer to a place that isn't here – "over there".

We also use "there" to state something – "There are no cakes left."

"Their" indicates possession – something belonging to them.

"They're" is short for "they are".

How not to do it:

Their going to be here soon

We should contact they're agent

Can we use there boat?

Their is an argument that says

How to do it properly:

They're going to be here soon

We should contact their agent

Can we use their boat?

There is an argument that says

6. Fewer/less

The fact that many people don't know the difference between "fewer" and "less" is reflected in the number of supermarket checkout aisles designated for "10 items or less". The mistake most people make is using "less" when they actually mean "fewer", rather than the other way round.

The rules:

"Fewer" refers to items you can count individually.

"Less" refers to a commodity, such as sand or water, that you can't count individually.

How not to do it:

There are less cakes now

Ten items or less

How to do it properly:

There are fewer cakes now

Ten items or fewer

Less sand

Fewer grains of sand

7. Amount/number

These two work in the same way as "less" and "fewer", referring respectively to commodities and individual items.

The rules:

"Amount" refers to a commodity, which can't be counted (for instance water).

"Number" refers to individual things that can be counted (for example birds).

How not to do it:

A greater amount of people are eating more healthily

How to do it properly:

A greater number of people are eating more healthily

The rain dumped a larger amount of water on the country than is average for the month

8. To/two/too
It's time to revisit another common grammar mistake that we also covered in our homophones post, as no article on grammar gripes would be complete without it. It's easy to see why people get this one wrong, but there's no reason why you should.

The rules:

"To" is used in the infinitive form of a verb – "to talk".

"To" is also used to mean "towards".

"Too" means "also" or "as well".

"Two" refers to the number 2.

How not to do it:

I'm to hot

It's time two go

I'm going too town

He bought to cakes

How to do it properly:

I'm too hot

It's time to go

I'm going to town

He bought two cakes

9. Then/than

Confusion between "then" and "than" probably arises because the two look and sound similar.

The rules:

"Than" is used in comparisons.

"Then" is used to indicate something following something else in time, as in step-by-step instructions, or planning a schedule ("we'll go there then there").

How not to do it:

She was better at it then him

It was more then enough

How to do it properly:

She was better at it than him

It was more than enough

We'll go to the baker first, then the coffee shop

10. Me/myself/I

The matter of how to refer to oneself causes all manner of conundrums, particularly when

referring to another person in the same sentence. Here's how to remember whether to use "me", "myself" or "I".

The rules:

When referring to yourself and someone else, put their name first in the sentence.

Choose "me" or "I" by removing their name and seeing which sounds right.

For example, with the sentence "John and I are off to the circus", you wouldn't say "me is off to the circus" if it was just you; you'd say "I am off to the circus". Therefore when talking about going with someone else, you say "John and I".

You only use "myself" if you've already used "I", making you the subject of the sentence.

How not to do it:

Me and John are off to the circus

Myself and John are going into town

Give it to John and I to look after

How to do it properly:

John and I are off to the circus

John and I are going into town

Give it to John and me to look after

I'll deal with it myself I thought to myself

11. Invite/invitation
This mistake is now so common that it's almost accepted as an alternative, but if you really want to speak English properly, you should avoid it.

The rules:

"Invite" is a verb – "to invite". It refers to asking someone if they'd like to do something or go somewhere.

"Invitation" is a noun – "an invitation". It refers to the actual message asking someone if they'd like to do something or go somewhere.

How not to do it:

I haven't responded to her invite yet.

She sent me an invite.

How to do it properly:

I haven't responded to her invitation yet.

She sent me an invitation.

I'm going to invite her to join us.

12. Who/whom

Another conundrum arising from confusion over how to refer to people. There are lots in the English language!

The rules:

"Who" refers to the subject of a sentence; "whom" refers to the object.

"Who" and "whom" work in the same way as "he" or "him". You can work out which you should use by asking yourself the following:

"Who did this? He did" – so "who" is correct. "Whom should I invite? Invite him" – so "whom" is correct.

"That" is often used incorrectly in place of "who" or "whom". When referring to a person, you

should not use the word "that".

How not to do it:

Who shall I invite?

Whom is responsible?

He was the only person that wanted to come

How to do it properly:

Whom shall I invite?

Who is responsible?

He was the only person who wanted to come

13. Affect/effect

It's an easy enough mistake to make given how similar these two words look and sound, but there's a simple explanation to help you remember the difference.

The rules:

Affect is a verb – "to affect" – meaning to influence or have an impact on something.

Effect is the noun – "a positive effect" – referring to the result of being affected by something.

There is also a verb "to effect", meaning to bring something about – "to effect a change". However, this is not very commonly used, so we've left it out of the examples below to avoid confusion.

How not to do it:

He waited for the medicine to have an affect

They were directly effected by the flooding

How to do it properly:

He waited for the medicine to have an effect

They were directly affected by the flooding

14. I.e. and e.g.

These two abbreviations are commonly confused, and many people use them interchangeably. However, their uses are very different.

The rules:

I.e. means "that is" or "in other words". It comes from the Latin words "id est".

E.g. means "for example". It comes from the Latin words "exempli gratia".

Only use "i.e." and "e.g." when writing informally. In formal documents, such as essays, it is better to write out the meanings ("for example" or "that is").

How not to do it:

He liked many different cheeses, i.e. cheddar, camembert and brie.

He objects to the changes – e.g. he won't be accepting them.

How to do it properly:

He liked many different cheeses, e.g. cheddar, camembert and brie.

He objects to the changes – i.e. he won't be accepting them.

CHARACTERISTICS OF A GOOD PRESENTATION

AT THE BEGINNING

- Introduce the topic
- State what is known
- State what remains unknown
- Introduce the main question
- Indicate how this work fits into the big picture
- Convince the audience of the importance of the work

AT THE END

- Refer to the original main question and how this research has addressed the question
- State the significance of this work and how it relates to the "big picture"
- Consider unanswered questions
- Suggest new questions that have arisen from this work
- Suggest possible future experiments

DO's

- Organize along this format: Intro, Methods, Results (and their implications), Discussion
- Establish eye contact with audience
- Provide an overview
- Become familiar with all methods and techniques
- Explain why a particular technique was used
- Use your own words and examples
- Make sure you understand the most difficult aspects
- Anticipate questions and have answers ready.
- Practice the entire talk while timing yourself
- Record your talk and listen for errors or rough spots
- Carefully point to subregions within the figures
- Screen supplemental figures (Avoid complexity; you want the audience to feel "OK, now I understand.")
- Emphasize the most important points, de-emphasize less important points
- Perhaps organize the talk as a series of questions and responses
- Justify each set of experiments (Why must these experiments be done? What was the question and why was it important?)
- Check word pronunciations in advance
- Include a drawing or diagram of the experimental setup
- Choose words carefully (importance of practice)

- Point out errors or flaws in text, figures, or logic

DON'TS

- Don't say "they" or "scientists. " Rather, say "investigators" or "workers" or "researchers."
- Don't say "they found out...."
- Don't say "OK" or "ahmmmm"
- Don't say "proved" (instead, use these verbs: suggested, indicated, demonstrated, showed, etc.) in most cases, avoid being absolutely definite.
- Don't rush through figures (Explain the axes and summarize each figure.)
- Don't attempt humor.
- Don't provide unnecessary details (ex: means of anesthesia, food, etc, unless relevant)
- Don't make nervous movements (snap pen cap, pace, fiddle with pointer, etc.)
- Don't talk directly to wall or talk with pen in mouth
- Don't trail off sentences into mumbling
- Don't worry. (Be happy.)

Oral Presentation- Planning

Communication skills are among the intangible skill sets most valued by employers. The ability to communicate effectively, especially during oral presentations, can boost your marketability and viability for work in a variety of careers. To develop strong presentation skills, you need to consider both the verbal and nonverbal factors involved in delivering your message.

The Message

The ability to present an effective message with useful content is obviously important to a good oral presentation. This requires planning for your presentation, and doing research to make sure your message is well-constructed. You want to deliver a message that considers your audience and the goals of your presentation. An oral presentation without good substance will accomplish very little.

Body Language

A major component of the message your audience perceives is based on your body language. Your posture, facial expressions and gestures affect the way your message is received. Consistent eye contact with members of your audience; a calm, confident posture; and relaxed arms and hands held near your side are among body language techniques that deliver positive vibes. Folding your arms, avoiding eye contact, frowning, and nervous movements can signal

nervousness, indifference or worse.

Vocal Tone

How you say something carries a lot of weight. Speaking in a clear, confident and assertive tone helps project your message and keep your audience engaged. Emphasizing specific points and varying your rate of delivery brings out key points in your presentation and attracts your audience's attention. Avoid speaking in a low voice or a monotonous tone.

Awareness

Your communication skills in a presentation can also help you understand how well your message is hitting home. By observing the body language and feedback of audience members, you can adjust your approach. If audience members are sitting back in their chairs, not paying attention or distracted by other things, your message probably is not getting through. Consider projecting yourself more and finding ways to better engage the audience. It helps to ask audience members questions and keep them involved. If your presentation is lengthy, you might need to take a break

Oral Presentation- Planning

PRESENTATION

EFFECTIVE PRESENTATION:

Written reports and oral presentation play an important role in helping an organization achieve its objectives. An oral presentation may be made either in conjunction with or in place of a written report.

The most important advantages of oral presentation is the immediate feedback from the audience. Questions can be answered and decisions can be made on the spot. Next advantage is speaker control. The speakers have a captive audience, they can have a control over the pace of the presentation; question the audience to ensure attention and understanding and use non-verbal cues to add emphasis. Visual aids used in an oral presentation are often more effective. The third advantage of the oral presentation has to do with the listener. Presentations are simply less work for the audience. Listening is less strenuous and often more enjoyable than reading.

The major disadvantage is that oral presentations are impermanent. They disappear within the hours of delivery and much of the information has been forgotten. Oral presentation does not precede permanent record, whereas the written report provides a permanent record and can be used for further reference too. Oral presentations may also be expensive. More visual aids used in oral presentations are often more expensive than those used in written reports.

PLANNING THE PRESENTATION:

When assigned to make a presentation, first thing is to sit down at your desk or computer and begin writing. The more formal the presentation, the more time you will devote to the project. Complex topics need more formal presentations with well-planned visuals and extensive research.

Purpose:

Keeping purpose in mind, you should decide what information is to be present in what order and which points to be emphasized and subordinated. Most presentations seek either to report, explain, persuade or motivate. Most business presentations have one to these four purposes:

REPORTING: Updating the audience on some project

EXPLAINING: Detailing how to carry out a procedure or how to operate a new piece of equipment.

PERSUADING: Convincing the listeners to purchase something.

MOTIVATING: Inspiring the listeners to take some action

If you are speaking to the union personnel, your purpose might be to motivate the employees to improve the performance of the employees. If you are speaking to the management committee, your purpose would be to report the results of the research.

AUDIENCE ANALYSIS:

You have to analyse the audience in terms of demographics, level of knowledge and psychological needs. The larger the audience, the more formal your presentation will be. When you speak to a larger group, your voice should be audible, and use more emphatic gesture and larger visuals. Usually, questionnaires session will be at the end. If you are speaking to small groups, you can be more flexible about questions.

The age, sex, educational background, experiences, nationality of the audience have great relevance to the presentation. It will influence our choice of words, tone, need for details and illustrations and so on. It will give us an idea of their expectations and their likely reactions to what you are going to say.

Audience analysis should continue during, the presentation, their smiles, stares, whether blank or excited, silence or lip movements give us simple idea of their reactions and guide us through our speech. Audience body language immediately gives us the much needed feedback.

ORGANIZING THE PRESENTATION:

Your speech should be categorized into three parts: Opening, body and ending.

The opening

The purpose of the opening is to capture the interest of your audience and the first 90 seconds of yours presentation are crucial. The audience will be observing every detail about the

speaker- yours dress, posture, facial features and voice qualities.

You have to begin immediately to establish rapport and build a relationship with your audience. If you are making a proposal, you have to draw the audience attention as well as their co-operation later to implement your proposal.

The selection of a right topic only makes your opening more effective, how well you know the audience and how well they know you. If most of the listener's don't know you, then you will first have to gain their attention with creative opening.

Effective opening should include a quotation, questions, presenting a hypothetical situation relating an appropriate anecdote story or a joke giving a startling fact or visual aids.

Don't apologize or make excuses) for example, "I wish I had, had more time to prepare my remarks to-day"). The audience may agree with you! At any rate, you will turn them off immediately and weaken your credibility.

Your opening should lead into the body of your presentation by previewing your remarks! To-day, I will cover four main points, first let the audience know the scope of your remarks.

For most business presentations, let the audience know up from what you expect of them, are you simply presenting information for them to absorb, or will the audience be expected to react to yours remarks? Let the audience know what their role will be so that they can place your remarks in perspective.

The Body

The body of your presentation conveys the real content. The content of your body should be the most captivating aspect of the speech.

Choose A Logical Sequence

Organize the body logically, according to yours topic and audience needs. Whatever organizational plan you choose, make sure that your audience knows at the outset where you are going and is able to follow your organization.

Establish Your Credibility

The listeners should be convinced that you have done a thorough job of collecting and analyzing the data that your points are available. Always support your argument with credible evidence-statistics, actual experiences, examples and support from experts. At the same time, avoid saturating your presentation with so many facts and figures that your audience won't be able to absorb them. A most effective tactic is to prepare handouts of detailed statistical data to distribute for review at later time. If you are an after-lunch speaker and humors is expected, you do not want to provide a speech filled with facts and figures and devoid of amusing material. You cannot expect an audience to be crying one moment and laughing the next. Consider the mood of yours audience and the tone you want to set.

The Ending

The ending of your presentation is your last opportunity to achieve your objectives just

like introduction, the conclusion of a speech fulfill certain functions

(a)   To forewarn the audience that you are about to stop

(b)   To remind the audience of your central idea or the main points in your message

(c)   To specify what the audience should think or do in response to your speech.

A presentation without a strong ending is like a joke without a punch line. Your closing should summarizing the main points of your presentation. Let the audience know of the significance of what you have said. Draw conclusions make recommendations or outline the next steps to take leave the audience with a clear and simple message. To add punch to your ending use one of the same techniques discussed for opening presentation. Avoid fading out with a weak 'that is about all I have to say' or 'I see that our time is running out'.

Your audience will remember best what they have heard; think of ending as one of the most important parts of your presentation. Finish on a strong upbeat note. As toastmasters international puts it. "get up speak up, and sit down".

FITTING CONCLUSION

Suggesting for concluding your speech:

Some additional tips will help you deliver an appropriate and effective conclusion. You need to recognize time constraints, conclude with strength and experiment with your conclusion.

Recognize Time Constraints

Earlier you learned that the introduction to the speech should be brief.\, now that the conclusion should be even shorter. It would be frustrating to an audience to listen a long speech and to hear the words, "And, in conclusion_____, and then listen your speech for four more minutes.

Conclude With Strength

You should pay little attention to your conclusion because the ending it brief. Though the conclusion should be short on time, the ending should be long on impact. Begin with a strong introduction avoid mid-speech sag and create a favorable impression in the minds of the listeners. Practice your conclusion without memorizing the words until you feel comfortable to deliver the message, with minimal notes but do not read the conclusion.

Experiment with your Conclusion

AS you research your topic, consider whether any of the materials you come across are appropriate for your conclusion. Can you start and end with a question? A humorous anecdote in the beginning of the speech might be matched with another witty story at the end. Try several different approaches. In the introduction, you consider your audience, the purpose of your speech the mood you are trying to crate and your own strengths, your goal is to create a last, and a lasting impression with the audience.

TIMING OF THE PRESENTATION:

The timing of the presentation is beyond your control. We should consider few factors when scheduling presentations. You have to give enough time to prepare, including gathering

data, writing, revising, producing visual aids and practicing the presentation. Next consider the needs of yours audience. In general, early or midmorning presentations are preferable. Try to avoid giving a presentation immediately before or after lunch when the audience may be tired or not very alert.

VISUAL AIDS:

What are visual aids?

Visual aids are items of a visual manner, such as graphs, photographs, video clips etc used in addition to spoken information. Visual aids are chosen depending on their purpose, for example, you may want to:

- Summarize information.
- Reduce the amount of spoken words, for example, you may show a graph of your results rather than reading them out.
- Clarify and show examples.
- Create more of an impact, for example, if your presentation is on the health risks of smoking, you may show images of the effects of smoking on the body rather than describing this. You must consider what type of impact you want to make beforehand - do you want the audience to be sad, happy, angry etc?
- Emphasise what you're saying.
- Make a point memorable.
- Enhance your credibility.
- Engage the audience and maintain their interest.
- Make something easier for the audience to understand.
- Using a flipboard during a presentation
- Preparation and use of visual aids

Once you have decided that you want to use a visual aid, you must ensure that the audience is able to quickly understand the image - it must be clear. They can be used throughout your speech but try to only use visual aids for essential points as it can be tiring for the audience to skip from one visual to another.

Preparation

- Think about how cans a visual aid can support your message. What do you want the audience to do?

- Ensure that your visual aid follows what you're saying or this will confuse the audience.
- Avoid cluttering the image as it may look messy and unclear.
- Visual aids must be clear, concise and of a high quality.
- Keep the style consistent, such as, the same font, colours, positions etc
- Use graphs and charts to present data.
- The audience should not be trying to read and listen at the same time - use visual aids to highlight your points.
- One message per visual aid, for example, on a slide there should only be one key point.
- Use visual aids in moderation - they are additions meant to emphasise and support main points.
- Ensure that your presentation still works without your visual aids in case of technical problems.
- Practice using the visual aids in advance and ask friends and colleagues for feedback. Ask them whether they can clearly see the visual aid and how they interpret it.
- During the presentation

Ensure that the visual aids can be seen by everyone in the audience.

- Face the audience most of the time rather than the image.
- Avoid reading from the visual aid.
- As soon as you show the visual aid the audience's attention will be drawn to it so you must immediately explain it. You will be ignored if you talk about something else.
- Make it clear to the audience why you are using it.
- When you no longer need the visual aid ensure that the audience can't see it.
- Tailor to your audience

Choose your visual aids tactically so you appeal to your audience. This means finding images your audience can relate to, images they will find familiar and images they will like. Also think about what style of visual aid is suitable for the audience; is it quite a serious presentation? Can you be humorous? Is it more formal or informal?

Example of using visual aids

When watching this video, notice how the presenters:

Talk to the audience while writing
Turn their body to the audience while writing
Don't spend too long writing in one session

Types of visual aids

There are a variety of different types of visual aids, you must decide which will suit your presentation and your audience.

PowerPoint

Microsoft PowerPoint is widely used for presentations because it's easy to create attractive and professional presentations and it's simple to modify and reorganise content compared to other visual aids. You can insert a range of visual items into the slides which will improve the audience's focus. Also, the audience can generally see slideshows better than other visual aids and you don't have to face away from them. However, your presentation can look unprofessional if this software is used poorly.

Tips:

- Have a clear and simple background.
- Avoid using too many different types of fonts or font sizes.
- Only use animations for a purpose, such as, to reveal the stages of a process, otherwise this can be distracting and look amateurish.
- Use a large font size - a minimum of 24pt.
- Use bullet points to summarise key points.
- Consider providing handouts of diagrams because the audience will find the diagrams easier to read.
- Avoid putting too much text on a slide.
- Avoid using red or green text as it's difficult to read.
- There should only be one key point for each slide.
- Always have a back-up plan in case there is a technical issue and you cannot show the visuals on the day, for example, bring handouts or a poster.

Whiteboards

Whiteboards are great for providing further explanations, such as, showing the order of a process, creating diagrams or explaining complex words or phrases. They're often used to display headings and write down audience suggestions. Whiteboards are also ideal for displaying important information for the entire duration of the presentation, such as, key definitions, because the audience can just glance at the whiteboard for a reminder.

Tips:

- Ensure that enough time has passed for the audience to take notes before rubbing something off of the whiteboard.

- Write concisely to avoid facing away from the audience for too long.
- Handwriting must be large and legible.
- Practice beforehand as you may feel nervous about writing in front of an audience at the time.

Handouts

Handouts are papers that contain key information from your presentation or they may provide further information. They prevent you from overwhelming the audience as there will be less information on the slides and therefore less information they need to write down.

Tips:

- If given at the beginning and middle of your presentation the audience may be reading rather than listening to you or they might not pay attention to what you're saying as they already have the information.
- If given at the end of your presentation the audience may be trying to take lots of notes which may reduce the amount of information they are actually understanding.
- To manage this, provide the audience with partially completed handouts so they will have to listen to what you're saying to be able to fill in the gaps. Providing the audience with graphs and charts beforehand is also beneficial because the audience will find them easier to read than, for example, from a slide.
- Tips on creating handouts for your presentation
- Giving a handout during a sales presentation

Video clips

Using videos are a great wait to engage the audience and increase their interest. Use video to bring motion, images and audio into your presentation.

Tips:

- Ensure that any videos used are relevant to the presentation's content.
- Only show as much of the video as necessary.
- Never show a really long clip.
- Videos can be difficult to fit into the structure of a presentation so ensure that you tell that audience why you're showing them a clip and tell them what to look for.
- Inform the audience how long the video will last.

Flip chart

Flip charts offer a low cost and low tech solution to record and convey information as you speak. They're more beneficial for smaller audiences and they are favoured for brainstorming sessions as you can gather ideas easily. Flip charts are also widely used for summarising information and, like with a whiteboard, you can use them to show permanent background information.

Tips:

- Before your presentation, place the flip chart in a location that you can easily access.
- Prepare any sheets you can in advance, even if you can only write down the headings.
- Flip charts can be moved so you can avoid facing away from the audience - stand next to it and continue to face the audience.
- Have only one main idea per sheet.
- Write legibly, largely and in block capitals so it's more visible.
- Check with the audience that they can read the text - do not use a flipchart if there is a large audience.
- Only write in black and blue ink. Red ink is good for circling or underlining.
- Using a pencil write notes to yourself beforehand so you remember what to include - the audience will not see this writing. Also drawing lines in pencil beforehand can keep your handwriting straight.
- Flip back through the sheets to consolidate points.
- Practice writing on the flip chart advance as you may feel nervous at the time of presenting.

Posters

Poster boards can be created using a variety of visual devices, such as graphs and images. They're generally quite portable and you can make them as elaborate as you want. However, they can be expensive to produce if the poster is quite complex.

Tips:

- One poster per message or theme
- Use colour
- Use block capitals
- Avoid using posters when presenting to large audiences as they will not be able to see the content
- Product, objects or artifacts

Objects

Objects can be useful tools for making an impact or even for making a dull topic more interesting. Sometimes they'll be needed for technical and practical reasons, such as, showing a model or conducting an experiment.

Tips:

- If you are presenting to a small audience consider passing the object around but provide enough time so they won't have to divide their attention between the object and what you're saying.
- If the audience is large ensure that you move the object around so everyone sees it.
- The audience will be more distracted from what you're saying when they're looking at the object so keep it hidden until the right time and provide the background information before revealing it.
- Explain why you're using the object.
- If you are conducting an experiment or demonstration, move slowly with exaggerated movements so the audience can follow. Also explain precisely what's going on.

POSSIBLE QUESTIONS:

Two Marks:
1. What is Cross-Cultural Communication?
2. Write the importance of business language?
3. What is the meaning of
   1. Accept and Except
   2. To and Too
4. Use correct apostrophe – Youre is short for you are.
5. How to plan an oral presentation?
6. What are visual aids?
7. Give any two examples of using visual aids?
8. Give few tips for using PowerPoint presentation?

Eight Marks:
1. Discuss the importance of business language.
2. What are the characteristics of an effective presentation?
3. What are the significances of body language in communication development?
4. Bring out the advantages and disadvantages of oral presentation.
5. What are the processes of making business presentation?
6. What do you mean by audience analysis?
7. How to organize the presentation for an effective result?
8. State the importance of fitting conclusion in presentation.

KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE-21
(For B.COM/CA/PA/BPS/BBA Students -2017 Batch)
Unit- IV (Multiple Choice Questions)

SUBJECT: ENGLISH IV

S.NO	QUESTIONS	CHOICE -1	CHOICE -2	CHOICE -3	CHOICE -4	ANSWER
1	_____ means the intended message you send is received by your audience without any distortions in meaning.	Normal Communication	Poor Communication	Good communication	Bad Communication	**Good communication**
2	Good _____ communication helps get the job done well, on time and on budget	Informal	formal	natural	business	**business**
3	Commonly _____ words alike, sound alike or, worst of all, look and sound alike but have completely different meanings.	confused	written	spoken	listened	**confused**
4	_____ of people came to the party.	A lot	Alot	Alloted	Allot	**A lot**
5	Fifteen minutes were _____ to each of the speakers at the conference.	Alot	A lot	Allot	Alloted	**allotted**
6	_____ indicate possession – something belonging to something or someone else.	Similies	Metaphor	Apostrophes	Alliteration	**Apostrophes**
7	_____ are also used to indicate a contracted word	Similies	Alliteration	Ellipsis	Apostrophes	**Apostrophes**
8	_____ are never used to make a word plural, even when a word is in number form, as in a date.	Alliteration	Hyperbole	Apostrophes	Metaphor	**Apostrophes**
9	"_____" indicates possession – something belonging to you.	I	Your	her	him	**Your**
10	When people write "_____", what they really mean is "should have".	should there	should be	should of	should to	**should of**
11	Use "_____" to refer to a place that isn't here – "over there".	here	there	that	then	**there**
12	"Fewer" refers to items you can _____ individually.	count	think	take	can't count	**count**
13	"_____" refers to a commodity, such as sand or water, that you can't count individually.	Less	Fewer	counted	bang	**Less**
14	"_____" refers to a commodity, which can't be counted (for instance water).	Less	Fewer	Number	Amount	**Amount**

15	"_____" refers to individual things that can be counted (for example birds).	Amount	Number	Less	Fewer	**Number**
16	"___" is used in the infinitive form of a verb – "to talk".	Off	Of	To	Too	**To**
17	"Invite" is a _____.	Noun	verb	object	adverb	**verb**
18	"Invitation" is a	verb	object	adverb	noun	**noun**
19	"Who" refers to the _____of a sentence.	subject	verb	object	adjunt	**subject**
20	"whom" refers to the _____ .	subject	verb	object	adjunt	**object**
21	The ability to present an effective message with useful content is obviously important to a good _____ presentation	informal	formal	written	oral	**oral**
22	A major component of the message an audience perceives is based on the _____.	speech	drawing	writing	body language	**body language**
23	Written reports and oral presentation play an important role in helping an organization achieve its _____ .	estimation	budget	understanding	objectives	**objectives**
24	_____has to analyse the audience in terms of demographics, level of knowledge and psychological needs	listener	Speaker	writer	narrator	**Speaker**
25	The age, sex, educational background, experiences, nationality of the audience have great relevance to the _____.	listening	writing	presentation	drawing	**presentation**
26	Speech should be categorized into _____ parts	three	two	five	four	**three**
27	The purpose of the _____ is to capture the interest of your audience.	speech	Opening	closing	narrating	**Opening**
28	The _____ will be observing every detail about the speaker- yours dress, posture, facial features and voice qualities.	audience	speaker	writer	narrator	**audience**
29	The _____ of your presentation conveys the real content.	speech	drawing	writing	body language	**body language**
30	The _____of the presentation is beyond your control	picturing	writing	timing	drawing	**timing**
31	are items of a visual manner, such as graphs, photographs, video clips etc used in addition to spoken. information	Visual aids	helping aids	supporting aids	manual aids	**Visual aids**
32	The first _____seconds of yours presentation are crucial	60	70	90	30	**90**

UNIT – V

Language of Newspaper, Magazines, Internet, TV and radio-their role to develop listening, reading and Discussion Skills, E-mail Writing-Video Conferencing- Strategic Importance of e-communication.

TECHNOLOGY AND COMMUNICATION

Technology and Communication
Definition
Communication technology influences in business and society by making the exchange of ideas and information are more efficient. Communication technologies include the Internet, multimedia, e-mail, telephone and other sound-based and video-based communication.

Introduction
21st century has brought extraordinary technological development. New products are appearing in all areas of smart phones, the Internet and social media have become essential. This specialization will give you a deeper understanding of the inseparability of communication and technology. You will be able to contribute to the debate about the interaction between technology and communication, such as the effects of a digital society on interpersonal communication or the impact of smart phones on daily life. You may also play an important role in the design process of new technologies by acting as the linking pin between designers and the end users of a product.

Use of Technology in Communication
People communicate through emails, faxes, Mobile phones, texting services, video conferences, video chat and social media channels. The impact of technology communication used both individuals and businesses.

Easily Launch the Product:
During the past companies and small business used to face a lot of difficulty in informing their consumers about a new product. A company had to pay for expensive door to door marketing which could even take a lot of time to yield results. Nowadays, things have become simple, through email subscriptions, companies will have data for most consumers, so if they introduce a new item. The company will draft one email with details about a new product and that message will be delivered to all consumers within a minute.

Product surveys:
Before the invention of the internet, it was so difficult to conduct a survey, most companies would pay money to magazines and place survey forms and offer gifts to users who filled those surveys and mailed them back to the company. Taking a survey is very important to a business because that is how you will know what your clients want and know areas of improvement. Nowadays, a business can conduct a survey using social networks and provide

users with incentives like gift cards. This produces a quick response and saves the company money and time.

Social interaction with consumers

The recent invention of social networks like face book and twitter, a business can create business pages then get followers for these pages. A good example is ''Nordstrom'' this is one of the largest fashion retail businesses in America. Nordstrom used its face book page to update followers about new items and discounts.

Use of digital networks

Phones and printers are digitized, before when communication was delayed by telephone lines. During bad weather, most of the lines would go off. Now with satellite and broadband transmissions, you can communicate with anyone at work or off work via their mobile phones. You can also send a file to a printer while you are at home and someone in the office gets the printout.

The impact of technology in communication to individuals

Text messaging services

Keeping in touch with friends is very important, so text messaging services have solved this problem by creating mobile phone apps, which enable you to text your buddies on instant for free.

Social networking platforms

Social interaction networks have helped individuals discover old school friends and also get new friends based on interests and region. Before this technology, it would be next to impossible for you to find all your old friends and interact with them on an instant, share life and your past on instant. It would even be difficult to get new friends from other countries.

Parental security apps

When you had to leave your parents about your location. Now with GPS tracking mobile apps, your parent will install this GPS-enabled app, and they can see where you are. These apps also have maps which indicate red zones, so you can tell if your child is in that area. When something wrong is detected, the App will notify the parent that their child might be in danger.

Free internet calls:

Friends can call each other for using free internet call centers. A good example is SKYPE. Skype software installed on my laptop, I can communicate with my friends for free if they also have skype on their laptops. This software can also be installed on smart phones.

Use of emails:

Social networks are trying to replace email communication; there is certain information which users can not exchange via social networks. So email services like yahoo mail, Hotmail, and Gmail. It's now very rare to find a person writing a letter because that will involve posting it to a postal office and paying delivery fees, which is not the case when you use electronic mail.

Major influences of technology in business

1. Easy way for product and service surveying

Surveys are very important. They give companies feedback on the customers view on the products. Before the advancement of business technologies, surveys were very hard to conduct. Companies relied on mails from customers who barely made an effort give their feedback. Nowadays, surveys are simply done through the internet. This is a fast and efficient method that saves the company time and money.

2. Social interaction with clients or customers

Through business technology, companies can open official company websites through which customers are encouraged to visit. Through these websites, the company interacts with the customers. Customers can give their comments on particular issues and after that get a comprehensive response from the company's support team. The companies can also join social media platforms from which their customers can follow them such as Instagram or Facebook. These platforms can be used by the companies to announce the release of new products among others.

3. Video conferencing

Allows long distant one-on-one communication among members of an organization or business. Video conferencing can be used in the business meeting.

4. Use of digitalized networks to communicate

Broadband and satellite transmissions enable efficient business communications through office phones or sending a file to a specific printer when you are miles away from the office.

Conclusion

Technology has transformed the way we communicate; it has created a big impact in how businesses interact with consumers and how friends interact with each other. Technology has without the doubt, changed the way we interact and communicate with each other.

MEDIA, TYPES OF MEDIA, CHARACTERISTICS, ADVANTAGES & DISADVANTAGES

Media refers to a vehicle or means of message delivery system to carry an ad message to a targeted audience. Media like TV, Radio, Print, Outdoor and Internet are instruments to convey an advertising message to the public. The main task of media planners is to select the most appropriate media channels that can effectively communicate the advertising message to a targeted audience.

- Keep up with latest media trends
- Keep up with New technological developments
- Determine long and short term effects of different media
- Analyze Strengths and Weaknesses of different media

Factors determining Media selection

- Nature of product
- Market requirements
- Advertising objectives
- Distribution strategy
- Nature of message and appeal
- Advertising Budget
- Competitors choices
- Media availability
- Penetration
- Size and Nature of business

Types of Media / Media Classification

Media can be classified into four types:

- Print Media (Newspapers, Magazines)
- Broadcast Media (TV, Radio)
- Outdoor or Out of Home (OOH) Media
- Internet

Print Media
(i) Newspaper

- Newspaper is a major source of information for a large number of readers.
- It may be National or local, daily or weekly newspaper.

- Newspapers allow presentation of detailed messages which can be read at reader's conveyance.
- It allows prompt delivery of detailed coverage of news and other information with interesting features for readers.
- It is a high involvement media as readers are required to devote some effort in reading the message.
- It is available to masses at a very low cost.

Classification of Newspapers

- National Newspapers
- Daily newspapers (Local/Regional)
- Special Audience newspapers

Types of Ads in Newspapers

- **Classified advertisement –** Advertisements arranged according to product or service
- **Display advertisement –** Ads that use illustrations, photos, visual elements, may be National or Local.
- **Special Inserts –** Tender notices, Public notices, Shifting of office etc.
- **Free Standing Insert –** Pre-printed ad inserted in newspapers folds that fall out when the reader opens it and attract immediate attention

Advantages

- Flexibility
- Geographic and language selectivity
- Widespread coverage
- Offers penetration
- Reader involvement
- Cheap media with high frequency
- High repetitive value and quick response

Disadvantages

- Poor Presentation and Quality
- Short life span
- Limited selectivity with regard to lifestyles
- Hard to reach illiterate and poor people

(ii) Magazines

- A Magazine is a specialized advertising media that serves educational, informational, entertainment and other specialized needs of consumers, businesses, and industries.
- A Magazine allows presentation of a detailed ad message along with photos, illustrations, colours etc.
- It is a high involvement media as readers pay a premium price for it and magazines are not dumped after reading.
- Magazines can be classified into Local/Regional/National or Weekly/Monthly/Quarterly Magazines.

Types of Magazines
Consumer magazines
   Magazines bought by general public for information and entertainment. It can be used to reach a specific target audience. General Interest Magazine

- Glamour Magazine
- Film Magazine
- Special Interest Magazine
- Women Lifestyle Magazine

Business Publications
   Business magazines include publications such as trade journals for businesses, industries or occupations. It may be published weekly monthly or quarterly. Generally, readership includes business managers and executives, businessmen, business students etc. Business Publications

- Professional Publications
- Trade Journals
- Industrial and Institutional Publications

Advantages

- Long Life
- Better reproduction
- Highly selective, avoids waste of circulation
- Can create image, prestige or reputation
- Reader involvement
- Allows services like `split runs'
- Can reach specialized groups

Disadvantages

- High cost
- Limited reach and frequency
- Long response time
- Low flexibility
- May face competition

Broadcast Media
(i) Television Advertising

- TV is a principal source of information and entertainment for people exposed to mass media.
- It is believed to be the most authoritative, influential, exciting medium for reaching very large audience.
- It combines visual images, sound, motion and colour to achieve viewer's empathy.
- It allows development of creative and imaginative ad messages in a unique way.
- It is considered intrusive in nature as the audience has no control over the nature and pace of advertisements.

Advantages

- Powerful audio-visual media
- Wide coverage with effective cost
- Attention – intrusive in nature
- High selectivity and flexibility

Disadvantages

- High cost
- Short lived message
- Limited attention by viewers
- Zapping – changing channels
- Zipping – fast-forwarding commercial to avoid commercials
- Intrusive in nature

(ii) Radio

- Radio is a premier mass medium for users and advertisers.
- It has a wide spread reach.

- It delivers the ad message to a large number of people across the length and breadth of a country.
- Commercial broadcasting is undertaken in major cities even rural areas.
- Radio time in India is usually sold in slots of 7, 10, 15, 20 or 30 seconds.
- It is one of the most personal medium and offers selectivity, cost efficiency and flexibility advantages over other media.
- Efficiency of a radio ad depends upon the precision of script, accompanying sounds and level of distortion

According to Rebecca Piirto: *"In some ways radio listeners act more like magazine subscribers than television viewers. They tend to listen habitually, at predictable times, to stations with narrowly targeted formats. They are loyal, identifiable and much cheaper to reach than TV audience."*

Advantages

- Wide coverage
- Helps to reach lower income people, illiterate people
- Mental imagery encourages audience to use imagination
- Offers high selectivity
- Cost efficient
- Flexible

Disadvantages

- Lack of visual elements
- Short lived message
- Audience fragmentation
- Limited research data
- Clutter – Too many ad messages

Support Media
(i) Outdoor advertising

- It is usually used as a supportive medium by advertisers.
- It includes bill boards, boarding, neon signs posters etc.
- It can generate considerable reach and frequency level at low cost.
- Useful when introducing a new product.
- Helps to remind the customers.
- Helps to generate sales at point of purchase/point of sale.

Advantages

- Point of Place (POP) Advantage
- Geographic flexibility
- Continuity
- Efficient and cheap
- Flexible and Creative impact

Disadvantages

- Limited message
- Wastage in terms of coverage
- Limited effectiveness
- Message fades due to overexposure over time
- Public criticism

(ii) Transit Advertising

- Uses billboards, neon signs and electronic messages.
- It is targeted at users of various modes of transportation.
- Advertising rates depend on the amount of traffic which passes every day.

Advantages

- Long exposure
- Exposure frequency
- Geographic selectivity
- Low cost

Disadvantages

- Waste coverage
- Creative limitations
- Audience mood
- Image of advertiser – effect is difficult to measure
- Brief message

(iii) Cinema and Video Advertising

- Cinema is a popular source of entertainment comprising of audience from all classes and socio-economic groups of society.
- Films are watched by a significant number of people every day.

- It involves use of cinema halls and video tapes to deliver the ad message.
- Commercials are shown before films and previews carrying ad message.
- Advertisers may prepare a presentation for projection or 35mm ad films based on a script.
- Similar to TV, it also combines sight, sound, colour and movement to deliver a creative message.
- Video rentals include messages by local advertisers.
- Advertisement can also be displayed by cable operators.

Advantages

- Large exposure
- Audience mood
- Selectivity
- Recall
- Lack of clutter

Disadvantages

- Audience irritation
- Limited reach
- Limited frequency

Internet

- Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers.
- It is a rapidly growing medium of advertising.
- It is a future medium which offers limitless advertising opportunities.
- It involves use of World Wide Web to showcase a website or e-commerce portal to the world.
- Advertising through internet involves email marketing, social media marketing, online ads and mobile marketing.
- It provides a sophisticated graphic user interface to users.
- It is accessible to anyone with a computer and broadband connection.

Type of Internet Advertisements

- Websites – Online Brochure of product/services, Virtual Office
- Ad buttons – Icons which provide link to advertiser`s website
- Ad banners – Creative & Dynamic Display ads
- Sponsorship – Companies sponsor bloggers to write about them.
- Classified ads – Similar to newspaper ads
- E-mail – Electronic mails carrying ad message

Advantages

- Interactive medium
- Global medium
- Generates immediate response
- Provides high selectivity and flexibility
- Gives detailed information (in depth info and reviews)
- Reaches B2B users easily

Disadvantages

- Lack mass media efficiency
- Targeting and research costs are high
- Slow downloads
- Cost of PC is high
- Security is a primary concern
- Not persuasive

Email Writing

Email Writing

Email stands for electronic mail. It is the easiest and the cheapest way of <u>communication</u>. It is used in formal, semi-formal as well as an informal way of expression or writing.

Categories of Email Writing

Emails are three types

- Semi-Formal email
- Formal email
- Informal email

Email Writing Format

The email writing format is the same for each of the categories. Though the choice of words and language differ depending upon the type of email. One can use friendly and casual language in informal emails. The language used in formal emails should be professional, clear and formal.

From: Sender's email id
To: Recipient's email id
Cc: Other individuals receiving the same mail with visible ids
Bcc: Other individuals receiving the same mail with invisible ids
Subject: Title or the reason of writing mail
Salutation: Words like Dear, Respected, Hi etc.

Main body: the main content of the email
   1. Introduction
   2. Matter in detail
   3. Conclusion

Closing: Ending Statement
Attachments: Attached Files with emails
Signature Line: Sender's name, signature, and other details of contact

The Perfect Email Writing

Email writing is a vital aspect of business communication. And thanks to what's often seen as the mysteries of English grammar and the subtleties of the written word, it can be a daily struggle. That's especially true if you have to motivate busy people to respond or address a

potentially touchy subject. To write a great email, you need to know two things: common mistakes to avoid, and next-level strategies to get ahead.

Anatomy of a good email

Every email you write has the same basic structure: Subject line, greeting, email body, and closing. But as with every written form of professional communication, there's a right way to do it and standards that should be followed.

Subject Line

Subject Line could be the most important part of the email, though it's oftentimes overlooked in favor of the email body. But if you're cold-emailing someone, or just establishing a professional relationship, your subject line can entice people to open the message as well as set expectations about what's enclosed.

Openers

You'll want to include a quick greeting to acknowledge the reader before diving into your main message or request.

Body

The body of an email is the meat of your message and it must have a clear and specific purpose, such as getting feedback on a presentation or arranging a meeting with a new client. It should also be concise. That way, people will be more inclined to read it, rather than skimming it and risking missing critical information. If you can, boil it down to a few choice sentences.

Closings

You want to start things off on the right foot with your greeting, you also want to part well.

Common mistakes

Every email is an opportunity for professional growth, there's also the potential to fall into common bad habits. Here are eight mistakes to avoid:

Omitting necessary Oxford commas

The Oxford comma can be somewhat polarizing, depending on which style guide is utilized for professional communications in your industry it's usually either shunned or hailed as a tool for clarification. A lot of people have strong opinions about it. But leaving them out can lead to confusion, depending on the sentence. Just like a healthy marriage, AP style calls for clear communication.

Being too casual (formal)

Depending on your circumstances, wavering too much to the casual or formal side of writing can be a misstep. Being overly casual is often seen as a rookie mistake, but stiff, formal language can also be detrimental to your message.

Repetition

People often repeat words within the same paragraph, twice in two sentences, or just too close together to go unnoticed. While it's not the worst offense, it's another thing that can make a reader tune out.

Formal email Writing

1. Begin with a greeting
2. Thank the recipient
3. State your purpose
4. Add your closing remarks
5. End with a closing

Begin with a greeting

Always open your email with a greeting, such as "Dear Lillian". If your relationship with the reader is formal, use their family name (eg. "Dear Mrs. Price"). If the relationship is more casual, you can simply say, "Hi Kelly". If you don't know the name of the person you are writing to, use: "To whom it may concern" or "Dear Sir/Madam".

Thank the recipient

If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "Thank you for contacting ABC Company". If someone has replied to one of your emails, be sure to say, "Thank you for your prompt reply" or "Thanks for getting back to me". Thanking the reader puts him or her at ease, and it will make you appear more polite.

Add your closing remarks

Before you send your email, it's polite to thank your reader one more time and add some polite closing remarks. You might start with **"Thank you for your patience and cooperation"** or **"Thank you for your consideration"** and then follow up with, **"If you have any questions or concerns, don't hesitate to let me know"** and **"I look forward to hearing from you"**.

End with a closing

The last step is to include an appropriate closing with your name. "Best regards", "Sincerely", and "Thank you" are all professional. Avoid closings such as "Best wishes" or "Cheers" unless you are good friends with the reader. Finally, before you hit the send button, review and spell check your email one more time to make sure it's truly perfect!

Conclusion

The volume of email we receive and send can sometimes diminish our motivation to write an effective business email. Consider the four key questions when preparing an email. Write it in a way that is concise yet clearly conveys the information and request to the reader.

KARPAGAM ACADEMY OF HIGHER EDUCATION

CLASS: B.COM/PA/CA/BPS/BBA	**COURSE NAME: ENGLISH IV**
COURSE CODE: 18ENU401	**BATCH: 2018-2021**

Video Conferencing

Video Conferencing

Video conferencing refers to conducting a video conference or video teleconference in which two or more sets of hardware and software interact while simultaneously transmitting and receiving video and audio signals from two or more geographic locations. Video conferencing may also involve sharing documents, various presentation materials, whiteboards, flip charts and similar group presentation visual aids. A telepresence system is most often used at the corporate or enterprise level and represents high-end video conferencing systems. Video conferencing is differentiated from video phone calls, which serve individuals as opposed to a conference. Video conferencing is also known as online video conferencing and PC video conferencing.

The components of a video conferencing system include:

- A network for data transfer, usually a high-speed broadband Internet connection, which uses similar technology as voice over Internet protocol (VoIP). Local area network (LAN) and integrated services digital network (ISDN) connections are occasionally used as well.
- Two or more video cameras or webcams that provide video input.
- Two or more microphones either located on the individual or within the device that provide audio input.
- A computer screen, monitor, TV or projector that can broadcast video output.
- Headphones, laptop speakers or professional speakers that can be used for audio output.
- Hardware or software based coding and decoding technology, called codec's which can compress analog audio and video (AV) data into digital packets on the distributing end and then decompress the data at the endpoint.
- Acoustic echo cancellation (AEC) software which reduces audio delays and supports real time
- How video conferencing works
- The video conferencing process can be split into two steps: compression and transfer.

Importance and benefits of video conferencing

Video conferencing is important because it joins people who would not normally be able to form a face-to-face connection. In businesses, it can increase productivity amongst employees as well as provide an improved way of communicating and interacting with colleagues, partners and customers. The intangible benefits of video conferencing include more efficient meetings with the exchange of non-verbal communications and a stronger sense of community among

business contacts, both within and between companies, as well as with customers. On a personal level, the face-to-face connection adds non-verbal communication to the exchange and allows participants to develop a stronger sense of familiarity with individuals they may never actually meet in person.

Disadvantages of video conferencing

Video conferencing provides numerous benefits for businesses and individuals, it also possesses several disadvantages. For example, video calling and conferencing requires a strict, high-speed Internet connection. Only a strong Internet connection can guarantee that the voice audio and visual images will be reliably and smoothly communicated. Any issues with bandwidth or Internet connectivity could cause the audio and visual displays to be interrupted or lost. Video calling also still experiences severe audio latency, even with fast Internet connections. Conferences that experience audio latency might become frustrating or strained whereas an in person meeting would have avoided this obstruction.

Another disadvantage is the steep cost of high-quality video conferencing systems. While many companies adopt video conferencing services as a way to reduce business travel costs, they will still end up spending large amounts of money on a video conferencing system. In addition to all the costly equipment and technology, companies will often also need to pay for the installation, deployment and maintenance of the system.

E-Communication Strategies

Definition of Electronic Communication

Communication is using electronic media known as electronic communication. Such communication allows transmission of message or information using computer systems, fax machine, e-mail, telephone or video conferencing and satellite network. People can easily share conversation, picture, image, sound, graphics, maps, interactive software and thousands of things for the development of electronic communication. Due to electronic technology, jobs, working locations and cultures are changing and therefore people can easily access worldwide communication without any physical movement.

Five tips for online communications strategies

1. Create alert-based communications. Every time new information and reports are posted online, notify your audience with quick email alerts so they can access the information immediately.

2. Create customized views based upon user profiles. Let each audience view information that is relevant for them.

3. Build private sites for media contacts. Maintain a private website for journalists that provide press releases, photos, and other timely information.

4. Pre-build crisis management micro-sites. Develop a mini website to proactively handle crisis communications. Reduce the number of customer service calls and provide a consistent message that speaks to the public in a moment's notice.

5. Measure activity with dashboards. Build an ROI model based upon open rates, click thru rates, page views, and downloads.

Advantages of Electronic Communication

1. **Speedy transmission:** It requires only a few seconds to communicate through electronic media because it supports quick transmission.

2. **Wide coverage:** World has become a global village and communication around the globe requires a second only.

3. **Low cost:** Electronic communication saves time and money. For example, Text SMS is cheaper than the traditional letter.

4. **Exchange of feedback:** Electronic communication allows the instant exchange of feedback. So communication becomes perfect using electronic media.

5**. Managing global operation:** Due to the advancement of electronic media, business managers can easily control operation across the globe. Video or teleconferencing e-mail and mobile communication are helping managers in this regard.

Disadvantages of Electronic Communication

1**. The volume of data:** The volume of telecommunication information is increasing at such a fast rate that business people are unable to absorb it within the relevant time limit.

2. **The cost of development:** Electronic communication requires huge investment for infrastructural development. Frequent change in technology also demands further investment.

3. **Legal status:** Data or information, if faxed, may be distorted and will cause zero value in the eye of law.

4. **Undelivered data:** Data may not be retrieved due to system error or fault with the technology. Hence required service will be delayed

5. **Dependency:** Technology is changing every day and therefore poor countries face the problem as they cannot afford the new or advanced technology. Therefore poor countries need to be dependent towards developed countries for sharing global network.

Answer the following questions: (2Marks)

1. Define: Communication and Technology
2. Define: Email writing? What are the Categories of Email Writing?
3. Explain the format of Email Writing?
4. How to write a formal email
5. What is the Definition of Electronic Communication?
6. Write about five tips for online communications strategies?
7. What does Video Conferencing?
8. What are the components of Video Conference?

Answer the Following Questions:
1. Explain the impact of technology in communication to individuals?
2. What is email writing? Explain the categories of email writing?
3. How to draft a perfect email-Elucidate
4. Explain the five steps for formal email?
5. Analyzed an effective methods and approaches of Mass Media in the English language?
6. Explain the five tips for online communication strategies?
7. Distinguish the Advantage and Disadvantage of Electronic Communication?
8. Explain the components of a video conferencing system?

KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE-21
(For the students admitted from 2018 onwards)
CLASS: II B.Com, CA/PA, BPS & BBA
PART-A (Multiple Choice Questions)
Unit-V (Technology and Communication)

Sub: English - IV   Sub Code: 18ENU401   Academic Year: 2019-20 (Even)

S.NO	QUESTION	OPTION - 1	OPTION - 2	OPTION - 3	OPTION - 4	ANSWER
1	The impact of technology communication used in _____	Pair	Individuals	Groups	Separate	**Individuals**
2	_____has brought extraordinary technological development.	18th Century	19th Century	20th Century	21st century	**21st century**
3	_____influences in business and society by making the exchange of ideas and information are more efficient.	Information Technology	Computer Technology	Communication Technology	Medical Technology	**Communication Technology**
4	_____ is the recent invention.	Television	Radio	Newspaper	Social Networks	**Social Networks**
5	Social networks are trying to replace_____communication	Email communication	Face to Face Communication	Visual Communication	Telephone Communication	**Email communication**
6	Newspaper and Magazine are called as_____	internet	Print media	outdoor media	Broadcast media	**Print media**
7	_____ can be used in the business meeting.	Email communication	Telephone Communication	Video conferencing	Face to Face Communication	**Video conferencing**
8	TV and Radio are the _____	Indoor media	Broadcast media	Print media	outdoor media	**Broadcast media**
9	Communication has massively affected interpersonal communication between _____people.	Mono	Three	Two	Four	**Four**

10	_____ refers to a delivery system to carry an ad message to a targeted audience.	Writer	Media	Doctor	Barrister	**Media**
11	TV, Radio, Print, Outdoor and Internet are instruments to convey an advertising message to the _____	Public	Writer	Barrister	Media	**Public**
12	_____ will analyze Strengths and Weaknesses of different media.	Writer	Barrister	Media	Audience	**Audience**
13	_____ is a major source of information for a large number of readers.	Newspaper	Radio	Internet	Television	**Newspaper**
14	_____allow presentation of detailed messages which can be read at reader's conveyance.	Radio	Internet	Newspapers	Magazine	**Newspapers**
15	_____ is available to masses at a very low cost.	Internet	Newspaper	Radio	Television	**Newspapers**
16	_____s a high involvement media as readers are required to devote some effort in reading the message.	Radio	Magazine	Newspaper	Internet	**Newspapers**
17	_____Advertisements arranged according to product	Classified advertisement	Display advertisement	Special Inserts	Free Standing Insert	**Classified advertisement**
18	_____Ads that use illustrations, photos, visual elements, may be National or Local.	Special Inserts	Free Standing Insert	Display advertisement	Classified advertisement	**Display advertisement**
19	_____ can be classified into Local,Regional and National	Magazines	Newspaper	Radio	Television	**Magazines**
20	A _____ is a specialized advertising media that serves educational, informational and entertainment	Radio	Magazine	Television	Newspaper	**Magazine**
21	_____ is a principal source of information and entertainment for	Television	Radio	Newspaper	Magazine	**Television**

	people exposed to mass media.					
22	_____ combines visual images, sound, motion and colour to achieve viewer's empathy.	Newspaper	Television	Radio	Internet	**Television**
23	_____ allows development of creative and imaginative ad messages in a unique way	Internet	Newspaper	Television	Radio	**Television**
24	_____ is a premier mass medium for users and advertisers.	Television	Radio	Internet	Newspaper	**Radio**
25	_____ can be displayed by cable operators.	Advertisement	News	Songs	Films	**Advertisement**
26	_____ is a worldwide medium that provides means of exchanging information through a series of interconnected computers.	Internet	Television	Television	Newspaper	**Internet**
27	Email stands for _____	Electro Mail	Electronic Mail	Electric Mail	Electron Mail	**Electronic Mail**
28	_____ is the easiest and the cheapest way of communication.	Email	Letter	MMS	SMS	**Email**
29	_____ is a vital aspect of business communication.	Resume Writing	Email writing	Essay Writing	Letter Writing	**Email writing**
30	There are _____ types of email.	Two	Four	Three	Five	**Three**
31	While writing to a client, begin your email with a short greeting.	Why?	No	Only before Diwali or New year	Yes	**Yes**
32	Always open your email with a _____	Complementary close	greeting	salutation	leave taking	**greeting**
33	Email content should ideally be presented as_____	One long paragraph	Bullet points	Story format	Text and pictures	**One long paragraph**
34	Most effective way of closing an email is_____	With a social message	With a clear actionable	Repeating the subject line	With a proverb	**With a clear actionable**
35	How should the subject	Long and	Short and	A greeting	Does not	**Short and**

		descriptive	precise		matter	**precise**
	line be_____					
36	Proofreading emails before hitting send is_____	Can be done sometimes	Not important	A Best Practice	Waste of Time	**A Best Practice**
37	The tone of your emails should be_____	Very aggressive	Can be rude if it is not a client	Bossy and rude if you are writing to junior colleagues	Polite and assertive	**Polite and assertive**
38	PCS stands for:	Personal communications System	Public communications system	Personal communications Solution	Public communications Station	**Personal communications System**
39	GPS stands for:	Global Positioning System	Global Positioning station	Global Posting Signal	Global Point Solution	**Global Positioning System**
40	ICT stands for :	Inter connected Terminals	Intera Common Terminology	International Communication Technology	Information and Communication Technology	**Information and Communication Technology**