
UNIT 1 BUSINESS-NETWORK OF COMMUNICATION

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INTRODUCTION- DEPENDENCE OF BUSINESS ON COMMUNICATION

Business involves in society as the main agency providing goods and services. Thus community has to be aware of businesses that exist around it. The community must know what goods and services are available and business must know who can be their customers. Thus this need is mutual. It is in the interest of business that it communicates and it is in the interest of the people that they should be aware who can give them goods and services. In a way there is interdependence of each other and such an exchange must be supported by communication. Without communication business is not possible. The success of business in a way depends on how it conducts an activity called communication.

THE CONCEPT OF BUSINESS NETWORK

There must be a link between business and society if both are to exist. The principal link between business and society is established through communication. Lot of individuals and business units, need to come together to form viable and working link. It is not guided by

hierarchy but parallel, complementary, supplementary, crisscross and one-to-many relations which can be fittingly described as a network with multiple relations. In a network everyone is connected directly or indirectly and thus forms a huge network organization. The only thread available to it to keep in form and shape is communication. Thus communication is heart of business network. If there is no communication this network will fail. Business communication is network based.

VARIETY OF MEDIA IN COMMUNICATION

If one has to make any organized activity possible, it cannot be done without resorting to communication. This communication can take shape of signs, even silence, words-spoken or written, pictures, sounds, even fragrance and by arranging supporting environment. 'Signs' is an unspoken language, while silence also amounts to communication if receiver of communication can understand the communicator. Long silence, for example, expresses displeasure on part of the communicator. Others such as spoken or written words, pictures are self-expressive. Sounds not representing words, fragrance and supporting environment all express a mood of communication. All these are media used to communicate and thus we have range of media to communicate. Thus making right choice of media is important to communicate.

VARIETY OF COMMUNICATION TOOLS

Ability to speak and ability to hear are enough if people are opposite to each other, Seeing eye to eye. This is simple and direct communication.. But if there is a distance between the communicator and the listener one has to use long distance tools such as mail, telephone call, E- Mail message, fax, etc. and create technical capabilities to reach words or sounds to the receiver. This makes the need for establishing a process between sender and receiver. Thus one has to code the message, process it and see that receiver is capable of decoding and understanding it. Apart from setting a correct message there could be number of disturbances on way to sender such as traffic jam, technical disturbances etc. and the message may reach in a form incapable of decoding. On mobile how many times one has to say "sorry, I cannot hear you "and we try to move in less congested place. While speaking through a mobile phone it becomes very natural that you expect some disturbances. Through voice mail you can send voice message. One can add pictures, animation, symbols, graphics, slides, movies etc. and make

communication interesting as well as attractive. This capability of computers to act as Multimedia communication tool increased utility of computer. The choice of media tool has now become essential before we start communicating. Due to these tools the communication also requires a technical knowhow and maintenance of technical systems. This has increased the ease communicating over distances but has also added cost considerations. Each of these tools adds to our costs.

OBJECTIVES OF COMMUNICATION

You are in a hurry and you find telephone at hand and pick up and phone someone and then find you have forgotten as to why you are phoning and then say “sorry” and you keep your

handset down. What has happened is you have forgotten the purpose of message and have to take back your decision to communicate. If we decide the objectives for communication, then we will develop standards for communications. Thus the objectives also give us standards to evaluate our communication. In the following pages we will elaborate but you must all the time keep the objectives of communication in mind which we may summarize as follows:

- 1) **Purposeful**-All communication must be purposeful. Especially business communication is always purposeful. What and why you want to communicate? If you are not clear as to why you are communicating, your communication will never be effective. If you are doing communication purposelessly you are wasting time and money. Any wastage of time and money is reducing profitability of business.
- 2) **Within time-frame** -Then you must decide the time frame within which the communication should reach the receiver so that he can act on communication and give you a feed back of his action. Many people expect immediate action without thinking how much time it will take for receiver to decide, act and then give a feedback. When the receiver is reacting to your communication he must be having a peace of mind to act and circumstance as far as possible favorable for taking action. It is the time frame that you are willing to allow that will also decide how you should communicate. If there is a time you may choose a cheaper or slower method. If Sunday is holiday one can arrange communication in such a way that it reaches the receiver the first day of the week. Why hurry and disturb others?
- 3) **Cost-Benefit view**- The side consideration of time is a cost. At what cost you

want to communicate? What are the advantages you expect against these costs? In fact you must think in terms of cost benefit analysis as you decide to communicate. Once you form this habit of thinking in terms of cost/benefit, it becomes a part of your behavior and communication costs are reduced and yet maintain its effectiveness.

- 4) **Clear and Brief-** Another care you have to take in designing message. The message should be clear and brief. It saves on communication costs without damaging intentions in communication. Thus designing message is an art. Especially when you are conversing one cannot take care of being clear and brief without forming a habit. When you are in a group your communication tends to be loose and unchecked. Many business occasions are of group nature and one requires a lot of behavioral control. Your message must be clear from receiver's point view because he has to understand it. Most of the senders are self-centric while communicating and do not try to see that others understand it, totally forgetting the interest of the receiver. Ask the question how I will make understand the receiver my message?
- 5) **Action and feedback orientation** - The communication must result in anticipated action. The communication must prompt in the receiver of the message an action and we must know it has been taken. Action and its feedback are essential concomitants of communication. It means we must ensure that the communication is received, acted upon and the receiver sends a feedback pertaining to it. The communication cycle ends with action feedback.

'KNOWLEDGE' IN COMMUNICATION

Language:

The most powerful media of communication is words. From the very beginning of life we try to learn words as symbols of expressing all that we see, hear, sense, and then convert it into words. These words make a language and then we use language as a media most of the time. If we are weak in language our expressions are incomplete in terms of persuasion and understanding of the receiver. One of the important area of knowledge for communication is language. Cultivating language is important for communication. in order to overcome differences in languages and variety of expressions in public places

we are resorting to Pictures, emblems for common usage. The best example of this you would find in road signs which you learn while getting a driver's license. Similarly if one goes to international airports you will find everything is indicated by pictures so that nationals of different countries should understand it effortlessly. The red-cross indicates availability of health care. These are all picture symbols.

Technical know-how:

Technical knowledge involves selection of media tool, its use and maintenance. One must also understand its cost of purchase and maintenance cost. The type of maintenance it requires and how often. Further we must have its part list, service manual and other descriptive help material. We must know what care one has to take in its use while operating as well as while maintaining. Operator must have a minimum operational knowledge. Merely knowing how to make the best communication possible is not enough, we must be able to choose right media tool and operate. We must know limitations of tool to use it properly. For presentation slides we must know the minimum size of letters and distance up to which the projection can be legible for the audience. What type of projector you should use and how to operate while presenting. All these are technical requirements.

Human relations:

The sender and the receiver are both human and it is quality of human relations between the two that counts in communication. In any selling you first sell yourself and then your product. In communication, you are selling an idea, a thought, an emotion and as such one must feel like listening to you before they start listening. Thus cultivating as broad, open, transparent, empathetic personality adds to effectiveness of communication. The process of communication involves manners of expression which should create confidence in dealing with you. Communication becomes highly personal when the sender and the receiver both are human. When someone is expecting your communication and when you delay it, your quality of message get affected by the impressions created. Thus mere thoughts are not communicated but the emotions displayed with it. Technically people may learn to write well but may not support it with appropriate emotions. Thus the tone with which you convey a message also creates favorable or unfavorable impression. All this involves

understanding humans and establishing relations which will create a favorable mood at the receiver's end. One should never undermine the importance of being human in communication. Your personality is expressed through your communication.

SKILLS NEEDS IN COMMUNICATION

Listening :

If one wants to be a good communicator one must be a good listener. You cannot understand unappreciated a person or situation without being patient in listening. Listening involves concentrated attention on a message given by being in sender's shoes. In business we are so engrossed that we can misunderstand or misinterpret the message received and therefore, require to give undisturbed attention. The advantage of written communication is that you can read and re-read the same communication but in case of conversation there is no chance of giving second attention. You must listen carefully. Listening involves undivided attention keeping aside all disturbances. We will discuss more about this when we discuss about conversation and meetings.

Reading skills:

Even though it is possible to read and re-read, the business does not allow so much time so that we can refer the same thing quite often. The shortage of time also demands reading speed to do reading in as less time as possible. This increases need of grasping what is being read. This habit can come only by practicing. As listening is the next stage of hearing so understanding is the next stage of reading. In rapid reading courses effort is made to increase your eye span to more number of words at a time. One must also increase the time span of listening so as to form habit of listening for a long time.

Presentation and formatting skills:

Whatever you speak, write, show can become effective if its presentation is planned and formatted. This presentation will have to be crisp, short and effective. Though communication is natural one can make it presentable by forming habit of pre-thinking about what and how it is to be communicated. Thus it is necessary that presentation should become a habit. It means you have to practice the best you can give of whatever you have. When we design presentation we try to format it. One of the examples would be when we write

letters we format it with salutation, address and end with using words showing respect for relationship. There can be number of ways we format even telephone conversation. These are given in detail at appropriate places in this book but one must remember that formatting enables us to standardize communication and their by speed it up. If one knows package Microsoft Word one will come across a term “Wizard’ which shows preformatted methods that wise people (termed as Wizards) have developed for your use.

Speaking and Conversational skills:

Especially with foreign language medium opportunities for speaking come rarely and one has to collect people and see one practices speaking. Speaking speed can be transformed to writing speed to an extent and therefore, speaking is very important aspect of learning language. Remember the old saying reading makes man full, writing an exact and speaking a ready man.

VALUES’ SUPPORTING COMMUNICATION

When we use words, pictures, symbols we are not only conveying the meaning of these but also give these a tone which is supported by your personal values. If you are transparent your communicated will be drafted differently and if you are cunning it will be drafted differently. Thus your words are interpreted also as values and this may be because of your past impression the receiver carried for you. Though words have the same meaning the tone for it will be guided by values implicit in such words. If you see any word dictionary it will show you the various ways it is interpreted since different people used in different connotations. In business you do not sell your products or service but also your values. Thus person is read along with its communication. Similarly organizations are also read along with their communication. The principal values we look for are:

Trust:

Any organization and particularly business organization and individuals work on the basis of trust. Your communication will not be believed if there is no mutual trust that exists between communicating parties. The trust has to be cultivated over time and without values it cannot be established. The building blocks of trust are transparency and in time response. The communication alone does not create trust it is the actions that follow such communication that builds it up. A good communicator need not necessarily be a reliable communicator.

Empathy:

Self-interest is guiding factor in human motivation and human acts in his self-interest. The starting point of empathy knows what is in the interest of receiver of the communication. We must identify this interest and see that our communication satisfies his self-interest. We must also imagine the environment within which he is likely to receive message. We must anticipate the likely repercussions of our communication and be ready to face it now and subsequently. Though communication looks to be independent each time we undertake it has a long term effect and ability to create sustainable relationships. Empathy is putting ourselves in the position of receiver of communication and then thinks of his reaction and decides the presentation of our communication. In order to empathize we must send communication with attitude of service.

BEING PASSIONATE

One of the less talked aspects of communication is need of presenting it more passionately. Passions show expressions of emotions to support one's thoughts. The passion heightens the emphasis since the communication is done more forcefully. All communication requires a human touch of feelings, even when business communication is said to be rational than emotional. When you say "I am enclosing a message in duplicate and you can just put your remarks and send me back." you are trying to make your communication easy and treating the other side as busy and thus showing feelings of respect to the sender. You not only convey thoughts but also emotions. Lot of communication needs to be persuasive. Finding emotional balance with the receiver is a good communication. A manager in the company was for a long away from his place for undertaking a long term course. When he resumed his work, he sent a cable reply to a client against his communication. The action and its communication tone was so different that the receiver immediately sensed that concern manager is back and replied "Welcome to the seat, hope you have done well". There was no name in the cable yet the receiver perceived by the very tone that the sender is back from a long absence. This message has nothing to do with business but this was expression of business relations. You not only think of business but the relations behind as well.

FEATURES OF BUSINESS COMMUNICATION

So far we have talked about general communication but since now we are going to concentrate on business communication, we must identify its features so that we can tone our approach to communication for business. Some of the factors we have to note are:

- 1) **Purposeful**- Business communication is purposefully done and if one does not appreciate the purpose the communication will not be fruitful. One must understand the particular business and occasion to communicate.
- 2) **Direct and result oriented** -Most of the relations are business relations with whom we communicate and their interest is obvious. The communication is more direct and result oriented.
- 3) **Time and cost oriented** - Since business world is conscious of costs and therefore, time – both these factors need consideration in communication.
- 4) **Emotional flavor** -The emotional part is tempered by serving the business purpose.
- 5) **Decline in Presentation Orientation**-The initial communication weighs more in terms of mutual impression but soon it assumes a sense of routine and is more action oriented and result oriented than presentation oriented.
- 6) **Series of Communication**- Since business involves persuasion and negotiation, it does not end with one communication, it is series of communications.
- 7) **Interactive** -Since it is continuous it is interactive. A single communication is not enough to produce results.
- 8) **Human touch** - Business communication being formal, you must seek opportunities for emotional expression to develop relationship.
- 9) **Contractual and legal** - It is tempered by contractual relationship and legal environment and one must exercise caution in allowing its interpretation.

Friends, we have now started our journey towards learning business communication and we have reached the first mile stone. We just gave you an overview of business communication process. This should create many doubts in your mind. This will be cleared when we start thinking them in more elaborate terms evaluating each media and its use.

SUMMARY

Business serves its purpose through establishing a network of communication. Such a communication can take place through variety of media. Making a right choice of

media is important to communication. The use of tools for communication has made communicating technical knowledge oriented. One can increase effectiveness of communication by adding text, voice, pictures etc tool used will add to the cost. One must have clear objectives if one has to communicate. These objectives may include to be purposeful, to decide time frame, thinking of cost versus benefits and having clear and brief message designed for understanding of the receiver. Communication needs language, technical know-how and human relations knowledge as a base. At the same time it demands skills in listening, reading presentation and speaking. Business communication is always purposeful and aiming for results. It is continuous and done in series and therefore, interactive. The time and cost frame of business is more rigid.

KEYWORDS

- **Business** – Exchange of goods and services for value
- **Contractual** – Communication by agreement between the parties and affected by law.
- **Empathy** – Showing concern of how addressee of communication will understand by trying to be in his position.
- **Media** – Used as a medium such as words, voice, pictures etc.
- **Network** – direct and indirect weaving of relationships such as fishermen's net
- **Presentation** – Design to increase understanding of receiver for delivery at the final stage
- **Time frame** – As if time has been framed with beginning and end.
- **Wizard** – A term used by Microsoft to indicate a readymade format developed by wise men.

UNIT 2 PREPARING FOR COMMUNICATION

Structure

Introduction: Towards business network

Developing language

Developing human relations

Humans as individuals

Technical know-how

Presentation Skills

Designing Message Format

'Values' in Communication

Summary

Keywords

INTRODUCTION: TOWARDS BUSINESS NETWORK

We have so far understood the broad nature of communication. From what one has read it, is obvious that we have to prepare for it on many fronts. Communication is heart of your becoming a part of social influence and leadership. You are more understood by your communication than by other's observation. The occasions for communication are more than personal observation. The distance is a factor that prohibits observation and person to person meet. One has to take good care of how we communicate so that we can form favorable impression and establish a goodwill which is the basis of success in living in social milieu. Let us start in right earnest to prepare ourselves for communication. Business depends on communication network and you must be able to play your role in this network.

DEVELOPING LANGUAGE

The most sought after, that we use in the language, are 'words'. We cannot communicate without words. Any expression of thought or idea requires assistance of words. Thus it is obvious that if we cannot use right word to convey right thought, we will fail in communication. The words, if one has to convey a meaning, must be converted to sentences and it is several sentences that give shape to total expression. This is what we describe as a language. The association of words with objects and meaning starts as a media of communication from the very birth. The language which the family members speak becomes our

first acquaintance and this is what we loosely term as 'Mother tongue'. Unfortunately, since business is social endeavor we have to adopt a common language so that we can communicate with people of different mother tongue. Historically this role is played by some language. Thus the mother tongue and language of business need not be the same. It will depend on areas adopting one of the languages as language of business. Due to historical coincidence it has now happened that we have accepted English as a language of business. It may not be mother tongue of many of us and yet we try to adopt it in the social interest of business. We will see what we can do to develop our language:

- a) **Socialize in language group** -Since chances are communication language will be foreign to you, you must make special efforts to create an environment around you in that language. This is one of the best ways to increase familiarity with the language. One of the ways is to formulate or join a circle speaking that language and try to speak in that language to all of them. This should not cost you much. The other way of increasing your social coming together is becoming part of various associations and clubs operating in your area. This not only makes you to speak, but also makes you confident of speaking and gives opportunity to use communication.
- b) **Take coaching** -If one can get a coaching facility it would help you to be regularly devoting time for a particular language and get guidance about your problems in a particular language. One can get graded courses through media of audio-video disks, on TV and on internet. In later cases one can do such courses seating at home.
- c) **Increase reading** -One of the ways to increase your reading. Reading has two fold advantages; it teaches you language, construction of sentences and gives you knowledge imbibed in the reading. The reading can increase both your language and subject knowledge. If you are learning business communication and start reading material pertaining to business such as business reports in particular language you will develop both sense of business and business language. There are many journals devoted to business news and writings
- d) **Go on writing** - Writing skills in language can only be developed through practicing writing. Some practical exercises will be given at the end of each chapter and you try to prepare your replies for this exercise.
- e) **Active speaking** -The speaking skills can be increased by deliberately making

efforts to speak in a particular language as has been said in 'a' above.

- f) Increase knowledge of business language** -Even when it is a mother tongue, it is experienced that one lacks capacity to use it for purpose communication such as business. The language used in dedicated language to a purpose differs than what we normally speak. Thus your own mother tongue does need purposeful efforts to convert it to dedicated use such as business.

DEVELOPING HUMAN RELATIONS

If one does not develop human relations despite learning language one will find it difficult to use it in day-to-day transactions. Since both the sender and receiver are human beings, understanding human being as such is essential to develop rapport for communication. In order to understand human being we have to understand him as an individual as well as in context of group behavior. The following considerations may guide our relations on an individual basis.

HUMANS AS INDIVIDUALS

- a) Treat as individuals** -Two persons are not alike, even though both of them can qualify to be human. Their degree of spontaneity, value system, perception and interpretation about situation and humans will vary so much that we have to perceive them as individuals and establish interactive relations. Recently one company offered a Sim Card which is used for mobile free to some customers. This was reacted differently viz. some commented now a days we get Sim card free with mobile, some said the cost of sim card is very less compared to mobile, they should have given free mobile instead, others said this is just a gimmick to sale mobile, some said keep it may be useful someday. Thus it is presumed that human likes anything free but in practice you find it does not give satisfaction. Whatever you communicate can be interpreted differently. The first lesson in human relations is humans are to be treated as individuals and different from each other.
- b) Respect all-** In order to know a person one has to remain very submissive whatever may be his position. The best way to start human relations is to accept 'slavery' of others till such one is well acquainted one will be submissive. The chances of misjudging a person will reduce to that extent. Respect individual as humans irrespective of their power and position. Everyone plays a role and we should respect role whether he be a

sentry at the gate or the boss in the cabin.

- c) **Keep watching distances** -Keep a respectable distance with any individual to get a chance to objectively observe him. When you go very near you lose objectivity. The person becomes more important than a purpose. More than friendship business values alliances. Keeping equidistance and respect for a human is what one needs.
- d) **Create trust** -Any communication must produce a trust. Trust has to be cultivated. Being honest, sincere, and quick in response and keeping your words are some of the approaches to win trust. If you walk what you talk people know what you are. Unless one creates favorable personal impression the communication made by the person will not be taken seriously.
- e) **Serve self-interest of others** - In communication identify the self interest of all those who are participating and then see how yours and theirs self-interest can be fruitfully utilized. Humans act in their self-interest. And your communication should serve it the best.
- f) **Have self-control**- One can only control oneself and not the others so easily. If you control your thoughts and emotions, you can approach to any communication with quiet mind and make a judgment of situation in unbiased manner. More you express yourselves selectively more you will get response from others.
- g) **Develop empathy** -One of the qualities you develop is feeling empathy about others. Communication is not made for you it is made for those to whom you communicate. Starting point of empathy is to give importance to others and think about them. Once you start thinking about them. Think of their self-interest and then of the situation in which they will receive the communication. Once you start analyzing in this perspective you will start appreciating other's position and will become empathetic about others.

Human in a Group

- a) **Human is different in a group** -One must understand human in a group and as an individual behaves differently. He is as well working as a team member and then to that extent, the group dominates his individual interest. He may not be as transparent as he is as an individual. He is obsessed by feelings what team mates think of him and changes his stance accordingly. He may agree with the majority even though he may not consider it wise as an individual. He

is under pressure of a team and in most of cases he is either a follower or leader –but hardly equal. The same people whom you thought to be good perhaps look very much different in a group. There his role as a follower or a leader is

important than as an individual. When you communicate with an individual, you can safely assume that he will be different in a group.

- b) Communication with individual or group** -If you want to communicate with a group you must decide about group average and then start communicating. As an individual they might be strong advocates of a particular view point but generally they mellow down in a group and take a line of least resistance. When you are talking to an individual belonging to an organization, you must keep all the time in mind that your communication is for a group. You be certain, whether you are speaking to an individual or a group; and expect it to be followed by individual or group.
- c) Think of grape vine-** One must see what weight an individual carries in a group. It is his level of acceptance in the group that will decide his role in a group. In all probabilities your communication to an individual in a group is really a password to make group aware. The grape vine works very strongly in a group situation. Most of the people are in reactionary mode and hardly think of long term future and that which interests them in short term is more acceptable. Most of the wise communicator keep away group members from long term thinking and go on disclosing it from time to time.
- d) Steps towards leadership** -It is said if you want to establish leadership in communication, one has to go through states of slavery, paternalism (fatherly relations) –trust and diplomacy. Diplomacy is respecting others and winning them. First people are suspicious about you and therefore, you must be slave and do something for them, then they start looking at you as a child and do not mind giving some work keeping supervision with them (Paternalistic attitude), then they trust in you but then there can be number of trusted people and one has to find a way to establish you as a leader amongst them through respecting others right to become leaders. This is type of diplomacy which one needs to be a leader.
- e) Negotiate** -In a group communication one has to compromise on the results and expect a reasonable level of achievement and not everything as per your

plan. You require negotiating attitude in a group and negotiations are always give and take.

- f) **Avoid divide and rule policy** -Try not to divide group and rule. Administratively it may pay for some time but the chances are you will be ruining the cause of business itself. Business cannot be divided according to followers' interest.
- g) **Communicate with all group members at a time** - If you want to communicate with a group take the earliest opportunity to communicate with the group than individuals comprising it. Establish a direct contact since indirect contact does not spread the words in the spirit with which they are spoken. It is then better to use print media and circulate your thoughts.

TECHNICAL KNOW-HOW

I am using word technical-how since the communication has become technique for various reasons and one must understand this to communicate better and effectively. The numbers of consideration are to be thought over in communication.

- a) **Tools** - The tools which we use for communication are technical though these seem to be user friendly. Their feature viz. user friendly make us to think that they are easy to handle and do not require any technical knowhow. This is partially true. Operating computers is friendly but let there be a virus or some failure you will find your job stuck up for some time. Some basic knowledge about technical tools in terms of Manuals, Users handbook, do it yourself tips, service contract, guarantee or warrantee period, possible repairers, part list etc. is minimum you must have ready. Especially one must be able to do a minimum maintenance needed. In a dusty environment covering of computers in any office, when not in use, is more important than air-conditioning. How many computers you find covered in offices? How often we do disk scanning? Or disk fragmentation? Do the operators even know these terms? Thus basic technical knowledge is required to keep communication free from failures.
- b) **Time/Cost considerations** -Use of each technical tool involves cost and time – two important points of consideration. The cost involved is capital as well as maintenance cost. One must at the least know whether copying will pay or printing will pay? The cost and time as applied to work must be known to a communicator.

- c) **Do it yourself** -We must have minimum operational knowledge of tools so that one can do use it oneself. I still remember a case in a Consulting firm, where reports is the important production activity, except the office boy no one was knowing how to use copying machine and adjust copy size. Your communication is waiting for an office boy? Is it worth?
- d) **Obtaining best results** -One at least must know what a particular tool is capable of and how best we can take advantage of it. When we should do E-Mail or alternatively phone? What is the best way in a particular situation? The communicator has to decide it and not an operator.
- e) **Enable obtaining users' advice** -The real user should be able to advice if new version is to be purchased or any tool is to be updated. Office type users are not found giving such an advice. The main reason being they do not consider them technically qualified tool users. I have been called by a much known Institution to personally visit and then I found that they could have told me on phone and both of use would have saves on time and cost.
- f) **Promote self-use** -If tools to be used for communication are user friendly, it is better that user operate it and then a specialist operator.
- g) **Understand technical limits** - We must know the limit of handling of any tool in terms of work load and time so that equipment can last for a longer period.
- h) **Use of standardization** -For each communication we must design a format that can be regularly used so that some standardization can be brought to work system and which will also reduce specialized knowledge. E.g. if we want to write letters then we must have some format of writing it.

We have referred to many of these in this book while using a particular type of communication tool.

PRESENTATION SKILLS.

These skills will differ according to the tools being used and demands of situation. However, we will discuss them against type of equipment and situation later on but we will attempt here to make some broad conclusions on presentation which will be useful almost across tools and situations.

DESIGNING MESSAGE FORMAT

The best way would be to ask the following questions and then decide whether a particular communication requires a distinct formatting.

- a) **Minimum facts needed** -What are the minimum facts each of your

communication should comprise such as Name, address, location, telephone numbers, E-Mail , Web page, Logo etc. and can we put in design format and use it for repetitive purposes such as letterheads, envelopes, any presentation material etc.

- b) **Use of colors** -Can you enhance its distinct identity by using particular color or tone?
- c) **Design fill in/tick forms** -Do you think particular type of application of communication is quite frequent then can you prepare fill in, tick mark type of letter needing less time and effort to communicate?
- d) **Make Multi copies** -Can you make multi copies and distribute so as to cut short processing time?
- e) **Be to the point** - Is message brief and to the point?
- f) **Provide for feedback** -Can you provide for a reply so that the feedback would be easy?
e.g. E-mail provides for a reply.
- g) **Ease at receiving end** -How it will be easy to handle at receiving end?
- h) **Suitability of media tool** -Is this suitable with what tools and communication methods?
- i) **Denote desired actions** - Can it clearly draw attention to actions desired?
- j) **Understanding of receiver** – Has it be written from receiver's angle?

These questions are indicative of format needed. We will discuss against each type of communication afterwards.

Designing contents of Message

Some of the general rules to be observed would be –

- a) **Address** - See addressee is reachable on the address given.
- b) **Language** -Use simple language and short sentences
- c) **Respect position** -Respect the position and role relations while addressing
- d) **Avoid personal approach** -Use personal only when it is essential otherwise make impersonal approach.
- e) **Subject** - Give clear **reference** and subject about which you are communicating. Go on direct to the subject
- f) **Support** - Say what you want to say in support of the subject.
- g) **End** - End with what you expect in terms of action at the other end.
Suggest time frame for action on both the sides
- h) **Keep response information ready** - Keep possible information for reactions you are expecting and decide the time limit of contacting again the addressee. Though each communication is thought as

independent one should be prepared for a series of communications since it generally takes more than one communication to arrive at some useful conclusion.

'VALUES' IN COMMUNICATION

Both sender and receiver perceive your behavioral values through communication. The values are perceived in terms of character and culture. The culture refers to the values that have been stabilized in you and which becomes your general guide for behavior. The character is outwardly expression of these values. Values is what you think good or bad, correct or incorrect and virtue and vice. These become part of culture when you behave according to your values. Individuals have culture so also group of people have group culture or if it is organized, organization culture. Most of your communication comes out of values which are molded by your learning and experiences. Thus contribution of your parents, teachers, mentors, leaders is more since one gets opportunity to hear from them and then react to it. Culture will decide your expression in communication. The more important is it makes decision making easier since your reactions would always come out of your culture. It is popularly said water seeks its own level. It means you collect people of your tendency. This happens because people generally find people of their level and liking. Thus your success in social life, which depends on communication, makes number of differences in your influence over others. Some of the values which we try to cultivate are:

- a) **Be empathetic** - Receiver is the most important person in communication and we must frame our approach so that he understands and interpret the same way our communication as intended by us. Empathy is heart of communication.
- b) **Be open** -We must be open in approach and in the spirit of truth. The biggest single advantage is receiver trusts you and likes to communicate with you.
- c) **Meet deadlines** - Act in time. This is one thing people can easily notice. Give at least indication why you are getting delayed and when you promise to complete.
- d) **Be regular and punctual** -Other value which is easily noticed is regularity and punctuality. Your absence in the first instance is taken as wrongful act and interpreted as less interest in the job which you have undertaken. Many times people feel communication is art of deceiving and putting a bloated picture about you and your intentions. You cannot sustain this impression for long until

you are really so.

- e) **Love task and people** -Love task and people and you will appear to be sincere and honest without making special efforts.

SUMMARY

Through communication we have to form favorable impression and therefore need preparing for it. The first priority is to develop language. Some of the ways of developing language are socialize with language speaking group, take coaching, reading, go on writing etc. Merely knowing language does not take you to communication but one must use it for building human network for which you must understand human behavior as individual and in groups. In groups the is guided by group interest and shows different behavior. It is now also necessary to understand technical knowledge involved in media tools, its limitations and capacity to give results. Your designing of message is also important. It is must be borne in mind that messages are meant for presentation. Your communication not only communicates your message but your values and culture. Be empathetic, be open, time conscious, regular and punctual. The preparation does not start with a message but building yourself as value communicator.

KEYWORDS

- **Grapevine** – The grapevine spreads on its own, not knowing where is the beginning so also human informal communication grows and one does not know where it begins. The grape vine denotes informal communication.

UNIT 3 TOWARDS EFFECTIVE COMMUNICATION CYCLE

Structure

Introduction- Towards effective communication cycle

The components of Communication Cycle

The Sender

The Message

Choosing Media

Encoding Message

Transmission

Disturbances and barriers

Decoding at Receiver's end

Receiver

Evaluation and Feedback Message

Again with the Sender

Communication Cycles

Summary

Keywords

INTRODUCTION- TOWARDS EFFECTIVE COMMUNICATION CYCLE

We have seen communication is essential for any social activity. No social activity is possible without communication. Man can rarely stay away from society and therefore, from communication. For organized activity communication also needs organized efforts so that it is effective in producing results. We have also seen some preparation in communication starts from the very person who is communicating. It is his personality that is reflected in communication and people can understand his personality by the way he communicates. The real need for communication begins with having thoughts, emotions to express which depends upon the knowledge and the concern created by that knowledge. If there is no intention to communicate, one can hardly do it effectively. Thus knowledge, skills and values need to be cultivated. Thus human qualities reflect in communication. In addition, having ready mind to communicate, one must understand the media of communication so as to transform the intention into communication. We have dealt with the preparation to be done for communication. Now we will spend some time in understanding how we can make Communication Cycle more effective.

THE COMPONENTS OF COMMUNICATION CYCLE

The communication cycle begins with the sender and ends with the sender. The sender has to send some sort of message to the receiver. He has to first choose the media to communicate and send his message. It is only then he can decide what sort of message to be sent to the receiver. Once he has prepared a message it is transmitted to the receiver. When he has made a choice of media, then he has to encode it for the form of media he uses and then has to choose a method of transmission for a message. We may decide to mail through Post. Then transmission agency is Post. It is through transmission that message reaches the receiver. If the message has reached without any loss in transmission then receiver has received the message free of disturbance. If it does not, there is disturbance, barrier or noise in a system and then we have to start a cycle again. If it is decoded by the receiver in the same way as it was sent the transmission is successful. In return the sender expects a confirmation that the message is received and action if any is taken –which is described as feedback which is transmitted to the sender. We say communication cycle is complete at this stage. The cycles can be many in case it is interactive or comprising series of messages. Thus in a communication cycle Sender –Message –Media –Noise-Encoding –Transmission –Decoding by Receiver –Confirmation – Message - Feedback –Encoding - Transmission –Noise- Decoding by original sender- all these steps makes a cycle. In a telephone conversation we, with every interaction, are completing one cycle and then the second etc. but we do not notice it because the tool is so facile that one cannot analyze these steps without making purposeful efforts. But the cycle do exists with all its components. The care that one has to take in each cycle and at each component stage of cycle will overall improve our communicability and hence this analysis. We will highlight each component stage and its features so that communicator can take precautions at each of these stages and make successful communication.

THE SENDER

More the improvements in terms of knowledge, skills and values and its reflection in the message; more will be the chance of communication being successful. After all message can be improved but the change in sender's knowledge, skills and values is a long drawn affair. At least if the sender can understand importance of relation of his personality to communication in competitive times, the Sender will try to improve on these counts. The sender makes a choice of media, message, encoding and transmission and therefore, its tone, cost and speed. If he exercises good caution on these aspects his communication would be produced and encoded properly and sent with due response to situation in time and at optimal cost possible. The sender has to see that it is forceful enough so that the receiver will understand its rationality with fervor. In fact with every message the sender is taking emotional leadership of the

thoughts he is conveying. He should have the best possible relations with all those to whom he communicates.

THE MESSAGE

Each message must have an objective as to why it is being sent. The non-objective messages have no place in business communication. No one has either the inclination to waste his time or efforts and therefore, businessman does not appreciate a message without an objective. The message should have an objective to at least get confirmation of its receipt confirmed or action feedback, that too, within a given time frame. The sender has to ensure this in his message. Since some of the aspects of message are media dependent this is elaborated when we are practicing communication in Part II of this book. However, the general qualities of message hold good in all media. For example a message should be as brief as possible and should be restricted to only action expected at that stage. For example if one feels accepting a product technically is more necessary than the commercial terms, we should only speak of technical features and try to convince on these. If one has been dealing with our products and knows its technical specifications, it is preferable we start speaking about commercial terms. Thus messages are to be compartmentalized or done in succession so that we establish interactive communication. Moreover it must have indiscrete human touch so that it is emotionally appealing. It should be crisp i.e. to the point and yet worth reading. It must be drafted for a response for a predetermined time frame. The message should be empathetic respecting the receiver's frame of mind. It must be addressed in terms of what you think but in terms of your receiver likely to think in terms of response to your communication. In short your message should be planed in terms of reaction of receiving, be objective, be in time frame, expecting a definite action, showing emotional concern for the receiver.

CHOOSING MEDIA

One must know media available while communicating. If you feel it should be transmitted in real time then phone, fax or E-Mail can do this. By real time we mean when you are sending the message it should be available almost at the same time so as to catch time. Thus we are looking

for a time frame within which communication must be complete. This will also entail a cost of using a media tool and therefore, cost also should be worked out. One has also to decide in which form it should reach e.g. you want to communicate message in picture form (Such as in case of legal document) it is better to fax it or do a scanning and send through E-Mail. It depends upon how fare scanning is effective. One has to see whether the reaching time of

communication is convenient. But if no written message is involved then telephoning would be convenient. Sometimes sending a communication by mail and confirming so on telephone is wiser. Since number of message related problems would be involved we have shown later on each media and the process to be followed and likely pros and cons. However, we have to consider the likely disturbances and noises in the system and thus assume a degree of quality of transmission of communication. Thus choosing media would depend upon availability, need of the situation, time frame and cost you are looking for, the type of communication message and possible barriers, interference that we may face in communicating.

ENCODING MESSAGE

Any message goes through a medium of words, sounds, pictures, signs etc., and thus is to be expressed in such media. To put any message in desired media is act of encoding. Even the language used is encoding. The most important consideration in encoding is to avoid loss before it is due for decoding and at the time of decoding proper. The coding used must be decoded in terms of sender's inherent intentions. It must reach at the receivers end without any disturbance and be capable of decoding at receiver's end. That particular media tool must be available at his end. The tool must be in working order. If you find there is no electricity at the receiver's end, you may try a telephone but not E-Mail. Encoding involves both knowledge of encoding and decoding. Thus it becomes somewhat technical job when you encode a message. You may find certain software is essential at the receiving end to decode your message than that software must be available at the other end.

TRANSMISSION

The transmission is really an act of passing a message to receiver's hands. Thus the action of transmission can be automatic as in E-Mail, provided you have right equipment and procedure or physical via courier, post, compact disk etc. Transmission may involve transportation, service agency and dependence on human. Thus at the transmission stage one may experience barriers, disturbances or noise which may spoil delivery of message. We have mentioned barriers at each media description. Formerly it was called noise because most the communication was through voice over telephones and this media has a problem of noise. But now it has to be learned in terms of limitations or barriers of communication.

DISTURBANCES AND BARRIERS

Reducing disturbances and removing barriers is a job one has to do during transmission. When the faults are beyond humans to repair they have to retry at different occasions perhaps complain to media organizers or use some other media. Thus these factors involve actions and

hence we consider these aspects. In barriers most of the barriers are through human handling and one has to try to change human handling. The poor listener would be a bigger barrier and can be only changed with repetitive persuasions. Certain faults can be removed if these are in your own system. Good technical know how can reduce technical faults and barriers arising out of it. The problem with most of the communicators is that they show less inclination in having some basic technical knowhow.

DECODING AT RECEIVER'S END

If transmission is successful and received undisturbed your communication is in the hands of the receiver and now his need is first to decode the message and understand it. Decode needs understanding a coded language used in a message. If these are in words understanding the words of particular language is essential. In a written communication one will have to understand script, words and its meaning. In a business world time weighs on the receiver and he may not try to do it immediately and may sometimes fail to give undivided attention while reading. He requires both reading and listening skills. More such skills quicker he will follow the gist of what sender is saying. This is human barrier. There is no reason if this barrier does not exist why he should not decode it properly. But if his technical knowledge is lacking he may wait till a concerned person comes. He will not know that E-Mail has been received till he opens computer for this purpose. One receives lot of messages and one has to decide priority and finish its reading in time. One of the barriers is not developed capacity of reading and deciding priorities. In the past codes like Bentleys were used to cut short the message and use code for this but now it is rarely done. The idea was also to keep message secret. But now coding means using appropriate language that receiver will be able to understand. Coding of message is really put it in understandable language.

RECEIVER

First simple job is to acknowledge communication. But one does not like to acknowledge till he is prepared to reply it. Moreover, it becomes another message and all considerations so far described become applicable. So generally instead of merely acknowledging receiver tries to respond in terms of some actions. This consume some time. He has to give some feedback and therefore, starts working on feedback. Feedback is essential in business for both the parties to the transaction.

EVALUATION AND FEEDBACK MESSAGE

Instead of just calling it a feedback I have called it a feedback message just to make you aware of the fact that feedback itself becomes a message. Now receiver takes a role of sender and

goes through the stages of designing message, choosing media, encoding, transmission etc. The same steps apply to feedback message as these apply to business message since this is also part of business communication. More cycles more the possibility of results in terms of business since it indicates sustained interest of both the parties.

AGAIN WITH THE SENDER

Now the feedback has come from the receiver and the same process as decoder and then understanding of it takes place and now sender may have to again communicate or stop communicating since no action is involved. Thus from sender back to sender is a communication cycle. The cycle involves two message original and feedback which till the purpose of business is served will continue in cycles.

COMMUNICATION CYCLES

When we speak of communication cycles, we emphasize the following:

- 1) Completion of cycle is needed in communication. Otherwise there would not be communication outcome.
- 2) Complete action orientation takes number of communication cycles.
- 3) In order to have number of communication cycles with the same party one has to maintain relations which involve human and business relations.
- 4) Since communication is being done with number of persons or parties at a time one
- 5) Must be able to manage jungle of communication- which we have termed as communication network.
- 6) Business cannot shun away from communication.
- 7) Communication has both sociological (in terms of relation) and psychological (in terms of feelings) effects.
- 8) When one is doing communication Communicator may feel uneasy but when he receives response he feels encouraged. Thus communication affects emotions and moods.
- 9) Communication is not done only for information but also aiming at toning emotions and moods.
- 10) Communication requires knowledge, skills and values.

SUMMARY

One must understand communication cycle to make communication effective. Each of the cycle has the ingredients such as sender, objective, media, message, encoding, transmission, decoding by receiver, understanding and then the feedback message in the same way. Each of these stages are important and should work with integrity and no disturbance. Sender should

make message persuasive by adding fervor. The message be sent by keeping reader in view and the likely mood in which he may receive it. The media for message should be chosen on the basis of its availability, meet situational needs, time needed for achieving communication objective, cost involved and likely disturbances in transmission.

KEYWORDS

- **Cycle** – A circular motion-meeting end to end.
- **Coding** – Preparing in form required by media
- **Encoding** – Act of converting to code
- **Decoding** – Putting back coding to understandable language
- **Real time** – at the same time (without loss of time)
- **Transmission** – process of passing a message from one party to another.

UNIT 4 TYPICAL BUSINESS COMMUNICATION AREAS

Structure

Introduction – Towards defining business communication areas
Marketing oriented communication
Supplier oriented communication:
Reception
Office communication
Meetings
Public Relations
Industrial Relations
Communication arising out of events
Communication with service providers
Communications need of Shareholders
Communication with Public Agencies
Need for understanding Business Communication
Summary
Keywords

INTRODUCTION – TOWARDS DEFINING BUSINESS COMMUNICATION AREAS

When we learned business cycle we have taken a look at what business consists but did not speak about the type of communication one encounters in terms of business needs and media that can be used for communication. We will now see in which areas need for communication is felt and in the next chapter we will study media used in such typical areas. The areas that give rise to communication occasions are very typical in business. Large percent of business communication is done in typical areas of business. The communication media may vary in these areas but the emphasis of communication and its objectives remain more or less in the same area. The role each of these areas, if one can appreciate one will be ready to take a total view of business communication of a standardized nature. This may cover more than 80 per cent of typical business areas. . The one which can be classified by objectives within overall objectives of business have been used as a criteria and not necessarily functions.

MARKETING ORIENTED COMMUNICATION

This is one of the most important area in business communication. The life of business depends upon Customers and most of the marketing activity is woven around the customer. The objective here is to inform the customer about availability of product and services and then persuading customers to buy. Once the goods and services have been purchased the complaints about product or service, its maintenance and overall satisfaction and then new purchases becomes the objective. Thus all our communication efforts are guided towards this. The communication at this stage is customer relations centric and we should be keen to be all out for customer satisfaction. The whole communication should be carried with this objective and we must adopt certain basic rules for maintaining this communication. The salient features of such

communication are :

- a) **Primarily product and service orientation** - This means we must have good presentation of our product or service capabilities. The supporting information mostly comes from technical personnel.
- b) **Competitive Information** - It must be prepared keeping eye on competitive products and services available in the market. Thus competitive information of strategic nature can support such communication.
- c) **Commercial knowledge** - There must be sufficient knowledge pertaining to prices and commercial terms so that we can speak of actual sales.
- d) **Legal knowledge** -Some legal knowledge about sale of goods act, customer protection laws etc. is essential to keep us within the frame work of contractual and legal responsibilities.
- e) **Publicity orientation** - It must have advertisement and publicity orientation to give communication persuasive look.
- f) **Media knowledge** - A good knowledge of media that can be used is also essential for effective customer communication.
- g) **Know customer profile** - It must be supported by some customer profile study to address effectively any of our customer related efforts.
- h) **Know self interest of intermediaries** -The marketing efforts are done through distribution agency and sales force engaged. The understanding of this structure in terms of their self interest is essential to communicate properly with the customers.
- i) **Know logistics and culture** -It also study geography and history of market area and have a good sense of logistics involved. One must understand cultural make up of the market area.

Thus it will be seen that this area calls for study before undertaking actual communication.

SUPPLIER ORIENTED COMMUNICATION

Supplier oriented communication is more technical and commercial oriented. More of this is in the nature of follow up and complaints about delivery and price. Much of this communication can be standardized. The communication is word based and routine follow up can be chosen and thus media selection is not a serious problem. No persuasive communication is generally required.

RECEPTION

What happens at the reception is very important from communication point of view. It is the first contact and the impression about the organization is dependent on this contact. The reception involves the impressions about the total facilities to receive people and then its ability to communicate within organization through telephone links, the information available and the response the reception gets to its own queries from inside organization. If one can prepare for frequently asked questions it is still easier. Basic knowledge about what business we are, whose who and ability to be attentive to walk in or phone in customers goes a long way in communication. It also depends on how one presents in terms of human

communication. Lot of patience is called for in this communication since reception is generally at the receiving end. Moreover, the ability to handle exception queries is limited and therefore, person seating at reception must be experienced about organization, its systems and procedures. Good telephone manners or handling E-Mail may be necessary.

OFFICE COMMUNICATION

Office communication is largely written communication. Popularly it is known as correspondence. Most of it is written and can be standardized. We can also call this organization communication. It covers hierarchical communication mostly flowing from top to bottom. Since communication participants know each other and taken for granted it is more administrative and information oriented and many times on person to person or person to group basis. Thus orders, memos, notices and circulars are found to be used in communication. These are plain, simple and direct.. Since such communication is more based on rules and regulations it requires more knowledge of systems and procedures. Thus any one handling this communication must be aware of policy, decisions taken and procedures to be followed. The whole administrative communication is guided by frame work of rules and regulations.

Most of the upward communication deals with reporting, feedback, suggestions and grievances.

MEETINGS

The reason for making a special mention of this aspect of communication is that there are number of official groups operating in an organization which extensively use meeting technique for group activity. Even the board of directors use meeting as a technique of communication. We will talk about this technique used later on. Weekly meetings, quality circle meetings, departmental meetings, project meetings and topical meetings are part of organizational life. Anywhere meetings are encouraged where group decisions are involved or information is to be distributed. Apparently meeting as a good media is largely misused in actual practice for various reasons. We will talk about communication through meetings especially in view of its importance.

PUBLIC RELATIONS

One of the important aspects of business is to keep in constant touch with environment factors affecting business and try to create favorable impression about the organization. This involves number of communication needs. There can be number of publicity measures and with each type of measure communication media will differ. However, community work, events sponsoring, events organizing, newspaper publicity, exhibitions are some of the ways organizations try to maintain their public relations. All these activities are communicative about organization and its achievements. Here the mention must be made of World Wide Web, the network facility which an organization can use for public relations. In future hoisting additions and chances to web page and its adequate publicity will be essential. It can be made interactive and some functions can be transferred to web page such as booking orders. We shall speak of this media separately.

INDUSTRIAL RELATIONS

This is one of the sensitive communication area which is concerned with its employees and their families. Here there is a possibility of lot of informal relations. To keep employees abreast of company news and achievements is essential on a regular basis. This communication must be at regular intervals and go on keeping employees informed about its activities and intentions.

Many have house journals organized towards this end. These relations also are surrounded by legal and union level formalities and have to be undertaken with care.

COMMUNICATION ARISING OUT OF EVENTS

Number of events take place in organization's life such as foundation day, visits of celebrities, external audit, industry association meetings etc. all of which requires lot of communication from inviting Chief Guest to inviting participants, prepare their list, and note down addresses and arranging contractual services. Generally, for such purpose ad hoc groups are created and given a communication responsibility. Some of this may be outsourced.

COMMUNICATION WITH SERVICE PROVIDERS

These are bankers, consultants and advisors etc. who ultimately are related to increase the efficiency of an organization. Once the initial services are contracted for rest of the communication becomes routine. One can establish a sort of partnership in nature of alliances. Their communications directly affect the well being of the business, since most of this communication is in form of reports and feedback compliance.

COMMUNICATIONS NEED OF SHAREHOLDERS

In companies having a shareholder base this is a class of stake-holders who need meticulous communication. One part of their communication consists of various steps involved in registration and transfer of shares. Quite a lot of this communication can be called procedural. But to keep the shareholders updated on its current state in terms of performance is a job by itself. Holding audit, statutory meetings, presenting statutory reports provide number of communication needs including that with the Stock Exchanges. Lot of statistical data and information has to be fed.

COMMUNICATION WITH PUBLIC AGENCIES

Very few people think of the pressure of communicating with Public Agencies. The organization has to act in a frame work of so many laws that communication in terms of return submitted to Government becomes a sizeable part of communication. Just a reference to few laws as Company law, Customer Protection Act, Factory Act and other labor related Acts , Income Tax Act, Turnover Tax, Excise is enough to show how much relations with Government creates need for communication. Legal knowledge becomes an important consideration in dealing with the Government.

NEED FOR UNDERSTANDING BUSINESS COMMUNICATION

The business communication thus covers wide areas of activities and the impression that it is unified may prove to be wrong. The needs of business are as varied as individuals and we must take into account the entire range of business communication needs. The observations about business can be summarized as

1. **Variety**- Though labeled broadly as business communication, it comprises variety of needs in terms of message, media, knowledge and expressions.
2. **Largely rational** - The business communication is largely based on rational and rarely emotional.
3. **Procedural** – In practice much of business communication is procedural and therefore can be standardized by using formats. This can bring ease and speed to business communication
4. **Number of communicator** – Generally business consists of group and therefore, there is more communicator than one. To avoid inconsistencies between different communication policy decisions and standardization is encouraged. It would be preferable the person who takes the responsibility for action should be a communicator.
5. **Competitive considerations** – Even in communication business is guided by competitive considerations. Adequate competitive information needs to be made available to communicator.
6. **Levels and positions** – Communication styles should change with levels and positions. The chances are at the higher level more personal style is used in communication. Once you begin relations your communication one should adequately mix relations.

SUMMARY

One must understand areas in business needing communication. The marketing area occupies a big portion of such a communication. Rest of communication largely belongs to communication with suppliers, reception, office, meetings, public relations, industrial relations, events based communication, service providers and public agencies. We must appreciate in terms of variety, need for rationality, procedural, number of communicators, competitive considerations and respecting levels and positions.

KEYWORDS

- **Service providers** – Business requires services like marketing agencies, advertising services, janitor services, canteen services etc. Those who provide these services are service providers.

UNIT 5 THE MEDIA JUNGLE

Structure

Introduction – Media Mix

The Words and Text

The voice communication- Eye to Eye

Voice Communication – with Distance

Written communication- One-to-one

Written communication – One-to-many

Communicating through pictures – One to One and One-to-Many

Silent Communication

Multi Media Communications

Summary

Keywords

Typing Media Combinations

INTRODUCTION – MEDIA MIX

Why we are calling it a jungle? Its rational classification is difficult. In modern tools when media are crossing borders and can be usefully combined. I may call someone to discuss and show during discussions some video film to make it more effective or I may talk on telephone and then make a voice mail without the second party being present. The text, words, pictures, voice everything is coming together and the real choice of media has become more dependent on technical tools which can be used with ease in reasonable cost and time frame. So the permutations and combinations will change to present a message. Thus speaking of media is like moving in a jungle of your own making. What we intend to present here some major media available for communication. We will have to mix these media to create effective communication. The effective communication is the one which makes people to act towards communication objective. The age is that of media mix.

THE WORDS AND TEXT

The language is the basic force behind communication. The words form the base unit of language, the arrangement of which expresses a concept. Words are objective oriented and good language expresses even concepts which are not in a hard form to see. Our first acquaintance with the words is from mother and that is why we call it mother tongue. The language which is not our mother tongue and which society near about does not speak becomes a foreign language for us. The communication becomes difficult when we are doing it

in a language foreign to us. It is possible that some of you may be acquainted with communication in English and some of you may be in the process of learning. The words can be expressed in two ways in speaking (voice) and the other is written. These are two basic media of communication.

THE VOICE COMMUNICATION- EYE TO EYE

The voice communication can be eye to eye and long distance.

Eye to eye communication (conversation)

One to one voice communication is called conversation. Here people facing each other converse and exchange communication. It is, therefore, necessarily interactive conversation where both the parties speak to each other. We can call this as direct communication since it is done directly with the person opposite. Being interactive we can impress what we want to say, we can arrive at a decision with conversation between the two. The chances are people are happy to meet this way and communicate. Being natural one has to make less effort. However, if one has to come a long way to hold conversation it may be easy but expensive and time taking.

Eye to eye communication in a group (Discussions)

In meetings of all sorts one has an eye communication with many at the same time. With an individual when one has eye to eye communication, one can read reactions in the eyes and then change the conversation to be more effective. However, in a group eye to eye contact you cannot concentrate on an individual and are more interested in hammering out a solution, a rational approach than a relational approach. There is absence of empathy.

Eye to Eye Communication – One to Many (Lectures)

Here the communicator is lecturing and communicating his idea and other are listening. Most the class room or public lectures are of this type. Instead of looking in the eyes of an individual, we look for group reaction and we are happy if we find group reaction overall happy. It requires non-conversational type of communication because others are patient listeners.

Eye to eye communication – Many to One (Group representation)

This type of communication takes place when a group is trying to speak to an individual. One popular example is talks with Worker Union or at the time of demonstrations, grief etc. Here the individual is primarily a listener and all others are speakers.

Eye to eye talk –with a position (Official)

Some time you undertake conversation or discussion with a position of authority. This communication differs from communication mentioned above. The reason is you take your authority into consideration when you are communicating. The conversation with the boss, subordinates and colleagues will vary, depending upon how much authority you mix with it. Each of the above categories forces different scenarios on the communicator and needs a change in communication.

VOICE COMMUNICATION – WITH DISTANCE

This category would not have become so popular if **Telephone** system would not have existed. Most of the voice communication is now being done on Telephone lines. The distance is no limitation. We can talk all over the earth and with wireless Telephony even to a man in the space. The distance has shrunk. Moreover telephone talk has not remained as expensive as transportation and therefore, to save on time and distance people have now resorted to telephone communication. Thus intervention of telephone has created a new category.

The telephones have now increased their capabilities by entering into **audio conference** making it possible to have multi person communication.

The coming of **Mobile** (Cell telephone) has made it possible not to have a fixed place for telephoning and we can speak to a person direct because he carries a portable telephone in the form of mobile. In the past it was necessary to be stable at one place while phoning but now you can catch a mobile man while he is in motion. People are talking from cars and planes while traveling. Business has tried to catch on with trend by having their own mobile. We do not have to depend upon human assistance for this purpose like exchange operator. Automatic exchange boxes are now in operation and one can talk with concerned person. What one loses is eye to eye contact has gained in terms of time, place and speed.

The addition of recording facility we can record voice as **answering system, voice mail** and add tunes, buzzers, music, stories etc. and make more useful. Communication is also becoming **entertaining**.

WRITTEN COMMUNICATION- ONE TO ONE

With the existence of postal and courier system it is possible to spread a written word all over the world. Worldwide postal system exists today and we can mail written communication to all over the world. One to one correspondence is the most popular system needing at a very primary stage pen, paper, pencil, envelop and postage. Many times we confirm voice communication by written communication as a safety measure and for permanent record. The

commercial correspondence forms the major subject in written communication. One can take out copies and distribute it or mail to different receivers. The written language poses more problems of accuracy and presentation. The use of typewriter, then electronic type writer was supposed to be media for written communication. But with digitalization of words it is now possible to do writing in digital forms transferring the subject to the computers as word processors. The capability of word processor as communicator has tremendously increased its popularity as communication system. The **E-Mail** has become convenient to transfer words in written forms along with a facility to send its copies to many users.

WRITTEN COMMUNICATION – ONE TO MANY

Circular letters were once very popular to communicate in written format to many. Originally this was being done by making copies on cyclostyling machine, copying machines like Xerox made it possible to take as many copies as one wants and circulate and afterwards high speed color printing machines made it possible to take as many copies as possible. The newspaper is the best example of this type of communication. Now we see business of copying all over, within a walking distance or right with us. With the desk top publishing facilities on the smallest possible computer printing has become a major media of circulation. Hand bills, leaflets, books have made it possible to distribute in bulk and involve many people than one. Now communication through printing media has become one of office tasks with almost in all types of businesses.

Concepts like electronic notice board, World Wide Web and simultaneous display capacity of computers have made it possible to do it in real time on wider scale. With the help of scanners to digitize has opened further possibilities. Telex in bygone days and fax in these days is a tool of transmission to one and many. Now, world-wide web communication has made inroads in communication through chat, links and slowly becoming an interactive media and transaction communicator. Since marketing involves lot of communication it has become advertising and publicity tools – all using words as a carrier. In fact addition of audio-video and text capabilities computer is going to be a bearer of communication in future.

COMMUNICATING THROUGH PICTURES – ONE TO ONE AND ONE TO MANY

It is not unusual when someone comes to home we perhaps show our family album. The album depicting pictures of our family tree and then we go on telling the impressions we have about the family history. What it gives to onlooker a peep in the past of family. We then hardly realize

that we are communicating through media of picture. This can be done even in a business discussion or business meet. Many times one will find on reception table album showing important land marks in company's history, and VIPs visited so that something can be said about organization. You may also find photo frames hanged in lounges. All this is communicating in pictures. Particularly showrooms are well made out with this purpose. This is simplest form of communication through pictures. One may organize a **slide show** with picture transparencies or have **video-show**. Thus we can change our picture media from still to movie. With scanning and video cameras it is possible to communicate in variety of ways by selecting picture as a media. One can also add voice and make it two dimensional presentations. Adding animation is also possible.

Another category to communicate in pictures is using **symbolic communication**. Instead of writing in words people use symbols. Anyone who drives a vehicle knows road signs which direct you without speaking. You go and visit airports and you will come across many of them since they expect a crowd with different language origins.

SILENT COMMUNICATION

When guests are visiting our home, we clean, dust and try to keep things in orderly fashion. What we are aiming is to form a favorable impression about us without speaking. The communicator, our surroundings are silent and yet these speak of our efficiency, discipline. We do such a silence communication all the time by keeping our surroundings impressive and speak through that media. You will thus find lot of interior decoration is really a communication of your thoughts and feelings. We neither use pictures, nor voice and yet communicate. This type of communication can be described in different ways.

Communication through personality appearance:

We try to dress properly especially when we want to communicate something special. We know if we are not accepted as persons our communication will not impress them. When some guest is coming we try to give one look a mirror and see if we are tidy enough to impress. Mahatma Gandhi preferred to wear a short Dhoti without shirt because he felt if he wants to convince the down trodden and simple people, he should be as simple as they are. He succeeded in communicating his thoughts with that type of attire. Your outwardly look contributes quite a lot to your image. Is this not a silent communication?

Receptive Working Environment:

Comfortable place to seat, availability of facilities like drinking water, toilet (and its

cleanliness) and place to things one has to carry all these comforts add to your communication. Informative and well decorated furniture and fittings along with pleasing eye colors give one, a feeling that you are eager to communicate. It gives you a good head start.

Creating Brand Image:

Brand is a representative one uses to carry an image for your business. Thus one sees Tata, one thinks of people with fair business deal in products or services or in employment. Instead of communicating in thousand words, one can communicate all these words in symbol. It abridges the gap between past and present and gap of place from one to another. It is an attempt to capsule name, time and space in the present. All advertising, publicity, packaging is aimed at brand image.

Human silence:

There is saying in English that if speech is silver, silence is golden. When generally you communicate but all of a sudden remain silent, you communicate your displeasure without speaking about it. This can be practiced only if human relations are already established. Thus communication can be used without speaking. This is what we have described as human silence.

Body gestures

We communicate through body gestures using our eyes, facial expressions, movements of hands etc. In a business we should use it to welcome and show respect. Silent man speaks a lot through his appearance.

MULTI MEDIA COMMUNICATIONS

If one sees history of communication media first started with the development of language and then with voice communication. The radio and telephone are good example of this development. Then people started developing picture communication like silent movies and then they combined voice and picture and came to area of TV and multimedia communication. The tendency is now combining media due to development of video recording, digitization and multimedia computers. Its miniaturization has made it facile to carry media tools on a person and thus multimedia communication is bound to spread. One example we have already cited above that while discussing as using voice media you can also demonstrate picture like in Microsoft Power Point and make it more entertaining and useful. We shall speak of media and its use in second part of this book.

SUMMARY

The use of single media which was quite conventional changed to mixed media creating a jungle of media. We can use lot of media together by bringing together text, voice and pictures together and use these in variety of communication with spectrum of media tools made available through development in technology. Thus we have now entered into era of multimedia. For communication we have to choose a language our own mother tongue or foreign depending upon the language of community with which we want to establish relations.

Voice communication can be with individuals in terms of conversation or with groups in terms of discussions, in form of lectures or representations. Voice communication on a long distance has been made easy with Telephones. The words also form part of written communication and then we get correspondence, circular letters, print media etc. We can also communicate with pictures in the form of print media, movies, web pages, slides shows etc. Use of picture symbols is quite common. Some media can be called silent communicator such as personality appearance, work environment, brand exhibition and body gestures. It has now become more convenient to use them some of these media in clusters and arrival of multimedia tools have created a jungle and one has to think quite a lot to find out media or media mix to come out of this.

KEYWORDS

- **Multi-media** – combination of text, voice and pictures.
- **Conversation** – communication between two parties
- **Direct communication** – without any intermediary
- **Digital language** – electronic communication through 1 and 0 digits
- **Scanners** – a document that can be scanned and converted to digital language
- **Animation** – series of drawn pictures showing movements and thus putting lie in the picture.

TYPING MEDIA COMBINATIONS

Type Media used

Press advertisement /Publicity	Text/ Pictures
Sales literature	Text/ Pictures
Slides	Text/Pictures/Voice
Video	Pictures with action/voice
Radio	Voice and musical sound
Audio	Voice and music

UNIT 6 UNDERSTANDING MEDIA TOOLS

Structure

Introduction – within cost, time and availability
Voice media tools
Reading and Writing Media Tools
Communication through pictures
Multi Media Tools
Silent Communication – Communication by impression
Summary
Keywords
Media tools and communication capabilities

INTRODUCTION – WITHIN COST, TIME AND AVAILABILITY

We can use such a wide mix up of media that it appears almost as a jungle in choosing the best possible combination for our purpose. It is the time available, cost and tools available that decide the media tool to be used. When we speak of tools it is hardware and it is presumed that we know how to use these tools and understand these in terms of time, cost and availability. Thus in a way some basic technical knowledge is preferred in terms of its use and limitations. Thus communication has to be understood along with technical limitation of tools. Some very known and extinct variety of tools has been included along with the ones which seem to have wider horizon in years to come. Really we can find many more details if one goes through user literature pertaining to product and see what particular media product is offering. Here the attempt is just to know these as tools for use in our communication. Most of these tools are now in use and you will find these being used in many business offices.

VOICE MEDIA TOOLS

Telephone system

The telephone is the most used media for distance communication. The system comprises of exchange, instruments and telephone cables. At user's end there is very negligible maintenance. The charges include rental and use charges and depend upon the distance involved. One can have number of instruments plug in or in parallel operation. One can also install exchange either manual or automatic with number of users. Now tendency to use automatic exchange is on increase since it saves on operator's cost. Numbers of facilities are available on instruments and exchange to redial, answering machine, hold, direct, participating in audio group discussions, magnifying speaker system to enable more number of people to hear the conversation, record keeping of incoming calls, user identification service etc. Each of these facilities if properly used can give number of advantages to communication. Video telephones which will soon make appearance in the market will also enable view the receiver and his expressions at the other end. With memory provided one may be able to keep telephone directory of our frequently dialed numbers. The initial installation cost involves cost of laying down lines from nearest telephone pole. The recurring expenses for fixed period of a month in terms of rental, service and use charges need to be paid. Since these charges vary from place to place one can

ascertain these from telephone providing company. Since service is available for telephoning almost 24 hours a day and to any one who is connected the misuse of office telephone for conversational use of private nature and prolonged conversations is a factor that may increase telephone cost on non needed and non business communication. Moreover, there cannot be any control over quality of communication since it is used in highly personalized way. Some control over its use along with restricting **too** few users are some of the ways of reducing costs. The biggest advantage of telephone is this is a direct communication without intermediaries, communication can be done in real time not involving loss of time and be used for any language (not requiring coding and decoding of special nature) by the user and can generate more clear understanding as if it is being done on person to person basis. The voice communication on telephone is so common that we find even illiterate people using it very easily. Formerly because of manual exchange a person of full time nature was needed but with automatic exchange the need of operating exchange does not arise. The system is available in most of the countries in the world.

Mobile or Cell Phone System:

The telephone system has become mobile with introduction of this system. The earlier system was lock to a place and it could not be moved without wiring to any other place. To overcome this weakness now satellite and tower based wireless system has come up setting aside the need of laying down cables and making available telephone mobile facility by carrying on your person. The size of telephone system has been made to accommodate within hand. One can catch a person when he is mobile in train, car, in plane, ship or any transportation mode. The land line described above is giving way to mobile communication thus replacing need to be near the telephone but have it with you all the time. With galloping number of mobile users this system is becoming cheap in terms of purchase and operation. It hardly requires any service and have very low maintenance cost except service charges. Since there is no human intervention in the system within the two, one is more sure of contacting the right person easily. In a way this has assured privacy over land line system. This system has communication facilities as Caller identity, ring tones, short written message system, call hold, transfer etc. It has become both written and voice communication. With radio facilities one can get news and now pictures of TV and is slowly becoming multi media. Except charging and getting sim card exchanged it requires no servicing. Again it operates within real time frame and the most user friendly system. Most of the business people are moving and needing instant connection and mobile has become ideal for this. To day it is mainly being classified as voice system but it will soon become also a writing system replacing talking by short messages as people are doing on E-Mail.

Voice Mail:

Voice Message can now be recorded on mobile and it can be transferred on E-Mail so that the receiver instead of receiving written message receives voice message. One can avoid keying words and can use any language to do this. The mobiles are available with this facility. Soon this will become a standard

provision on mobiles.

Sound recording equipment:

The arrangement to record sound is being used in communication world quite a lot. The Dicta phones, used for dictating voice message is one good example which has replaced the age old shorthand. Software to convert voice to written form directly has also been introduced and when fully matured a voice communication and written communication will not be two different medias to operate. Some leading pleaders are already using such transcription systems. The recording systems have already become of a size of 'hand held'. Sony walkman is being used as portable voice recorder in entertainment communication. Mobile telephone is also now getting better sound recording capacity. Such electronic based systems are expensive to begin with and then soon become cheap. In a way most of the sound recording systems do not have transmission capability so that it can be only used to support preparation of message and not its communication. One has to use tape cassettes or compact audio disks for this purpose.

Audio conferencing facility:

The telephone exchanges can now offer a connectivity with many people at a time and we can hold a meeting on telephone of more than two participants. The advantage is that people do not have to be physically at one place and therefore, saves transportation costs. We can always think of this alternative instead of meetings. The whole discussion can be recorded and can become documentation of a meeting. It may prove economical than physical meeting. It would require some more knowledgeable person to make such event possible. All must be available on telephone to make this possible.

Voice amplifying devices:

These are known as amplifiers assisting in amplification of voice sent through mike and then amplified through speakers. For holding one way communication like in public meeting, business conference these are used. They enable us to make communication with bigger crowd. These may be owned or loaned. The cost structure will differ in both the cases. In some conference room this is installed fully equipped along with noise absorption system. It is not possible to give general cost structure since installation can be of varied nature. It can be multi micro phone system so that number of participants can use to discuss in a big group. Generally its maintenance and use require a separate person. In advertising Radio broadcasting becomes a communication tool.

READING AND WRITING MEDIA TOOLS

We are still using paper, ink, pen, pencil and compass box as primary writing tools in schools and for that matter even in business at least to make rough work. But to ease writing work we have been developing tools like type writer which are now being replaced by word processing system incorporated in computers.

Word Processing Devices: The mechanical devices that were popular were typewriter

There life time use and cheap maintenance were attractive but with decline in manufacturing units and

availability and with electronic era its use is declining. The electronic typewriters came and gone and now we are talking of digital word processor like computers. The computer word processor as MS Word are full fledged writing systems having capacity to self correct, design, easy error correction, storing and retrieval and surpassed all writing systems so far. With the introduction of Personal Computers this may become reasonably cheap and highly versatile. Simple preventive steps like covering for protection from dust while not in use, provision for spark arresters, keeping anti virus updated, disk scanning and de fragmentation at regular intervals, will keep the computer trouble free for a long time. One can easily take computers life along with its software upto five yeas even we consider the system obsolescence as fast. With upgrading the system can easily look for ten years operation. The life of servers can easily be taken as five years. This may help you to work out prevention cost and maintenance cost. In big towns the service comes to Rs. 300 per month in which case maintenance and servicing cost will be reduced.

Written word transmission devices:

Mainly we are talking here of Telex, Fax, E-Mail, Short Messaging services through mobile etc. These are media through which you can transmit written words from one end to another end. The fax have taken place of telexes which are more versatile and can transmit digitally pictures and words in the same way they look while sending. Thus you receive document with the same face as while it was sent. Thus it is called facsimile (with the same face). It is transmitted as a picture. If one wants to send the documents as it appears we fax it. Fax goes through telephone lines. We can also send fax through computers with a special software. With modem one can send E-Mail and it can be sent from one computer to another computer much faster and cheaper. If one has to send a document which is in written form, then one has to scan and convert it into digital language. It involves additional process of scanning. When we just want to send digitized file it is the best thing to send it via E-Mail. In these systems one can transfer pictures as well. One important thing is you are not using paper for writing, transmission and its eventual reproduction at the end. Thus this is paperless transaction and that is why we have started calling office as paperless office. Even messages can be stored and retrieved and thus takes care of paper filing system. Here again paper is avoided. Once you invest in computer the cost of maintaining E-Mail account per year will not exceed Rs. 2000 and plus cost of telephoning per minute. Most of this will take the same time as telephone takes and thus it is real time. Telegrams are charged on word basis by central telegraphic office while even 100 page file can be transferred in less than a minute time cost. E-Mail is cheaper than any other mode of communication of word transmission. Computer cost will not vary with the purpose of use since the initial investment has already been made.

Small messaging services are provided on mobile telephone. One has to use mobile phone key board and transmit as a phone message. This transmission is easy for mobile users. The cost of mobile telephone instrument is reasonable otherwise cost would be same as regular telephone. We can do this type of messaging even while standing or when we have time and can hold in hand the instrument and

key in the message. This messaging does not require any elaborate preparation. Short messages and distances can be covered in this system on real time basis.

Communication through information boards:

For many years in the past we have been using black board for teaching as well as for notification. We used to have chalk sticks of varied colors. It is even to-day medium of communication in schools. These boards became white afterwards and we started using felt pens of different colors. It is communication aimed at bigger number of people and can serve for number of persons. We started using perforated boards with plastic alphabets to give the message. One will see such boards at entrance in hotel declaring to-days events. Then we started using notice boards with a glass cupboard like arrangement and started putting our notices there. Colleges are still using only boards with lot of notices pinned. Now we find electronic boards are available, whereby we can key in message and can be displayed in lighted form. Such display materials one can see in big stores. Then there are stickers, wall posters and wall paintings etc. which are different versions of the same concept. Some of these are very cheap but something like electronic boards are expensive. Closed circuit TV Monitors are being used to communication constant functions like on railway stations –arrival and departure announcement. As we use better technology the cost is likely to go up but becomes convenient for frequent changes. We are not using for family communication but some such method will be useful as a training as well as to discipline implementation.

Supporting devices –Reading and writing:

The notable supporting devices are copying machines of various types available in the market. Once upon a time cyclostyling media was popular. The disadvantage of this machine was you have to cut stencil each time you want to take copies. It was added typing work.

The Xerox introduced a copying machine, which can directly copies from already typed/printed paper. Lot of copying work is involved in business world and this became a quick success. Desk top copies came in the market. We now see such copying machines in most of office establishments. We can see in most of town places shops doing business in copying and having some sort of copying machine. Due to this facility written communication is possible with many. Laser copying machines have now made it possible to take number of copies at a time and do almost printing job in the office. One has to think of paper cost, ink cartridge cost and maintenance cost to use this equipment. The number of copies to be taken becomes a clear consideration in using such copying devices.

Due to availability of colored printers' in a desk size people are now using copying more in terms of desk top printing. Since we can use colored design layout and pictures we can meet many simple communication needs in printed format. It is possible to design our letterheads, visiting cards, envelops etc. in the office itself. With offset printing on reasonable commercial scale the gap between copying and printing is slowly coming to an end. Many times it would be cheaper to get this type of work done from outside specialized business since the machinery generally require volume. One has to find out

whether we have enough work for copying machine of a type we proposed to purchase versus getting it out sourced.

COMMUNICATION THROUGH PICTURES

Man has been communicating with pictures from old times. In fact languages like Chinese are based on pictures. We also see ancient pictures done on a rock. However, it is only when pictures could be mass printed in colors that communication through pictures became very popular. We rarely see any printed communication where pictures have not been used. Through calligraphy, styles, fonts, printing words has also become an art. Thus picture communication is pervading. The arrival of camera with its technical development and its printing has made pictures a much more easy communication. The digitization of pictures have made it possible to transmit to a distance without transporting. Its dimensions have been increased from still pictures to moving pictures and possibilities of projecting them in enlarged versions.

Hand Painting:

This is possible in interior decoration, wall murals, wall paintings and being used as a tool to design work environment and we see its use in show rooms, exhibitions, trade shows etc. We also see some classical paintings decorating premises of some big business houses. Many pictures are first hand drawn and then are printed. The cost of an artist along with paints is more important. The comics which are popular with children are first hand drawn and then printed. Sign boards which we see on shops are all hand painted since the job is not of repetitive nature. In such cases hand painting becomes a cheaper option.

Photo Media:

The camera pictures are used to print and take out copies, make transparencies and slides. With digital cameras one can directly transfer photographs taken to computer media and then for operation such as enlargement, projection, printing etc. in colors. Besides there is no time lag since it has not to undergo process of studio lab. Many workable projects can be done by employees who are not specialized in photography and or its handling.

Along with photo media we are now having lot of projection equipment to project pictures for multi people show. One has to understand the projectors power in terms of distance and picture size projected to choose the requisite equipment. One can add by commenting on slides while demonstrating or synchronize recording with display or having movies with recording track. This equipment is again available on rental basis. By carrying lap top computers one can make it a day to day use as picture projection tool. The Microsoft Power point presentations can be organized in this fashion.

The video technology has made it possible to make video conferencing where it is possible to see participants and have long distance talk without physical meeting. This is already becoming popular. One saves on time and transportation. The meetings can be called at short notice

MULTI MEDIA TOOLS

Media tools are now becoming multimedia and therefore word text, sound and pictures are coming together in communication. In future when we communicate we will have to see in what way and we can combine these media and present a more forceful communication presentation. In marketing of products and services communication needs to be persuasive and one will have to understand the limitation of each media. That is why communication is becoming technical. Video is the best example of multimedia. We need not undermine importance of text as a media and it will still dominate in overall communication since it is the most convenient and the cheapest.

Web page has become a multimedia tool for communication. We have not become web goers but even public institutions are now using it as a tool for mass communication such as announcing tenders and examination results etc. Thus the web goers are bound to increase.

Web page layout, its repetitive changes for updating and its publicity is a technical job. But people are resorting to WWW as a media for active communication.

We also get continuous display tools for keeping in prominent places as eye catcher. It is the moment that catches attraction of passersby.

For advertising Television operates as multimedia communication. This is supposed to expensive media tool.

SILENT COMMUNICATION – COMMUNICATION BY IMPRESSION

Human communicate through body language and through body mannerisms. One has to use this silent communication by personal presentation. Good looks, good behavioral manners and good use of body language helps silently your communication. The organization tries this through presenting pleasing environment. The good housekeeping contributes. Have tidy reception arrangement and you can begin with favorable impression. Communicating is not only words, sound, pictures but impressions. Let environment communicate a good impression. If good and clean toilet and drinking water is provided these become tools in directly in communication.

SUMMARY

There is a wide mix up of tools available for communication application. It is time cost and availability of tools and its limitations that one chooses media tools. The most used voice media is telephone system and other voice media supported by voice mail, sound recording equipment, audio conferencing facilities and voice amplifying devices. Reading and writing tools comprise of word processing tools, word message transmission devices, information boards and copying devices. Communication through pictures has been made possible by digitization in picture media and use of photo cameras and then projecting equipment. The multimedia capacity using word text, sound and pictures have almost changed all communication with pictures both still, movies and animation. Now it is being supported by web pages making it universal window for communication.

KEYWORDS

- **Audio and Video conferencing-** arrangement to connect telephones and video equipment for simultaneous meeting type of discussions making possible to talk without physical presence of persons on one table

MEDIA TOOLS AND COMMUNICATION CAPABILITIES

Telephone	Voice-distance mode	Fixed to desk-real time
Mobile	Voice and short messages	Mobile and portable
Word Processor	Words	Desk top publishing
Computers	Multi media	Desk top, mobile and hand held
Radio	Voice	Broadcasting
Television	Multi media	Broadcasting

Supporting Equipment :-

Camera	Pictures	Digitized, color
Video camera	Moving pictures-motion	Digitized, color
Scanners	Copying pictures	Digitizing pictures
Printers	Words and picture media	Color and speed in reproduction
Copying (Xerox)	Words and pictures media	Multi copy –popular Black/White
Fax	Words and pictures	Distance mode –real time
WWW (Web)	Multi media	Universal viewer, colored
Audio cassettes	Voice recording	Portable and universal use
Video cassettes	Pictures and voice	Portable and universal use
E-Mail	Words, pictures and files	Worldwide viewing
Mail	Primarily words	Organized worldwide distribution

Notes: Only those are covered which are in use to-day -

UNIT 7 LEARNING LANGUAGE FOR COMMUNICATION

Structure

- Introduction – Need for learning language
- Why a foreign language
- Developing reading habit
- Developing speaking abilities
- Art of Listening
- Increasing writing skills
- Bettering your language communication skills
- Summary
- Keywords

INTRODUCTION – NEED FOR LEARNING LANGUAGE

We have seen some technical knowledge of media tools is essential in order to effectively communicate. Thus choice of tools would make your communication effective. But if the language you use for communication is weak then your communication will not be effective. Even if one is using mother tongue without a good vocabulary and its proper use the words will not carry the underlying meaning. It therefore needs some efforts to express in communication language. The words are associated with objects and child picks up or makes a pointer to the object and he is told by people surrounding some sound for it, which he understands as a word. He only hears and learns by listening to that word quite often without knowing how to write. He can hear the sound and judge words by sound. Thus observing and then listening to other what it is said is the beginning of spoken language and then for social convenience we convert it to writing. The observation coupled with the sounds he hears, confirms the object and then he has to be taught to write it. The child learns by direct method since both objects and sounds are made available to him. But when it comes to inanimate objects he understands most through expressions and body language and the words uttered at that stage. So he learns to express inanimate objects. His vocabulary is limited by what he sees and feels and what others call it. Thus you require objects, observations and a mentor who speaks words for these objects. It's a process that starts without learning how to write but only to speak. That is why many tribal dialects remain as unwritten languages and therefore, change with the surroundings with each tribe. One can learn language as a child starts but it will have limitation. In bigger than his family world he will not understand whether people use the same words for the same objective. As the breadth of your transacting community grows one must devise a common language without having the other party before you and then you start writing. Thus communication needs common understanding which we try to build through

language.

WHY A FOREIGN LANGUAGE

The one which we learn as a child in our family is mother tongue. The mother tongue may be restricted to few family but not to a large community with which we are going to transact. When we extend our community boundaries we try to find some known media with which transacting community is familiar better than any other language. India with so many languages has a link language of Hindi but it is more a spoken language for most of them. Due to historical reasons certain languages are understood by a big global community these have become international languages. Language is a media to transact and it is transacting community that decides the choice of language. Amongst international languages which we feel have strong transaction values we adopt as a business language. English is most used transaction language in the world and due to British association we have gained some familiarity with the language and have adopted it for global dealings. It is history that made English as a transaction language in international communication and we have adopted it. Now we have to learn to communicate in that language.

DEVELOPING READING HABIT

Step 1: It is presumed that you are familiar with alphabets and reading some sentences. If we know some reading one can easily start with reading medium you can take any book prescribed for your study and take it for reading. All punctuations signs are made for you to take a very small gap in your reading. One can take it as a rule for time being. Take one paragraph or convenient block to read. Mark in lots of approximately thirty words and mark till the end so that you know how many words are in the block with divisions of 30 words per minute. If there are 150 words, then you should at least read in five minutes at 30 words per minute; if it is faster it is not bad. Till you attend minimum 30 words per minute you read. Thus your first stage is to catch a minimum speed. Of reading, this can only come by re-reading. If you are already above this speed then you try the second step.

Step 2- Now take the block you have selected and mark the difficult words of which you have not understood either its pronunciation or meaning. Learn from dictionary the meanings and way to pronounce. Now see if you have understood the meaning of the whole block. Once you know its meaning you can read faster and faster till you achieve about 60 words per minute. More you read the same more the meaning will be clear. If you can read with this speed and with understanding, you have got a key of language in your hand. The reading should be loud and audible and at the rate understandable to yourself.

Step 3- Now make reading a habit. It may be a newspaper or any book. What reading makes you is a thinking man. You need thoughts to express. You develop language along with your reading if you try to understand it. Try to become a good reader. It opens a door for language. Do not try to understand construction of sentences at this stage. Understanding of language comes after you start knowing language.

DEVELOPING SPEAKING ABILITIES

You must have at least two persons to practice speaking. It is interactive learning process. More the persons participating, more it will be fruitful. But just to gain preliminary confidence you with your friend are enough. Adult has tendency to translate through his known language into the language he is learning. Thus one takes help of what one knows to understand what one does not know. Taking this as a cue you may try the following steps:

Step 1: Take some one with you to participate with you to talk. Try to speak in English whatever you want to say to each other. Otherwise, choose subject or occasion to talk about and write it down in your mother tongue. Then try to translate it by use of dictionary. It is found even if we ask people to speak in their mother tongue they lack thoughts to express. You must have thoughts to express and feel like expressing. Many people lack speaking abilities because they lack purposeful thoughts to express. This must be on a subject or an event. It Does not matter what the subject is why you liked a particular hotel or movie –the thoughts must be consistent to occasion. It is conversing with reference to a subject or an event. All those who aspire to use language for business should take some business subject and talk.

Step 2- If you consider you to be at a better stage of speaking in English you need not use your first language and translate it but you can make the points or even write it in English in a full form of sentence to prepare for purposeful talk. We are not doing this to exchange pleasantries but make purposeful talk. Whenever you meet try to speak in that language.

Forming discussions forums (or toast clubs) is encouraged to learn language. You can find out English speaking forum available near to your residence. It is only talking by your self and listening to others that you will develop skills in speaking. Once you are confident to speak to someone else you will slowly develop abilities to speak in public.

Step 3 – Now recorded Compact Disks of learning English language are available in any Stores of Book Shops. Listen to it just to get acquainted with the pronunciation. Listen each lesson in it at least ten times. You can listen to English news on All India Radio or similar news

broadcasting service at least once day. You can then listen news in your own mother tongue. This will increase your knowledge as well as listening capacity. Since you are trying for business communication, listen to business news. After about continuous six months you will find interest in language growing. . .

ART OF LISTENING

Step 1 – Jotting points on a piece of paper is essential to increase listening skills. I find students listen almost for an hour a lecture but without any paper or pen. You may feel you have understood but you will be able to repeat nothing. Habits of writing points even if you do not need them, is a good habit for many reasons. First you are attentive while listening on the same job. Secondly, your remembrance capacity increases with good listening. Third, you can reproduce. Fourth, you can form habit of summarizing. You can go later on paraphrasing.

Step 2 – Do the same thing while reading. Go marking some important points while reading you will find your mind listens you very carefully when you are reading. When you are conversing you are engaged alternatively in speaking as well as listening. One must allow the other party to speak till he likes to speak. You can just raise small questions to allow the other to explain further. More than talking do the listening first and therefore, you should volunteer to make others speak first. It is a good part of etiquettes.

Listening comes out of self control. More you will control greater will be your selectivity in control. Only interfere when you have not understood what he is saying and not for interrogation. .If you feel you can respond immediately do it but if you feel it needs more thought tell the other person “I will come back on the subject in 24 hours.” And then do so. It is important to make promises and meet promises. It makes you work.

INCREASING WRITING SKILLS

It is here where the language really requires some knowledge of grammar. Writing habit increases by writing. If you see children they try to imitate what they hear. One of the method of writing is imitating to begin with.

Step 1: Read a sentence. Try to imitate and write. More you do it more you will learn writing. Since you want business communication and making a business correspondence, use this book your reading text and take sentences which you like and write these by remembering. You will increase your spelling accuracy along with this. Do it regularly as many times as you can. Check for corrections with the original.

Step 2: Now you read the whole paragraph and then try to reproduce it in writing. If you can

write, you are acquainted with writing. Check your writing with the original.

Step 3- You can now try sentences of your own by taking any subject say your bio-data, Now it is difficult for you to check it unless someone takes that responsibility. You will have to find one. If you take any tourist guide for visiting England you will get sentences given there of ordinary daily use. These books are available in the book stores. Do all the sentences their first so you are familiar with day to day expressions. You can also get books like 'Teach Yourself 'English'.

Step 4;generally for those whom English is a foreign language will tend to construct in long sentence in mind in their own language first and then translate into English. Since you take liberty of constructing long sentences, your English will be composed of similar sentences and there would be more mistakes. You try to construct with only one **vert** at a time so that these will be simple sentences and would not require like of conjunctive words and grammar following it. Business language can that way be simple. In fact businessman is more interested in finding meaning and acting on it, does not as a rule bothers about grammatical constructions. You can just use a language without worrying about its grammar for some time. It will embolden you to use language.

Step 5: Now you should start constructing sentences in mind in English, slowly developing thinking in English. This has to be simultaneously done by reading more and more so that sentences take form in your own mind. This is continuous process and goes on throughout your life.

Remember the proverb 'Reading makes a full man (full of thoughts), writing an exact man and reading a ready man (to converse and answer all). Language learning is more personal effort.

Step 6: About grammar very few people can understand from grammar book by itself. Guidance is required to check grammar of what you have written. You will have to find someone who will do it for you. It does not mean you should not try to use grammar books. In facts lot of examples are given and even if you understand some basics it will take you further in learning.

BETTERING YOUR LANGUAGE COMMUNICATION SKILLS

In fact people do not appreciate the languages but the thoughts and behavioral aspects behind it. Language is just a tool. As you can express your self through speaking and writing, the next thing to you is not a language but preparing you for better thinking and its emotional expression. You have to grow along with the job needs. Many English medium schools have a

good language preparedness but we do not see them succeeding more in higher echelons of organization responsibility. You require higher risk taking capacity and good human relations. The language is just a medium to express it.

SUMMARY

The language is backbone of communication and its learning is essential to make communication more expressive. One must develop language skills such as reading, writing, speaking and listening. The mother tongue is not enough to speak to broader community and one has to develop a language which covers broader community and as such compel us to foreign languages, which are foreign to us not being our mother tongue.

KEYWORDS

- **Paraphrasing** – expanding subject in understandable fashion
- **Echelons** – higher levels

Some meetings are called just to show that everyone is consulted before taking decision. They want the meeting to endorse their view point or decision. Thus such meetings act as rubber stamp.

Risk shifting:

The responsibility of view point or decision is intended to be shared so that it becomes a committee risk and not of individuals. It is risk shifting from an individual to a group.

Reactionary Meets:

When people feel situation demand urgent attention and thinking by all. It almost sounds as emergency meet. Instead of solving problem people are coming together to know what is happening.

Announce important achievement:

Allowing participants to know an important achievement and boost morale.

Collection of Expert views:

There are times when certain machinery is to be purchased, certain action is to be taken which has technical, financial, commercial aspects and the idea is to make all of them understand these before contributing to decision. Thus it is a learning device.

Participative decision making:

Where decisions require all participants to take a genuine collective decision

Education:

Any objective that make people more knowledgeable- Unless perspectives are clear of those who intend to use meeting as a technique, the chances are the objectives will not be clear. Many periodical meeting like weekly, monthly meetings are called and then after some time become incapable of being useful.

PRE-CONSIDERATIONS IN ORGANIZING MEETINGS

The success of meetings does not only depend on perspective but how one carries out this perspective in organizing meetings. Some of the factors you should think about are –

Serving purpose:

Will the meeting serve the purpose you have in mind?

Cheaper alternatives:

Can we attain the same purpose by having some alternate method? We have formed a habit that meeting is the only technique for solving a group purpose. This does not allow us to consider alternative means.

Number of participants:

The number of participants should be manageable so that one can have clear eye contact with every participant and one should be able to read expressions and read faces. Not more than 7 and using of speaker system should be avoided. However, if participants are more since subject involves lot of departments or specialization then it should be regrouped in more number of meetings. One must remember that discussions give rise to number of cross communication and it increases along with number of members. Moreover, if the group is big, many have negative participation thus frustrating the very purpose.

Time convenience:

Since most of the participants are on move it is difficult to find a day and time suitable for all. Every member must have alternate and some one must represent him. If proxy is allowed we find a tendency increases in sending the junior, senior thinking he is always busy. The level of participation goes down in terms of authority. Thus meeting and dates must be fixed as a time table so that people cannot show negligence in attendance. It is possible to announce that if some one is consistently absence for certain period should be taken out of meeting and replaced by someone so that it will be taken as a threat.

Time duration:

It is also necessary to fix time duration of meetings. You go on committing your time to others and meeting becomes a big hindrance. I had occasion to take appointments with number of top executives in India for one organization and even though everyone was knowing that I have an appointment specially to meet them and then gave me permission to do so delayed at least by half to one hour their appointments. First of all you find out a way to keep information ready for the meeting, tell all concerned your time is blocked and you cannot afford to seat for more time. Thus the subject should be clearly decided in time available and take care of in this light. Most of these top CEOs gave reason that they were attending urgent meeting. You feel if this is not possible then divide subjects of meeting.

Venue:

Must be at a walking or short distance, otherwise one can arrange audio or video conferences.

Coordinating Executive Secretary:

Meeting is a coordinating function of thoughts on the subject and requires a powerful Secretary. Just a stenographer or good looking receptionist is not alternative to Executive Secretary. Executive secretary is a person who has authority to demand attendance for meeting or thoughts on the subject and present it on paper for discussions. The one who is

nominated will not stay in that capacity for a long and cannot take place of members' job on full time basis as a rotation. They must feel he is equal to them. One of the important reasons of failure of meetings is powerless secretaries. Such Secretaries should be assigned an Executive level job for arranging all meetings may be on fixed rotation basis.

Chairman:

Really it is good that it is headed by coordinating executive for the subjects being discussed. What in practice are required, are respect, equity and understanding of subject and people concerned to keep discussion on track and facilitate the business of the meeting in the spirit which is planned in advance.

If these are organized properly meetings can be conducted in right environment. If any of these fail, there is bound to be failure of meeting technique.

Cost and Time Consideration:

The participants earnings should be calculated on per hour basis and time planned so that we can get total participation costs in terms of meeting man hour. It is only then we can realize how costly the Meeting technique is and how one should think in more alternatives and also take maximum benefit of such a media.

Life of Meeting organization:

Should be like a project- we must decide the ending day of present committee organization so as to review and reform from time to time. Thus meetings should be treated as Projects. Meeting culture should be work minded.

Break during the Meeting:

This should be avoided as far as possible and we can either call a meeting half an hour early and exchange Tea and then start or have at the end. Any break during meeting is time wasting and affect the attentiveness of the participants.

PROCEDURAL LACUNAE

Even when we organize meeting properly what we find the procedural fault remains in the system of meetings. Most of these are to be managed by Executive Secretary –

Agenda for the meeting:

As a major meeting document Agenda must be clear and circulated in time. As suggested there should be a part planned time table with clarity, about time, venue and subject to be discussed and the participants expected. This is the most important and yet formal communication document.

Background information papers:

Documents along with participant in meeting should be prepared for their views and this information be presented in advance so that participants can read and come prepared. If each participant can say what he supports then discussions will be more action oriented than merely thought oriented. Actions always are at the background of thoughts.

Minutes:

As soon as subject is discussed the Chairman should write the decision taken and action proposed so that it can be a part of Minutes. These must be in summary ending with actions form on each subject. These should be signed by the Chairman and circulated with note on any action to be taken against person concerned. This is, in short, to assign responsibility and see that the meeting is successful. Proceedings are written in more narrative and story format just to note the views of all and nature of discussions. All meeting need not have proceedings written but can be in Minutes form. Minutes must be a feed back communication for its participants.

It is the Chairman and the Secretary who can make meeting a success by conducting meetings in business like manner and planning them adequately respectively.

PREPARATION BY PARTICIPANTS

One of the common observations is meeting participants do not come with any preparation and almost take there job is to attend and not participate. It is also found that to protect their future they do not display any courage to give opposite view. This is the most agonizing problem in the meeting. When someone is seeking real views on a crucial problem, the best way is to have one to one talk with all those who are material for decision. For purposes of giving information, routine administrative review and sorting procedural problems the meeting is good venue but not for discussing issues needing personal opinion and then arriving at a decision. In order that participants should come prepared for the meeting it should be obligatory for them as soon as they receive agenda and come prepared with the points they would like to bring. Those who do not do this, should be given a notice of discontinuity of membership of the meeting. This is to make participants serious about business of meeting. One of the problem in meeting is thought to be joint decision and individuals escape their responsibility towards decision.

PRECAUTIONS IN DISCUSSIONS

The time available for discussions is a great constraint and therefore, discussions have to be disciplined by the Chair. Some procedurals should be laid out in a manual format. Generally in a meeting the points which are raised later also need discussions and those who have finished

their talk feel like saying something thus there is to and fro, give and take in discussions which prolongs discussions. The points arising out of first round should be again tabled and then second round of discussions should be sought only from those who object these points. It is not necessary that discussions should be decisive in the same meeting, one can circulate discussions and call for opinions in writing and then Chief Executive can take decision without referring to a meeting. The most important factor is having all points of view and brains storming so that the subsequent decision is take with wide knowledge. Every participant in the first round should aim at contributing a wide view formation and not discussions. It will be found that radical differences do not exists in most of the cases.

ALTERNATIVES TO MEETING TECHNIQUE

Chairman's Participation:

Seeing that meeting is a time consuming and costly technique, one has to see what can be alternative to this technique. Generally, Chairman is said to be a conductor of meeting and its procedures, but in business world Chairman should be collector and presenter of views to the Executive to take decision. Thus Chairman's role is active and not traditionally thought over as almost a figure head. His role is disseminator of information to participants, collecting their views and representing these to those who are responsible for implementation. Thus his role is two-fold one to conduct smooth proceedings of the meeting and act as coordinator for implementers. In business every step is towards action and hence, Chairman cannot be just neutral but active participant in the proceedings. Discussions must lead to decisions and then to actions.

Strong Executive Secretary:

One must have a strong Executive level Secretary who collects views and present it to the executive authorities. If his reporting can do away with the need of Meetings, then one need not call a meeting for this purpose.

Working through Sub-Committees:

Discuss the points in a small forum or subcommittee informally and then place their recommendation to full meeting. This will save time on discussions. This work should be done by a Secretary.

Management by wandering around:

One should take regular rounds to work places and meet people on way and collect their thoughts. In this case it will have advantage of first hand knowledge and perhaps will avoid a meeting altogether. Regular tea times can also be used for one to one discussions

session. The problem with business executives is that they are so much tied up with their cabins that they do not come out and do the survey work which they can do without elaborate preparation.

THE SUCCESS FACTORS IN MEETING TECHNIQUE

Foregoing will make students understand, which are the success and failure factors in meeting as a method of promoting group discussions? The positive aspects given below if not adhered to will become points for failure of meeting technique:

- a. Undefined purpose and therefore, non-objective
- b. Lack of proper organizing in terms of time, place, venue, committee composition etc.
- c. Not thinking committees in terms of projects – having a defined life of existence.
- d. Lack of senior Executive Secretary who has adequate capacity to understand the subject.
- e. Chairman being considered only as conductor of meeting not coordinator and presenter of committee views.
- f. Lack of consideration of other ways of working in a group.
- g. Too much use of technique without considering time and cost.
- h. Lack of individual responsibility in group discussions.

THE THIRD MEETING OF BOARD OF DIRECTORS HELD ON TUESDAY, AUGUST 9, 2007

Venue: Office Board Room

Day and date – Tuesday, August 9, 2007 Timings – at 9. pm

Present - Dr. S.K. Basu – in Chair
 Mr. Deepak Chordia
 Mr. Praveen Ponshe
 Mr. Gautam Suryawanshi

1. The meeting noted the absence of Mr. Kartik Gaitonde in view of him being abroad.
2. The meeting was called to discuss the demand of Union for increase in wages of the employees of Company dated 2nd August, 2007 which was read out by the Chairman and he threw open this issue for discussions.
3. After discussions the meeting decided that Mr. Ponshe should prepare a note as to how our position will be affected if we agree to this suggestion over few years and submit it within a fortnight.

4. Meeting ended with thanks to the Chairman.

(S.K.Basu)
Chairman

10th August, 2007

SUMMARY

For group discussions meeting is thought to be a good approach. However, the experience is meetings have rarely succeeded in either creating team spirit or team decision making. There exists different perspectives in holding meetings such as making a show of participation, shifting risk to a group, genuine desire for participation and may be educating staff. Successful meetings call for certain organizing discipline. Even when meetings are organized properly these fail short on procedures and disciplined handling by Chairman and Executive Secretary. The participants also lack adequate preparation for participation. One must consider alternatives to meeting technique since meeting is time consuming and expensive technique. Management by wandering around is worth practicing by managers.

KEYWORDS

- **Board of Directors**- Top governing body of Directors responsible to organization functioning through meetings.
- **Organization politics** – Finding way through humans in organization
- **Rubber stamp** – just for the sake of approval

UNIT 9 INTERACTIVE COMMUNICATING IN INTERVIEWS

Structure

Introduction - Interactive communication in interview

Types of Interviews

Preprocess at Employer's end

Process at would be employees end

Acceptance or Non-acceptance of job

Joining a job

Leaving a job

Summary

Keywords

INTRODUCTION - INTERACTIVE COMMUNICATION IN INTERVIEW

When one is going for an interview for the first time, one is facing opportunity to undertake first purposeful inter active communication. It is an erroneous impression that only the candidate has to talk and the other party is silent spectator. In fact it is the golden opportunity for the employers to inform about their objectives, philosophy and process of staffing. After all candidates is a member of the society and employer should always see that he forms favorable impression as a part of public relations. It is good business opportunity to communicate what you are. Both the parties to interview should prepare for interactive communication. In order to understand we will have to understand process of employment so that we can identify communication needs.

TYPES OF INTERVIEWS

Oral interview - Concept of walk in interview:

Now we find this concept of interview is becoming popular. If one needs man power it is better than we do away with long procedure and do it whenever candidate visits. If one finds him good for the purposes we have in mind, then we should try to get as early as possible. The employers have to go in employment market with a concept that a real fitting man is rarity and we should jump at it at once. This also avoids a long procedure of inviting applications and then its scrutiny coupled with call letters, then almost spending a lot of time in one particular day. So far the concept was that the need is for would be employee than the employer. This used to be expressed throughout inter communication. Now the concept for respect for individual and the possibility he can also be choosy has taken root and therefore, employers look to candidates more as participants in business than the employees. Walking interview is a quick way of dealing with man power requirement. Thus inevitable delay for interview, waste of time of candidate and respect for individual is coming to surface. Since one knows very few can be fit for the job one sees only how far one is fit for the job and if found suitable can go in for further steps. Here the process starts with oral interview.

Through written application:

In walk in interview the written procedure is done after seeing the candidate and his selection so that few applications are to be studied and short listing made. However, major interviews even to-day start with written application and then followed by interviews. Then applications are sorted and selection for interviews are made.

Through skill oriented testing:

If skill is the essence of job then fist trade tests of particular skill is taken and only those who show skills are selected for interview. Like this in some organization some writing test is taken for clerical jobs. It is also possible that first health test will be taken before calling for interview like in case of Police or Army recruitment. Thus one has to decide selection criteria for first selection and one may arrange it first so as to minimize interview candidates. It is necessary for employers to first of all decide selection criteria and then work out a procedure.

Mixed Testing interviews:

Here interviewing through oral, written and various tests are simultaneously arranged. All candidates go through this process before these are short listed for final interview. This is expensive and time consuming. If candidates are not from a local place, in order to avoid, the need for overstaying all formalities for interview are done in one block time.

PREPROCESS AT EMPLOYER'S END**Job description:**

Once the manpower planning is done and one starts feeling the need for employing a right person there are two possibilities one may consider namely selecting from internal staff or from outside. Whatever one decides one has to prepare a job description before giving advertisement or start interviewing. The job description calls for the following factors –

- Likely tenure of job- short term or long term need.
- Age group preferred
- Minimum education required and preferred
- Knowledge needed
- Level of skills desired
- Minimum values expected
- Experience and its quality expected
- Family role and cultural background
- Emolument and perquisites to be offered
- Level and position
- Career prospects for next five years and long term if any
- Availability conditions

- Specificity about sex, race, religion, caste etc.

Job description decides basis for advertisement, recruitment, selection, interview method and evaluation later on. These are standards and become control points. More care we take at this stage more staffing will become a better function.

Communicating needs:

Generally this is done through advertisement for outside public and through man-power agencies. For within organization announcing through notice board or through meetings or circular letter is preferred. Along with intention to satisfy personnel need it can also aim at creating brand image as worthy employers. Such advertisement require a name of employer, worth of an employer in brief to attract would be candidates and then salient features of job description and on which address one should communicate and method by which he should communicate. Thus in a nutshell designing of advertisement should be presentable and work as advertisement of the employer and attract candidates to job description. What is a must, should be first stated so that all those not fitting into that description should not apply. Mention documents needed with application or at the time of interview.

Interview – an event management:

Interview is a unique event in the life of a candidate, even though it may be a regular happening at the Employer's end. We must take the same care as we take in management of meaningful event. The candidate must feel at ease to give his best and must also take a good impression back home when he leaves. Thus we have to respect not only the candidate but the efficiency with which it is conducted. Generally, owners carry an highhanded attitude towards prospective employees, thinking that their status is higher than the person being interviewed. This attitude itself mars the environment in which event is carried. We must convey this impression that we are owners as well as humans. Keeping neat candidates application, checking documents, which candidate brings with him, punctuality and arrangement to seat, drinking water, toilet facility etc. reduces his nervousness and may be if you can add a complementary token souvenir will look ideal. You must sound good as humans and will add to the employer's good impression.. How you would conduct an interview will decide what you want to check in this personal presence and give tests accordingly. If any of these tests are crucial for selection, these must be first done before interviewing. If you want to know writing ability you can test it by making him write. If someone is selected and you want to get more information about him use long distance methods such as E-Mail or Phone to get it as far as possible. We must make it a point that interviews cost as less as possible for the candidate in general.

Interview Proper:

The questions should be so posed that we confirm that

- 1) Applications details given seem to be true.
- 2) His experience, if any, is worth its description.

- 3) The values he holds in terms of honesty, sincerity, punctuality and state of previous
- 4) Employers' satisfaction.
- 5) The abilities he holds in terms of skills.
- 6) The inclination to learn further
- 7) Ability to meet family commitments in terms of income for the post.
- 8) If can accommodate some short comings if need be and then in what way one can overcome these shortcomings.

Concept of Probation:

The concept of probation period can be seen from different angles:

- 1) One does not come to know practicing values of any employee till he is watched for some time. In this case probation becomes observation period.
- 2) The candidate's ability to go with the others also has to be watched.
- 3) The candidate is to be given adjustment period to get settled in the job.
- 4) Based on observations made his continuation or training can be decided.
- 5) Candidate be given an option to know how far he likes the employer and job conditions as a way of future life .e.g. One may find distance to work place is too much and cannot give family enough time.
- 6) Give temporary period of trial before accepting or rejecting candidate finally.

It will be seen the probation period is essential for both the parties to employment agreement. Use of this probationary period ideally should be done for adjustment by a fresh employee to new environment and make him fit for the job. (See 9.10)

Concept of periodic annual evaluation:

The method of evaluation is to be decided by the Organization like one should have 360 degrees evaluation, or only by the boss or by customers, the important need is to decide the points on which employee should be valued which will also decide how evaluation communication should take place.

The following points seem important for evaluation:

- 1) Behavioral evaluation – Regularity, punctuality, human relations, team work and general enthusiasm in work.
- 2) Performance evaluation – Types of mistakes made, creativity shown, strengths and Weaknesses and results obtained.
- 3) Prospects evaluation – judge capabilities from future role.

Most important is this should be discussed with the employee and employee should be aware of the evaluation.

Exit interview:

This is proposed when employee is leaving for good. This is done with the following angles –

- 1) Build a goodwill bridge with the resigning employee. If one feels he was a good employee and

opportunity exists he may be welcome again.

- 2) Get from him the feedback of what he thought good or bad of organization and what he would have suggested to improve it.
- 3) Issue employment certificate though you could not retain him. If one feels, he was good even special certificate can be given. Your attitude should be increasing the employability of the person.

PROCESS AT WOULD BE EMPLOYEES END

Finding employment opportunities:

- a) **Through contacts** - The informal process of finding an employment consists of number of ways. However, this process depends on how many people you know and what they think about you. In short it depends upon your network of human contacts and the goodwill you carry with them. Many of informal job opportunities come through personal contacts. Your family contacts, relatives etc. do play important role. What others must know that you are in need of a job, your background for employment and what impression they carry about you. For satisfying the first condition you must go on talking with people your need for a job and what job you are looking for and what minimum you are looking for in terms of hours, remuneration and type of work you are willing to undertake. This means you must tell whether a part time, training, apprenticeship or full time job and whether as a beginner, as a manager etc. you are looking for. You must be very transparent about your knowledge, skills, values and experience with everyone you talk. If you were employed one you may talk about your past and present jobs. Out of hundred contacts hardly one will show some positive signs. Thus it calls for lot of propagation and patience.

When you have got lot of experience, you are confident of yourself in the market and you may depict yourself accordingly. When you lose yourself needy, your market value will be less but you may get the entry more easily and then you will repent for posting 'needy' before the others. You may for a while think that if you would have shown a different picture your value in the market would have been more. These 'ifs' have no meaning in life; the bird in hand is worth two in bush. Your capacity depends on how much secured and settled you feel to-day. Instead of repenting on past try to build future from whatever foundation you are on to-day. Many employment problems come out of ideas about life as to what it could be than what is a reality.

- b) **Registering with employment exchange** may be useful to a limit that some employers may ask for such registration and it is good to be on the safer side. About registering with other employment agencies on the basis of your present qualifications, it is no

harm to do so. But people who are asking money for getting job may give you one but it will not be for what you are worth and the future would be uncertain. If they ask for service charge it should be tied up with the salary you may earn in future. It is better to go to reputed agencies in the market than lose money on unscrupulous individuals. This is a tricky problem but if sufficient care is taken this may not prove very unsurmountable. The employment agency is one avenue that you may try.

- c) **Advertisement** - The most formal way is to look for advertising in special papers devoted to employment and newspapers. Since advertisement is expensive all organizations needing hands do not advertise and thus all avenues do not resort to advertising.
- d) **Placement Service** -Another way is through placement service organized by the educational institutions which arrange campus interviews for the industries. Only prominent big industries participate and only those who can really fair well gets an opportunity in this way.
- e) **Pursue leads** -Some people anticipating opportunities apply to as many organizations as possible and hope for the best. No efforts should be left unturned for those who do not have strong background for a particular job. In view of employment problems in countries like India there seems to be no sure way to land in a job. It is fair to try all avenues. Every effort be made to announce your candidature. The only other alternative worth thinking is 'self-employment' which is beyond subject of this book.
- f) **Part time jobs:** We must note some of the advantages of part time jobs. namely of earning experience, partial support to life, willingness of people to be benevolent on work standards, possibility of combining more part time jobs, less stressful job environment and partial fulfillment of dream of work independence. The units which offer such services are generally small and up-coming and it is worth to be a part of growing organization. Accept any job first and then think of career. You learn number of skills while working. Your confidence to work increases and your bio-data gets improved for better jobs. Now business has become more uncertain and therefore, employers would like to experiment with part time and temporary jobs enabling them to reduce their overheads. We as employment seekers must adjust to this job situation. Something is better than nothing provided you go on learning new skills.

Preparation for bio-data, resume and CV:

Whenever you are leaving your home for outside work, you peep into a mirror and see how you are prepared for going out. Mirror has a quality to reflect your physical personality. You are going to show bio-data to someone else and he is going to form opinion about you. What mirror does is to confirm that it is your authentic picture. The problem with humans is they do not look so deep into themselves, if they do not know how they look within, how can they know what their bio-data shows reflect them in truthful manner? Many small and big things that happened in the past are relevant to your bio data and you must give a hard look to yourself from your very birth and think what you did and how you faired. Only when you are standing before mirror you can see your reflection, it is your private image. Others can see you but not your mirror. You must prepare your own mirror which totally is your private and you should not show it to others. We call it your bio data mirror. As the first step you prepare your bio-data mirror. Start from the very year you were born and write in chronological order, each year what you remember. If you have some data look into it. Detailed instructions are given in the following pages.

(a) Bio-data mirror:

Objectives: To create mirror image of life activities starting right from the year of birth and put events and read and reread till everything is covered.

- 1) To form a data base for your bio-data by taking hard look at your life
- 2) Anything to memory.
- 3) To form one's own image as a product in job market
- 4) To review how we have to bring on record all activities small or big, bad or good so as to not to. leave utilized life time as a resource

b) Contents of your Interview File –Keep all supporting certificates, testimonials ready at the time of interview – Keep originals at home and use only copies (true and certified if required so that if need be you can pass them on to interviewer)

c) Preparing Resume – Suggested form enclosed.

d) Preparing CV (Curriculum Vitae)

CVs are generally desired when your practical experience is of importance for a job. It generally has all the contents of RESUME but in addition requires a supporting write up on experience on the basis of job performed. A specimen of information to be added may look as illustrated below. (Note chronology should be from present to past)

2001 Onwards – As Finance Controller with Green Forest Limited I did important

assignments such as negotiating collaboration and merger arrangement with a leading US company and had an opportunity to negotiate these arrangements in USA. Besides as a Controller I was responsible for finalization of annual accounts, dividends and bonus working, audit and stock exchange formalities.

1991 –As Accountant at Green Forest Limited I looked after local and foreign branch accounting along with its costing system.

1996 – Manager Ceylon Branch which was autonomous unit I almost worked as General Manager with full charge of all activities which gave me an experience of running independently a full-fledged branch as a business unit.

e) Prepare Covering Letter to Resume:

A resume gives more or less standardized information about your candidature but when you are applying certain points are to be highlighted in terms of job requirements and your resume should have a covering letter addressed to the would be employers highlighting how you are suitable for the job. Example given may be useful

f) Preparing for Interview;

1. Pre interview preparation:

If your bio data or resume is ready please go through and think what questions will be asked based on your bio data. First questions are generally based on bio-data. What you write in your bio data is, therefore, important. The questions generally are to test your knowledge, skills and values- the essential trio in life. The next questions are based on profession you have applied for and lastly on your views on employment as a career.

2. Pre interview question answer preparation:

The most important is your confidence of being useful to employer and how you display it. One of the ways to increase your confidence in conversation is to prepare few questions based on your bio data and try to prepare its replies. Simple questions like what is your age are replied 'I was born 1972' 'Do you want completed years?' 'I have completed 32 years' and that too depends on your momentary reaction. You must reply something firm. If you practice these questions along with answers you will develop positive attitude. We have given below few practice questions, these are not exhaustive but will give you an

idea as to how questions are asked and how we should prepare to reply them. Write the replies and read and reread it so that it increases confidence or reduces negatively your nervousness.

g) On an interview day:

Reach 15 minutes before interview time. However, confident you may be it is observed that one is nervous at such occasions and giving a peace of mind is desirable when you are also searching for new place and address. This also gives you time to observe the situation. Being late is not liked by anyone and you should not give indication that in your first value test you have failed. In order to give this peace of mind it is better you have some brunch before you start so that you are ready for later interviews and are not hungry.

Your dress should be formal (and definitely not informal) but not showy or for which you are not very comfortable. One should give impression of clean and tidy presentation but not gaudy so as to give more attention to your dress than your personality. Moderation is good when you meet first time. Do not put heavy makeup and use number of ornaments. Make up your nails properly and shave also properly. Unless you are going for interview as a Model, you are expected to make up your nails.

Shoes be polished. Using sandals or chapels' for male does not look good.

Executive length socks are better so that your legs do not show up in any seating posture.

One important rule about dress code is that it must suit your job and likely position. Even girls are advised to use some outer wear like jacket or house coat.

Keep with you the following – two pens (one as substitute), calculator, blank writing pad, few envelopes, few postage stamps, gum tapes, punch, stapler and pins.

h) Waiting posture –Before and after your interview takes place you have to wait and your waiting posture is also important. You should seat erect, attentive, hands and legs crossed. Do not bring books for reading during intervals. Instead observe carefully around you whereby one get lot of cues about would be employer. If any product or company organization's leaflets or other material is kept give a cursory look to these and get acquainted. Ask where personal belongings are to be kept. Do ask for water or direction for toilet.

I) Facing Interview:

Conversational mannerisms show the ease, humility and your behavioral manners. You must practice this; nay imbibe in your ordinary behavior. It is important how you greet, how you make queries and respond to such queries. Some guidelines for this can be

- Use appropriate greetings like good morning, good afternoon, namaste etc.
- As a token of respect use 'Sir' sometimes during conversation
- Use end session greetings like good day, good night etc. give grateful thanks.
- Use expressions like excuse me, beg your pardon, will you please repeat the question?
- May I know what next step ? When I expect your response?
- Where is the Men's? Women's etc.?
- Can you direct me to toilet?
- Where can I have water?

These questions must show your humility on face. Facial expressions add to strengthen your feeling of words.

ACCEPTANCE OR NON-ACCEPTANCE OF JOB

If you do not wish to accept a job offered to you, the best way for you is to inform in writing your decision as soon as possible. You must profusely thank them and keep yourself open to join if need be. One of the important principles in all such relations is that none of the decision should be taken by both sides as permanently closed. Number of times we meet on some other ground and our relations should enable us to pursue such contacts on their own merit and in business interest. If you are going to accept an offer you must inform when you are joining in writing and in fact give a telephone and explain the joining time so that no misunderstanding arises from the very beginning.

JOINING A JOB

Treat this as an opportunity in life- a new mile stone on your way to career. What is important for you is to give good look at your deficiencies in the past and treat this occasion as molding your behavior with a new vigor. You must go on improving yourself if you want to build up a career. You will also decide at this stage what you will learn besides your job to prepare you for the future.

When you are making a new career show a great deal of patience to understand organization

and its products and deep study of your own operational area. Get your subordinates understood, discuss with them their problems and expectations. It should not take you more than one or two months to overcome lack of experience in the same job. If you miss this period, you will start facing more problems from people working around you. Remember people are not very kind when you are taking over and wait with some awe for some time and then will start attacking you. Remember you are worker for them but also as competitor and they will not look to you very kindly.

If you have advantage of position use the time to establish your power, personal influence than using your position. Though authority is given according to position, it does not stay the same way throughout your career. The time depreciates your authority unless you build it. Take at the beginning everything lying low and as your knowledge goes on increasing your confidence will tell you when to act as a leader.

Your way through any new opportunity is from observer to leader. You must try to become a team member and then team leader. You start to know the organization slowly and your initial expectations may or may not prove close to with whom you work and you may start building some prejudices and that brings a sort of nervousness. It is at this time you must take a hard look and continue serving and do not lose your radar. The best way for you is to improve yourself and be ready for next chance either within the organization or outside. You must make your career all the time.

LEAVING A JOB

One must leave with goodwill and to do so the following points may be noted –

- a) Forget the past with all its unpleasant memories.
- b) Complete the job – if you cannot do it leave a detailed note behind for new employee to take over.
- c) If organization can give you assistant to take charge, give your experience and knowledge to him.
- d) Thank everyone including your enemies.
- e) Make exit interview meaningful for organization.
- f) Leave your address to contact.
- g) Obtain employment certificate
- h) If you feel your relations are good with some –do obtain your work impression references for them.

SUMMARY

Even employer should have a stake in interview as an opportunity in public relations activity. Criteria for selection should be based on the basis of job description. Interview must be treated as an event management by the employers. Probation period, exist interview, periodic evaluation are important steps for employers which give them feedback about strengths and weaknesses of organization. Employees for searching job opportunities must try several methods like speaking to all possible contacts, registration with employment exchange and placement agencies, advertising and pursuing all possible leads that one may come across. Preparing for interview calls for practicing questions and answers, prepare interview document file, preparation on interview day and facing interview proper. Leaving job is also important and one should take care that he leaves behind goodwill for himself.

KEYWORDS

- **Public relations** – Efforts to earn favorable impression of public
- **Leads** – Possible useful contact addresses to create relations' network
- **360 degree evaluation** – Employee evaluation from bosses, subordinates and colleagues so as to cover 360 degrees.
- **Chronological order** – arranged according to time

UNIT 10 COMMUNICATING THROUGH EVENTS

Structure

Introduction

Variety of Events

Objectives in planning events

Knowledge forming the basis of events

Some popular communicating media in Events organization:

Building communicative product

Summary

Keywords

INTRODUCTION

Events are anything that is arranged besides routine business activities and administration. Thus in a way events are projects, which have a beginning and end and not part of routine business activity. It necessarily means events are to be organized with special purpose and forming a team. In schools annual social gathering is an event which is not part of daily routine of school administration. When you arrange at home birth day parties, weddings and even funeral are all events. We do something special to observe such occasions. If this is what happens in human life then Organizations which are run by group of people must have some occasions like this such as commercially important guest visits, foundation day, award winning, stake holders get together and even strikes are some of the examples of events. Sometimes events routinely come like business anniversary and sometimes they are created for some project having different objectives. Thus events are managed whether they come through routine or through special occasion all are having objectives. Event which is not arranged with objective will be a missed communication opportunity against additional cost and time consumed. If event is not properly executed, it can turn out as a bad communication on our part and instead of gaining may be losing our goodwill. As people are observed by others so events are also observed by others and commented upon. It is not that we are going to write about event management but will try to restrict ourselves to its communication value.

VARIETY OF EVENTS

Under the title events number of types of events can be included and we must appreciate that creating events for communication is a very creative activity and many new approaches will always be forthcoming and therefore, items listed below are indicative only.

- Exhibition, showroom etc. where product displays are undertaken.

- Sponsoring social events which are organized by outside bodies sponsoring music shows, cricket matches, competitions etc.
- Undertaking promotion of some social cause and trying to build association with such name- e.g sponsoring sports bodies and actively managing such activities.
- Awarding trophies, scholarships etc. by recognizing social excellence in any field. The work does not involve any management
- Goodwill promotional activities within stake holders such as arranging get-together, award scholarship etc. to harness team spirit. Some time factories are opened on a particular day for family members to visit.

This variety of events is born out of different objectives that organization may set.

OBJECTIVES IN PLANNING EVENTS

There can be several objectives in planning events and one can use these independently or jointly as thought of by organizers.

Strengthening business net work

It is the audience of the event that contributes to business network.

Activity undertaken as public relations

Social support in general is essential for business and it is only create favorable impression that some events are undertaken.

Establishing association with some social cause

Like sponsoring some specific events and activities to associate name with a particular field of activity like sponsoring and maintaining school for the blind

Establishing goodwill within organization

Awarding scholarships, achievement awards to strengthen human base of organization like meritorious performance by children of employees.

Discharging functions as corporate citizen

Undertaking community work to socially help community like undertaking bridge construction in locale to help people to cross easily

KNOWLEDGE FORMING THE BASIS OF EVENTS

For achieving some of these objectives, one must undertake the following

List of invitees

Make a list of would be contacts along with their contact addresses. It is the most important step. In fact our contact network list should be up-to-date all the time. If one forgets to communicate a contact it creates an adverse reaction. One must keep a list of contacts ready as it is our daily work. The essence of future communication depends on whom you include. If you somehow miss someone, he will remain permanently non-communicated as he would never be a part of the list.

Individual follow up

See that these people who are listed are adequately informed about the function through personal letter or publicity in general. The individual contact will work better. 'Letter as work better' is best than 'invitation card'. Give background for extending invitation and then the invitation. Though asking for confirmation may not work in big proportion, it is better to establish some judgment about possible response. If telephone list is available one can use it for follow up of invitation. (See 10.7.1)

Organize some sort of Snacks/ Tea

Try to organize some sort of snacks/tea since any function in the nature of event is taken by participants as an escape from routine and they would like to enjoy relaxed mood. If it is accompanied by **souvenir** it may add to remembrance for some time.

Tidiness in terms of time

The tidiness of event itself communicates an image of efficiency. But if this is sloppy all impression created due to organizing such an event will evaporate. Tidiness involves time and it is how you have accommodated the components of events into one whole will be important.

Building eye to eye contact at some stage

If persons who are invited as participants if inviter can recognize and smile –it adds to family environment. This gives human touch to the whole function like stand at entrance and welcome by highest possible level.

Managing sub-events

Each sub-event should have objective of its own and should be presented in a compact way in terms of time and theme. Even though you may have in mind a long story to tell choose only one or two important points and then weave around it the whole presentation. The attention of the listener is not more than 5 to 10 minutes and the whole program of event

may be 45 to 60 minutes. Audience has come to celebrate event and respect your relations and not so much to study and have a deep thinking on the subject. We communicate more through an event than the event program in general. .

Cost –benefit analysis

The purpose of knowing cost benefit of any event is self-learning for future. You can organize in a better way next time if you do this. Very few people show interest in evaluating event and do not plan for its evaluation. Everything in business is cost and one must evaluate in terms of cost. Instead of planning an event, you may resort to publication only. For example opening of new Research and Development Laboratory you can just open it with some one without making any function, and then mail photograph of new laboratory to all desirable contacts. Or you may plan Press publicity or call for Press conference.

Permutations and combinations of media

For the sake of convenience we are analyzing media into different segment. But in practice these are combined to make presentation of event more effective. For example we may show during event some movie showing the factory and production flow. Or one may try to keep a model of building which is being constructed and for which event is organized. Thus we have to think of such combinations to make event more successful. This would need knowledge of such media as well.

SOME POPULAR COMMUNICATING MEDIA IN EVENTS ORGANIZATION

Managing Press meets

Popularly these are known at Press conferences. The concept is to take press support in propagation of our business activity. Since it is supposed to be done freely it is called press publicity as against press advertising for which we pay the cost. Such meets are only organized on special occasions such as launching new product, new project, give exposure to collaborators etc. so that Press through their publications give publicity of such an event and let the society know this. The steps in organizing this may be described as follows:

1. Defining Press:

Press no longer means only newspapers but can accommodate news broadcasting services, TV news services, industrial association's Bulletin, specialized industrial publications etc. Thus the invitations should go to all these. These must be followed by telephone calls, e- Mails, Fax etc. so as to see that representatives of as large group of

Press attend. This must be done at least a fortnight in advance.

2. Issuing invitation:

One should get confirmation whom to address and if possible ascertain the person who can come. It is good to send personal invitations along with supporting literature for an event. The Press is very busy and has no time to go through the material, however, on the part of the host it is courtesy to provide as much material as possible. One must note here that Press does not invite so easily because lack of time, the nature of day to day job and lack of space in the newspaper. Thus long term relations with the Press in terms of goodwill and advertising support may build good press relations. There must be some star attraction to the event may be of good politician, cinema star, a good sportsman etc. More than the event it is these aspects that count in Press related communication. It is presumed that such meets are generally organized with snacks and tea.

3. Treating as commercially important persons (CIP):

More than the person who visits, the organization behind is important and therefore, we have to treat him as representing that particular organization. One must treat them as commercially important persons and take their note as individuals in a meet.

4. Preparing handout:

It may be the Press representatives may not have time to go through papers provided, it may sound too much for space they can devote, they may not understand some technical expressions which they are not familiar with and the fact that they have to put in the paper in the next day all show that we must prepare a handout of an event in short so that they can use it for their own interpretation. Such hand out should not be double than what Press gives for such occasions generally. Without using many words they may only publish a photograph. We can ask them if they would like to have photograph of an event and then we should arrange to reach it to their office either through tax, e-mail, courier etc. Time is very important. You can include in hand out one or two photographs on some aspects of event – such as photograph of building, product etc. They may not say give a handout but one should do it without fail. The Press life world is too fast and people welcome as ready assistance as possible.

5. Building story around event:

By and large newspaper readers are more prone to hearing stories (in fact most of us) and therefore, one must build story around an event.

6. Short and Quick:

The Press meet itself should be short and quick and if possible along with snacks so that no separate time is wasted for this purpose. Distribute hand outs before meet begins so that they can add their jottings instead of note pads. Do not forget to add a souvenir. Thank at the end individually either by shaking hand or speaking a word of gratitude.

Press News:

a) Local announcement :

Most of the dailies and TV and Radio Broadcasting announce daily program with day, date, time, place and event subject free of cost. It is presumed that these programs are meant for public as well and thus only those can be included in such media. The attendance may not increase but can be a good publicity. You can enquire and find out when these must reach the media agencies to include for publication. One can assume 48 hours in advance of program day. See similar announcement for other days and you will know how to write it. (

b) Publicity material:

One can also give for publishing short write up for Press release. It depends on the news value of material. Whatever one is writing is on organization's behalf and must at least be in the interested of various stake holders in the organization. The idea of accepting press release is so subjective that one has to have relations with the newspaper concerned.

c) News Using web page:

Having one's own web page has become the need of modern times. First one must decide how we are going to use our web site. We can use it for the same purposes as printing media is being used these days like information on organization, on product, on services rendered. This is the primary purpose of site. One can further use it for interactive communication and allow people to raise problems on the site and then give reply thereto. One can also give links to some useful site. One can also use it as Chat forum for customers. The total order and its follow up including payment can be organized on a web page. Its main advantage is real time display and communication without having any distance problem. One can also use it for E-Mail arrangement. The beauty being both pictures and words can be communicated along with colors while on some sites one can also add voice. There are search agencies which can classify your site into useful classification and persons interested in your product and service can

find you out. For the convenience of search engine we can name the site in such a way that its site name can indicate the subject viewable on the site. It becomes easier to classify. The site can also be used for advertisement. There are service providers who can help one to design site. On business communication you may see some sites to know what one can get out of web. It is now acting as a knowledge reservoir and it may be additionally thought as contributing to knowledge of the viewers of the site. You can add counter to find how much site is being used and plan for its wider use. The more important advantage is that you can release your news and activities as you are owner of the site and you are free to design your outcome without interference of any. Since software is available to convert ordinary word communication to web based documentation one does not require any technical knowledge either to encode it or decode it and can be read as any printed matter.

Technical knowledge one may need is initial design and registration of site and then ability to frequently load up-dates. There are service providers which can do this for you.

Compared to the fact that site is available for 24 hours a day its overall cost can be said to be commercially bearable. The viewers who do not have their own computers can also view this by going to Cyber Café's on very normal hourly rent. The public institutions are widely utilizing this approach like Secondary School Board is using for announcing their results.

Exhibitions and Shows:

This is another method of showing community your product, services and creating favorable impression about you. One has to think of following aspects while organizing such shows:

1. Variety:

All categories using display of goods can be combined under this head. The importance is given to physical look and touch to the products exhibited. Instead of using concept it is more realistic to exhibit a product. Things which are heavier to handle can only be shown in model form. We find big cars being displayed to give the feeling of reality. Mere exhibitions do not work unless these events are supported by advertisement in other media.. Some of the exhibitions are stationery, some are arranged as mobile. Some are seasonal and some are permanent. Some are general purpose exhibitions while some may be specialized and devoted to certain theme and thus specialized. The trade shows are really meant for people in the trade where one can negotiate

business. Some trade shows can draw even international crowd and arrange specifically as international trade exhibitions. Even normal show rooms are stationary single party exhibitions. However, generally exhibitions are multi products and multi organizations and are themselves arranged as business venture they will provide open or closed place on rental for period occupied. Since most of the exhibitions are for limited time, they can be treated as projects by those participating in such exhibitions.

2. Cost aspect:

Exhibition participation is bound to be costly for various reasons. Since being of temporary nature the transportation of goods and materials that is required to be incurred is quite costly. Very few items in stalls made for exhibition can be reused as it is. If one wants to display it again one has to refurbish in terms of looks. Thus here is a tendency to use as temporary material as possible so that it can be written off after use. Moreover, lot of material in terms of printing is used particularly for this purpose. This adds to the cost. More picture media is preferred for communication since people are visiting as a crowd and more attracted by moving and colored pictures. Moreover, it calls for special attending people and helps in getting leads for possible buyers but a very little business as such is done. Some exhibitions are arranged regularly every year and world class manufacturers use the presence of Trade to show or announce new technical development. The exhibition which is open to public generally draws a local crowd and is taken as festive occasion drawing large crowd looking for an opportunity for a change.

3. Preparing for Exhibitions- Our:

Participation objectives must be decided in type of exhibitions we are participating. If it is trade show we must think in terms of competitors and how we can excel in exhibiting as well as in terms of trade. It is consumer oriented exhibition and if your products are locally available one must plan for other attractions one which will be liked by visitors. The type of exhibition will decide the type of objectives that can be met by participation. One must know type of past record of such type of exhibitions. It is then one can decide the other measures that should accompany the participations such as

A) Invitations and appeals to be issued to make interested public to come for the event. This will involve mailing.

a) Ready material for display. In engineering goods this is quite time

consuming.

- b) Deciding material to display and then arrange to book space accordingly.
- c) Deciding the type of display material used like projection, sign boards etc.
- d) Training attending staff specifically for the occasion.
- e) Maintaining visitors' or follow up register.
- f) Establish telecommunication facilities.
- g) Arrange for relievers.
- h) Facilities for drinking water and other essentials.
- i) Arranging for daily housekeeping.
- j) Studying amenities provided like car parking, toilets, eating booths etc. for male and females, security services, fire and lighting services, safety services etc. .
- k) Getting prepared the hand out material including visiting cards.
- l) Arranging for daily cash expenses.
- m) Studying location plan and choosing stall premises.
- n) Finalizing contract with exhibition agency and contractors

The above is enough to indicate how much preparation goes in arrangement even like exhibition as well as the cost involved.

The house keeping, interior arrangements and enthusiasm and knowledge of staff attending will be big communicators. Rest of the things will depend upon the sale ability of the products or services.

SUMMARY

Events are not part of routine but an activity which is under taken especially out of routine. Events have communication value for all those who attend or get invitation for such events. Events involve variety like exhibitions, sponsorship events, recognition of public cause or services, anniversaries etc. In organizing events there can be number of objectives such as strengthening business network, associating with some social objectives, promoting corporate citizenship etc. Some of the popular communication media are press meet, publicity, web page use etc. One of the ignored aspects is perhaps offering self communicative product or service.

KEYWORDS

- **Event Management** – standard consideration involved in managing events.

UNIT 11 COMMUNICATION THROUGH PRINT MEDIA

Structure

Introduction - Use of written words
Correspondence
Towards modern communication concepts
Multimedia or Mass Media Communication
Specialized use of print media
Summary
Keywords

INTRODUCTION - USE OF WRITTEN WORDS

The most important communication media is words. In the olden days hand writing was the only alternative but slowly we started using machines to put in the words definite shape and size and started using typewriter, then electronic typewriter, word processor and now computers which have made possible to process word and give it style and font touch. Thus we are now using some sort of print media for writing words which enables us to reproduce in number of copies and transmit as well as print on a paper. Thus when we say print media is covering all types of forms which we use to convert hand writing to machine writing. Print is the most popular media that is being used in business. It seems to last for foreseeable future. What we term as correspondence today is all with the help of some sort of writing instrument. The most important feature of the print media is that it can in most of the cases add symbols, pictures within it especially by using computer capabilities as multi media. Even though we are largely speaking of words, we know it can accompany sign, trade mark, picture and symbols. Most of the business carries a brand which is in picture form and we use letter heads for printing letter. These print media are more used in Marketing and purchase since lot of business is concerned with selling and then buying.

CORRESPONDENCE

The correspondence is to and fro communication established in writing to conduct business transaction. Business correspondence is one which is used for written business transaction between parties. We call this letter writing and have now converted to number of forms. The letter writing involves the physical process of transmission either through post, courier etc. Thus the action of letter is complete only when it reaches in the hands of the party to whom it is addressed. Let us first start with one to one letter writing which occupies major need of correspondence.

Letter Writing and its essentials:

1. Address and Logo-

In order to confirm who is sender there must be clear reference to the name of the party as senders and its reply address. This is generally incorporated in pre prepared letter heads and the communication must give explicit information about the sender like his name, mailing address, telephone number, fax number, E-Mail, web page and brand symbol if any so that receiver can recognize the sender and as well note down the address to which the reply communication is to be sent.

2. Office timings and location-

It works better if office timings, weekly holidays as well as location plan are given so that communicator can address his communication to suit convenience of the sender.

3. Day date-

Must bear the day and date of communication – day gives more meaning to the date.

4. Subject –

Subject is included to attract attention of the receiver and fix its priority in the mind of receiver.

5. Reference -

Reference is given to give reference to previous communication or for use in future communication which is necessary for accessibility and retrieval – It contents number, file number where it can be located, place of location, name of handler etc. In short it forms identification of communication for all concerned.

6. Salutation –

Generally one should not address to a person if you want to leave a choice of receiver at receiving end. That is why we address to as 'Dear Sirs' or 'Gentlemen'. When we would like to draw attention of particular person then we can address it as Dear Mr. or Dear Mrs. as the case may be. If we just want to draw attention of particular person we can write 'Attention

7. Introduction in letter –

Purpose of writing may be explained.

8. Middle portion of letter –

Explaining the purpose if needed .or supported by other information

9. End-

Action expected and time limit, if any, so that the clarity is built in the letter.

10. Thanks-

Thanks and ending with signature.

11. Post Script –

Anything that does not go with the subject of letter – not more than a line or two

12. Enclosures–

Description and number of pages so that one can assure himself that he has received enclosures in tact

Paragraphs need not begin with blank space. The idea is eye should not take more travel time to go through and therefore; all written script should be adjusted to beginning from the very left. Distance between paragraphs should be double space so as to show its separation from the previous paragraph. Balancing typed space and blank space is essential for better presentation.

E-Mail communication:

We can maintain the same structure for E-Mail since we can send the same letter in digital form. One can also design our own E-Mail form to suit his stationery standards and can use it permanently. The added advantage of the E-Mail is that we can attach a long document/file along with it. The purpose is not easy reading but bulk transmission. However, one should be aware that everyone may not have enough space to accommodate on their hard disk. Many times pictures are sent which require more disk space than ordinary letter. We should always see that we do not use lavishly someone's disk space for our fancy. Therefore, messages should be brief without attachment as far as possible. Some people are in habit of requesting acknowledgement for every message. It is not necessary except when you find there is undue delay. One can prepare wizard format to reduce the repetitive typing work by standardizing. The speed is essence of communication. Since E- Mails are converted to digital files one should plan folders as well as reference system.

Supporting communication:

One can support correspondence with graphs, charts, pictures etc. to make it better presented. However, one should use it only when it is felt that it will add to knowledge and effectiveness of writing. In cases story telling style may become effective which is more in time sequence than purely logical sequence.

TOWARDS MODERN COMMUNICATION CONCEPTS

Test of modern communication is how quick one responds instead of how we can write. In the past letter was the only way to communicate and therefore, it was tuned to better look and expression. Ninety per cent of the correspondence is like 'noting' now and we need not spend

elaborate time on routing correspondence. Some of the quick ways suggested are –

Putting remarks on original letter :

One of the ways is to put reply remarks on the letter received and take a photocopy and send the original to a sender. This saves quite a lot time. All routine correspondence is done this way..

Preparing speed letters:

This can be done in three ways.

1. Making fill in formats or tick mark formats: Here we prepare readymade formats and leave blanks to be filled in from time to time. This can be done by hand or on a computer. One can use lot of standardized forms so as to reduce work of typing each time as well as to attain speed in responding. The tick mark forms show number of possible reply alternative and the one which is applicable is tick marked. The Government uses this quite a lot.
2. Use of 'Post it' note – Here we have pre gummed blank note pads available to put remarks and paste it to letter, one can also do the same thing in MS Words. The original letter is not spoiled.
3. Standardizing paragraphs- The business correspondence has to write something about its organization, products, policies etc and if one can standardize paragraphs which are generally required lot of mistakes and writing can be avoided at the spur of moment. This is possible if we give numbers to paragraphs and then pick up for letters. Some examples have been given. This avoids drafting each time communication in full.

MULTIMEDIA OR MASS MEDIA COMMUNICATION

Two important technical developments have taken place, one being use of copying machine (Xerox) enabling to take out copies in large numbers and mail-merge facility making it possible to put some individual names/addresses by merging selective data. Thus you can now make letters which seem specially addressed to individual and yet produced in mass method. The printing machines did not have this facility. In case even E mail we can send the same message to multiple parties. With adhesive mailing labels it is possible to print addresses and then mail it by using these labels. Thus mass printed communication has become facile with all these developments.

Now print media is being used for many purposes some of which requires a mention.

- a. **Varieties of colors pictures** can be made out on desk top or get it done from printers. The emphasis is here to show utility, uniqueness, features and look of product.

Moreover, with variety of equipment available you can print like copies from a small lot to a big lot. Thus number of copies is no longer a restrictive.

- b. **Organization literature** – One has to introduce organization to customers, new employees etc. and such a literature comes very handy to distribute. The emphasis is on history, range of production facilities and important statistical details as turnover, capital invested and stock market behavior. Again the information depends on the objective of literature and to whom it is to be distributed.
- c. **Hand Bills** – Explaining product and organization hand bills are prepared with an eye on mass distribution generally by hand. These are produced as cheap as possible since the concept is just to give information than selling a concept. We find these are distributed in local area without addressing it to any one customer and kept for distribution on exhibition or show room counters.
- d. **Other print media** – Greetings, calendars, diaries etc. form a part of these media. The idea is to make people remember you on routine occasions and on an yearly basis. These are goodwill creating gestures and really are not sales oriented media. One can also cover gift articles in this category.
- e. **Commercially used media** – These include posters, bill boards, wall writing, slide projection etc. Each of these media is a business communication media with emphasis on different factors. Wall posters are supposed to be used for a small period of time and generally are topical in content, while wall writing or bill boards are created for long period and meant for time to time reminder of a business product.

SPECIALIZED USE OF PRINT MEDIA

a) House Magazines –

It is to keep within touch organization members and their families. Since it is circulated for taking it to homes it is expected that family members will use it for reading. It is really to strengthen relations and assure families what efforts are being made to keep their jobs secure and growing. It should cover not only company news but also appreciate the performing family members in different spheres and bring it to the attention of others.

Some house magazines accept contribution by its employees on different topics. This is editorial job and requires someone adept in collecting news and articles and then presents it in a cohesive manner.

b) Special purpose publications -

Annual balance sheet, Calendars, Reprints of Speeches made by Chairmen, Annual report etc. are some of the examples of special purpose publications. Similarly manuals, service

instructions books, organization history, biographies of founders are published in book form. The book form communication is a special form and requires professional skills of writing and editing. These jobs are not generally handled by non specialists.

c) Report Writing –

Lot of occasions come for report writing such as market survey of some areas, industrial news reporting, annual report etc. which requires study before reporting. These have been dealt with separately in Unit 14.

SUMMARY

Use of communication is very common in communication. Most of the print media use words. Major portion goes in the name of correspondence – a written word communication between two parties. Letter writing is standardized by practice but modern communication has made it quick and easy by using format, speed letters, tick marks and fills in blanks, post it and similar systems.

KEYWORDS

- **Style** – presenting specialty
- **Salutations** – introductory addressing system
- **Post Script** – Written afterwards now being used for out of context remarks not more than one **or two lines**.
- **Reference system** – How reference is composed for easy retrieval like serial number, party to whom written, filed in, place of file, handled by etc.
- **Font** – type style and size incorporated in particular font.
- **Folders** – A place where files are stored for easy access.
- **Wizard** – A word used by Micro Soft for standard format developed

UNIT 12 USING VOICE COMMUNICATION

Structure

Introduction: Words and Tone

One to One conversations

Distance Voice Communication- one to one

Summary

Keywords

INTRODUCTION: WORDS AND TONE

The words which can either be used in written form or in voice form. We have already talked about words in written form but we are now going to study its effect in voice form.

The words when we convey in voice form they acquire a dimension which we may describe as 'Tone'. The tone adds to the emotional expression of words. While the words alone express meaning it is given a emotional backing with a sound that adds tone to the word. We can also add to the tone by forming sentence and giving auxiliary assistance of other words – such as 'Shut up' and then 'Will you please shut up?' and can make a further improvement by saying ' Will you please shut up, I am talking on telephone '. These sentences convey tones which can be understood in different way. Thus voice communication can be tempered by tone or adjusted for different results. You can also add to the meaning of the word by adding gestures through hand movement and expressions on face. Eye reflections add to word communication. Thus even though we are using words we need not forget these many things that go along with the words.

ONE TO ONE CONVERSATIONS

Conversation generally takes place in a chance meet while discussions are pre-determined conversations. In business we use both these forms quite a lot. The upper most think in the mind of businessman is business and he does not allow a single opportunity presented to talk about business. Thus chance encounters are used to find what mutually beneficial business role one can play. While in discussions we decide in advance the subject which one would like to discuss. In short in conversation we find a purpose, while in discussions we have a purpose. Steps involved in conversation or discussions are as follows.

Conversation:

Opening in conversation is begun with emotions showing something unexpected. Expressions such as "Glad to meet you" "I never thought I will meet you here" "How are you doing etc." We show our interest in other person. Then you can add salutation like "Good morning" "let me say you good morning". Salutations are really for breaking the silence and expressing a wish to talk. In Britain the climate was so fickle that one never knew what climate we will have during any time and thus wishing good climate was one accepted feature. Thus salutation started by wishing 'good morning' 'good day'

'good evening' 'good night etc.' In India where climate is generally steady we talk less of time and more in terms of greetings like 'Namaste'. These are more relational expressions. The fact we must have salutation to indicate to others that one is available for discussions. These must accompany relational expressions Thus one start conversation with emotions and then salutations.

Then one begins with some business need that occurs to your mind. " By the way how are you getting along with business" " Any news from business" " How about your Sales Manager? I forgot his name" depending on the reply you start conversing. One can also say "Do you mind if I ask you something of business?" Do not show some other interest and then bring him on the subject. Most of the people know you have interest in asking some information and one must be open and frank and with the subject proper.

Try to make the listener physically comfortable so that he listens. Listening is big conversational art and the most important is patience to learn what others are saying. Interrupt by way of responding in order to understand more. Look at the following conversation piece:

"Do you remember Mr. Ghodke who was working with me?" "Oh, yes. Why not?"

"He has gone to States? He is doing well." "Why for?"

"He has started a good business of garments and importing from me?" "Remember me to him"

"Who works in his place?"

"No. I am still searching for someone"

"I know someone I would like you to have a look at him?" "Your contact details remain same? What is convenient time?" "Let me phone him I will give him time."

The purpose has been served but sees discussion is leading to a purpose and how brief the conversation is. Your behavior is reflecting in discussions. The other person readily agreed to meet not for courtesy but knowing fairly well you will not recommend someone who is useless. This is how your relations and character reflects in discussions. Remember when you discuss your words give them a value of your character and long experience. Keep your intervention to seek more information, be short and build your character so that your words get force. As a learner one has to learn patience which is essential for listening and bring the discussions to the course you want.

Discussions:

In discussions you meet with a purpose and make yourself ready for discussions. It is in the interest of both the parties to have predetermined preparation for meeting with necessary exhibits as documents or samples to bring in more knowledge in discussions. The opening would be something like this –

"Welcome. Make yourself comfortable. Would you like to have something? I can order it so we are not disturbed in our discussions. How you will feel if my Secretary joins so that she can make take down

notes.”

“Sir, please go ahead. I do not mind a cup of tea.”

“Let me restate purpose of our meeting so it will be clear for both of us. Do you agree?” “Go ahead “

“I am planning a new business and I would like you to be my partner. Do you have any objection in principle –we can discuss this. If you have any doubt I think we should clear them first “, and so the discussions go on.

If you observe in this discussion the aim is to move rationally from one to another instead of discussing the whole matter in one stroke. It is presumed the outline business concept has already been sent and both the parties know what they are discussing. It is thus the background which must be created for any discussions by adequate information. Or give a concept on telephone beforehand so that you do not keep anyone in doubt about the business of the meeting. In business life one is so busy one starts thinking about the subject of the meeting when he is at the door. One has to give a feeling of studied approach to gain confidence and therefore, some time must be kept for preparing for all such occasions. If it comes from the blue ask for some time so that you compose yourself for the subject. One could not add salutations here but should do at the time leaving by saying ‘Good day” ‘See you again” and perhaps assuring you within what time you will come back on the subject. One must make commitment and take a risk and then worry about meeting the risk. That is business life. Generally people are afraid of committing time for decision making and therefore, remain hesitant in conversation. A good manager’s life is full of commitment and risks.

Discussions have to be carried out with certain discipline. There is no Chairman to control and only controller is your conscience. The first rule is let the guest explain his case and you listen to it with positive interruptions to understand more. Once he finishes sum up the points needing attention then try to respond it one by one. Once host has completed, both the parties to the discussions start discussing thread bare. Prefix time duration and then close the subject to continue at later date. Your listening span along with your business activities does not give you enough freedom. Some intervening time so given might suggest some better and mature concept.. If you feel it requires some immediate solution, agree to one step for the time being which will move forward the discussions. One can carry the discussions afterwards on telephone once two persons know each other

Discussions notes must be made to record the incident and what was discussed .

Three important areas of discussions need reference namely

1. Negotiations:

Negotiations is said to be an art. Both the parties come to a negotiation with preconceived stand and are really firm about their views. The stands taken by both apparently on the face of it has no meeting ground yet both the parties should believe they cannot afford separation and must negotiate.

- a. Both of them exchange their view point in writing.
- b. Both should agree to respect each others stand which generally comes out of their self interest. In fact one must agree with each others self interest. Both the parties are

interested in asserting their self interest.

- c. Someone should prepare note on areas of conflicts and why for and thus pin point areas of negotiations.
- d. Generally these discussions are clouded by past history and every now and then past experiences are quoted. They try to go back and back all the time. The parties would agree to think afresh on the whole issue forgetting the past.
- e. The emphasis should be on meeting of each other's self interests. .
- f. The negotiations be divided into number of sessions if need be. This is to allow some fresh thinking in the intervening period.

2. Conflict Resolution:

Similar approach is required when some occasions give rise to conflicts and problems are created for conflict resolution. Even though such conflicts are between groups it is better that they are discussed with leaders individually or individuals involved individually. The reason is many times group representation do not show up the real causes of dissatisfaction or these may vary with individual. The patient listening to the conflicting parties can reach to half the satisfaction. Then one can think of alternative solutions and offer them for accepting by parties to conflict. Failing of all alternative solutions the best way is to ask them to offer solution which they can agree or be willing to submit to boss's arbitration. Some of the areas of solution would be organization changes, process and system changes and submitting to arbitration. Most of the conflict arise because of long term neglect to organizational problems and with patient hearing can be solved.

3. Arbitration –

It is the duty of manager to arbitrate on problems arising out in his jurisdiction pertaining to problems arising out of organization working and may extent to personal problems of employees. Arbitration requires consent of parties in conflict to accept in spirit or words to accept arbitration. Sometime these come with a background of genuine organization interest and are difference of opinion than a conflict. For disputes arising out of labor and management the parties concern may accept outside arbitration. Most of the legal agreements provide for arbitration. When matters are given for arbitration it is presumed that the decision may go either way and in most of cases arbitrator is agreed to by mutual consent. Preparing papers for arbitration are important for both the parties.

DISTANCE VOICE COMMUNICATION- ONE TO ONE

Telephonic Talk:

This has now become widely used distance media communication. The advance of mobile has also removed the fixed line telephones an easy instrument to carry and talk.

The salient features are –

Features of telephonic discussions

- This discussion is based on trust since there are no written documents supporting this discussion. (In few cases telephone discussions are confirmed in writing afterwards).
- Though it may not be apparently costly, one is so accustomed to use telephone that many people lose their balance and talk for a very long time. Since call charges are based on time basis it must be seen that we talk what we need and keep ourselves restrained. The introduction of mobile has eased contacting a particular person but has encroached upon our activities and movements.
- It's being a real time communication you do not lose time and can get a response even immediately.
- Speaking literacy is enough for this purpose and that is why we find the system is popular even educationally backward people.
- In business where users of telephones are more one has to make arrangement for exchange box and also an operator. Automated exchanges can do away with the need of operator to an extent.
- Recorded telephonic discussions can be transmitted via compact disk or magnetic tape cassettes or voice mail. These can also act as evidence of confirming communication transactions.

Knowledge and skills needed

Though telephones in operations are simple people do not use facilities provided along with it such as hold, transfer, speaker telephones, caller identification, alarm service etc. Now with the mobile one has capabilities to store, record, relay news, music, radio, TV, internet, movie, charging facilities, messaging etc.

Good use of instrument's capacity requires a specialized training. Some basic knowledge as to how telephonic system works is essential. Video phones have also appeared on horizon and that will help to see the other man and his expressions on telephone itself. Most of the instruments are merging into a system and one can have a telephone directory on line. The operators must know how to use directories, especially yellow pages which can provide lots of assistance in locating a particular type of business.

Points in telephonic conversation

- a) Avoid beginning with Hello instead tell your name and give your identity

immediately. One should not live people guessing as to who is on the other end

- b) The receiver in response should give his identity. This will avoid wrong calls.
- c) First tell why you are phoning.
- d) Await views of the receiver.
- e) Listen f) Intervene just to get more clarification
- f) Propose action
- g) Expect action
- h) Conclude saying departing words
- i) Use some time to exchange pleasantries.

Please see the specimen of sample telephonic talk. While using mobile first ask a person if it is alright to talk on telephone and if he is free to receive. This is important because it is bad manners if one makes other to talk at inconvenient place.

One- to- many –Lectures/ Speeches Lectures-

This head also includes talks we require to give to staff on occasions. Here audience is collected to hear and raise some queries at the end but not for participation. Thus it should not convert itself into discussion. The purpose is to give knowledge and see if it is understood. Depending upon the crowd to make speech audible we use system such as mike and speakers in this method.

Knowledge and skills required -

One must understand to adjust mike so that it is clearly audible to all. In fact **one** can get it confirmed from the audience before one starts his real address.

Points to be observed

Get profile of audience confirmed or imagine audience.

- 1) **Confirm time** for talk and preceding and succeeding procedure
- 2) **Confirm your role** in the total event
- 3) **Be at least 5 to 10 minutes earlier** and volunteer to organize functions. Act as participant and not as an invitee. Give chance to observe you as participant. Provide for bio data if needed so that wrong impressions are not carried.
- 4) **Start thanking** the organizers and people on the dais.
- 5) **Refer to the occasion**, tell purpose of speech, describe preferably in story form what you have to say and conclude thanking the listeners. Even though rational try to be narrative.
- 6) **Support your speech** with slide presentation or a black board and chalk if need be and copies of points to be discussed or the full lecture as the need may be given to audience to understand the lecture and leave them thinking on the subject.
- 7) In order to remind you of the points in speech you want to make you can prepare cards

for each subject and handle them in sequence or prepare slides and put it on to serve a good for you to remember and for the audience to participate or prepare a note and keep it before you.

- 8) You can see the impact made or the degree of level of understanding by looking to the eye expressions which seasoned lecturer is accustomed with. At the end one can also invite any questions the audience participants may have. Generally, it takes some initiative for asking questions and then the speaker himself ask a question or plant one or two questions in audience. Since listening to speech is one way communication it has to be converted in two ways to increase understanding and retaining of message in the minds of audience.
- 9) **Mass speeches** – Involving crowd of masses it is difficult to get feedback. The oratory style should be emphatic. In mass speeches your personality may be introduced so that one gets reverence. You must have point to impress and must weave around it your presentation. It should prompt people to take action. This requires a lot of experience.
- 10) **Role of a spokesman**- As you acquire prominence in organization structure one starts acting as a spokesman. One can be asked any time about you, your organization and its business plus the problem looming in the minds of people and one has to reply it. Where you feel you do not have knowledge ask for time and give clarification later on. One which you feel need not speak about you show inability to reply and one which you feel is out of your knowledge say so and express your ignorance. Leave the impression you are strait forward and honest.
- 11) **Organized multi participants' events** – We have already spoken about these in communication through events. These are meetings, conferences and seminars. In multi party participants one has to regulate through Chairman and has to give in rotation by chance to express initially and then discuss seeing that the group succeeds in discussing full agenda and present enough ground for action and not necessarily a joint action. Any joint action is someone's jurisdiction and he must take a decision. Thus meetings lead you to a decision but do not take decisions. There will always be opinions of dissent and these should be noted. Business cannot stop for consensus
- 12) **Group Discussions**: The group discussions as a method is being singled out in view of its importance to students' community. Now-a-days, lot of group discussion tests is being taken. The reason is to judge, to some extent, ability of individuals to get along with a group and play a role of follower as well as the leader as situation demands. Generally the procedure followed is students are given few subjects to discuss and

then ask as a team pick one out of it for discussions. Here it is seen how they arrive at selection of subject and how they tackle self interest of everyone. Then everyone is asked to give his view points on the subject turn by turn. They have to appoint their own leader as Chairman and they decide the time allotted to each participants. It is presumed in this round everyone will get an opportunity to express his views. Here he endorses the points of earlier speakers if he agrees or tells his view point if he does not agree, and put forth some new points if he has any. In short he should avoid repeating the same point. The chairman summarizes pros and cons that have been referred to by all concerned and then present it for discussions. Here he can ask those who want to contribute raise hands and then ask them in few sentence what they feel after listening to discussions. After this round Chairman announces the decision and ask for those saying yes and then saying no and accordingly agrees to inform the Authorities the opinion of the meeting. The Chairman will frame the report and read it aloud. The meeting will come with thanks to Chair.

In this procedure the following things are observed –

- i. Ability to be follower and leader
- ii. Ability to put forth convincingly once thoughts on the subject.
- iii. Ability to give and take keeping team as performing unit.
- iv. Ability to respect and maintain human relations all the time. Follow group discipline and take people along.

Thus observing group norms and discipline, putting forth thoughts forcefully and then coming to understanding are some of the things which students should observe.

- 13) **Audio Conferencing** – Most of the things discussed above are also applicable to audio conferencing. We follow the same discipline as we follow in ordinary meetings. Some technical knowledge of operating the telephone system as a conference may be required.

SUMMARY

Words communicated through voice gives tone to the words. Tone adds to emotional expression of words. One can add facial expressions and body gestures to tone it further. Conversations generally take place in chance meet but discussions arise out of planned meet. In distance voice communication telephonic talk occupies important place.

KEYWORDS

- **From the blue-** unexpectedly as if fallen from sky.