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UNIT -I- CONCEPT OF COMMUNICATION AND INTRODUCTION TO COMMUNICATION

Meaning of Communication:

The word communication has been derived from the Latin word 'communis' which means 'common'. Thus, communication means sharing of ideas in common. "When we communicate," says Wibur Schramn, "we are trying to establish a 'commonness' with someone. That is we are trying to share information, an idea or an attitude. The essence of communication is getting the receiver and the sender 'turned' together for a particular message."

According to the shorter Oxford English Dictionary, communication means "the imparting, conveying or exchange of ideas, knowledge, etc., whether by speech, writing or signs." Communication takes place when one person transfers information and understanding to another person. It refers to the exchange of ideas, feelings, emotions, knowledge and information between two or more persons.

There is a communication when you talk or listen to someone. For instance, a teacher while delivering his lecture communicates to his students. But if he speaks or writes in a language which is not understandable to his students, there is no communication. When you read a book, its author communicates to you. But communication does not mean merely written or oral messages.

It includes everything that may be used to convey meanings from one person to another, e.g., movement of lips or the wink of an eye or the wave of hands may convey more meaning than even written or spoken words. In fact, communication is the process of conveying message from one person to another so that they are understood.



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In business management, ideas, objectives, orders appeals, observations, instructions, suggestions etc. have to be exchanged among the managerial personnel and their subordinates operating at different levels of the organisation for the purpose of planning and executing the business policies. The following standard definitions will further help to understand the meaning and concept of communication in management.

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

“Communication is the intercourse by word, letters or messages, intercourse of thoughts or opinions. It is the act of making one’s idea as and opinions known to others.”—Fred G. Meyer.

“Communication is the process of passing information and understanding from one person to another.”—Keith Davis.

“Communication as any behaviour that results in an exchange of meaning.”—The American Management Association.

“Communication may be broadly defined as the process of meaningful interaction among human beings. More specially, it is the process by which meanings are perceived and understandings are reached among human beings.”— D.E. McFarland.

“Communication is a way that one organisation member shares meaning and understanding with another.”—Koontz and O’Donnell.

“Simply stated, communication means the process of passing information and understanding from one person to another. Communication, fundamental and vital



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to all managerial functions, is the process of imparting ideas and making oneself understood by others.”—Theo Haimann.

“Communication is the broad field of human interchange of facts and opinions and not the technologies of telephone, telegraph, radio and the like.”— Charles F. Refield.

“The transfer of information from one person to another whether or not it elicits confidence. But the information transferred must be understandable to the receiver.”—C.G. Brown.

“In its everyday meaning, communication refers to the transmitting of information in the form of words, or signals or signs from a source to a receiver.”—Keith and Gubellini.

“The word communication describes the process of conveying message (fact, ideas, attitudes and opinions) from one person to another so that they are understood.”— M.W. Cummin.

In administrative context, the term communication has been defined as, “a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organisational goals.”—William Scott.

(A special committee on communication in business and industry) defined communication as “a mutual exchange of facts, thoughts, opinions or emotions. This requires presentation and reception, resulting in common understanding among all parts. This does not imply agreement.”—National Society for Study of Communication.

We can conclude from the above definitions that in business communication does not merely sending or receiving message. It is much more than that. It includes



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proper understanding of the message, its acceptance and action on it. In the broadest sense, communication refers to the whole process of man's life in relation to the group and includes exchange of information, a system of communicating, and a process by which meanings are exchanged among human beings.

CHARACTERISTICS NATURE OF COMMUNICATION:

From the analysis of above-mentioned definitions we get the following essential features of communication:

1. It Involves at Least Two Persons:

Communication involves at least two persons, a sender and a receiver. The sender is called communicator and the receiver of the message is known as communicate. A person who speaks, writes or issues some instructions is the sender and the person for whom the communication is meant or who receives the message is the receiver or communicates.

2. Message is a Must:

A message is the subject matter of communication. e.g., the contents of the letter or speech, order, instructions or the suggestions. A communication must convey some message. If there is no message there is no communication.

3. Communication May be Written, Oral or Gestural:

Communication is generally understood as spoken or written words. But in reality, it is more than that. It includes everything that may be used to convey meanings from one person to another, e.g., movement of lips, or the wink of an eye or the wave of hands may convey more meaning than even written or spoken words.



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4. Communication is a Two Way Process:

It involves both information and understanding. Communication is not complete unless the receiver has understood the message properly and his reaction or response is known to the sender. Understanding is the end result of communication but it does not imply agreement.

5. Its Primary Purpose is to Motivate a Response:

The primary purpose of communication is to motivate response or influence human behaviour. There is no doubt that motivation comes from within but communicator can also motivate people by good drafting of message, proper timing of communication, etc. To create understanding, communication should be relevant to the situation. It must always be remembered that communication is a means of motivating and not an end itself.

6. Communication may be Formal or Informal:

Formal communication follows the formal channels provided in the organisation structure. For example, the Managing Director communicates with the departmental heads, say Finance Manager, finance manager communicates to deputy finance manager, the deputy finance manager with accounts officer and so on.

In simple words, in informal communication, there is no direct communication between the Managing Director and the accounts clerks. Informal communication flows from informal channels of communication which are not provided in the organisation structure. These channels develop among members because of personal contacts through working with each other.



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7. It Flows Up and Down and also from Side to Side:

Communication flows downward from a superior to subordinate and upward from subordinate to a superior. It also flows between two or more persons operating at the same level of authority.

8. It is an Integral Part of the Process of Exchange:

It refers to the exchange of ideas, feelings, emotions and knowledge and information's between two or more persons.

PRINCIPLES OF COMMUNICATION

In order to make the letters, memoranda, reports, representations and other forms of communication effective, one should follow certain scientific principles.

CLARITY

1. Clarity of Thought

The communication cycle begins with the generation of an idea in the mind of the transmitter. A great deal of clarity is needed at the stage, for if the beginning is fuddled, it is likely to mar the entire communication process. The communicator must be clear about three points :

What is the objective of communication?

What is to be communicated?

Which medium will prove to be the most suitable for this purpose?

2. Clarity of Expression

The receiver learns about the idea in the transmitter's mind through the coded message. If encoding is faulty, the message may be misinterpreted.



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The following points about the choice of words deserve attention :

USE SIMPLE WORDS

Remember that simple and short words are more effective than pompous and heavy words. It is better to use “tell”, or “inform” for “acquaint.”

(i) Use single words for long phrases:

A single word is often more effective than long, pompous-looking phrases.

(ii) Use verbs for nouns:

Using verbs in place of nouns often brings about simplicity and clarity.

(iii) Avoid double entry:

We often use phrases with two words conveying the same idea. Such phrases can be easily simplified.

(iv) Use concrete expressions:

Concrete expressions create visual images that are easy to register. So instead of vague, generalized statement, give definite facts.

(v) Prefer active constructions – for they are easier to understand. If you deliberately want to create an impersonal style, you may be justified in using passive constructions.

(vi) Avoid excessive use of the infinitive .The use of the infinitive tend to make the style impersonal and formal.

(vii) Avoid Jargon : ‘Jargon’ refers to the special language of a trade, profession, or field of study. It may refer to words as well as to the style of writing.



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(viii) Avoid ambiguity:

If the message can mean more than one thing, it is ambiguous. Ambiguity is often caused by a careless use of personal pronouns.

(ix) Use short sentences:

Whether your communication is oral or written use very short sentences. Long sentences tend to be complex and demand greater concentration.

COMPLETENESS

In business communication, completeness of facts is absolutely necessary. Incomplete communication irritates the reader, for it leaves him baffled, if wrong actions follow an incomplete message, they may also prove expensive. Let us suppose you are ordering shirts by mail. Your communication must include all the relevant facts---size, color, catalogue number, quantity, mode of payment, mode of dispatch, the date by which you need the shirts, etc.

i. While answering a letter make it sure that questions are answered ; If your customer has four queries and answer only two of them, it will not bring the desired answer.

ii. Checking for the “five W” questions --- who, what. Where, when, and why, and any other essential points like ‘how’ also helps to make your message complete.

CONCISENESS

A reader’s time is invaluable. Don’t make him feel that he is wasting his time in going through your unnecessarily lengthy letter. Be as brief as possible .brevity in expression effectively wins the attention of the reader .However, brevity should not have effected at the cost of appropriate clarity, correctness, completeness or courtesy.



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The following four simple rules will help you to achieve conciseness to your messages :

i. Include only relevant facts:

Make sure your message does not get cumbered by unnecessary details.

ii. Avoid repetition:

Repetition includes monotony or irritation. This might repeat information or a request in order to stress it. The reader would naturally expect you are saying something additional.

iii. Avoid trite and wordy expressions:

Organize your message well. Use simple and short words as sentences; ensure that your message is coherent.

CONSIDERATION

In our letters, we must show consideration for the reader, this can be done in the following ways:

i. Adopt the 'you' attitude

We know that we are primarily interested in ourselves. Naturally, every other person is interested more in himself than in a third party. We must avoid using I's and We's and have as many You's as possible.

ii. Avoid Gender bias

Now that the business world is no longer dominated by men, it is extremely important to avoid gender bias. Using 'he' when message is going to a lady will certainly cause offence. So take some precautions.



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iii. Use words free from gender bias

Use a slash to include both the alternatives.

Use plural forms inclusive of both the gender.

It is often possible to use 'the' for 'his/her.'

iv. Emphasize positive vision and use pleasant facts

On many occasions you may have to refuse, say 'no', regret, disagree, complain or say 'sorry'. To say this in plain words and a straight forward style is not difficult, but its effect on the reader's mind and the repercussions on the firm are bad far reaching.

V. Impart integrity to your message

Showing integrity is perhaps the best way of showing consideration. Integrity involves the observance of ethical principles, ---Sincerity and fair treatment.

COURTESY

In business we must create friendliness is inseparable from courtesy.

i. Answer the letters promptly

In business it is general practice to answer a letter the same day it is received. Sometimes you might need a back reference, or may have to refer to different departments for clarification of certain points.

ii. Omit irritating expressions

Some words and expressions are negative in connotation and irritate the reader. Particularly, when used with 'you', they become provocative, Expressions like 'you forgot', 'you failed' are bound to irritate or hurt the reader.



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iii. Apologize sincerely for an omission/thank generously for a favor.

If you have overlooked or failed to do something, express your regrets promptly and sincerely and make up for the omission at the earliest.

ELEMENTS OF COMMUNICATION:

The basic elements of communication are:

1. Communicator:

The sender, speaker, issuer or writer-who intends to convey or transmit a message.

2. Communicate:

The receiver for whom the communication is meant. He receives the information, order or message.

3. Message:

The subject matter of communication i.e., the content of the letter, speech, order, information, idea or suggestion.

4. Communication Channel:

The media by which the information and understanding are passed from the sender to the receiver. It serves as link between the communicator and the communicatee i.e., the levels of organisation or relationships that exist between different individuals or departments of an organisation.

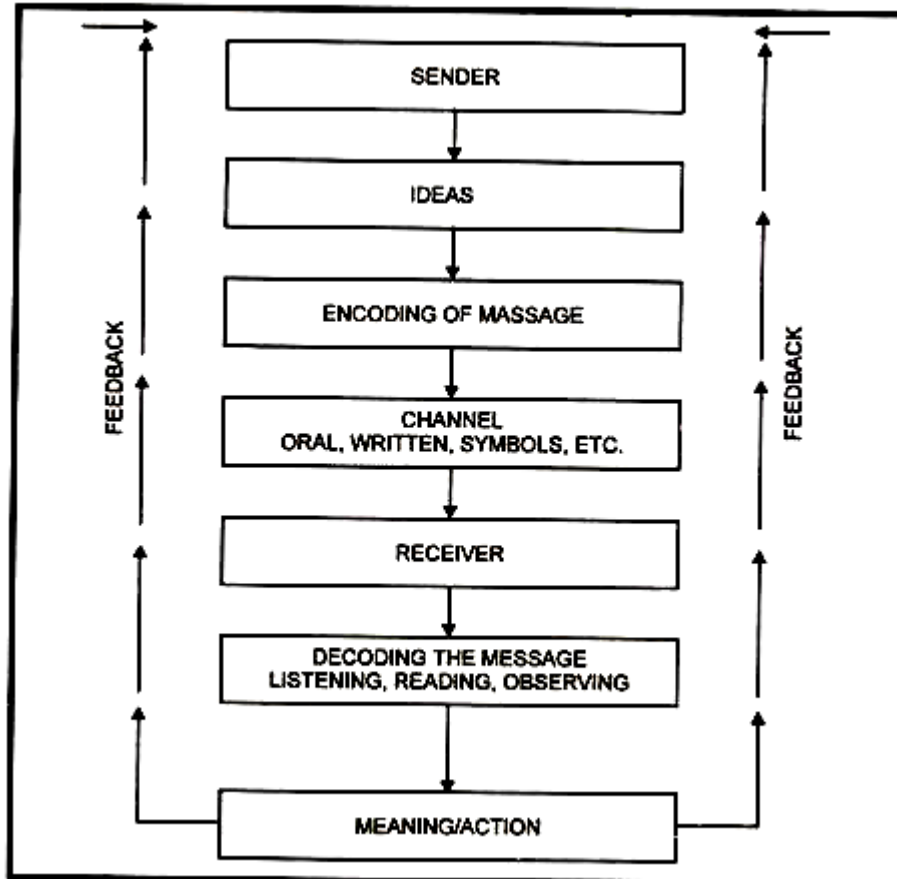


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THE PROCESS OF COMMUNICATION:

1. The communicator first of all, formulates a clear idea about facts, opinions or information he wants to convey.
2. The idea is then translated by him into words (spoken or written), symbols or some other form of message which he expects the receiver to understand. This process is known as encoding of the message.
3. The communicator selects a suitable media for the transmission of the message, e.g., telephone, telegraph or television. The message is conveyed with the help of the media selected.
4. The message is then received by the communicate. He tries to understand it by decoding the message.
5. The communicate acts upon the message as he has understood it.
6. Finally, the effectiveness of communication is measured through feedback. If the communication brings in the desired changes in the actions or behaviour of the receiver, it is said to be successful communication. In case, there is no change in the actions or behaviour, there is no communication, and if it leads to undesirable changes it is a case of miscommunication.

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The process of communication is illustrated in the figures.

Non-listening of the communication is a chronic problem. Many communications do not receive the attention they deserve. These limitations or causes of breakdown of communication channels are called 'Communication Barriers'.

IMPORTANT BARRIERS TO BUSINESS COMMUNICATION:

Communication is impeded by various types of barriers.

These may be classified into three categories:

(A) External Barriers,



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(B) Organisational Barriers; and

(C) Personal Barriers.

All these types of communication barriers are explained below:

[A] EXTERNAL BARRIERS:

External barriers to business communication may be in the following forms:

1. Semantic Barriers:

The words and symbols used to communicate the facts and feelings may have variety of meanings. Different people interpret the same message in different ways depending upon their education, experience, social and cultural backgrounds etc. The language of the sender may be incomprehensible to the receiver. Thus, words and symbols sometimes fail to convey the true meanings.

2. Emotional or Psychological Barriers:

Emotional or psychological factors are the prime barriers in inter-personal communication.

The following are some of the emotional barriers:

i. Inattention:

It is one of the major chronic psychological barriers. When the receiver does not pay complete attention to the message, communication becomes ineffective. A person may be pre-occupied with other important matters, or the message may be uninteresting or contrary to his/her expectations.

These may cause lack of attention. It is a common phenomenon that people simply fail to react to bulletins, notices, minutes and reports.



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ii. Perceptual Barrier:

Every individual has specific areas of interest. So, he/she may hear, read or see that part of the message which is valuable to him/her. People see what they want to see and consider it a reality. Some persons interpret the message in terms of their own viewpoint which may be misleading, thus perception leads to filtering of the message unconsciously.

iii. Loss by Transmission and Poor Retention:

When communication passes through various channels in the organization, successive transmissions of the same message are decreasingly accurate. It is said that in the case of oral communications about 30% of the information is lost in each transmission.

Poor retention of the information is again a malady. It has been shown by the researchers that the employees retain about 50% information only, whereas the supervisors retain about 60% of it.

iv. Premature Evaluation:

Communication is hampered when the receiver evaluates the message before getting the complete information. On several occasions, the managers start evaluating the information before reaching proper understanding. Decision is taken before knowing the full facts. Such a premature evaluation tends to inhibit the free flow of information and understanding and distorts the communication.

v. Undue Reliance on the Written Words:

Written words are no substitute for sound face-to-face relationships. A written communication might fail to explain the purpose of order, procedure or directive.



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Written communication often tells what is to be done, but not why it should be done, and lacks the persuasive quality.

Moreover, a written communication may be above the comprehension level of the reader and failure to ascertain the response to communication is also there. Hence, written media must be considered as supplementary to productive face-to-face relationships.

vi. Distrust of Communicator:

It arises out of all ill-considered judgments or illogical decisions by the communicator. Repeated experience of this kind gradually conditions the receiver to delay action or act unenthusiastically, thus, making the communication unsuccessful, though apparently it is complete.

vii. Failure to Communicate:

It is quite an accepted fact that the managers often fail to transmit the needed messages. This might be because of laziness on the part of the communicator or his/her false assumption that everybody knows it.

[B] ORGANISATIONAL BARRIERS:

Major organisational barriers may be as follows:

i. Organisational Policy:

The general organisational policy regarding communication acts as an overall guideline to everyone in the organisation regarding how he is normally expected to behave in this matter.

The policy might be in the form of explicit declaration in writing, or it has to be interpreted from the behaviour of organisation members, particularly people at the



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top. If this policy is not supportive to the flow of communication in different directions, communication flow would not be smooth and adequate.

ii. Status Relationship:

In the formal organisation structure, superior-subordinate relationship may cause obstacle to free and frequent communications, more particularly in upward direction. A manager may not communicate to subordinates his/her weaknesses. The subordinates do not feel free to talk to the superiors.

They pass on only what the superiors would like to hear and hold back unpleasant facts. They may communicate to their superiors only those things which they expect would be appreciated by the latter. When a subordinate does not have trust in his superior, communication becomes less effective.

iii. Organisational Rules and Regulations:

Organisational rules and regulations affect the flow of communication by prescribing the subject-matter to be communicated and also the channel for such communication. The rules may restrict the flow of certain messages and may leave many important ones.

On the other hand, communication through proper channel in a specified way prescribed by these rules delays it and works against the willingness of the persons to convey the message. This barrier is strongly operative in Indian public sector enterprises where observance of rules and regulations is rigid.

iv. Complexity in Organisation Structure:

In an organisation, where there are a number of managerial levels, the number of filtering points is many. As a result, the process of communication gets delayed and the chances of communication getting distorted increase. This is more true in the



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case of upward communication, because the subordinate employees generally do not like to pass up the adverse criticism either of themselves or of their superiors.

The more complex the organisation structure is, the more difficult it becomes to ensure that correct information is passed on to the right person at the right time through the right medium.

v. Organisational Facilities:

Organisational facilities provided for smooth, adequate, clear and timely flow of communication may take a number of forms such as meetings, conferences, complaint box, suggestion box, social and cultural gathering, etc. If these are not properly emphasised, generally people fail to make effective communication.

vi. Information Overload:

The managers are overloaded with information from various sources. They may not always be able to regulate the flow of information. As a result, the effectiveness of communication is reduced. They may ignore or misinterpret some of the messages. Time pressures may also create communication problem.

[C] PERSONAL BARRIERS:

As communication is basically an inter-personal process, there are also some personal factors which are responsible for blocking communication.

Personal barriers may be listed as follows:

1. Barriers in Superiors:

The role of the superiors in communication is very vital. Because of their hierarchical relationships with the subordinates, they act as barriers in a number of ways discussed below:



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i. Attitude of Superiors:

The attitudes of the superiors towards communication in general, or in any particular direction, affect the flow of messages in different directions. If this attitude is unfavorable, there is a greater possibility that messages would not flow adequately from and/or to the superiors.

ii. Fear of Challenge to Authority:

A person in the organisation always tries to get a higher position and prestige. As such, the managers generally try to withhold the information coming down the line or going up—as frequent passing of information may disclose their weakness.

iii. Lack of Confidence in Subordinates:

The superiors generally perceive (correct or otherwise) that their subordinates are less competent and less capable, they are not able to advise their superiors or they may not have some information to convey.

iv. Lack of Time:

The superiors feel—whether correct or otherwise—that they are over-burdened with the work and they have little time to talk to their subordinates.

v. Lack of Awareness:

Sometimes the superiors may lack the awareness about the usefulness and significance of communication in different directions in general or particular subject-matter. In such a case, communication How is blocked.



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vi. Ignoring Communication:

Sometimes the superiors —consciously and deliberately ignore the communication from their subordinates to maintain their importance. This works against the willingness of the subordinates to communicate.

2. BARRIERS IN SUBORDINATES:

Vertical communication in either direction can take place only when the subordinates also actively participate in this process. There are various factors in the subordinates that adversely affect such active participation on their part.

Some of these are mentioned below:

i. Unwillingness to Communicate:

Sometimes, the subordinates do not communicate upwards certain information because they are not willing to do so. If a subordinate feels that he/she is likely to be adversely affected by supplying a particular information to his superior, he/she would not be willing to supply it.

Information going up is utilised for control purposes and the subordinates would not be willing to give any information to their superiors about any unfavorable happening. If there is any compulsion to communicate, they would do the same after modifying the information in such a way so as to protect their own interest.

ii. Lack of Proper Incentive:

Lack of motivation to communicate also refrains the subordinates from communicating upwards. If a novel suggestion by a subordinate does not evoke any attention from the superiors, he/she would not convey it.

Barriers to Business Communication are shown by a chart as follows:

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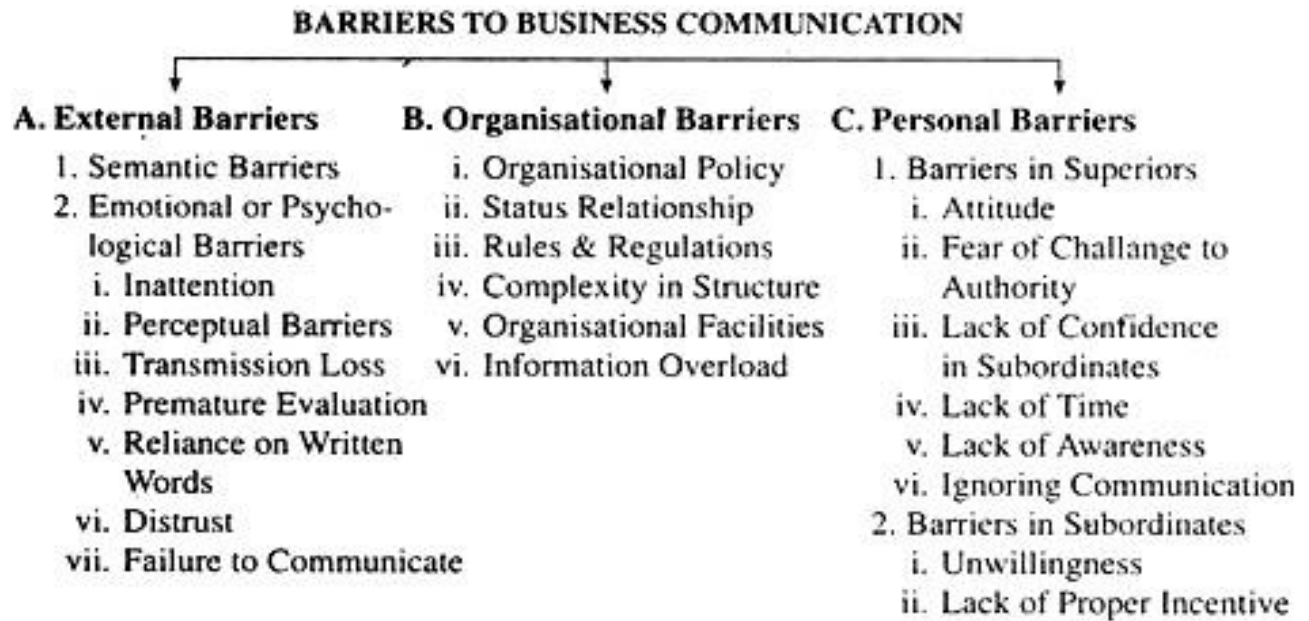


Fig. 1.9: Barriers to Business Communication.

7' C'S OF COMMUNICATION

- Concise
- Clear
- Correct
- Concrete
- Complete
- Courteous
- Coherent

1. Concise

Being concise means being able to convey your messages in shortest possible words. But this doesn't mean that you provide the information less but articulating in such a possible way that you get to spread the message across everyone and that too in fewer words.



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It is a necessity for business communication as this C does not involve the vague words and this the message is clearly sent to everyone. Because of conciseness, you save time as well as you save a lot of costs.

As this C excludes the needless and excessive words it makes the main idea or the message more understandable. For audience also this form is more convenient and appealing.

2. Clear

Clear or clarity is very important in business communication. Through this, you are able to emphasize a specific message or a goal at that time. In a business communication, you cannot achieve too much in one go. That is why you need to clear about your ideas.

Because of clarity, the understanding of ideas becomes easier. As the clarity is achieved for ideas and thoughts, the meaning of the words is enhanced. The message becomes more appropriate and exact.

3. Correct

The understanding of your audience is directly proportional to the correctness of your ideas. Because correct communication of thoughts and ideas is also an error-free form of communication. There are many ways to achieve this correctness in your sentences.

One is through a technical understanding of your thoughts and ideas. Further, the names and titles that you have mentioned should be correct. Because of correctness the confidence level of yours as well as your audience increases. It has more impact.



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4. Concrete

Concreteness refers to the idea of being clear and particular. It avoids the basic fuzziness and general in your ideas and thoughts. Concreteness also adds to your confidence level.

Concreteness is supported by figures and facts thus it gives your ideas a boost. As it involves clear words only, it helps in increasing your reputation. There are little to none chances that your message is misinterpreted.

5. Complete

A message or an idea is complete when the audience has everything that they want to be informed. Also, this gives an authority to them to move to call of action.

The complete communication generally involves the call to action, which helps the readers understand what you want to imply to them. It also includes all the facts and figures in the sentences.

Due to complete communication, the reputation is enhanced for an organization. A complete communication also involves additional information whenever or wherever it is required. Thus, it leaves no room for doubt in the mind of the readers and audiences. It also helps in persuading the audience.

6. Courteous

Courtesy is the respect that we show to others and in business communication also it means the same thing. You should show respect to your reader by having courteous communication. The individual while sending the message should be polite, sincere, enthusiastic, and reflective.



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Being courteous means that you have taken into consideration the feeling receiver as well as your own. It also shows that you are positive and your focus is on the audience. Courteous messages are not at all biased.

7. Coherent

The messages that you send should be logical and that is why coherent communication is important. The message involves certain ideas and thoughts and thus when they are coherent than only they are able to convey the main idea of the message. All the points that you have mentioned should be relevant to the topic and connected.

Further, the flow and tone of the communication should also be consistent. What does your message imply should be the main focus under the coherent message? When all the above 7 C's of communication are used, then your message becomes more effective. Practice this more to improve your business communication.

Practice Questions on 7 C's of communication

Q. Which C makes the message unbiased?

- A. Clear B. Concise C. Coherent D. Courteous

Answer: D. Courteous

Q. Which C helps in persuading the audience?

- A. Clear B. Concise C. Complete D. Courteous

Answer: C. Complete



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UNIT – II – METHODS AND TYPES OF COMMUNICATION

WHAT IS LINGUISTICS?

Linguistics is, broadly, the scientific study of language.

According to the Linguistics Society of America, at the heart of linguistics is:

The search for the unconscious knowledge that humans have about language(s)

An understanding of the structure of language Knowledge about how languages differ from each other

Subfields

Linguistics is the study of language, but there are many subfields that linguists use to analyze language.

Phonetics

The study of the sound units that make up language

Phonology

The study of how sounds are distributed and how they interact with each other

Morphology

The study of word making

Syntax

The study of how words are organized into phrases and then phrases into sentences

Semantics

The study of meaning of words, phrases, and sentences

Pragmatics

The study of how language is used in conversation

BENEFITS OF LINGUISTICS

1. Teamwork skills

Linguistics research involves talking with native speakers of different languages and collaborating with a team to develop experiments.



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Thus, a linguist gains much experience working with a group of people with diverse language and academic backgrounds.

Linguistics is a global science, so the community is a diverse team.

2. Critical Thinking and Analytical skills

Linguistics are engaged in the scientific research process, from finding data, analyzing them, and then forming conclusions regarding patterns or regulations.

3. Written and Oral Communication

Linguistic research requires writing papers, giving presentations, and creating projects. Thus, linguistics teaches the skills necessary to communicate efficiently using evidence and arguments.

4. Information Literacy

Because linguists read through large amounts of data, including texts, audios, and videos, they are trained to search for essential information among piles of data. Through this process, linguists gain intuition as to where and how to approach information.

5. Logical Reasoning

Linguistics involves solving puzzles, whether it is trying to decipher the grammar of a new language or understanding the patterns of sounds.

These puzzles require linguists to search for patterns and regulations, which builds logical reasoning skills.

6.Creativity and Innovation

Because linguistics is a relatively young science, many research questions still remain unanswered.



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Therefore, linguists must use creative strategies to solve these problems instead of simply following protocol.

Linguistic disadvantage and public policy. ...

- Inadequate opportunities for communication. ...
- Unsatisfied preferences. ...
- Diminished access to resources. ...
- Capability deprivation.

Non-linguistic

A non-linguistic is an actual or possible derivation from sentence, which is not associated with signs that have any original or primary intent of communication. It is a general term of art used to capture a number of different senses of the word "meaning", independently from its linguistic uses.

We need to understand “What is a Context” by delineating “non-linguistic visual context” from a language-processing perspective. Psycholinguistic research has shown that visual context can influence language processing through referential and lexico-semantic links. We review these findings, and discuss incremental visual context effects on language comprehension that emerged even without these links and even when visual context was irrelevant for the comprehension task.

The reviewed evidence suggests our notion of non-linguistic visual context must be relatively broad and encompass language-world relationships that go beyond reference or lexico-semantic associations. At the same time, a strong utterance-mediated link seems necessary, predicting visual context effects closely time-locked to relevant words in the utterance and to dynamic motion in visual context.



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PARALINGUISTIC COMMUNICATION

Paralinguistics is the part of communication outside of the words themselves – the volume, speed, intonation of a voice along with gestures and other non-verbal cues.

Whenever there is confusion or stereotyping in cross-cultural communication, paralinguistics is most often responsible.

Paralinguistics can be broken down into categories. The following are the most important for the classroom.

- Gestures
- Facial expressions
- Eye contact
- Kinesics or body language
- Proxemics

Gestures:

Gestures are commonly used in the classroom to help convey a message to second language learners. Be careful! Gestures have different meanings in different cultures.

Let's look at a few examples. Here we have someone waving. In the United States, waving means a simple hello or goodbye. But in Mexico, this simple wave means "come here". Imagine how confusing that could be for students.

In our next scenario, we are watching a Brazilian woman (on the left) talking with an American woman (on the right). The women are discussing plans for the evening, and the American woman agrees to the plans by showing the OK sign (creating a circle with the thumb and fore finger). In the United States, this gesture signals approval, that you agree.



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In Brazil though, it's the same as giving someone the evil eye. (video clips with music showing children in class, different types of gestures) paraling
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Paralinguistics

Facial Expressions:

Many facial expressions are universal, such as happiness, sadness, and surprise. Others though, are not. When reading a child's facial expressions, a teacher must be careful not to jump to conclusions. How cultures use facial expressions differ. For example, Japanese children often refrain from showing emotion through facial expression – especially negative emotions. Along the same lines, reading eyebrow movement is very telling in many cultures. What do your facial expressions communicate?

(video clips with music showing children in class, different types of facial expressions)

Eye Contact:

Eye contact provides necessary feedback for conversations to take place such as turn taking, as well as beginning and ending conversations. The amount of eye contact deemed appropriate is very culturally based – too much or too little can show boredom, intimidation, or disrespect.

(video clips with music showing children in class, different types of eye contact)

Kinesics – Body Language:

Postures give quite a bit of information. Is the listener open or closed to the speaker? Is the speaker showing dominance by being at a higher level? Are other objects used as a comfort?

(video clips with music showing children in class, different types of body language)



NOTES

Proxemics:

Each person in each culture has a need for personal space that can vary greatly. How far apart do you sit or stand when you talk to a person? How do you feel when someone enters your personal space?

(video clips with music showing children in class, different types of proxemic examples)

What are some common paralinguistic miscues?

- Talking too loudly is often an American trait seen as a sign of aggression or tactless behavior.
- The British norm of speaking softly can be seen as secretive
- There is a Japanese proverb that says “Those who know do not speak – those who speak do not know.” What would this look like in the classroom?
- In American and Arabic cultures, silence is avoided.

FORMS OF WRITTEN COMMUNICATION

Depending on whether the recipients are within the organization or outside stakeholder. written communication could internal or external in nature

Internal Communication:-

Letters to individual employees to communicate changes in their stakeholders, Internal Communication: Letters of appointment and related matters position in the organization Memos and circulars Reports Bulletins Job descriptions Employee manuals Emails for specific meetings and other situations Instant messages

Advantages of written communication :

1. Permanent record

Benefits of written communication is that it is a filed for future reference purpose. It becomes official and a permanent record of the organization.



NOTES

2. Legal document

Merits of written communication are that it serves as a legal document in a business transaction. A composed message can be retained, duplicated, circulated and re-consulted long after its contents are first expressed.

3. Mass dissemination

Written communication can be easily duplicated through printing or photocopying; it is possible to reach a wide audience at once.

4. Suitable for long messages

Written communication is suitable for lengthy messages. For E.g. Annual report or job instruction manual.

5. Accountability

Written documents are always signed and thus can be linked to a person or persons responsive for an action.

6. Goodwill and image building

Written documents acts as a representative of the company and helps to increase goodwill and image building. A business man can create goodwill by sending greeting-cards, invitations, thank-you note in writing, etc.

Disadvantages of Written Communication

Disadvantages of written communication business oral communication are given in the diagram below.



NOTES

Disadvantages of written communication

- Slow and time consuming
- Lengthy and expensive
- Lacks personal touch
- Unsuitable for illiterate people
- Lacks confidentiality
- Filing

Barriers of written communication are.

1. Slow and time consuming

Drawbacks of written communication is that it takes time to get committed to writing and transmitted to its destination. The feedback in written communication is much delayed.

2. Lengthy and expensive

Limitation of written communication is that it is a lengthy process. The infrastructure required to write a proper business letter is quite an expensive affair.

3. Lacks personal touch

Written communication lacks personal touch, hence it is difficult to persuade / Motivate through a letter.

4. Unsuitable for illiterate people

In developing / underdeveloped countries large number of people are illiterate so written communication can become a hindrance rather than help.



NOTES

5. Lacks confidentiality

Written communication cannot be as confidential as personal communication.

6. Filing

Written communication, whether received or sent has to be filed properly and preserved for reference. Increasing files create a problem of storage.

ORAL COMMUNICATION - MEANING, ADVANTAGES AND LIMITATIONS

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Advantages of Oral Communication

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- Oral communication is not only time saving, but it also saves upon money and efforts.



NOTES

- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- Oral communication is an essential for teamwork and group energy.
- Oral communication promotes a receptive and encouraging morale among organizational employees.
- Oral communication can be best used to transfer private and confidential information/matter.

Disadvantages/Limitations of Oral Communication

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.
- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.



NOTES

Advantages of oral communication:

1. Less expensive

Benefits of oral communication is less expensive and saves money as no stationary or gadgets are required.

2. Saves time

Merits of oral communication are that saves time, labor and energy as it is direct, faster and personal.

3. Immediate Feedback

In Oral communication, immediate feedback or response is obtained.

4. Personal Contact

Oral communication is more effective, and it develops personal contact, which is essential and valuable for smooth working.

5. Useful in Difficult Situations

Oral communication is very useful in difficult and emergent situation.

6. Co-operative spirit

Oral communication has a human touch as it generates the friendly and co-operative spirit.

7. Useful in Secret Matters

Oral communication is very useful for some secret and confidential matters.



NOTES

8. Persuasive

In oral communication, the speaker can win over the other person to his point of view.

9. Useful for all kinds of Audiences

Oral communication is very useful for addressing literate, semi-literate and illiterate masses.

- **Disadvantages of Oral Communication**

1. No legality

Limitation of oral communication is that it has no scope from legal point of view as there is no proof or evidence.

2. Lack of accountability

Drawbacks of oral communication are a speaker or a listener cannot be held accountable for any vocal message. As anyone can claim or disclaim having said or heard something.

3. Low reference value

As oral communication cannot be stored, it has little reference value.

4. Greater scope for errors

In oral communication, there is a greater chance of misunderstanding due to the verbal nature of exchange.



NOTES

5. Easily forgotten

In oral communication, What is conveyed orally, cannot be remembered for a long time as human memory is short. Hence it is easily forgotten.

6. Not Useful for long Distance

Oral messages are not useful for long distances hence for long distances messages are sent by fax, telex or e-mail.

5. Response or Feedback:

The effect, reply or reaction, of the information transmitted, on the communicatee i.e., successful, no communication or miscommunication.

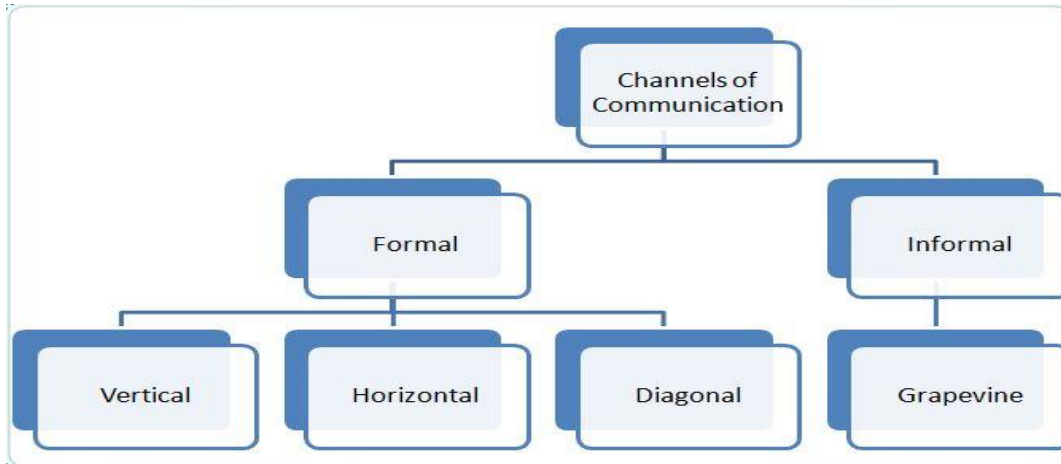
COMMUNICATION FLOWS IN AN ORGANIZATION

In an organization, communication flows in 5 main directions-

1. Downward
2. Upward
3. Lateral
4. Diagonal
- 5.External



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1.Downward Flow of Communication: Communication that flows from a higher level in an organization to a lower level is a downward communication. In other words, communication from superiors to subordinates in a chain of command is a downward communication. This communication flow is used by the managers to transmit work-related information to the employees at lower levels. Employees require this information for performing their jobs and for meeting the expectations of their managers. Downward communication is used by the managers for the following purposes -

- Providing feedback on employees performance
- Giving job instructions

Providing a complete understanding of the employees job as well as to communicate them how their job is related to other jobs in the organization.

- Communicating the organizations mission and vision to the employees.
- Highlighting the areas of attention.

Organizational publications, circulars, letter to employees, group meetings etc are all examples of downward communication. In order to have effective and error-free downward communication, managers must:

- Specify communication objective

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- Ensure that the message is accurate, specific and unambiguous.
- Utilize the best communication technique to convey the message to the receiver in right form

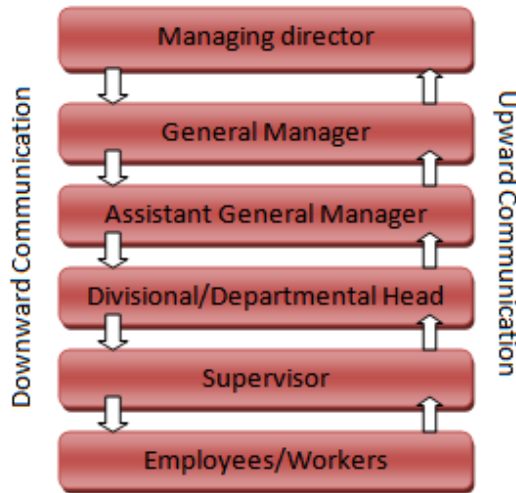


Figure: The flow of vertical communication

2.Upward Flow of Communication: Communication that flows to a higher level in an organization is called upward communication. It provides feedback on how well the organization is functioning. The subordinates use upward communication to convey their problems and performances to their superiors.

The subordinates also use upward communication to tell how well they have understood the downward communication. It can also be used by the employees to share their views and ideas and to participate in the decision-making process.

Upward communication leads to a more committed and loyal workforce in an organization because the employees are given a chance to raise and speak dissatisfaction issues to the higher levels. The managers get to know about the employees feelings towards their jobs, peers, supervisor and organization in general. Managers can thus accordingly take actions for improving things.

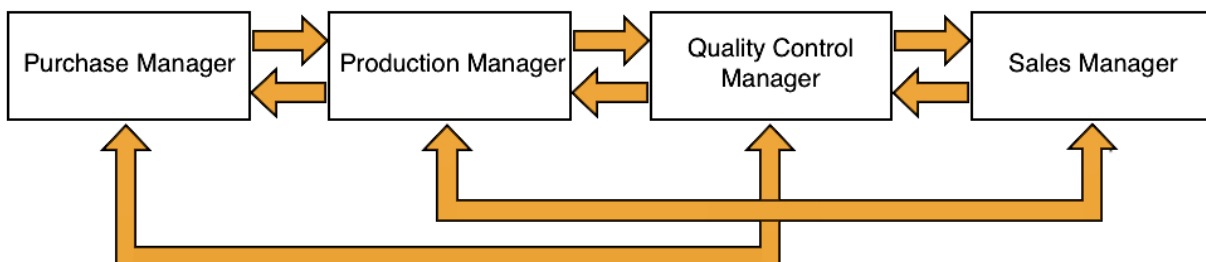
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Grievance Redressal System, Complaint and Suggestion Box, Job Satisfaction surveys etc all help in improving upward communication. Other examples of Upward Communication are -performance reports made by low level management for reviewing by higher level management, employee attitude surveys, letters from employees, employee-manager discussions etc.

3.Lateral / Horizontal Communication: Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e., communication between peers, between managers at same levels or between any horizontally equivalent organizational member. The advantages of horizontal communication are as follows:

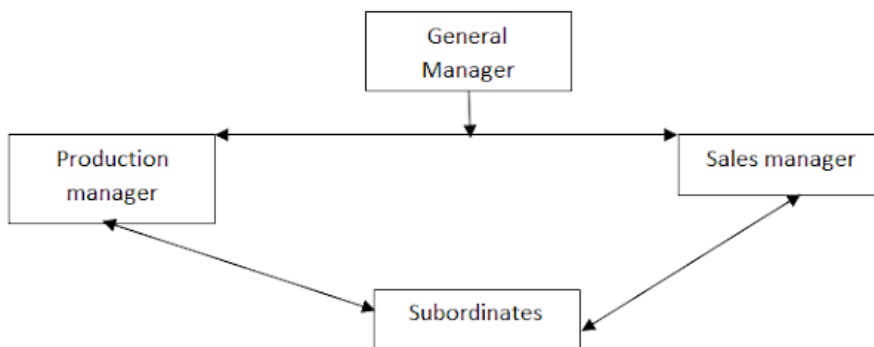
- It is time saving.
- It facilitates co-ordination of the task.
- It facilitates co-operation among team members.
- It provides emotional and social assistance to the organizational members.
- It helps in solving various organizational problems.
- It is a means of information sharing

It can also be used for resolving conflicts of a department with other department or conflicts within a department.



NOTES

4.Diagonal Communication: Communication that takes place between a manager and employees of other workgroups is called diagonal communication. It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task.



5.External Communication: Communication that takes place between a manager and external groups such as - suppliers, vendors, banks, financial institutes etc. For instance - To raise capital the Managing director would interact with the Bank Manager.

Advantage or merits of downward communication

Downward communication benefits the organization in many different ways. Through this communication, superior provide necessary information and directives to the subordinates.

The major advantages of downward communication are highlighted below:

1. Delegating authority and responsibility: Delegation means entrusting the subordinates with some responsibilities along with due authority. It is essential to make the subordinates capable in performing their jobs. Since downward



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communication starts from higher level, it helps managers in delegating authority and responsibility to the right persons.

Maintaining discipline: Downward communication occurs in conformity with officially recognized rules and regulations. So it helps in establishing official discipline in the organization.

2. Increasing efficiency: Downward communication provides necessary guidance, orders, instructions and explanations of various complex issues to the subordinates that ultimately increase the efficiency of the employees.

3. Informing organizational plans and procedures: In an organization, the top-level executives develop the plans, policies, strategies, procedures etc. downward communication plays a significant role in communicating those plans, policies, strategies' and procedures to the lower levels of the organization.

4. Explaining the complex issues: Sometimes subordinates need explanation of organizational policies and procedures. In such situations, managers rely on downward communication to provide necessary explanations and analysis.

Issuing orders and instructions: Downward communication is the only means to circulate various orders, instructions, guidance, and advices to the subordinates. Without downward communication, organization is like a boat without boatman.

5. Avoiding by-passing of hierarchy: Downward communication takes place by following the established chain of command of the organization. Thus, it reduces the chance of sending message to someone through by-passing the immediate subordinate.



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6. Maintaining good labor-management relationship: Downward communication helps to create and maintain good labor-management relationships in the organization. When top-level executives communicate with their subordinates sincerely and courteously, it develops good interpersonal and inter-group relationships between management and works. In turn, this will motivate the employees and ensure good labor-management relation in the organization. In conclusion we can say that Downward communication ties together the entire organization and ensures the achievement of organizational goals.

Disadvantages or demerits of downward communication

Though downward communication provides many advantages to the organization, it is not free limitations. Its main limitations or disadvantages are discussed below:

1. Time-consuming: Downward communication is a delayed process. In this communication, information flows through different levels of hierarchy. As a result, when information reaches to the lower level workers, it may have lost its significance or utility.

2. Distortion of information: Downward communication also suffers form problem of distortion of message. People have a tendency to modify or manipulate information. Therefore, information is passed from one individual to another or form one level to another, authenticity of information is lost.

Lack of explanation: In most cases, downward communication contains messages without necessary explanation and clarification. For this reason, subordinates fail to understand the message accurately.



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3. Deterioration of relationship: Heavy reliance on downward communication also deteriorates the labor-management relationships. Because it does not provide any scope of direct communication between them.

4. Lack of feedback: Absence of feedback is another major drawback of downward communication. The top-level executives usually place little or no importance to the messages received from subordinates. Superiors hardly seek feedback from the subordinates. Due to negligence of the superiors, subordinates also seldom send feedback. As a result, communication becomes ineffective.

5. Lack of enthusiasm: Managers send orders instructions and advices to the subordinates through downward communication. This form of communication energizes and activates the employees. Therefore, delay in the downward flow of information adversely affects the enthusiasm of the employees.

Advantages of upward communication

1. Development of plan: The information received from subordinate plays important role to help development of planning of the organization.

Providing suggestions and opinions: By upward communication system, subordinate takes necessary suggestions and opinions from superiors about the work-related issues of the organization.

2. Motivating to employees: Upward communication system allows lower level staff to express their attitude or opinion to upper-level staff. As a result, sub-ordinates are influenced to work more towards fulfillment to target.

3. Providing constructive suggestion: All employees are supplied with constructive and important messages that can help to implement the goals or objectives.



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4. Good labor-management relationship: Upward communication is participative in nature. Here, information is invited from lower level executives and employees and on the basis of this information top executive makes a decision. So, good relation between subordinates and bosses should create for the betterment of the organization.

5. Providing feedback: The subordinate's reaction is returned to the superior in this communication system. So, top level management can decide what to do and what not to do clearly understand and followed.

6. Creating favorable environment: Upward communication helps to develop a favorable working situation in an organization by creating a good relation among all employees.

7. Promote harmony: Upward communication creates a friendly environment in the organization which leads to a peaceful and harmonious relationship among the subordinates and superiors.

Disadvantages of upward communication

In spite of having many advantages upward communication, it is not free from limitations of disadvantages. The main disadvantages of upward communication are as follows:

1. Changes of information: In upward communication subordinates may change their accurate information. So, the top executive cannot take an accurate decision.

2. Unwillingness: Sometimes subordinates don't send the information to their superior willingly. So, the communication system may be disrupted.

3. Fear of inefficiency: The main problem of upward communication is fear to superiors. Generally, superiors make a question about the employees work position and efficiency. Many employees fear to communicate and share their ideas, constructive suggestions and opinions with the superiors.



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4. Indiscipline: Sometimes employees communicate directly to superior by avoiding proper channel or chain of command. Here disciplines are not properly maintained.

5. Bypassing: In the process of upward communication, sometimes workers directly approach the topmost authority with their suggestions or bypassing their immediate boss. This is harmful to any organization.

6. Flattery: In order to convince the superior bosses, subordinates can take the help of flattery and for this reason, subordinates may conceal the true and provide incomplete information to top level.

7. Lack of initiative: Generally subordinate is reluctant to take the initiative to upward communication for a different reason.

8. Risk of distortion of messages: In upward communication, subordinates willingly distort the message because they fear if they tell the original fact to their bosses, they may face some problems.

9. Delay: It is an important limitation of upward communication is the long and slow movement of information to the higher authority.

10. Supervisor's negligence: Sometimes top-level executives discourage the upward flow of information and neglect the constructive suggestions and opinions about the work-related issues of the organization.

Advantages of Horizontal Communication

Horizontal communication is essential for smooth functioning of organizational activities and for interdepartmental coordination. This type of communication is especially important for larger-scale enterprise. The followings are the main benefits that can be derived from horizontal communication.

1. Coordination: Organizational activities are divided into various departments or groups. Horizontal communication facilitates coordination of various departmental activities so that organization can reach its ultimate goal.



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2. Reducing Misunderstanding: Misunderstanding and conflict among the managers and staffs are very common in organizational life. Horizontal communication helps to reduce possible misunderstanding and conflict through meeting, discussion, face to face conversation etc.

3.Strengthening group efforts: Group efforts and teamwork are essential prerequisites for organizational success. Horizontal communication helps in reducing conflicts, controversies, and differences in opinions and thus establishes consensus among the managers and workers concerned. This consensus strengthens group efforts and team spirit in the organization.

4. Performing interdepartmental communication: Horizontal communication occurs between people at the same level in various departments. Therefore interdepartmental communication occurs smoothly.

5. Gaining benefits of informal communication: Though horizontal communication is formal in nature, it enjoys some degree of informality in exchanging information as the senders and the receivers hold same position, status and honor.

6. Distortion-free communication: Horizontal communication is usually free from distortion. Since the sender and the receiver of horizontal communication can exchange information directly, there is no possibility of distortion of message.

7. Bringing dynamism in workplace: Horizontal communication helps to overcome misunderstanding and conflicts among the managers. It creates an environment of cooperation, teamwork and team spirit. This brings dynamism in performing organizational activities.

In conclusion, we can say that flow of information through horizontal communication channel is inevitable for organizational success. In the present



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complex business world, efficient functioning of a large business organization mostly depends on effective horizontal communication.

Disadvantages of Horizontal Communication

Though horizontal communication is essential for smooth functioning of an organization, it is not completely free from defects or flaws. Followings are the possible drawbacks of horizontal communication.

1. Rivaling attitude: Horizontal communication occurs between the people at the same rank and position. If there exists any hostility or rivalry between them, they will not exchange information spontaneously. Moreover, they will conceal their information intentionally to deprive someone from the real news.

2. Interdepartmental conflict: The success of horizontal communication depends on good relationship between sender and receiver. If there is any conflict, distrust or suspicion between them, horizontal communication will be ineffective.

3. Discouraging attitude of top management: In some cases, top managers discourage horizontal communication thinking that workers may become friendly with one another and may create threat for the management.

4. Ignoring vertical communication: More concentration on horizontal communication may work as substitute of upward and downward communication. In that case upward and downward communications are ignored.

At last, we can conclude that the above stated factors can diminish the utility of horizontal communication. So the persons concerned should be well aware of those factors when they communicate horizontally.

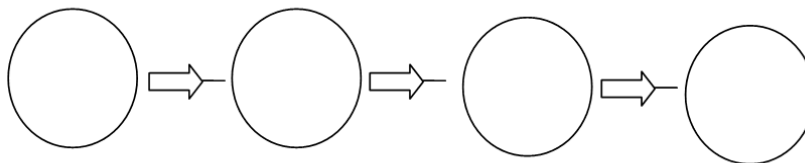
GRAPEVINE COMMUNICATION: Grapevine is the informal communication. The meaning of grapevine is a kind of vine on which grapes grow. The plant is very weak

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and spreads in any direction. In the same way, the informal communication which spreads secretly generally without the knowledge of authority is called as 'Grapevine Communication'. It is called as grapevine communication as it grows in any direction and spreads quickly.

Types of Grapevine Communication:

1) **Chain Grapevine:** In chain grapevine, the information passes from one person to another person and then to another person and so on. For example, 'A' passes information to 'B', 'B' to 'C', 'C' to 'D' and so on.



THE CHAIN

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2) **Cluster/ Probability Grapevine:** In this type of grapevine, one person informs to a few selected persons who in turn may pass on the information to other selected persons.

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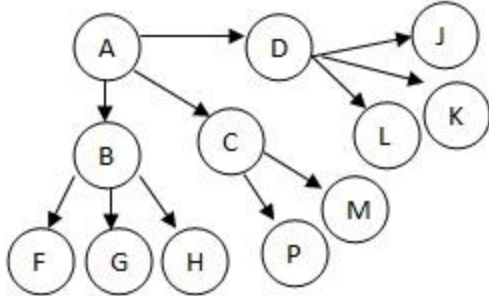


Figure: Grapevine Pattern-Probability Chain

3) The Wheel Grapevine: In this pattern of grapevine one person (usually known as grapevine leader) occupies the central position as he has access to information. He coordinates all the information and passes to the other members in the group. For example, 'A' passes information to 'B', 'C', 'D', 'E', and so on.

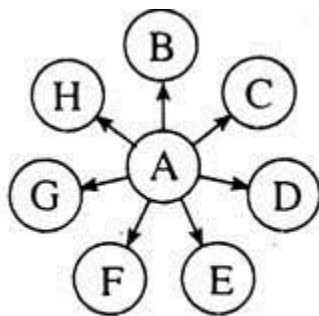


Fig. 3.16: Gossip Chain.

Advantages of Grapevine Communication:-

1) Quick Transmission: Information such as rumours spread like wild fire. It moves faster than the formal communication. It does not take much time to spread informal messages.

2) Feedback: Grapevine acts as a major source of feedback for the management. The management can find out through grapevine about what its employees perceive about the policies, plans, working conditions, organisational culture, etc.



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3) Supplement to Formal Channels: Grapevine acts as a supplement to formal channels. When certain sensitive information cannot be transmitted through official channels, management may pass it on through the informal channel.

4) Informal Relations: The grapevine develops informal relations not only within a department but also among the various departments, as people belonging to various departments get involved in the informal communication.

Disadvantages of Grapevine Communication:-

1) Lacks Credibility: Grapevine communication lacks credibility. No one can rely upon it in the organisation. This is because one may not know the source of such information.

2) Incomplete Information: The informal communication is usually incomplete in nature. Therefore, there is every possibility of being misunderstood or misinterpreted.

3) Lacks Responsibility: Grapevine communication lacks responsibility. It is difficult to hold someone responsible for rumours or such other information.

Different Types of Business Communication (FOR TO DO MORE STUDY)

Communication is a need in today's business world. The people either work for or are associated with an organisation, including employees, stakeholders, banks, customers, suppliers, advertisers, etc. Thus, they need to interact and communicate with each other to achieve business objectives as well as fulfil their requirements.

Let us now understand the various ways in which interactions take place in an organisation. Business communication can be classified by its structure, direction of flow of information, modes of communication and response.



NOTES

Content: Types of Business Communication

A) Based on Structure

Formal

Informal

B) Based on the Medium of Communication

Verbal

Non-Verbal

Based on Flow of Direction

Upward

Downward

Horizontal

Diagonal

C) Based on Response

One-Way

Two-Way

Based on Structure

The first one is the structure of communication; the channel used for interaction plays a vital role.

It can be further bifurcated into the following two categories:On the Basis of Structure

Formal Communication

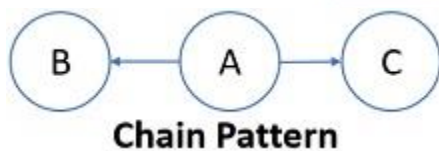
It is a regular and organised channel of work-related communication within a company, where the employees have to coordinate through a proper medium among themselves.

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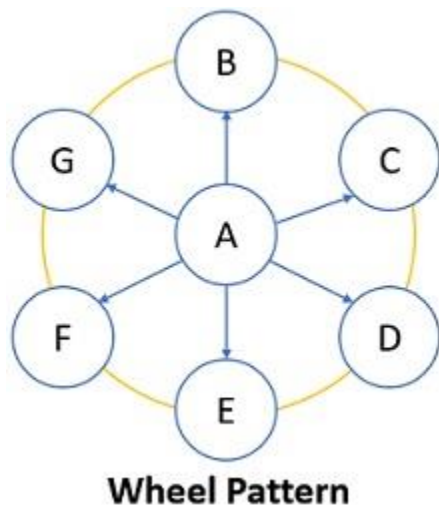
Types of Formal Communication Network: A communication network is a pattern designed to understand how information travels from one person to another.

Let us now go through the different networks provided under formal communication:

Chain: When an employee passes on official information to the other employee who further communicates it to a third employee creates a chain pattern. For example; the CEO informs the sales target to the General Manager, the GM also transmits it to the Sales Manager.Chain Pattern

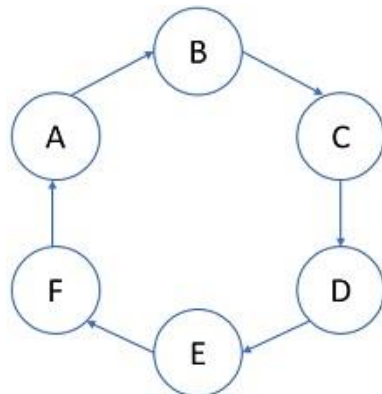


Wheel: When a single employee communicates any organisational information to a group of co-workers, a wheel pattern is formed. For example; Team leader reading out a circular issued by the management in front of other co-workers.



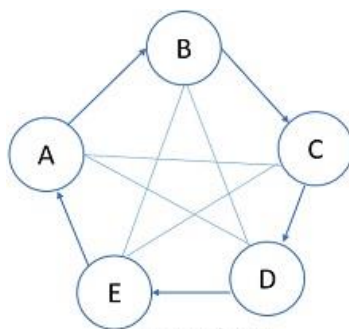
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Circular: An employee communicates information to his colleague, who passes it on to another co-worker and so on. The message passes from one employee to another and finally reaches to the person who initiates the process.



Circular Pattern

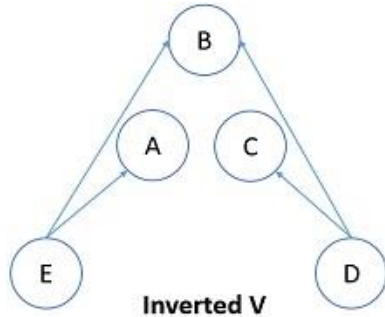
Free Flow: In this type of network, no particular pattern is followed. Information is spread in a non-systematic manner by anyone. For example; in an emergency condition in the organisation, say in case of a short circuit, the information is randomly spread among the employees.



Free Flow

Inverted V: Under this network, the subordinates can communicate directly with their immediate senior as well as their senior or top management too. For example; sales executives can interact with their team leader as well as with the manager.

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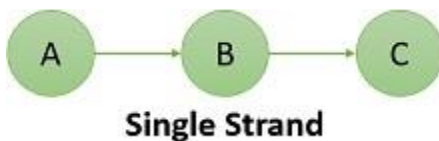


Informal Communication

It is an unofficial form of communication arising out of friendship or casual relations, where the discussions may or may not be related to the work or the organisation.

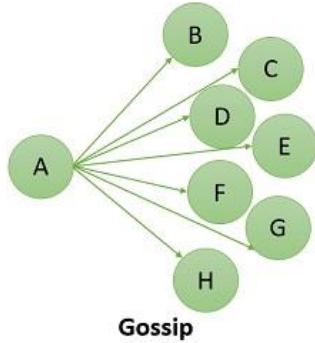
Types of Informal Communication Network: Though there is no particular system which is followed for informal communication, still following are the four informal networks identified:

Single Strand: Similar to the chain pattern, in single strand too, the information goes on passing from one person to another; then to the next; and so on.

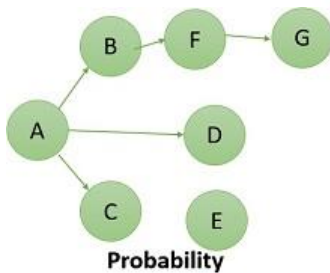


Gossip / Grapevine: One single person spreads information within an informal group where the message may or may not be valid. This pattern is also called as grapevine.

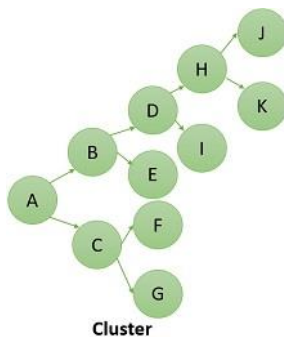
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Probability: It is similar to the gossip pattern, but here, it is not necessary that everyone is involved in the communication.



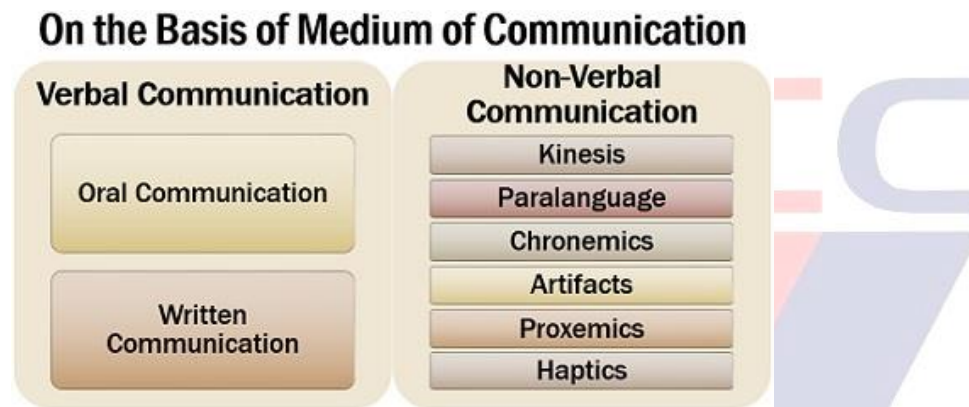
Cluster: When a person passes on information only to his trustworthy people believing that they won't tell it to anyone, but they do the same thing. Thus, the message spreads to a selected group of people; this network is known as a cluster.



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Based on the Medium of Communication

The way a message is framed and the channel used for sending information to the receiver determines the following forms of communication:



Verbal Communication

Transmission of information which is enclosed in words whether written or said is known as verbal communication.

A message framed in words when spoken to the receiver is termed as oral communication. It includes face to face interaction, calls, voice calls, video calls, a recorded message, etc.

Whereas, when the sender drafts a message in words for the receiver to read, it is called written communication. For example; a letter, an email, brochures, circulars, notice, message chat, etc.



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Non-Verbal Communication

As we say ‘actions speak louder than words’, expressing information other than words is known as non-verbal communication. Any communication remains incomplete without the use of non-verbal means.

There are different types of non-verbal communication, including kinesics, paralanguage, chronemics, artefacts, proxemics and haptics.

Kinesics refers to interactions through facial expressions, body language, eye contact, gestures, postures, etc. However, paralanguage is the way we speak, i.e. tone, volume, pitch, etc.

Artefacts include the appearance, personality, dressing sense and presentability of a person. Whereas, chronemics is the timing, punctuality, pause etc. while speaking.

Proxemics is the distance which a person maintains while communicating with others, speaks a lot about the relation between the two. Lastly, haptics or the touch also inform about the feelings and expressiveness of a person.

Based on Flow of Direction

The direction in which information or a message flows within a formal set up in an organisation defines the type of communication it is.

Following are the four primary forms of communication- according to their direction:

Based on Response

Communication in an organisation can be differentiated as per the need for response or feedback.



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Following are the two types of business communication, based on the response: On the Basis of Response

One-Way Communication

In one-way communication, the sender passes on the information to the receiver without seeking any feedback or response. For example; an advertisement for a particular product on television.

Two-Way Communication

When the sender shares some information with the receiver, and in return, the receiver responds to such information, it is known as two-way communication. For example; the manager discusses the problem of low productivity with the team, and they give reasons for the same.

Conclusion

We, humans, are considered to be social animals, and therefore, interaction with each other is a necessity for us. So goes for business, no business activity can survive in the absence of communication.

Non-mechanical or non-electronic ways of Oral Communication

Oral communication can occur in various ways. The possible ways can be grouped into two types basically on their nature:

- Non-mechanical or non-electronic ways / media of oral communication, and
- Mechanical or electronic ways/media of oral communication

Non-mechanical or non-electronic ways/media of oral communication: Various media of non-mechanical oral communication are discussed below:



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Face-to-face conversation: The most widely used way of oral communication is face-to-face conversation. In most of the cases, face-to-face communication is informal in nature. Here, both the sender and the receiver can see and understand each other's reaction.

Interview: Interview is a formal talking on some predetermined issues between the interviewer and the interviewee. Here the interviewer asks questions to the interviewee to know his / her opinion on any specific issue.

Meetings: Meeting is the assembly of some people in a common place to discuss any matter. In a meeting, participants sit together, discuss the selected matter and lastly take a decision on consensus. In business, meetings may be of various types like statutory meeting, board meeting, committee meeting, annual general meeting, extra ordinary general meeting etc.

Conferences: Conference is another commonly used form of oral communication. It is arranged to discuss an important issue with the people interested in that issue. Here the participants discuss various aspects of a particular issue. It may be of various types such as press conference, workers' conference, political conference, and ministerial conference.

Lectures: Lecture is the most effective oral communication in case of training and learning program. Lecture method is used to communicate with the trainees of the student.

Dias speech: Sometimes business leaders arrange dias speech to inform any matter to the general people and to obtain their support on it. In such communication, the communicator should take necessary preparation for delivering the speech.



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Party Program: Various parties are arranged to hold an oral discussion, exchanging greetings, feelings, wishes etc. This party program may include a tea party, a launch party, dinner party. birthday party, reunion party etc.

Advisory board: Advisory boards are composed of foremen or supervisors for providing oral counseling and advices to the workers. These boards maintain constant with their respective subordinates and conduct various meetings with them.

The mechanical devices used for oral communication are:

- (a) Telephone
- (b) Loudspeaker System
- (c) Recorded message
- (d) Dictating machine,

(a) Telephone – Telephone is a mechanical device meant to reproduce sound at a distance through the help of cables or wires. It is a convenient and quickest method of communication.

(b) Loudspeaker System — It is a traditional mechanical device and is a type of public address system. These are used in railway stations, bus stands and airports to call persons or give instructions.

(c) Radiophone — It is a device where instruments are not connected with wire but facilitate oral communication. This is otherwise called as wireless system. The other facilities of oral communication are through recorded message in cassettes and magnetized discs or tapes and through a dictating machine.



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2.1 Functions of Non-verbal Communication

1 Repeating: Nonverbal cues are used to reinstate the meaning conveyed in words.

2. Contradiction : When the sender contradicts his word by using nonverbal means

3. Substituting : Non Verbal cues serve as substitutes for spoken words or message such as signs to denote peace, victory, hostility(Clinched fist), submissiveness(stooped position),depression (bowed head) Etc

4. Complementing: Non-verbal cues help complete a message. Baird states that the

rase
" I love you', spoken sincerely is usually accompanied by physical cues that demonstrate the feeling behind the message. When something is said in anger, the feeling is shown not only in the spoken message, but also by way of clenched fists, flashing eyes and strained voice.

5.Accenting: To accentuate the verbal message or give it more force, like increasing the volume or pitch of the voice while asking someone to leave the place.

6.Regulating: Controlling the flow of communication is another important function. A forward lean, a nod, a vocal inflection, pointing to the next speaker or a change in eye behavior can indicate to the other person that his/her turn is over.

To Sum up: Ray Bird whistle estimates that in face-to-face interaction the words spoken account for less than 35 percent of the total meaning produced while the winning 65 per cent is obtained from non-verbal cues. The sender or speaker transmits messages through appearance, gestures, postures, facial expression, vocal characteristics and words expressed. However, It should be remembered that the interpretation of these symbols can differ even within the same cultural setting.



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NEED FOR TRAINING IN NON-VERBAL COMMUNICATION

Though non verbal communication methods are very useful, managers should understand the problems associated with them as well as that will help them use these cues or interpret them more carefully and effectively.

1. Possibility of misinterpretation: People belonging to different culture background send out different nonverbal signals. They are therefore liable to be misinterpreted. One has therefore to be very careful in their use and understanding.

2. Require extra care in getting the right message: Facial expression, gesture, posture etc become ineffective if the listener is inattentive. The listener has to be watchful of these cues while listening.

3. Ineffective in large gatherings: Use of body language is generally not effective in large gatherings. However, the speaker can convey confidence or of it in many ways and the audience can also send silent messages of boredom or fatigue by yawning, getting distracted etc. It is more effective in face-to-face watchful of these cues while listening. situation or in small groups.

4. It cannot be wholly relied on: Since it is non-verbal communication, it is prudent to rely solely on them. Words, written or spoken, by themselves, can't be taken seriously, but care should be taken while relying on nonverbal cues.

The field of nonverbal communications has grown rapidly over the last few decades and it has applications in business, media, international relations, education, and indeed any field which significantly involves interpersonal and group dynamics. These nonverbal actions offer clues to the underlying defenses, attitudes, biases, mixed feelings, and disowned intentions. Hence, the need for training in non-verbal communication can never be over emphasized. Those sending the messages may learn to understand themselves better while learning to be more cautious about their manner of speaking or delivering. For the receivers of the message, such a training programme will help in understanding and modifying their own intuitive



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responses. People, especially those who work with or help other people, such as managers, teachers, community workers etc. should read about nonverbal communications. This will add a deeper level of understanding about this dimension of human behavior to the intellectual knowledge they already possess.

There are two questions still lingering about the use of nonverbal communication:

- (a) Whether it is possible to be perfect in understanding non-verbal cues, and
- (b) The amount of context needed to interpret them.

For instance, when a person is talking about an excellent project and the receiver has a frown on his/her face, it may mean many things, such as (a) the latter is preoccupied, or (b) he/she cannot comprehend the message or (c) he/she is angry that the idea has not originated from his side, or (d) that he is pressed for time. based on one or two experiences without knowing the persons or the reasons behind such behavior.

Putting such labels will make the sender either withhold some information or This shows that it is necessary to know the entire context before attaching any meaning to a non-verbal cue and arrive at conditions. May people have the habit of attaching labels, such as 'person X is always rude'; or person Y has a superiority attitude 'modify the data or even avoid communicating.

Limitations

There are limitations to training in this field and these should be understood.

1. It is often assumed that nonverbal communication is a transferable skill, i.e,it ca be taught. However like speech, it has both form and function, and so nonverbal communication is difficult to teach.
2. Secondly, that it is not always easy to translate or interpret it directly resulting in communication breakdowns and misunderstandings, especially in the case of intercultural communication.



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3. By and large already been stated, there are differences in use and interpretation. Its impact often depends on the nature of the 'listener, particularly when it is unclear whether the messages conveyed through these are deliberate or unconscious.
4. Nonverbal communication cannot be separated from verbal communication. The verbal part and the total environment provide the context for non-verbal communication and so, it needs to be taught and practiced according to the circumstances, in the right contexts, and with plenty of cultural input and awareness.'

Given its importance, there is a singular lack of material for the teacher which is on this aspect of communication. One way of mastering this type of communication is simply learning the information from books and other resource material understanding the various categories of nonverbal communication and getting oriented to the entire subject. However, when this learning is combined with ministrations and analysis, i.e., getting the 'feel' of it, by "doing' these behaviors, varying them and analyzing them, it would give the managers a better insight. The keys learning these communication methods is keen observation and being sensitive to the entire context of the communication process.

Researchers have developed a few training techniques, mostly based on psychodrama or role playing (simulation method), with some preliminary briefings, lectures, readings of other experiences, studying and analyzing pictures, video clippings without and with sound etc, for analyzing and interpreting nonverbal communication. These techniques consist of activities such as enactment, role reversal, doubling, mirror effect, replay, variations etc. They offer a variety of experiential understanding of various viewpoints help in gaining sensitivity. The lessons learnt can be practiced in training sessions and in real life situations.-



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What is body language?

While the key to success in both personal and professional relationships lies in your ability to communicate well, it's not the words that you use but your nonverbal cues or "body language" that speak the loudest. Body language is the use of physical behavior, expressions, and mannerisms to communicate nonverbally, often done instinctively rather than consciously.

Whether you're aware of it or not, when you interact with others, you're continuously giving and receiving wordless signals. All of your nonverbal behaviors—the gestures you make, your posture, your tone of voice, how much eye contact you make—send strong messages. They can put people at ease, build trust, and draw others towards you, or they can offend, confuse, and undermine what you're trying to convey. These messages don't stop when you stop speaking either. Even when you're silent, you're still communicating nonverbally.

The importance of nonverbal communication

Your nonverbal communication cues—the way you listen, look, move, and react—tell the person you're communicating with whether or not you care, if you're being truthful, and how well you're listening. When your nonverbal signals match up with the words you're saying, they increase trust, clarity, and rapport. When they don't, they can generate tension, mistrust, and confusion.

If you want to become a better communicator, it's important to become more sensitive not only to the body language and nonverbal cues of others, but also to your own.

- **Types of nonverbal communication**

The many different types of nonverbal communication or body language include:



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Facial expressions. The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

Body movement and posture. Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

Gestures. Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the “OK” sign made with the hand, for example, usually conveys a positive message in English-speaking countries, it’s considered offensive in countries such as Germany, Russia, and Brazil. So, it’s important to be careful of how you use gestures to avoid misinterpretation.

Eye contact. Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person’s interest and response.

Touch. We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

Space. Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate

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many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

Voice. It's not just what you say, it's how you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

TOUCH



The Role of Touch in Communication

Humans are the most complex and highly functioning organisms on our planet. Every cell works together with a purpose. It's no coincidence that our skin, the largest organ of our bodies, is connected to thousands of nerves that give us the ability to perceive touch.

In fact, touch is the first sense we develop and the process begins before we even leave the womb. Even though we become somewhat touch-phobic as we age, this first language is deeply engrained in us. A 2009 study by Matthew Hertenstein found that participants were effectively able to communicate eight out of 12



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emotions by using touch alone. The results of this study suggest that touch is very nuanced and a better way of conveying emotions than facial expressions and voice.

Our sense of touch is also designed to communicate clearly and quickly. It can even communicate subconsciously. Take, for example, touching a hot stove burner. Before you've had time to think about it, you immediately pull away from the scorching heat and understand the danger. Researchers are now finding that touch is often the quickest way to communicate, particularly when expressing emotions.

Touch is a very visceral, instinctive form of communication. It's the type of communication that relays information instantly and causes a guttural reaction. If you aren't careful or completely withhold contact you could communicate the wrong message without even knowing it.

LOCOMOTION

The study of locomotion informs many areas of science, medicine and technology. The mechanisms of locomotion may be applied in biomimetics (biomimicry), the development of human-made processes, substances, devices or systems that imitate nature. In robotics, for example, designers imitate human movement to create life-like androids.

Locomotion is also an important area of endeavor in video game art and design and virtual reality (VR). Creating realistic locomotion for digital content requires an understanding of how that movement is accomplished and what it looks like in the physical world. In VR gaming, locomotion usually refers to systems that allow the user to navigate through the virtual environment.

Locomotion is generally categorized according to one of four types of environment: terrestrial (on the earth), aerial (in the air), aquatic (in the water) or fossorial (in the



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earth). Types of animal locomotion include walking, running, crawling, rolling, flying, climbing, swimming, skipping and jumping.

The British photographer Eadweard Muybridge published an 11-volume work, Animal Locomotion, in 1887. Muybridge is best known today for his sequence of photographs of a racehorse in motion. This series proved for the first time that at top speed all four of a horse's feet leave the ground. The photographer also developed the zoopraxiscope, a primitive "motion picture" device that worked by showing a sequence of still photographs in rapid succession.

Psychological Responses

Psychological responses are involuntary, and cannot be practiced voluntarily, v. would be useful for communicating partners to be aware of these subtle signs of emotion so that efforts could be made to suppress them and make the communication pros effective. Understanding these signs also helps in reviewing the message in all its aspect. like timing, delivery etc. Some of the physiological responses include:

- (a) Shaking (c) Blushing (e) Flaring of nostrils (g) Moisture in eyes (i) Trembling chin (k) Flushing

Silence

The question often arises whether silence is a mode of a communication or not. The answer is that one can communicate silently. Silence sometimes speaks louder than words. For instance, a speaker can stop his speech and remain silent if the audience is getting distracted. This works better than if the speaker appeals to the audience to pay attention. (Of course, silence on the part of the Speaker in a legislative body in India cannot have the same effect! The Speaker has to stand up to signal an unruly set of legislators to claim down and sit.) Silence, combined with an angry look



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can indicate admonition. Silence could also be in response to sudden shock, excitement, extreme grief etc. In a feedback situation, a written message may be ignored (silence) to indicate that the message had no value to the receiver. The practice of silence is usually taken as assent or approval in a number of personal, business and social transactions, depending on the issue, the participants and the culture they belong to. However, in the law of contract, silence, i.e., failure to respond to an offer is not proof that the offer has been accepted. (b) Sweating (d) Blinking () Becoming pale (h) Swallowing () Cold clammy skin (1) Breathing heavily

Paralinguistics

Sounds are the basis for paralanguage. Paralanguages include tone of voice, power or emphasis, pitch, rhythm, volume, pause or break in sentence, speed or delivery, loudness or softness etc. Speakers can use such nonverbal signals for effective communication.

A manager has to learn to vary his/her voice according to the context , For instance, a man who speaks in a monotone voice does not command respect, as the listeners may perceive his/her as dull. A person who has a lively voice can catch the attention of the listeners and ensure that he/she is heard. On the other hand, a person may alter his/her voice quality to indicate something different than the words used in the communication. the paralinguistics become most noticeable. The power of the voice tone over the meaning communicated can never be underestimated Paralanguage can be divided into four parts:

- 1. Voice Qualities, which are in-born:** Including such factors as pitch, resonance, volume, rate, and rhythm.
- 2. Vocal Characterisers:** Embracing laughter, coughing, throat clearing and sighing.
- 3. Vocal Vocal Qualifiers:** Referring to variations in pitch, modulation and volume.
- 4. * Vocal Segregates:** Including the silent sound such as 'ahs' and 'ers' and pauses.



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These clues do much to influence meaning" he lesson to be drawn by managers and students of communication studies is clear they have some voice qualities which are in-born, they have to exert some control the tone and pitch while communicating in the office. Using too many segregates give the impression that the speaker is not confident about the content and also how to deliver it. Secondly, they should try to keep the words spoken and the paralinguistics in sync or in agreement with each other,

This will help keep the messages understandable, and less likely to be misinterpreted.

Dialect

Related to paralinguistics is a semi-linguistic element, viz, dialect, with all its tonal variations along with difference in grammar and usage. This has deep cultural undertones, suggesting class, age, sophistication, etc., and the resultant prejudices. It affects understanding people from different backgrounds, generations and cultures, For instance, managers seeking to work in rural areas in India should not start with belittling them for their appearance, habits, dialect and style of talking. What matters most is the content of the message and how effectively it can be communicated. Managers should understand, accept and respect these nuances and not develop biases based on language and diction.

Sign Language

In the place of spoken words, numbers or punctuations marks when marks or symbols such as gestures are used, it is known as sign language, For instance, deaf, mute people communicate by making signs with their fingers. These signs are accepted and recognized and standardized.

They are trained for this, as also their family members, teachers and care givers. Apart from this set of differently abled persons, under certain circumstances, sign



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language is used even by those who can speak, such as the sign used by hitch hikers, Morse code, traffic signals, outdoor advertisement hoardings etc.

Action Language

It is a language of movements. Action in a particular situation and context can be interpreted to give a meaning. By action, one may knowingly or unknowingly be communicating with others. For instance, anger is generally demonstrated by throwing things around, happiness with clapping etc.

Inaction

Inaction also is one of the non-verbal media of communication. For instance manager seeks cooperation from peers from other departments. Such requests may go unheeded to indicate a number of things - the person who has initiated the request is not important, he/she is a threat to the respondent's position in the organisation, the respondent has some old grudge to make up for, or simply that the respondent did not understand the importance. A market research executive may need the statistician's help in analysing the sales figures, but the latter may take no action, for whatever reason he/she has. Such lack of communication may affect the effectiveness of the organisation.

Time

Use of time, also known as chronemics, is an important non-verbal method of communication. Edward T. Hall is the first scholar who has investigated this dimension of interpersonal communication and group activities in an organization. Punctuality or delay speaks pleasant or unpleasant feelings and attitudes. Tardiness is considered an insult in some cultures. Late arrival for a meeting conveys something about the person - his/her time management skills including respect for others' time, his/her interest in the topic or project, and the importance attached to



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it. It may simply mean that the person was stuck in some unforeseen traffic jam or there was some compelling reason. A person who is habitually late for office or at meetings gets noticed and that may be the cause of his/her downfall. That is why, a lot of emphasis is given to proper planning and scheduling of activities.

IMPORTANT LINKS ----

<https://youtu.be/MgFBQfA83Vk> - Oral Communication

<https://youtu.be/Bk0GLSgNFqA> - Non Verbal Communication /Paralinguistic

<https://youtu.be/3YdL-oT3RBY> - Paralanguage

<https://youtu.be/kc5nKLuVfUk> - Types of Communications

<https://youtu.be/vtZXw368kTk> - Advantages and Disadvantages of Non Verbal Communication

<https://youtu.be/747M02QWVJ0> -Oral Communication Advantage and Disadvantage

<https://youtu.be/akfatVK5h3Y> - Verbal and non verbal Communication

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UNIT – III BUSINESS CORRESPONDANCE

Meaning and Importance of Business Correspondence

The most convenient way to reach out to people is by sending messages through texts or letters. These are a few types of correspondence used in business. We call this as the business correspondence. Let us get ourselves familiar with business correspondence

Importance of Business Correspondence

A business correspondence has numbers of importance. Its most important feature is the ease of reaching and communicating with different parties. It is not always possible to meet persons face to face.

A business correspondence helps to meet some organizational goals. One can achieve the objectives through it. Let us study some of them in details.

1. Maintaining a Proper Relationship

It is not always possible for any business or organization to reach to any person in particular. This will cost any business. Here, the business correspondence will be a rescue for any business.

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

2. Serves as Evidence

Any written form of communication serves as evidence. A business correspondence helps the person in a business to keep a record of all the facts. These written records will serve as evidence.



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3. Create and Maintain Goodwill

It helps in creating and maintaining goodwill between a business and a customer. Any letter to enquire, complaint, suggestion or feedbacks helps a company to grow and maintain goodwill.

4. Inexpensive and Convenient

It is a cheap and convenient form of business communication.

5. Formal Communication

A business communication serves as a formal communication between two persons. It may be a seller and a buyer. It can be between an employee and the employer. The language used is formal and logical.

It helps in removing the ambiguity and the doubts of the person involved in the business. The formal communication in business is followed and acceptable.

6. Helps in the Expansion of Business

A business correspondence helps a business to achieve the set goal. It also ensures the expansion of a business. With no waste of time and proper utilization of manpower and resources, a business can expand.

Any information regarding some resources or any product or market can be easily done. Even the news of the expansion of business can be spread by it.

Types of Business Correspondence

A correspondence is of many types. Let us get ourselves familiar with some of them.

1. Internal Correspondence

It refers to the correspondence between the individuals, departments, or branches of the same organization.



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2. External Correspondence

It refers to the correspondence between two individuals. These are not of the same organization. Any correspondence outside the organization is external correspondence. Customer and suppliers, banks, educational institutions, government departments come under this category.

3. Routine Correspondence

It refers to the correspondence on routine manners. A correspondence made for inquiries, orders, replies, acknowledgments, invitation, and appointment letters are routine correspondence.

4. Sales Correspondence

It refers to the correspondence related to the sale. Sales letters, sales reports, invoice, and confirmation of orders are sale correspondence. Delivery letters, statement of accounts etc. are also some of its examples.

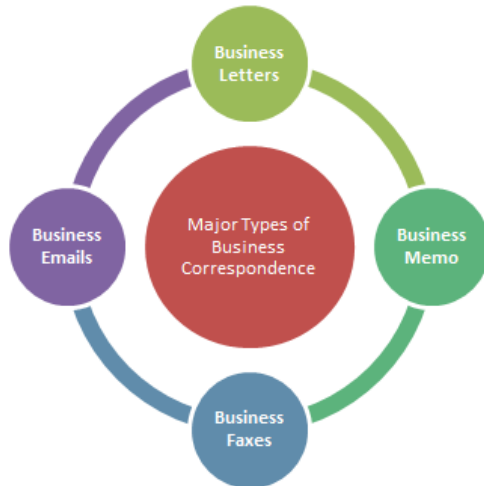
5. Personalized Correspondence

It refers to the correspondence based on emotional factors. Letters of the request, recommendation, and congratulations are personalized correspondence. Letter of introduction, granting and the refusal of terms are some of its examples.

6. Circulars

It refers to the communication of common matter to a large number of persons or firms. Circulars, notices of tenders, change of address, an opening of the new branch come under this category. An introduction of new products is also its example.

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<https://theintactone.com/2019/02/11/bc-u3-topic-1-need-functions-and-layout-of-letter-writing/>

Qualities of a Good Business Letter:

1. Clarity:

Clear thinking and simple expression are the two important virtues of effective writing. A good letter should show its idea directly and clearly. Each sentence should be as simple as possible. The reader should have no difficulty in understanding what the writer means to say. When the reader gets the same meaning from the message as what the sender intended, it is a good letter.

2. Conciseness:

Transmission of maximum information by using minimum words should be the aim of letter-writing. Unnecessary details and roundabout expressions should be avoided. People are busy and they receive a number of letters daily. Unless one says quickly what one wishes to say, he will not be able to get the attention of the reader and focus it on the message. Therefore, a letter should be simple and brief.



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3. Completeness:

The letter should contain all the essential points a reader is expected to know. For example, a sales letter should include the description of the goods, price, quality, how and where to buy, the date of delivery, discounts etc. If it gives only partial information, it is not a complete letter.

4. Correctness:

The correctness demands no error at all in grammar, idiom, spelling, and punctuation. Besides, the information given in the letter must be accurate; otherwise it will shake the confidence of the reader. The message should not be transmitted unless the sender is sure of its correctness.

5. Courtesy:

Courtesy means politeness. It always pays to be courteous in business. It softens the sting of an unpleasant piece of information, creates goodwill and produces a favorable response. Good-will is a great asset for an organization and courtesy in correspondence is one of the most natural and economical means of building it.

6. Cheerfulness:

There should be no negative approach in a letter. It must begin with a positive and optimistic note. The approach should be friendly and convincing.

7. Promptness:

Promptness in replying a letter is absolutely necessary. The general practice is to reply a letter the same day it is received. When it is known that a reply to a letter requires time it is necessary to acknowledge the letter received and intimate the probable time required sending full reply.



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8. Appropriateness:

Appropriateness refers to writing or replying letters keeping in mind the relation and psychology of the reader as well as the need of the occasion. The tone, style and language should be changed according to the occasion.

9. The ‘You’ attitude:

In business letters, the reader’s interest must be emphasised and not the sender’s interest. To make letters effective, avoid words such as ‘I’ and ‘we’ and use as many as ‘you’ as possible. The ‘you attitude’ can be used effectively in all kinds of business letters.

10. Integral:

The purpose of business communication is to create understanding, bring about cooperation and initiate constructive action. Therefore, all communication should be in conformity with the general objectives of the organisation.

ELEMENTS OF BUSINESS LETTER

Content	Guidelines
1. Return Address	This is the address where someone could send a reply to your letter. If your letter includes a letterhead with this information, either in the header (across the top of the page) or the footer (along the bottom of the page), you do not need to include it before the date.
2. Date	The date should be left justified and placed immediately below (or two lines below) a personal address, or two lines below a letterhead logo.
3. Recipient Note	This is where you can indicate if the letter is personal or



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Content	Guidelines
(Optional)	confidential.
4. Inside Address	This is the address of the person to whom the letter is being sent.
5. Salutation	A common salutation may be “Dear Mr. (last name).” But if you are unsure about titles (i.e., Mrs., Ms., Dr.) or the gender of the receiver, you may simply write the recipient’s name (e.g., “Dear Cameron Rai”) followed by a colon. A comma after the salutation is correct for personal letters, but a colon should be used in business. The salutation “To whom it may concern” is appropriate for letters of recommendation or other letters that are intended to be read by any and all individuals. If this is not the case with your letter, but you are unsure of how to address your recipient, make every effort to find out to whom the letter should be specifically addressed. For many, there is no sweeter sound than that of their name, and to spell it incorrectly runs the risk of alienating the reader before your letter has even been read. Lastly, avoid the use of impersonal salutations like “Dear Prospective Customer” if you can, as the lack of personalization can alienate a future client.
Content	Guidelines
6. Subject Line (Optional)	Like a subject line in an e-mail, this is where you indicate what the letter is in reference to, the subject or purpose of the document. Common subject lines include “Re:” or “Subject:” and while they are optional in shorter letters, they can help clarify the main point of longer letters.
7. Introduction	This is your opening paragraph, and may include an attention statement, a reference to the purpose of the document, or an introduction of the person or topic depending on the type of letter. An emphatic opening involves using the most significant or important element of the letter in the introduction. Readers tend to pay attention to openings, and it makes sense to outline the expectations for the reader up front. Just as you would preview



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Content	Guidelines
	your topic in a speech, the clear opening in your introductions establishes context and facilitates comprehension.
8. Body	If you have a list of points, a series of facts, or a number of questions, they belong in the body of your letter. You may choose organizational devices to draw attention, such as a bullet list, or simply number them. Readers may skip over information in the body of your letter, so make sure you emphasize the key points clearly. This is your core content, where you can outline and support several key points. Brevity is important, but so is clear support for main point(s). Specific, meaningful information needs to be clear, concise, and accurate.
9. Conclusion	An emphatic closing mirrors your introduction with the added element of tying the main points together, clearly demonstrating their relationship. The conclusion can serve to remind the reader, but should not introduce new information. A clear summary sentence will strengthen your writing and enhance your effectiveness. If your letter requests or implies action, the conclusion needs to make clear what you expect to happen. It is usually courteous to conclude by thanking the recipient for his or her attention, and to invite them to contact you if you can be of help or if they have questions. This paragraph reiterates the main points and their relationship to each other, reinforcing the main point or purpose.
10. Close	“Sincerely” or “Cordially” are standard business closing statements (“Love,” “Yours Truly,” and “BFF” are closing statements suitable for personal correspondence, but not for business). Closing statements are normally placed two lines under the conclusion and include a hanging comma (as in “Sincerely,”).
11. Signature	Leave three or four blank lines after the close, then type your name (required) and, on the line below it, your title (if applicable).



NOTES

Content	Guidelines
12. Reference Initials (Optional)	If the letter was prepared, or word-processed, by someone other than the signatory (you), then inclusion of initials is common, as in MJD or abc.
13. Enclosure Notation (Optional)	Just like an e-mail with an attachment, the letter sometimes has additional documents that are delivered with it. This line indicates what the reader can look for in terms of documents included with the letter, such as brochures, reports, or related business documents.
14. Copy Notation (Optional)	The abbreviation “CC” once stood for carbon copies but now refers to courtesy copies. Just like a “CC” option in an e-mail, it indicates the relevant parties that will also receive a copy of the document.
15. Mailing Notation (optional)	Sometimes you want to indicate on the letter itself how it was delivered. This can make it clear to a third party that the letter was delivered via a specific method, such as certified mail (a legal requirement for some types of documents).
16. Logo/Contact Information	As mentioned in Step 1 above, a formal business letter normally includes a logo or contact information for the organization in the header (top of page) or footer (bottom of page).

● **PARTS OF A BUSINESS LETTER:**

The following parts usually constitute the structure of a business letter:

1. Heading
2. Date
3. Inside Address
4. Attention line
5. Salutation
6. Subject



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7. Reference
8. Body
9. Complimentary close
10. Signature
11. Enclosure.

1. Heading:

Many business organisations use printed letter head for business correspondence. The letterhead contains the name, the address, the line of business, telegraphic address, telephone numbers, telex numbers, e-mail address etc.

2. Date:

The date should be indicated in the upper right hand corner of the letter sheet. It is generally written two or three spaces below the last line of the letterhead.

There are two methods of indicating the date:

- (i) In the order of day, month and year — 10 July 1999.
- (ii) In the order of month, day and year — July 10, 1999. Both methods are acceptable.

It is advisable to write the names of the month in full.

3. Inside Address:

The inside address consists of the names and address of the person or firm to whom the letter is written. It is generally written two spaces above the attention line and two spaces below the level of date. If there is no attention line it is given above the salutation in the left margin. The full address, i.e., the name of the person, firm, street, road etc. should be written as indicated in the source you got the address from. The details should not be abbreviated.

While addressing a firm, 'Messer' is used before the name. If the firm bears personal title, Messer should be used. If the letter is addressed to an officer by



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name write Mr. or Shri before the name. If the officer is an unmarried woman add Miss and if married Mrs. or Smt. before her name.

4. Attention Line:

When a letter is addressed to a company so that it should reach a particular office by name or a particular department, then attention line is typed below the inside address. This line is generally underlined.

5. Salutation:

Salutation means greetings. It shows the respect or affection or politeness which you introduce in a letter. The choice of salutation depends upon the personal relationship between the writer and the reader. It is placed two spaces below attention line or two spaces below the inside address. While addressing a firm, company or a club, etc. use 'Dear Sirs'.

6. Subject:

The purpose of subject line is to let the reader know immediately what the message is about. By seeing this the reader can understand at a glance what the letter is about. The usual practice is to type this line in a double space between the salutation and the first line of the body.

Dear Sirs,

Subj.: Payment of Bill.

7. Reference:

In a reply to an earlier letter reference numbers, date etc. may be mentioned below the subject. Subject and reference must be separate and must stand out clearly to get the attention of the reader.



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8. Body of the letter:

The body is the most important part of a letter. The purpose of this part is to convey the message and to produce a suitable response in the reader. It is, therefore, important to organize and arrange the material very carefully.

Generally, the body consists of the following:

- (i) Opening paragraph.
- (ii) Main paragraph.
- (iii) Closing paragraph.

The opening paragraph should be written in such a way that it attracts the attention of the reader and makes him go through the letter.

The main paragraph contains the subject matter. It should cover all the relevant points which the writer wants to convey. It should be written in simple, clear and unambiguous terms.

The closing paragraph should indicate the expectations, intentions and wishes of the sender.

9. Complimentary close:

The complimentary close is a polite way of ending a letter. It is typed two spaces below the last line of the body of the letter.

10. Signature:

Signature is the assent of the writer to the subject-matter of the letter. It is placed below the complementary close.



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11. Enclosure:

Sometimes, papers such as price list, catalog, draft may be attached to the letter. This is indicated after the signature and at the left hand margin. Generally, the abbreviated form “End.” is typed against which the number of enclosures is indicated.

Layout of a Business Letter:

The general appearance of the letter will create a favourable impression in the minds of the reader.

It is, therefore, advisable to remember the following points with regard to layout or appearance of the letter:

1. Stationery:

For making an initial impression it is necessary to use good quality paper. Use of the best stationery is a good investment. White paper is preferable as the letters stand out clearly on it and make easy reading. The size of the paper may be according to the suitability of each organisation.

2. Typing:

Typing saves time and gives a good appearance. It is, therefore, necessary to get the letters neatly typed. Typing of letter involves extra expenses. But the appearance of the letter will pay rich dividends.

3. Margin:

Margin in a letter adds to its attractiveness. One inch (2.54 cms) margin on all sides is the standard one. Margin may be suitably changed according to the size of the paper and it should give a picture frame appearance.

4. Folding:

Care should be taken when folding a letter. It should be done with minimum number of folds and the letter should not look bulky when placed in a cover. The



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folders should be well pressed down. When a letter is placed in a cover it must give a smart look.

5. Envelope:

The colour and quality of the envelope must match the inside letter. The envelope should suit the size of the paper on which the letter is typed.

LAYOUT OF BUSINESS LETTER

Block Format

The most commonly used letter format is block format. The other two formats are modifications of the block format. See the example below, for the form that a block format letter would take:

Sender's address

Date

Receiver's name
Address

Dear _____

Closing word(s)



Typed signature



NOTES

Block format business letter layout.

In block format all the text is justified left. The sender's address, date, receivers name and address, as well as the main body of the letter and the closing are all justified to the left hand side of the page. All the lines start at the same place: they should be vertically justified so that they form a straight vertical line.

The paragraphs aren't indented. The ends of the lines at the right hand side shouldn't be justified. It's easiest to read text that is left justified and uneven at the right hand side. This will mean that the text isn't stretched to fill the line so each letter and space will be the same size.

Modified Block Format

In the modified block format, business letter layout, the sender's address, date and closing are all moved towards the center of the page, see the example below:





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Sender's address

Date

Receiver's name

Address

Dear _____

Closing word(s)

[Signature]

Typed signature

Block format modified business letter layout.

The exact place that the modified elements should start isn't precisely defined in the modified block format. The sender's address, date and closing should start at least in the centre of the page, that is, the first letter of each line should be on the center line of the page or to the right hand side of it. How much to the right hand side is up to your personal preference. Choose the most professional looking positioning.

In this format the position of the date could remain left justified as in the block format or be lined up with the elements that have been moved towards the right of the page.



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Semi-Block Format

This format is the same as the modified block format (so the description form above remains the same) apart from the first line of each paragraph is indented. See following example:

Sender's address

Date

Receiver's name

Address

Dear _____

Closing word(s)

[Signature]

Typed signature

Semi-block format business letter layout.

The first line of each paragraph in the main body of the letter has been indented. One tab space is a suitable indentation to use. Everything else is the same as in the modified block business letter layout format.

Business Letter Layout Example

Your Contact Information

Your Name

Your Address

Your City, State Zip Code

Your Phone Number

Your Email Address

Date



NOTES

Recipient's Contact Information

Name

Title

Company

Address

City, State Zip Code

Salutation

Dear Mr./Ms. Last Name:

Body of Letter

The first paragraph of your business letter should provide an introduction to why you are writing.

Then, in the following paragraphs provide more information and details about your request.

The final paragraph should reiterate the reason you are writing and thank the reader for reviewing your request.

Closing:

Respectfully yours,

Signature:

Handwritten Signature (for a hard copy letter)

Typed Signature



NOTES

Review a Sample Business Letter (Text Version)

Xavier Lau
123 Business Rd.
Business City, NY 54321
555-555-5555
xavier.lau@email.com

September 1, 2018

Portia Lee
Owner
Acme Travel
321 Metropolis Ave.
New City, NY 12345

Dear Ms. Lee:

I'm writing to you today on behalf of Happy land Helpers. We're a small organization that helps low-income families who need after-school care for their young children. We offer grants to families and free transportation for their children so that they can attend one of the local after-school daycare centers.

Every year, we hold a fundraising event: the Happy land Carnival at Floyd Rosedale Middle School. I'm hoping you may be interested in donating to our silent auction and raffle.



NOTES

We're looking for items such as gift baskets, housewares, toys and other useful items. Cash donations are also appreciated if you prefer. This year, all proceeds will go towards buying the new van that we need to transport the children.

If you're interested in making a donation, please let me know by email xavier.lau@email.com, or by cell phone (555-555-5555) if you have any questions.

Sincerely,
Xavier Lau

ENQUIRY LETTER

Enquiry Letter: It is a letter written to enquiry the information related to something. It can be written if a person wants to buy an item or wants to go on a trip, etc. The objective of the Enquiry Letter is to make a request to the recipient. In other words, it is written to get the response from the recipient with the action that satisfies the enquiry. The action benefits either the sender or the recipient and sometimes both the parties.

The scope of the letter must include enough information to help the recipient to decide the best response. The sender must mention what is inquiring and which type of favor he/she wants from the recipient in response to the request. Read the complete article below to know more about the Enquiry Letter.

Get Other Types of Letter Writing like Formal, Informal and Different Types of Letter Writing Samples.

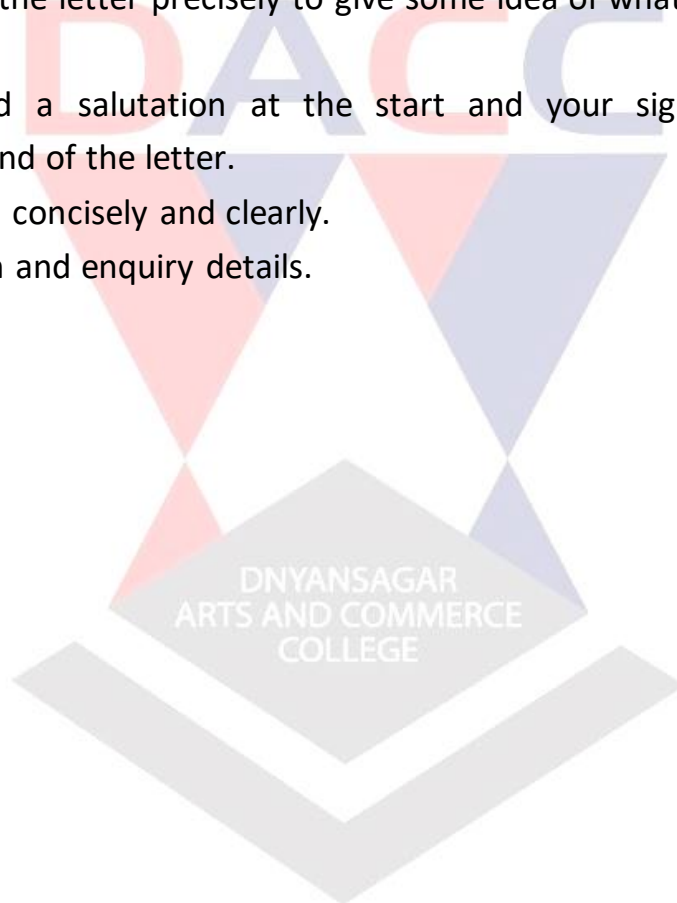


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Enquiry Letter Writing Tips

Refer to the following writing tips before writing an Enquiry Letter.

- It should be written like a formal letter. It must include the sender's contact details, address or email address at the beginning of the letter.
- It must contain all the aspects of the enquiring item.
- It should contain the date and address of the receiver.
- Add the subject of the letter precisely to give some idea of what will be discussed in the letter.
- Make sure to add a salutation at the start and your signature, name, and designation at the end of the letter.
- It should be written concisely and clearly.
- Mention the reason and enquiry details.





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Sample Enquiry Letter For Exchanging of Car

Ramlal Verma
Pitampura,Delhi
Mobile Number: +91 9723556689
Date: 02.03.2019

To,
Jeevan Industries Ltd.
South Delhi

Subject: Enquiring the details of the car exchange scheme

Dear Sir/Madam,

I am Ramlal Verma writing this letter to you to know regarding the car exchange scheme. I saw your advertisement for an exchange of old cars in Dainik Bharat today. I am interested in exchanging my old car to get the new offered car through the exchange scheme.

So, please explain to me more about the scheme and its terms and conditions. Please contact me to the above-given mobile number and can also email me at ramlalverma@gmail.com.

Thanking You,

Sincerely,
Ramlal Verma
General Manager



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Sample Enquiry Letter for Purchasing Laptops

Suraj Verma
South Delhi
Mobile Number: +91 9711253317
Date: 12.10.2019

To,
Wholesale Laptop Seller Ltd.
Pitampura, Delhi

Subject: Enquiring about Laptops

Dear Sir,

I am Suraj Verma writing this letter to you to enquire about the DELL laptop. I am planning to purchase 20 DELL Laptops for business purposes. I am running a media and advertising firm. I require laptops with good graphic features and my budget for 20 laptops is 6Lakh. We would like to buy laptops which are portable, lightweight, 8GB RAM, and that suits our budget.

I would like to know the details of all the available laptops with the above-mentioned features. If DELL laptops are not available with the above-mentioned features then I would like to buy any other brand laptops as well.

So, please explain to me more about the available laptops and its features. Please contact me to the above-given mobile number and can also email me at surajverma@gmail.com.

Thanking You,

Sincerely,
Suraj Verma
Director



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Question: -

Is an Enquiry Letter a formal or informal letter?

Answer:

An Enquiry Letter is a formal letter. It must include the sender's contact details, address or email address at the beginning of the letter.

ORDER LETTER - (<https://edumantra.net/letters-for-placing-orders/>) TO SEARCH FOR MORE LETTERS)

An order letter is the one that is written by a company or the person concerned who are supposed to place the request of purchase from another company. The letter is written after doing careful research about the desired product or service.

Order letter examples will help you provide a clear picture as how these letters should be.

Another term you need to know in the order letters is the term, "Order" which is an expense for the person placing the order and an income for the one getting it. But this is not everything the company needs to know, in fact there are lot of commitments that has to be ensured to satisfy the customer who can be an individual or another company.

The order letter comprises of the order, the quality of the delivery and after sale service.



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Order letter should come into action only when a detailed study has been made of the desired product which has been done in the market and based on this promised service, price and quality, the decision is made for the purchase.

Before you draft the letter, you have to make sure that it pens down all the terms and conditions of the purchase for the benefit of both the involved parties. This should have details about the product specification, the quantities and the price agreed on. In addition to this it should also have the delivery date, late delivery clauses. The letter should be addressed to the person responsible who will carry out the execution of the order with the copy of the head of the department.

Below is an example for an order letter which will explain you about how to write these letters

Date: MM/DD/YYYY

The recipient's address:

Dear Mr. / Mrs. ZZZZ This letter is a formal confirmation about the verbal order that we had discussed earlier on (insert the date). I just wanted you to confirm the acceptance that was communicated to you on the said date. As you note, there is an enclosed copy of the purchased order including the terms and all other included conditions of the deal.

We shall expect the delivery of the merchandise on or before the expected date. Unless if there is an objection within the (period of grace) of your receipt of the order.

Thank you,
Sincerely,



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(Your name)

Another example of order letters that can be used as a template is given below.

Date: MM/DD/YYYY

From: (insert your name and address here)

To: (insert the name and address of the recipient)

Subject: order placement

Dear Mr. / Mrs. (name of the reader)

This letter is with reference to the meeting that took place when we visited your factory for purchasing school uniform for our school.

We are glad to inform that we would like to order 200 uniforms which include 80 small sized, 75 medium sized and 45 large sized for our students. We will appreciate if the order can be delivered to our address at the latest (insert the date). Please, note that 100 % of the payment will be made after the delivery. If the order is not made on the said date, then please consider it to be canceled. The price of a uniform is \$ (insert amount) as it was agreed during the meeting.

Please, review the letter and if you have any objections or any recommendations or suggestion, please contact me. We hope for long term cooperation with you.



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Sincerely,

(Insert your name)

As you have seen in these examples of order letters, you have to always include the terms and conditions agreed by both the parties. As these letters are official letters, the best way to write them is to type them. Some other tips that you can keep in mind while writing order letters are:

The letter should have all the relevant details required for example the number of quantity, the price and other terms and conditions.

The letter should be simple and there is no requirement of too many adjectives since the letter is more on an order placed.

Another short and simple order letter example is given below:

From: (insert your address)

To: (recipient's address)

Dear Mr. / Mrs. XXXX

Thank you for sending the catalog so promptly. It arrived really quickly within two days of my request. Please send the following items by parcel post as soon as possible.



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(Insert the list of items along with the number of items required and the price for each of them) I am enclosing a money order of (insert the amount). If there are any additional charges, please let me know.

Please mail me the books to the address that is given above.

Thank you,

(Your full name)

These order letter examples give you the necessary tips and instructions to write such articles. Hence, it is important to get these letters drafted properly as little carelessness may result in a loss of customers or their good will.

Question 1.

You are Sakshi/Saksham, Hostel Warden, Radha Krishna Public School, Vrindavan, Uttar Pradesh. Write a letter to the Sales Manager, Bharat Electronics and Domestic Appliances Ltd., New Delhi, placing an order for fans microwaves, ovens and geysers that you wish to purchase for the hostel. Also ask for discount permissible on the purchase.

Answer:

Radha Krishna Public School

Vrindavan

Uttar Pradesh XXXXX

18 May 20XX

The Sales Manager

Bharat Electronics and Domestic Appliances Ltd.

New Delhi 1100XX



NOTES

Dear Sir

Subject: Placement of order for electronics We are happy to place the order for the following items. Kindly send the following items at the above. address through transport carefully.

Name of the Items	No. of Items	Brand
Fans	50	Bajaj
Microwaves	25	LG
Ovens	30	Philips
Geysers	25	Nova

All the items should be in good condition, well bound and packed properly. The items must be delivered by the end of the month of the issue of this letter. Any damage during transportation would be your responsibility. As in the past also, we have never been given any opportunity to complain and the goods have always reached as well on time, and in excellent condition as per our specifications. We do expect the same delivery this time as well. Kindly offer us a suitable discount as has been the practice all these years.

Yours faithfully
Saksham
Hostel Warden

Follow Up Complaint Letter to Customer

Dear [Mr. X],

I would like to follow up on the complaint you've submitted on [some date] regarding [some issue] and to make sure that it was solved as per your expectations.



NOTES

Please confirm that your complaint has been addressed properly so that I can close your case. If not, then kindly explain what exactly is it that you require so that I can help you better.

Thank you very much for your feedback. Looking forward to helping you.

Regards

We've all heard that old saying 'The customer is always right' and we all know that the customer is NOT always right! Customers often make completely unjustified complaints; so the question is – 'what is the best way to deal with customer complaints: both real and unjustified'?

As a business owner, you have responsibilities to both your employees and your customers. The only effective way of handling a customer's complaint is to do your research and determine exactly why your customer is unhappy; then address the issue in a respectful manner with both your customer and staff member.

Listen to Your Customer

Listen to what your customer has to say. They have made a complaint, justified or not, so obviously they are concerned about a specific aspect of your service. Let them speak, and listen respectfully. Don't be tempted to jump in with your response. Try to understand why this customer is unhappy and what's driving their concern.

Empathize

Now you need to create a bond between the two of you; so once you've carefully listened to their story you should empathize with the position they find themselves in. Let them know you're actually listening; that you understand their complaint and empathize with them. Say you intend working with them to ensure the issue will be resolved to their complete satisfaction.



NOTES

Suggest a Solution

It's time to offer a solution to your customer's complaint. Remember always to focus on what you can and will do, as opposed to what you cannot or will not do. We know there's a solution to every problem, and it's usually a very simple one. Perhaps the solution won't be exactly what they're asking for, but focusing on what you can do instead of denying them their chosen solution means you're still offering a remedy. Just the fact that you're happily and willingly offering a different solution will usually be sufficient to diffuse the situation.

Time To Move!

Execute the solution, and do it now! Once you've both agreed on a solution, make sure you implement it immediately. This is great customer service, and your once-unhappy customer will walk away a very happy and still-loyal customer.

Follow-Up

Following a complaint resolution, always follow-up with your customer to ensure that they're happy and that you took care of their concern in a manner they're entirely satisfied with. This is a very important step, and one that very few businesses take. Your customers are your livelihood, so you must ensure that they're happy with your service. By reaching out to a customer following a complaint resolution, you'll achieve two things:

The first is that you'll discover whether you actually did resolve their concern;

The second is that, if they were happy with the resolution, your contacting them will serve as a fresh reminder of the great customer service they received.

Just taking this simple step will set your business apart from the rest: it will prove to your customers that they're important to you and that you do actually care about them.

Use this sample letter and these tips to write an effective complaint:



NOTES

- Be clear and concise. Describe the item or service you bought and the problem. Include serial or model numbers, and the name and location of the seller. If you're following up on a conversation, be sure to say who you spoke with and confirm the details of your discussion.
- State exactly what you want done and how long you're willing to wait for a response. Be reasonable.
- Don't write an angry, sarcastic, or threatening letter. The person reading your letter probably isn't responsible for the problem, but may be very helpful in resolving it.
- Include copies of relevant documents, like receipts, work orders, and warranties. You also may want to send copies of emails and notes from conversations you've had with the seller about the problem. Keep your originals.
- Include your name and contact information. If an account is involved, be sure to include the account number.

You may want to send your letter by certified mail and request a return receipt. That way, you'll have proof that the company got your letter and who signed for it.

If your letter doesn't do the trick, you may want to get outside help and look at other options. For more information, see Resolving Consumer Problems.

Follow Up Complaint Letter to Customer Service

Dear [Customer Service],

On [some date], I submitted a complaint regarding [some issue]. Well, I'm sorry to inform you that until now nothing has been done to resolve my problem despite the glamorous promises of a fast and satisfactory solution. I'm disappointed, frustrated, and strongly feel that it was a mistake doing business with you. Feel free to prove me wrong!

Regards



NOTES

• **SALES CORRESPONDENCE**

Sales Correspondence is a written communication between two parties with the motive of sales. A sales letter is a form of sale correspondence. It is a letter that tries to sell a product. Sales letters are an effective way to communicate with clients.

It may target a specific group to grab their attention. It is like a salesman discussing the purpose but in the form of a letter. A sales letter can be general or particular in nature.

OBJECTIVES AND ADVANTAGES OF SALES LETTER

Objectives of Sales Letter

- A sales letter aims at reaching the reader to purchase the product.
- Introduction and marketing of new products and services.
- To reach potential customers.
- Expansion of the market.
- Advantages of Sales Letter
- A sales letter is less expensive.
- Reach a client where a salesman cannot.
- Reach a number of clients all at the same time.
- Ease of understanding and availability of full details.
- More convenient, efficient, and comprehensive.
- Elements and Format of Sales Letter
- Elements of Sales Letter
- **Headline:** Here the writer wants to grab the reader's attention toward the main purpose of the letter.

Introduction: It is the introductory paragraph. Introduction in the sales letter provides the details of the product or the service. It also provides the reader with the cost, quality, saving and other related information.



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Body: Here the writer builds his credibility. The writers provide with the worth of the product, its difference from other similar products, a list of satisfied customers, terms of contract etc.

Call to Action: In this section, the writer asks for the reader's response and can express the gratitude. It also includes various details like warranty, discount etc.

WRITING TIPS FOR WRITING SALES LETTER

- Introduce the ideas in a way that compels the reader to take a positive action.
- Introduce yourself and the product well.
- Be clear in what you are offering.
- Choose your words as per the targeted audience.
- Always use a headline.
- Make the first sentence of each paragraph count.
- Use of font styles, font sizes, bullets, and numbering etc.
- Use relevant statement showing the credibility of the product.
- Suitable closing sentences.
- Correct use of salutation.
- Proper and complete details of the product and availability.
- Always ask for attention, build interest, desire, and call of action.
- Have a simple and convincing tone.
- Avoid creating confusion and uncertainty.
- Avoid being clever and funny.
- Include your name, signature, and other contact details.
- Do not use fancy words or slangs.
- Always revise and edit the letter.



NOTES

TYPES OF SALES LETTERS

A sales letter has a specific purpose to meet. The various purposes can be the introduction of a new product or service, availing new offers, selling incentive etc. Let us discuss some of them here.

Introductory

This type of letter is written to a customer or a consumer to introduce to the company or a product. It also explains how readers will get benefit from the product or the service. It must grab people’s attention, build their interest and call to action.

Product Update

As the name suggests, this type of letter is to describe the benefits of new products over older ones. Other details like a limited period to purchase and discount can also be included.

Selling Incentive

It promotes existing products among current customers. This type of letter must build some excitement among the reader to buy the product.

Thank You

A sender writes this letter to thank the customers to be a part of the business. It shows the value of the customer. A brief mention is given on the availability of product for the customer.

Holiday Celebration

This letter gives a chance to offer a product as a gift for customers. It also shows the discounts and the offers limited to the holiday celebration.



NOTES

Invitation

It is an invitation to the customers for any celebration. This helps the customers to feel important.

Lost Customer

This type of letter is for the customers who have not been too active recently. It helps the organization to bind with them and offers them good deals.

SALES LETTERS

A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. ... Since the advent of the internet, the sales letter has become an integral part of internet marketing, and typically takes the form of an email or webpage.

Sales letters are the most cost – effective and time – efficient means of marketing products or services. They are also a form of advertising. A good sales letter is able to achieve the following objectives.

Catching the reader's attention: The most immediate purpose of a sales letter is to capture the attention of the reader. For this, the beginning of the letter should be so captivating that the reader should read.

Creating a Desire: Having aroused the interest of the reader, the next part of a sales letter strives to sustain it. For this the letter has to point the benefits, features, and advantages of the product.



NOTES

Carrying Conviction: Having created a desire in the reader's heart for the product, the next step is to convince him/her of the authenticity of our claims by arranging free demonstration for the potential customer, by providing a guarantee etc.

Inducing Action: The closing paragraphs of a sales letter is designed to persuade the reader to take action. Generally, in this part, we are required to make the offer tempting by making special offers etc.

Writing Tips for Writing Sales Letter

- Introduce the ideas in a way that compels the reader to take a positive action.
- Introduce yourself and the product well.
- Be clear in what you are offering.
- Choose your words as per the targeted audience.
- Always use a headline.
- Make the first sentence of each paragraph count.

Sample Sales Letter

Florence Optical Ltd.
23. R.S.Road
Kolkata -1
Ph: (033) 5467023

Sima Mathur 29 September, 2013
243, Gandhi Marg
Kolkata -700003

Dear Customer



NOTES

Sub: Introduction of the ultimate' in the Hi tech series of sunglasses.

Eyes, your beautiful eyes, are the fathomless ocean of expression that deserves protection. With this aim in mind we at Florence Optical are constantly researching to provide better products to our customer.

The Ultimate' is our latest range of optical accessories that caters to the need and comfort of your most precious eyes. The sunglasses designed incorporate the latest Light Sensing Technology. The glasses as well as the lenses have in built micro sensors that control the amount of light entering your eyes.

It is our tradition to not only employ the best of technology but also to infuse our products with the elegance and style that enhances your personality. Our limited edition range of sunglasses is simple and elegant in design without any false ornamentation. We feel that you deserve to be the first worthy owner of these glasses at a special 50% discount.

Thank you.

Sincerely yours

M. Sharma

Chief Executive

DNYANSAGAR
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COLLEGE
MEMO

A memo is a document written to pass information between people and departments within the organization.

Since memos are written to deal with many official matter, one may be expected to write a memo to do any of the following in a professional organization:

To confirm

To suggest

To request

To explain

To announce

To report

To caution or warn



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SAMPLE MEMO

J.K.Chemicals Ltd
Kolkata
Interoffice Memorandum
No: AK/265

Date: 24 March, 2013

To: Mr S.D.Dutta, Accounts Clerk
From: Mr R.D. Sharma, M.D

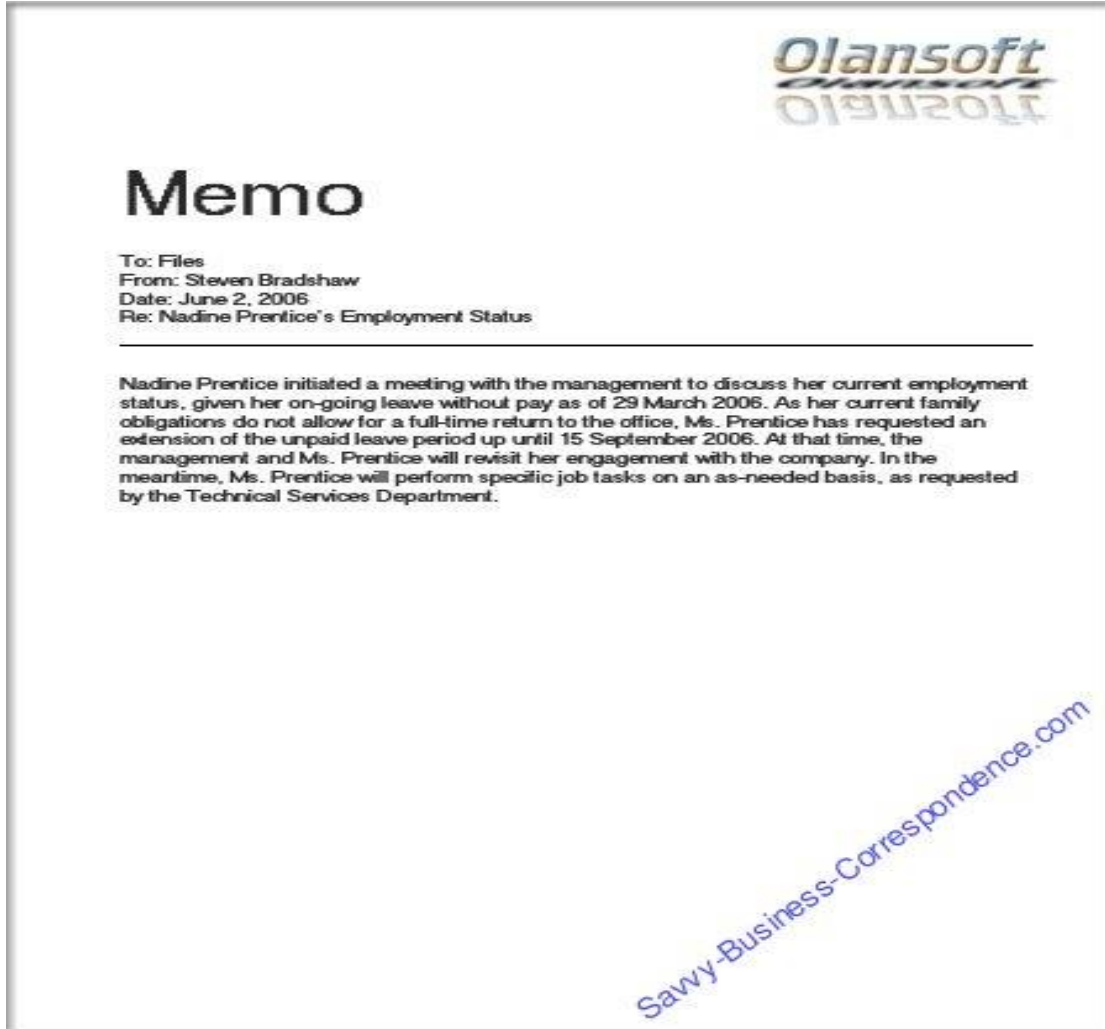
Subject: Absence from duty on 20 March, 2013

It came to my notice that you were not present in the office on 20 March, 2013. Your application for leave has not been received yet. Will you kindly explain the cause for being the cause for being absent? If your reply does not reach on or before April 3, 2013, administrative action can be taken against you.

R.D.sharma
Managing Director



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CIRCULARS

IMPORTANCE or ADVANTAGE OF CIRCULAR LETTER

Circular letter circulates information relating to a company, its products and services etc. to a large number of people at a time. It plays an important role in the growth and development of business. Its importance is briefly discussed below:



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- 1. Easy method of conveying information:** Circular letter is the most easy, simple and effective way to convey any information to a huge number of people.
- 2. Achieving economy:** Circular letter can be used for wide publicity of products. As a result, organizations can save cost of sending letters to different parties separately and can gain economy.
- 3. Saving time:** Circular letter transmits information to a large number of people at a time. It does not require reaching each individual separately. Thus, it saves time.
- 4. Less effort:** Circulating information to each individual separately is a time consuming and laborious job. Circular letter helps to overcome this problem. Through circular letter, we can communicate with large number of people at a minimum effort.
- 5. Creating market:** Through circular letter, a company can inform potential customers about its products and services. In this way, new market can be created.
- 6. Increasing consumer's confidence:** Convincing and attractive circular letter can easily touch the reader's heart and thus helps to enhance consumer's confidence on the company's products.
- 7. Creating public consciousness:** In circular letter, information like price, quality, utility, place of availability, etc. are mentioned in detail that makes people more conscious about the product.



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Sample Circular

Draft a circular informing the staff that a certain employee has been relieved of his duties.

Circular No. Persfl9/15

Date: August 10, 2009

Re : Mr. J.R Vohra, Internal Auditor

The Bank has relieved Mr. J.P. Vohra of his services as the Internal Auditor from 2nd August, 19 ... All Branch Managers are therefore to note that no books of accounts shall be made available to Mr. Vohra or his office staff for any audit work.

P.R. Narayanan
Deputy General Manager



Circular letter for opening a new branch

Dear Sir,

We take great pleasure to announce that on 1st January, 2014. We are opening a new branch of readymade garments at 15 Purana Palton, Dhaka. The new branch is just the expression of customer's faith in our products. Mr. Sunil Kumar our manager for the last 20 years will be in charge of the new branch.

We welcome your visit to our new branch.

With thanks
yours faithfully
Shihab Ahamed



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Sample Format of Circular for Staff Meeting

Date: 16.01.19

To: Sales Department

From: Marketing Department

Sub: Staff Meeting on 21.01.19

We would like to inform all the employees of Sales Department to be present in the Conference Room on January 21st, 2019 for the monthly closure meeting. The meeting will begin sharp at 11 a.m. and will last for half an hour. Therefore, you are requested to be present at the Conference Room ten minutes before the meeting starts.

The purpose of the meeting will be to discuss about the progress in sales in January 2019. All the employees are requested to bring along the concern documents, data and analysis sheets for the meeting. It would be appreciated if the department can produce all the information in a concise slideshow which will save the time and will empower the discussion.

We look forward to have all the related members of sales team at the meeting so that we can further improvise on our sales based on the outputs of this meeting. In case, someone is unable to attend the meeting, you are requested to have your representative attend it on your behalf.

Regards,

Sam Michael

Marketing Manager,

AVM Technologies

COMPLAINT LETTER

A complaint letter is a letter written to concerned authorities if we are not satisfied with the service provided by them. These letters are usually formal in nature. Sometimes when we order a product and it is received defective then we write the letter to the related person or company, complaining about the product.



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Complaint Letter for Rude Behavior of an Employee

Michael Walker

21 South St. King Avenue, California

6th May 2017

Mr. Steven Robinson

Owner, Cloud Nine Restaurant.

57 East St. Arcade Avenue, California.

Dear [Recipients Name],

Hope you are fine. I have a complaint about the waiter named Mr. Johnson at your restaurant. I frequently visit this restaurant with my family and friends but whenever Mr. Johnson is at serving, it seems that we have committed a great mistake to order him food. He remains rude all the time so he did the same last night. My family ordered him a food and asked about the time to serve but his answer was very impolite that I cannot mention his words even. At the end, he also passed bad remarks on a tip. If the situation remains the same, then I along with my colleagues will never visit your restaurant despite its tasty food. This is necessary to take a notice of this issue to keep the reputation of your restaurant high.

I hope you would solve the matter.

Sincerely,

Michael Walker.





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To,
Wilkinson,
Manager,
England Bank,
#11, Louth,
Lincolnshire,
London,
LN11 ES4

15th March 2011

Subject: Complaint regarding clothing of staff

Dear Mr. Wikinson,

I am writing this letter to let you know that your bank staffs have a very bad sense of dressing. It is quite annoying to see each staff member of yours wearing different type of clothes despite representing a single bank. In fact banking should be a pleasure and with the kind of clothes that your staff is wearing it rather makes banking a pressure with your bank.

Apart from this even your bathroom is not well maintained for the use of customers and the décor is not any pleasing either. Besides there is no mirror in your bathroom for the convenience of the customers. Please ensure that you implement these suggestions before I visit your branch against next month and make your bank a better place.

Yours truly,
Drando.

BANK CORRESPONDENCES :

A bank is a financial institution the main business of which is to receive deposits from the public and to grant loans to them. With the modern advancement in business world the banks have to undertake other functions as well. A bank is judged by its financial stability and the efficiency with which it carries out its various



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functions. As some of these functions are accomplished by means of letters, the technique of writing these letters requires to be cultivated. As in other business letters, the essential elements of successful bank correspondence are brevity, accuracy, clarity, secrecy and courtesy and tact.

Bank correspondence may take place between the following :

Letters exchanged between the Bank and the customers : Letters from the Bank to its customers include replies to enquiries and complaints and to requests for overdrafts and loans. On the other hand letters from the customers to the banker consist chiefly of requests for opening accounts, enquiries about interest rates, status enquiries, application for loans and overdrafts, standing instructions regarding making payments etc. While drafting these letters the customer should try to express briefly and provide accurate information. The Bank while drafting their replies should follow the general principles of a business letter noted above and should not use technical language not commonly used.

Letter issued from the Head Offices to the Branch Offices : Such letters generally contain the decision of the Head Office in regard to the granting of credit to certain customers on the recommendation of the Bank branch. If the Head Office decides not to act on the recommendations of the Bank branch the reasons for arriving at such decision should invariably be communicated to the Bank branch. This is essential so that the branch manager who often knows his customers personally may find himself in a position to convince them regarding the reasonableness of the decision taken by the Head Office.

Letters from the branches to the Head Office : These letters consist of the branch manager's reports on the administration of the branch, on local trade conditions or



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on ways and means of developing branch business. These may also be in the form of recommendations for the appointment of members of the staff, their promotion, transfers, dismissals, etc., on recommending the granting of advances to customers of the branch. Such letters should be accompanied by Loan Application Forms filled in by the customers. In the covering letter, the branch manager should provide his own estimate of the applicant's business integrity, trustworthiness and his ability to repay the amount.

Letters from one bank to another : These letters comprise the status enquiries, negotiations of bills of exchange, granting of letters of credit, etc. and to matters which are of common interest to banks. In these letters technical terms which are common in the business of banking are generally used.

Letter Regarding An Application to Open A Current Account :

Door Number and The Name of The Street,

City with ZIP Code.

Phone : 0011 - XXXXXXXX

Fax : 0011 - XXXXXXXX

DATE: 29th Nov 2020

To :

The Manager,

ZZZZZZ Business House,

26/05 BLOCK, TILAK ROAD,

Pune 411045

Phone : 0011 - XXXXXXXX



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Fax : 0011 - XXXXXXXX

Dear Sir,

We are interested in opening a current account with your Bank and have sent along with the account opening form duly completed a sum of Rs.3100 through my assistant, Mr. C.P. Singh, as our first deposit. I shall be glad if you please open the account in our name and issue a Cheque Book, a Paying-in-Slip Book and a Pass Book.

Thanking you.

Yours Faithfully,

Vasu

Manager

For XXXXX BUSINESS HOUSE

Letter Informing A Customer that His Current Account is Overdrawn :

Door Number and The Name of The Street,
City with ZIP Code.

Phone : 0011 - XXXXXXXX

Fax : 0011 - XXXXXXXX

DATE: 5th January 2008

To :

The Manager,

ZZZZZZ Business House,



Dnyansagar Arts And Commerce College, Balewadi,Pune – 45

Subject- Business Communication Skill

Sub.Code- 101, Sem -I

Class: F.Y.BBA(CA)

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Door Number and The Name of The Street,
City with ZIP Code.

Phone : 0011 - XXXXXXXX

Fax : 0011 - XXXXXXXX

Dear Sir,

We have to inform you that after cashing your cheque No. B/214720 dated 30th December - 2007 for Rs. 4651, your Current Account stands overdrawn by Rs. 410/-

We shall be obliged if you will arrange to pay this amount into your account at your earliest convenience as our rules ordinarily do not allow overdrafts without previous arrangement.

Thanking you.

Yours Faithfully,

Vasu

Manager

For XXXXX BUSINESS HOUSE

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LETTER ASKING BANK TO EXPLAIN THE REASON TO DISHONOUR A CHEQUE

Door Number and The Name of The Street,
City with ZIP Code.

Phone : 0011 - XXXXXXXX

Fax : 0011 – XXXXXXXX



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DATE:

To :

The Manager,
ZZZZZZ Business House,
Door Number and The Name of The Street,
City with ZIP Code.
Phone : 0011 - XXXXXXXX
Fax : 0011 - XXXXXXXX

Dear Sir,

I am surprised to note that you have dishonoured my cheque (No. 40142) dated 30th December - 2008 for Rs.1254 drawn in favour of M/s Ram Nath & Sons, Dariba Kalan - Delhi with the remark Effects Not cleared.

My balance with you after you had honoured my previous cheque was Rs.1380 On 14 December - 2008. I sent you for collection a cheque of Rs. 1750 which raised the balance sufficiently to cover the dishonoured cheque.

As you had sufficient time to collect the amount, I shall be glad to know the reason for dishonouring my cheque.

Yours Faithfully,

Vasu
Manager
For XXXXX BUSINESS HOUSE



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Reply to The Letter Asking Bank to Explain The Reason to Dishonour A Cheque :

Door Number and The Name of The Street,

City with ZIP Code.

Phone : 0011 - XXXXXXXX

Fax : 0011 - XXXXXXXX

DATE: 25th January 2020

To :

The Manager,

ZZZZZZ Business House,

Door Number and The Name of The Street,

City with ZIP Code.

Phone : 0011 - XXXXXXXX

Fax : 0011 - XXXXXXXX

Dear Sir,

We are in receipt of your letter dated January 7 - 2008. We extremely regret having refused payment of your cheque referred to by you in your letter.

The cheque for \$ 750 drawn by M/s Har Prasad & Sons, in your favour was post dated and so the collection of this cheque could not be made before 7th January - 2008 Perhaps. It has escaped your notice.

In order to honour your cheque an overdraft would have been necessary and as the amount in question would have been fairly large, we were unable to allow it in the absence of any previous arrangement.



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Yours Faithfully,

Vasu

Manager

For XXXXX BUSINESS HOUSE

FOR MORE LETTERS: --CV/RESUME

<http://www.effective-business-letters.com/Bank-Correspondences.html>

<https://www.youtube.com/watch?v=vFg-LvVUo5Y>

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UNIT – 4 - ANALYSIS OF DIFFERENT MEDIA OF COMMUNICATION

Learning Objectives...

- To study the various media of communication used in industry today.
- To understand advantages and disadvantages of the various modes of communication.
- INTRODUCTION

The development of technology has considerably improved our lifestyles. Its impact is on each and every aspect of life, including communication techniques. From the symbols of long time ago to the latest classy computers and mobile phones, communication systems, modes and styles have change a lot. Each century has seen a new addition to the ever-growing list of means of communication. The invention of the invention that had a massive impact on communication among humans. Other subsequent inventions like that of the computer, the Internet, cell phones with newer application like 2G,3G,4G and now even 5G (generation) services have further eased and changed the communication process.

Every new development comes with both positive and negative influences, and this applies to the impact of technology on the communication process as well. Technological elements like telephones, cell phones, emails etc, have become the most popular means of communication. In fact, mobile phones and the internet are literally the basic necessities these days. There is a lot of convergence in these devices. In fact, there is a lot of discussion going on about the future of the personal computer, as the cell phone is getting integrated into the computer world.

The social networking sites are a world in themselves, like a virtual world! In businesses as well, all these have made the process of communication quick and easy. Emails, teleconferencing, video conferencing, networking sites, etc. are among the favorite tools. In businesses, there has been a movement away from face-to-face meetings and communication. Instead, people and businesses use video



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conferencing, (In-corporates chat and presentation conferencing facilities) and virtual conferencing (Second Life).

These are effective globalisation forces, It is estimated that in 2010, around 30% of which is twice the world population. The amount of information available on the Me also increasing exponentially. Global monthly information flows are expected to exceed 10 exabytes (1 followed by 19 zeros!) by 2016. According to a McKinsey report, the impact of the Net on India's GDP is Likely to touch Rs. 5 lakh crore by 2015, By that year, the number of Internet users will touch half a billion. That is the power of the Net.

TELEX

The telex network is a dial-up switched network of teleprinters for the transmission and delivery of printed messages between subscribers. It is similar to a telephone network, for sending text-based messages. This system provided the first common medium for international record communications using standard signaling techniques and operating criteria as specified by the International Telecommunications Union The telex message was transmitted through a paper tape to a master computer along with the destination address.

Started in Germany as a research and development programme in 1926, it became an operational teleprinter service in 1933. It is the forerunner of the modern texting an cell phones and email communication. Like email, telex users could send the same text message to many destinations around the world at the same time. It was also possible to connect in "real time", where the sender and the recipient could both type on their respective keyboards. These characters would be immediately printed on the distant machine. Telex was also the rudimentary but functional forerunner to Electronic Data Interchange used by IT systems. As late as the early 1990s, the telex system operated by the Royal Dutch Shell permitted the exchange



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of messages between a number of recipient systems. In addition to permitting email to be sent to telex addresses, formal coding conventions adopted in the composition of telex messages enabled automatic routing of telexes to email recipients. However, with the advent of the computer and Internet service and the cell phone which can transmit textual data as well as visuals to many destinations at the same time, telex as a mode of communication has become outmoded. However, many of the short forms that we see in texting today originated in the telex period.

Advantages of Telex

Though telex is often dismissed as an outmoded system, it still has certain advantage over email and texting. Though both have end-to-end connections in real time, the biggest advantages of telex are:

- 1. Speed of Transmission:** It is a quick mode of transmission.
- 2.** It was also possible to connect in 'real time", where the sender and the recipient could both type on their respective keyboards. These characters would b immediately printed on the distant machine.
- 3. Verification of Identity:** The identity of the originating and destination machines could be verified, thus it was authentic.
- 4. Certainty of Receipt of Message:** The 'answer back' facility confirms t establishment of connection with the called terminal along with its identity. At the beginning of the message, the sender would transmit a WRU (Who are you) code, and the recipient machine would automatically initiate a response giving identification code. The WRU code would also be sent at the end of the message, so a correct response would confirm that the connection had remained unbroken during the message transmission.

This imparted a high degree of certainty that the message has reached the machine at the receiving end. As against this, text message on cell phone is sent hoping that it reaches its destination and is not lost in the air. Hence, it is very beneficial in communicating crucial time sensitive financial and other information.



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5. Ordinary people could read the output.
6. Document Creation: As against the voice message on the phone, telex created a documentary record for future use.
7. The sender and recipient need not be present at the machine to receive the message. The sender could prepare the message off-line, using paper tape. It could then be dispatched by the operator and the message would be received in minimum time.
8. Ease of Billing: Billing was for the connected duration. So people could save by minimizing the connection time.

Disadvantages:

1. The hardware and the network system are very expensive and also it requires special phone connections.
2. The very handy, multiple application computer and cellular phones are much cheaper and as the usage has been increasing, they are becoming more affordable.
3. Hence telex has almost disappeared except in third world countries, displaced by in fax machines, email and cellular phones.

TELEGRAM :

A telegram is a communication sent over a telegraph. Before the widespread use of telephones and the Internet for communication, telegrams were the best way to convey urgent and important information. However, today, telegrams are quite rare in most parts of the world.

Through electrical signals. Telegraphy involves the transmission of messages through electrical signals. They read with a corresponding key, or with the use of headphones which can be worn by the operator. The system used Morse Code which is an Written completely in capitals and they look Like they have been



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written on an aid typewriter. The form varies from country to country and also from one office to another within a country. The form generally has the telegram office's logo on it, as well as a date and the address of the sender or recipient. The sender of the message goes to the telegraph office with the message as they wish it to be transmitted. As the transmission is time consuming senders tend to make the message very brief with heavy usages of abbreviations and skipped word, Rather than writing out full message. Punctuation must also be written down on the telegram form used for sending the message. For instance at the end of each sentence STOP is written. The telegraph operator transmit the message to the telegraph office closest to the recipients.

Many telegram offices Offered door step delivery of the message as the recipients would not be aware that a telegram has been received on his behalf at the office and there was no other means of informing him.

The introduction of telegram as a mode of communication goes back to the 1800s. Originally telegraphic message could only be sent over wire. Wireless telegraphy was introduced in 1895 which made communication even easier.

Advantages of Telegram

1. It was traditionally used to convey very critical message. It was faster than the ordinary post and so emergency message could be communicated very quickly to far off places. Historically telegrams were used for critical information and hence the arrival of a telegram could signal an emergency.
2. It has high security as it offers more security than any other messenger apps, and the secret chat using encryption technique is an example for security and privacy, It is fast, and your recipient gets the data as quickly as you click the send button, and you can send and receive video files up to 1024 MB and you could share multiple images and photos.
3. Extremely fast messaging service, it has instant support as real-time support is available on Telegram so that the users can contact the company for any kind



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of questions, and there is an Ask a question option under the settings to make the inquiries related to the app.

4. The users are now able to send the pictures, audio, and video as part of their messages, it is highly reliable, and you will not lose a huge amount of data until you upload or download bigger files, as chatting requires only bytes of data, The backgrounds and sounds provide some nice ways to personalize the app.

Disadvantages of Telegram

We can not know the status of the contacts, and we can't easily figure out the opposite person is online or offline, you sometimes need to open the app for receiving messages which makes the " Instant messaging app " with no sense, and it has no voice messages.

It has not multiple selections when you want to send more than one file, it is not possible to select the multiple files and send at once, and you need to send the first file and after that, you send the second file, and we can not upload pictures in some mobiles.

When you bind to a phone number, This offers an opportunity to find out all your contacts information and send them to the server, The main drawback is not just showing your contacts, almost any state security service can add all the telephone numbers in the country to their contacts, so, you can find out what people are registered on the social network, and when they last visited it.

When the messages are sent via an ordinary, rather than a secret chat, then formally, they are not encrypted, you should not think that your provider can read any of your messages easily, because all the dialogues have a closed protocol,



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Although, all messages are on a special Telegram server, When you re-enter your account, they go there.

FAX (SHORT FOR FACSIMILE) Facsimile: means an exact copy. As such it is a medium for transmission of text and visual messages over long distances almost instantaneously. Fax is also called telecopying or telefax. It is the telephonic transmission of scanned printed material (both text and images), normally to the receiving telephone number. The original document is scanned with a fax machine, which processes the contents either text or images or both as a single fixed graphic image. It then converts it into a bitmap and then transmits it through the telephone system. The receiving fax machine, which is connected to a printer or any other output device, reconverts the coded image and prints a paper copy. The practical models of fax machines date back to the 1920s and were initially used by newspapers to send news pictures and weather maps very fast. Newspapers with multiple location editions even composed the newspaper at one location and sent it by fax to the other locations for printing. Since the fax machine uses separate transmission channels and different technology than other means of transmitting images, they have certain inherent advantages and disadvantages. Even in these days of email with attachments, some organizations still use fax machines for legal documents and when no Internet connection is available.

Advantages of Fax Machines

The Internet, and subsequently the e-mail has replaced the fax machine to a great extent. Yet, many corporations and individuals all over the world use this mode of communication effectively. The reasons are:

- 1. Obtaining Hard Copies:** In many instances, a hard copy of a document becomes essential. The email can be used for sending a document as an attachment, but the receiver will still have to print it to obtain a hard copy.
- 2. Speed of Delivery:** Faxes can be sent to recipients all over the world. This method is useful when access to email or file share is not available.



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3. Data safety:

Data sent by fax is comparatively safer, if it reaches the intended receiver. This can be achieved by informing the receiver ahead that it is being sent. On the other hand, documents sent by email, if not properly encrypted and protected, can be hacked and stolen easily.

4. Cheaper: The prices of fax machines have dropped significantly.

5. Multi-functional machines: Many models of fax machines can perform a number of functions such as fax, print, scan etc.

6. Faxes machines are easy to install and operate: It is easy to setup a fax machine and connect it to a phone line. The operating instructions are clearly mentioned in appropriate places in the machine, thus making its usage very simple. In a business environment, anyone can install a fax machine, but setting up an alternative with a computer, an Internet connection and access, a scanner etc usually requires technical help

7. Fax machines can be connected to a computer: This makes it easy for the manager to store the fax messages sent on the computer and also edit them. Business Communication Skills necessary.

8. Improves operational efficiency of managers: With a fax machine, documents can be sent from one building to another or one department to another quickly and without relying on messenger or courier services. Exchange of views and information becomes faster and cheaper. It promotes team building and improves efficiency.

9. Proof of sending: Fax machines provide the senders with a receipt after the document has completed the fax process. Hence the user has evidence of having sent the entire document. In an email, the sender may forget to send the attachment or it may not get picked up completely.

This results in a lot of back and forth of communication and waste of time. This is particularly useful in industries where rapid receipt of documents along with



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evidence of dispatch is crucial. The sender can substantiate his claims that he has completed his part of the deal.

9. Acceptability: In some countries, electronic signatures on contracts by email are not recognized by law but faxed contracts with copies of signatures are accepted. The development of scan-and-send technology through email systems (fax messages sent through email) may have reduced the usefulness of fax machines to a certain extent, for the above reasons, they still remain popular means for transferring paper documents from one location to another.

Disadvantages

1. Limited to paper documents: Fax machines can send only paper documents. while an email can send voice files, video clips, links and high-resolution photographs.

2. Low speed: Fax transmission speeds and output quality are very low as compared to email.

3. Cost ineffective: For fax machines, even after paying for the telephone service. some of the calls, especially the long distance ones, can cost a lot. This is more so if lengthy documents requiring long transmission time are to be sent to multiple destinations. Since a fax transmission is actually a telephone call, long distance charges can mount up. On the other hand, with the Internet, once the monthly Internet service fees are paid, emails become free. Any number of attachments can be sent to a number of recipients all over the world, without any additional cost,

4. Technology failure: Just like all technology, fax machines can fail Paper jam and other mechanical failures can happen. If a company depends too heavily upon the fax machine and the machine fails to operates, the normal activities of the organization will suffer.



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5. Need a separate space and telephone line. –

6. Needs power/electricity: If power supply is intermittent, the organization will not be able to send or receive fax messages. This however is true for all machines that work on electricity.

7. A Requires paper : For receiving and sending faxes. The earlier versions of fax machines required thermal paper. The print quality on this type of paper was poor and would fade out and so they were not useful as storage of data for a longer period. However, the newer versions work with plain paper.

8. Fax machine : have to be kept on always to receive faxes. If the machine is switched off, the faxes are lost.

9. Storage and archival of these printed copies: Storage of printed copies of faxes requires a good amount of office space. Again, aging of papers could lead to difficulties in managing records.

The trend has now shifted to online fax service. This eliminates all of the above disadvantages. It is cost effective. It does not require a dedicated phone line and hence Full access to this facility is available almost any time. Hence, although businesses usually maintain some kind of fax capability, this mode of data transfer has faced Increasing competition from the Internet-based alternatives. In many large organizations, to reduce cost of printing, stand alone fax machines have been replaced by fax servers and other computerized systems capable of receiving and storing incoming faxes electronically, and then routing them to users on paper or via However in small organizations and heme environments, fax machines are not very much in use. Email and electronic fax have replaced them to a great extent.



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VOICEMAIL **Voice-mail** (also known as voicemail, voice message or voice bank), is a computer based telecommunication system. It allows the users and subscribers to: Exchange personal voice messages; Select and deliver voice information; and Process transactions relating to individuals, organizations, products and services, using an ordinary telephone. The term is used more broadly to denote any system of conveying a stored telecommunication voice message, including using an answering machine. Mast cell phone (mobile phone) services offer voice-mail as a basic feature. Many corporate PBX systems include versatile internal voice-messaging services. When the voicemail is set up, a telephone caller will get a voicemail response to an unanswered phone, so that a brief message can be left for information to the recipient.

Voicemail Greeting: A voicemail greeting is a statement of who you are and a brief instruction regarding what the caller should do at the end of the message. It should not be too short and abrupt as it will sound incomplete and rude and so send a Negative message to the callers spending. A long drawn out greeting will frustrate them too much time getting to know what it is about.

A personal voicemail greeting : Is informal and creative It generally reflects the personality of the receiver. For example, the opening can be a Hello', Hi' or 'Jai Sri Ram etc. according to the person's choice During Christmas time, the voicemail greeting can sound like a Santa. Thus it is more personalized.

Organisational Voicemail: As against personal voicemail. an organizational voicemail message is very formal A properly composed voicemail greeting, rendered in a pleasant voice, can leave your callers with a positive image of yourself or your company. In an organization, the callers are mostly for business purposes and hence would be pressed for time. Hence, as a rule, the message should be limited to 20-25 seconds. The greeting and message should be set up in a very formal and professional manner that conveys who the person is and what the company stands



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for. Most large companies follow a protocol with respect to these greetings and they are uniform for all the telephones in the organization.

Voicemail Greeting Options for Organizations :

Depending upon the telephone system operating in the organisation, there may be different options that an employee is allowed to compose. These include:

General Voicemail Greeting: The general voicemail greeting is used as the default voicemail greeting if no other greeting type is set.

Internal Voicemail Greeting: This is used to greet callers from within the company .

External Voicemail Greeting: This greeting will be played for outside callers. The telephone system's automated attendant will play the same general company greeting.

Temporary or "Out of Office" Voicemail Greeting: The temporary or out of office voicemail greeting is set for individual employees or for the entire department for a particular period of time. For example, when there is a departmental meeting attended by all the staff members, this voicemail will be activated. Similarly, before or after office hours, or on holidays, such a voicemail can be activated. The voicemail messages can have starting and ending time specified, so that the normal telephone system is turned on automatically.

'On the Phone' or 'Busy' Voicemail Greeting: This greeting is used to inform callers that either individual receiver or all extensions in the department pool are busy with other callers.

Advantages of Voicemail :

Individuals and businesses have come to rely on telephone voicemail systems to answer their calls if they are unable to do so In some cases, this is done as a matter of convenience, while in other cases voicemail systems are used as a way to screen out unwanted calls. Thus, Voicemail, like other communications technologies, can either help improve productivity or become a source of inefficiency for a business depending on how it is used. Voicemail offers advantages and disadvantages for both



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the caller and the party at the other end of the line. A well-Implemented voicemail system will respect the caller's time by providing with an early option to leave a message, rather than wait on hold or be forced to navigate the system through various options.

1.Practical Features:

having voice mail available can help make life easier with its many features and settings that one can arrange to fit one's lifestyle. Incoming calls can be redirected to a voice mail inbox if a phone call cannot be attended to at the moment. Easy management of voice mail can be done with various aspects such as unlimited storage for voice messages and easy retrieval of former ease of sending and forwarding to multiple recipients.

2. Simplicity and Time:

Having voice mail does not require any additional equipment as compared to using answering machines which were one of the predecessors to voice mail avoid paying numerous employees to answer phone calls, It also saves time and effort compared to using alternative method of message communication, such as email and text.

3. Less Phone Tag:

If the receiving party is unavailable to take the call, he can, by using the voice mail, direct the caller to leave a brief message stating the purpose of his call and a number where he can be reached. This will ensure a return call and reduce phone tag, a situation where the callers go back and forth in a vain attempt to reach each other.

4. Cost Savings: Voicemail can replace the receptionist and thus, the organization can manage without this addition to the cast. Rather than having to employ people to answer phone calls, the phone system can instruct the caller to leave a message or it can route the caller to the desired extension.

5. Convenience and Accessibility: For the recipient, the main advantage of voicemail is that it can be accessed anytime. almost anywhere, and at his own



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Convenience. As long as he has access to a touch tone phone, voice mail message can be retrieved, replayed and replied to. Aside from this a single voice message can be sent to numerous recipients thus saving time and increasing efficiency.

Thus as people's life style becomes more and more hectic, technology improves deliver better modes of communication. Business owners typically benefit, particularly building excellent means of communication that result in successful busine transactions and develop strong relationships with clientele and business partners.

Disadvantages of Voicemail

1. Impersonal: Voicemail is impersonal, as the caller is dealing with the message service and not a human being. This happens with customer who are dissatisfies with some services the company to get redress. This frustration is issues and is trying to call frustration is especially great if the problem is urgent in nature

2. Difficult to Navigate: Some business voicemail systems are difficult and time consuming to navigate. Callers must wade through a cumbersome phone tree to get to the proper extension or customer service executive. The service will take the caller through numerous options, calls are put on hold, and by the time the caller gets to talk to someone, it would be almost 30 to 45 minutes. During this period he Would be endlessly listening to unwanted information about the company. The process can become even more annoying when the caller finally reaches the right party, only to get a voicemail message saying they are unable to take the cal.

3. Personal Hassle:

Some people leave their voicemail messages unchecked. They may prefer to send and receive text messages. Voice mail requires calling your inbox and entering your password to get the messages.

4. Business Hassle: Business voice mail systems can be very frustrating compared to personal voicemail on cell phones. These systems are usually far more complex than personal voice mail systems on ceil phones. An automated service or recording



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guides callers through a menu that requires them to press different buttons on their phone. People may become confused by the options, or the options may not include the voice mail inbox they were trying to reach.

5. slow: If the call receiver has kept the phone on silent or vibrate mode, he will not know that he has received a message. The urgency of a message is lost. This happens when the recipient is in a movie theater He will have to make a call to get his message and it would not be discreet to do so.

6.Easily Ignored: The recipient may ignore a voice mail message, but not a live phone call, text or email. * Copy not available: Email and text messages provide the sender with a copy that can serve as proof for the sender. Recording of sent voicemail messages is complicated. Hence, recipient can easily deny having received the message if he is purposely ignoring you or trying to get out of a commitment.

TELECONFERENCING :

Teleconferencing is conducting group discussions using the telephone. A telephone Teleconference-call operator can arrange this setup among any three or more users. Users do not need any special equipment beyond a standard telephone. Teleconferencing is an inexpensive way to hold a long distance meeting and is often used in businesses, which work from multiple locations or when the employees enjoy the benefit of working from their own homes. Teleconferencing can bring people together virtually 'under one roof even though they are separated by hundreds of miles. It was first introduced in the 1960s with AT&T's (American Telephone and Telegraph) Picturephone. At that time, however, it was a novelty and the need for it was not really felt, as travel costs were reasonable and consumers were unwilling to pay the monthly service charge for using the picturephone, But things have changed over the years.



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Advantages of Teleconferencing

1. Compared to email, this is on the spot and most convenient means of exchange of views, data and communication of status and progress reports.
2. Reduces the cost of group meetings, while ensuring close coordination among team members. The saving is by way of traveling costs and the arrangements to be made at the meeting sites. Many companies discourage meetings at bricks and mortar facilities and cut down on them by encouraging them to hold virtual meetings on the phone. They all come together only if a one-on-one meeting is essential.
3. The manager has more time to attend to his day-to-day work, as his travel time is much reduced.
4. Conferences can be scheduled minutes or hours ahead of time instead days or weeks, as traveling time and logistics are not relevant any more. With the help of online teleconferencing services, it is possible for the caller to log in, set the date and time for the conference, and retrieve a phone number and personal identification number, or PIN, to distribute to your call participants almost instantly. Call participants also have a lot of flexibility.
5. Callers can leave and come back to the discussion whenever desired.
6. Communication between the company office and field staffs is maximized. Hence decisions can be taken faster. This is more so when companies operate from different parts of the world and need directions from the company management, or need to communicate urgent messages in an assured manner.
7. It is particularly satisfactory for simple problem solving, Information exchange Meetings can be held irrespective of severe climatic situations that may prevent movement of people, as long as telephone connectivity is intact.



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8. Meetings on phone tend to be shorter, as the participants would be more prepared They tend to focus on what they want to communicate and address and procedural tasks. immediately.

10. Review meetings and follow up to earlier meetings can be done more effective with relative ease and little expense.

11. Group members participate more equally in well-moderated teleconferences in an FIF (Face to Face) meeting.

12. Meetings are more flexible as participants can join in whenever it is necessary This just-in-need participation saves a lot of their time.

13. It enables greater communication and coordination between branches worksites, and helps key stakeholders to be in touch with each other closely.

14. Even people, Including outside guest speakers, who would not normally attend meetings at a distant location can participate.

15. People who are temporarily disabled or have baby or elder care responsibilities can easily continue to work, stay in touch with their team members and contribute in a productive manner.

16. Teleconferencing allows people to participate in regional, national or even worldwide meetings without actually leaving their local office.

17. Teleconferencing can provide proof of who participated in the call. The entire conference can be recorded. So if there are any disputes or questions about the terms of a verbal agreement that was made over the phone, a participant can refer to the recording or transcript of the call. The transcript can be sent to all the participants by email as well. This will help your clients, colleagues and workers to be more efficient.

18. The recording of the entire conference proceedings can be replayed for better understanding. For instance, if the status of a project is being discussed, an employee can replay the call to be clear about his role in the project.



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Disadvantages of Teleconferencing

1. The possibility of technical failure while trying to establish a conference or even during a conference can prove disruptive, especially if the exchange of information is crucial.
2. Complex interpersonal communications, such as negotiations or bargaining require face-to-face meetings so that the entire communication process, including silent communication, can be observed.
3. It is impersonal and hence may not be easy to create an atmosphere of group rapport. In many companies, the group members working from different locations would not have met even once. In many occasions, miscommunications can result. Teleconferencing can only facilitate linking of people, but it does not alter the complexity of group dynamics. The disconnect among the group may increase over time.
4. The participants may not be good at communicating in a group on phone They may lack such communication skills. They may not be familiar with the equipment, the medium itself, and meeting skills.
3. There may be disturbances due to outside noise
- 6 There may be problems with determining the order in which participants would speak and also in motivating the newcomers or the shy people to participate. Hence it can be difficult to moderate such a meeting.
7. It does not foster group relationships. it remains mostly professional, work-related and hence has limitations in fostering mutual understanding.
- 8 It does not facilitate transfer of visual data
9. To overcome these problems, companies and participants can take the following measures: Users should carefully evaluate their meeting needs and goals to determine if teleconferencing is appropriate.



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10. Users should also assess their audience. For example, consider the size of the group, their level of experience with teleconferencing, and the extent of their familiarity with each other.

11. Companies can evaluate the outcomes off these meetings and try to bridge the gap between teleconferencing and face-to-face meetings by providing opportunities the employees and other stake holders to meet in informal gatherings.

12. Where necessary, companies should make arrangements for videoconferencing for transfer of visual data. Teleconferencing represents a unique alternative to the traditional FTF (Face-to-Face) meeting. Most of the time, it is an appropriate substitute. Every meeting is unique, with different goals, objectives, and purpose, Teleconferencing cannot satisfy the individual needs of each and every type of meeting. Teleconferencing and FTF meetings involve different patterns of interaction and social codes of behavior A successful organization likes a balance between increased productivity and promoting group rapport. The other technology options for organizing virtual meetings. involving visual data Analysis of Different Media of Communication transfer are videoconferencing and computer conferencing.

VIDEOCONFERENCING :

Videoconferencing means using computers to provide a video link between two or more people. This can be a simple two-way personalized web cam based communication or it could be serious discussions and negotiations. Instead of just talking to someone by telephone, the participants are able to see each other and also display visual data, models etc.

The equipment needed for a videoconference are:

A computer and a web cam at both ends The cameras come with various features and capabilities. Many of them have sound recognition features that permit them to change their direction automatically to focus on the speaker. They come with various depths and sweeps depending on the size of the room.



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- A microphone and speakers. Most computers and webcams have these features. Broadband Internet access.
- Video conferencing software.
- A sound-proof studio for professional videoconferencing.

Advantages of Videoconferencing

1 Reduces travel cost: Managers often have to travel to meet business no attend organisational level meetings as also client meetings. Video confer. delivers face to face communication without the participants leaving workspace. Due to this, there is substantial reduction in travel costs.

2. Flexible: Meetings can be called instantly, world-wide with little notice. Hen lot of coordination between branch offices and the company home office c achieved.

3. Convenient: Even those who are physically unable to travel can take part in meetings. Even under the most severe weather conditions, these meetings take place provided the power and Internet connections are not disrupted.

4 Those who are reluctant to travel due to various reasons, especially subject experts, can be included in the meetings. Hence, they become more productive

5. Improves efficiency: As the managers reduce the time they spend on travel, they can utilise this free time more productively.

6. Permits face-to-face interaction: The possibility of face to face communication and being able to share data at the same time increases productivity. Participant are able to see the facial expressions of each other and respond accordingly.

7. Sharing of visual data: Video conferencing solutions allow users to share presentations, data, and other media during a video conference.

8. Delivers a tangible return on investment: As it saves time, eliminates trave costs and increases productivity, it enables the organization to register a significant and measurable return on investment.



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1. It is very expensive compared to teleconferencing and email, as it requires expensive equipment and a sound-proof studio. Technology keeps changing and newer and better versions of cameras and projecting equipment may make equipment obsolete. Maintenance of these equipment is also expensive Hence, small and medium organisations would not be able to afford them.
2. The audio quality may not be good if the microphone is away from the speaker This becomes a problem in question-answer sessions. Hence high quality equipment will have to be installed, which would also be expensive.
3. There may be disruptions because of failure of the equipment or break in connectivity.
4. The number of points connected would be limited.
5. The number of participants in a group may also be limited. Hence it is not suited for group meetings.
6. May not be very productive when discussions across the table are necessary.
7. It takes away the personal aspect of a meeting. Since the parties are in their own settings, they would be influenced by them and may fail to understand and respect the stand of the other party effectively and also retain the information.
8. It would be inconvenient for people in different time zones to be in a similar state of preparedness. For instance, the time difference between India and America is in around 12 hours. For a person in India, after hectic day at work around midnight to answer. questions raised by people fresh and ready in America may not be easy
9. For review of confidential documents and signing them, a face to face meeting would be essential. To overcome this, there are many convention centers which after this facility for specific durations on hourly charged.

INTERNET The Oxford dictionary definition of the Internet is "an arrangement of connected computers, which lets the computer users all over the globe exchange data." It is an entertainment and learning tool that may be utilized in a number of



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modes to increase the ability of a user to collect and share information. With the passage of time, the Internet has become the most effective business tool in the contemporary world. It can be described as a global meeting place where people from every corner of the world can be come simultaneously.

Though research was going on from the 1950s, it was in the early 1980s that the Internet Protocol Suite was standardized and the service was made available initially for research and educational organizations. It was in 1995 that the Internet was commercialized. Since then, there has been an exponential growth in the number of 'Net users. It has had a revolutionary impact on culture and commerce, including the rise of near-instant communication by electronic mail (email), instant messaging, Voice over Internet Protocol "phone calls, two-way interactive video calls, and the World Wide Web (www with its discussion fora, blogs, social networking, online shopping sites etc. The Internet's influence over the global communication situation was almost instant. Whereas in 1993 it communicated only 1% of the information flowing through two-way telecommunication networks, by 2000, it had touched 51% by 2000, and more than 97% by 2007. Today the growth of the Internet is driven by the flow of online information, commerce, entertainment, and social networking. It is estimated that around 33% of the world population has accessibility to the Internet.

Advantages and Disadvantages of Internet

The advantages and disadvantages of the Internet are discussed below according to its application areas:

1. Availability of Knowledge

Advantages: Over the last decade, the Internet has become an ocean of knowledge and is ever growing. It has definitions, descriptions and history of almost everything. It has information of almost all important personalities and answer to any and every question that one can think of. There is a huge amount of



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information available on the internet for just about every subject known to man, ranging from government law and services, trade fairs and conferences, market information, new ideas and technical support. All this is available not in just text form, but in the form of PP presentations and videos as well. A variety of information sources can be accessed just sitting in front of a computer and having 'Net connectivity, With this, learning has become interesting an extremely convenient As the user need not disclose his identity, he can ask the t For these who want to share their knowledge, content published on the World Wie embarrassing questions and seek answers. Web is immediately available to a global audience of users in more than 190 countries The search engines' on the Internet can help the users find data on any subject that they need.

Disadvantages:

People can ask for information whenever they are in doubt. However the answers may be given by unqualified persons with limited knowledge about the subject. This may be misleading and even confusing if contract if contradictory data are given .

Secondly, just as it is possible to put all this knowledge uses are also possible. For instance, there are web sites which give information on he make bombs. People even learn how to hack websites from the internet.

2. Communication Advantages: One of the most important aspects of the Internet is that it mat. communication fast, safe, convenient and very economical, Email is now an essential communication tool in business. It is also excellent keeping in touch with family and friends. The advantages to email is that it is free charge per use) when compared to telephone, fax and postal services. Centralized financial services, Internet banking, advertisements marketing, Online commerce etc. make life much easier for those who have access to the 'Net. Government agencies, universities and educational institutions etc. use this to maintain the information flow. 'Net supports chat and video chat facilities from anywhere in the world to



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anywhere. This has resulted in a lot of business outsourcing, establishment of multi-location businesses, and ensuring efficiency in their management.

Disadvantages:

In the world of Net enabled communication, people are deprived of face-to-face contact with their acquaintances and business partners. Such dependence on the 'Net denies them the opportunity to meet and interact with people of varied interests and develop their personalities as individuals.

3. Convenience

Advantages: The 'Net permits us to do a lot of work sitting in one place. One can make online, all travel arrangements, shop, pay bills, find jobs and even find life partners etc. This saves people a lot of travel time and cost involved. This could be put to use more effectively elsewhere.

Disadvantages: As people spend a lot of time sitting in front of their computers, they are not physically active. Unless they make conscious effort to exercise and maintain, they can develop life style issues like obesity, diabetes etc.

4. Makes the World Smaller

Advantages:

As data transfer and communication through the Ret becomes more and more convenient, instantaneous and economical, distances do not matter anymore. Not just files, folders, multimedia messages, and even money can be transferred over distances. Individuals migrate to other regions and countries for better opportunities Organizations have developed global footprints. Coordination of work Opal the off-shore facilities has become extremely comfortable.

Disadvantages: There are many issues with security of data. Virus, malware, spyware e can enter the computers through the 'Net and create problems for the users. etc.

5. Social Network



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Advantages: Networking on the 'Net to form virtual relationships and communities helps people stay connected, They can greet, chat, pass comments, share information and pictures, give opinions etc. They can share their feelings and work like support groups. This gives people a sense of belonging.

Disadvantages: People tend to spend a lot of time, which they could use for more productive purposes, Secondly, it can lead to a lot of false relationships leading to depression and even suicidal tendencies. Especially when children get into these networks, they can be exposed to unwanted and unhealthy sites leading them astray.

6. Environment Friendly

Advantages: As more and more newspaper, magazines and books are available on electronic format, obtaining them is easy, As all transactions are also in virtual format apart from the publications themselves, it is environment friendly, as paper requires soft wood and printing can add to pollution. Almost all companies have opted for 'green option', according to which, all their communication including their annual reports are on email.

Disadvantages: This increases energy consumption and to some extent, offsets the above advantage.

7. Services

Advantages: Many services are now provided on the internet such as online banking, job seeking and applications, and hotel reservations. Some of these services are not available off-line or cost more.

8. Commerce

Advantages: The internet is a very effective way to buy and sell products all over the world.

For the business: The Internet has enabled thousands to work online and earn. They include text creation, web designing, animation, data entry, translation,



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transcription and other services. Quite a lot of this could be outsourced from other countries.

A business person does not need huge resources to start operating. It is relatively inexpensive to publish information on the Internet compared to the traditional methods. Hence various organizations and individuals can now distribute information to millions of users at one stroke.

They can use the multimedia capabilities of the World Wide Web to make available not only various product specification sheets but also present their catalogues with audio files, images, and even video clips of the products in action. This allows customers study the products in as much detail as they desire, compare the prices and arrive at purchase decisions.

In the traditional methods, identifying the target audience, putting together product catalogue, publishing it and distributing it widely and keeping them updated be very costly in terms of time and money.

Businesses can also use Web site to provide technical support to users. Various technical support literature can be immediately modified in light of new findings developments, This can be accomplished without having to distribute changes to all use affected by any changes using the traditional media of information distribution, with are often quite costly and time consuming. They can create online discussion forums by using applications such as Web Board.

They can obtain customer feedback as the 'Net is interactive, As the feedback submitted by customers can be read immediately, it's possible to respond to their concerns in a timely manner, increasing customer satisfaction and quality of customer service.

They can easily integrate the Internet information systems used by them with their own internal information systems managed with office productivity applications for maximum efficiency in data analysis, communication and storage.



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For the Consumers: From the consumer's perspective as well as, as the service is available any time (24/7 as it is said), a provider's business can be accessed at any time and from any time zone, The fact that the Internet is operational at all times makes it the most efficient business machine to date. The business web site provides all the required information guides the customers right up to payment and delivery options and even product return or replacement procedure This makes life more convenient, especially for those who have a busy work schedule, the elderly, the disabled etc.

Disadvantages: Personal information such as the users' name, address, etc., can be accessed by other people, Credit card details can be stolen, which is like giving someone a blank check This encourages spamming, i.e., sending unsolicited e-mails in bulk, which serve no purpose and unnecessarily clog up the entire system. The only disadvantage in business outsourcing to low wage economies is that it can create unemployment in certain developed countries to that extent and in the receiving countries, such jobs command a slightly higher wage advantage, thus creating an imbalance.

9. Entertainment

Advantages: This is one area where the Internet is used heavily This includes movies, songs, games etc., One can download innumerable, games, music, videos, movies, and a host of other entertainment software from the Internet, most of which are free, People can even play with virtual opponents living in some other part of the world.

Disadvantages: Children and adults who get used to this will spend a lot of time sitting in one place indoors. They do not get an opportunity to interact with their peers. This can distort their personalities. Secondly, Internet has made piracy of movies and songs easy.



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10. Online Surveys

Traditional methods of performing surveys are often relatively slow and expensive compared as it meant preparing a list of contacts, traveling to meet them or sending them the questionnaires by post, hoping for a reply. Once the data is available, it needs to be analyzed to arrive at solutions. The success of such an expensive survey is not always guaranteed.

On the other hand online survey conducted on the Internet are a more viable option. Their responses could be automated and updated into the database. This database can then be used to keep a pulse on various opinions and needs of the customers.

Once the customers sign in, it would be convenient to contact them online to obtain feedback

11. Data Storage Advantages: The Internet creates virtual storage for a lot of data, including text, music, pictures, videos etc. People can store a lot of their valuable memories in this manner.

The advantage is that unlike hard copies or film copies, they do not require physical storage space and are not subject to wear and tear. They can also be stored separately and safely on external hard drives. Even in businesses, government offices, educational institutions, film archives etc., data digitization is being taken up in a massive scale to take advantage of this. It is very easy to retrieve the data stored in this manner.

Disadvantages: Secrecy and safety from hackers are the main issues facing these organizations.

COMMUNICATION THROUGH SOCIAL MEDIA

Social Media are online interactive groups created using advanced mobile and web-based technologies: These groups have introduced substantial changes in the way organizations, communities and individuals communicate among themselves.



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The advent of the Internet has paved the way for many interesting ways in which people use its networking capability to keep in touch with each other and exchange information, The members in these groups create, share, and exchange user generated content such as information and ideas.

They thus form virtual communities and networks. People of all ages and educational levels sign up to these groups. Social media technologies include blogs, picture-sharing, vlogs, wall- instant messaging, music sharing, crowdsourcing and voiceover etc.

They function in many different forms such as magazines, Internet forums, weblogs, social blogs, microblogs, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. In effect, it can be described as a blending of technology and social interaction for the co-creation of value. Social networking sites like Facebook, YouTube and Twitter provide a constant source of alternative news for the users.

For e-commerce, social media has provided an open space where people are exchange ideas on companies, brands and products. This enriches the knowledge companies have about customer expectations and reactions. When social media is used in combination with mobile devices it is called social media. Key Principles of Social Media

1. Social media is about building relationships. It is not just a broadcast channel
2. The dialogue should be based on Authenticity and Honesty
3. It not only provides an opportunity for an individual or a company to hear to opinion about them but also gives them an opportunity to respond. Thus two-way interactive communication, which helps people to learn and improve
4. Thus, social media is about being informed, staying relevant and remaining engaged with the audience. That is how the participants can benefit from media.

Importance of Social Media Communication:



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- 1. Brings people together:** Social media facilitates open communication, The enhances knowledge base by facilitating information discovery and sharing T participants can meet their friends and find new people from all over the world allows people from different geographical location interests, express and share their views. They can discuss a single issue promote global ideas or products. This is very relevant for promoting global products or issue based campaigns:
- 2. Social networking sites** are used by individuals for their personal networking. They upload their views and also their latest pictures and try to get likes and comments. By using social network sites they make their own circles. They can track long lost friends and can make a connection with them, which would he impossible otherwise.
- 3. Breadth of knowledge:** People develop a broader perspective as they are exposed to a variety of view points on a number of issues. For students, it is a very useful find people with comment tool for broadening their horizon, as they get to know the happenings in various the fields across globe. Social media provides tools to help students to work together to create their own meaning to various issues in different week environments and social contexts. Technological literacy: All social media relies on advanced information and communication technologies. This encourages people to develop technological literacy and stay connected and become a valuable contributor.
- 5. Opportunity to widen business:** It allows employees to discuss and share ideas, ask questions, post news and share links. It minimizes the use of the traditional media of advertising and improves business reputation. It helps build and develop a more competent and reliable business.
- 6. Very beneficial for e-commerce:** Social media can attract attention to the business site, products or services. It helps in developing loyalties and strong relationships with the audience and the consumers.



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It provides great opportunity to interact with the public and communicate about their products and services, They are less expensive compared to traditional ad media like films and television The quantity of the presentations is excellent Through blog posts, it is possible to reach large audience at minimum costs. They can create long term relationships with customers by offering loyalty programs and rewards etc. They get useful feedback.

7. It is useful for social mobilization, as communication is done more privately than in real life and the response time is very short. Words spread on social media sites very fast. For instance, the Egyptian revolution in 2011 got momentum because people used Facebook to gather meetings, protest actions etc. Similarly, during the many people's movements in India during the last couple of years, FB had a big role to play in gathering people at meetings in many parts of the country. NGOs, activists and even political parties have twitter accounts and blogs to stay connected.

Advantages:

1. Communication process is instant. People can communicate in real time, unlike postal service, email or even the telephone.
2. It can be in any format, such as text, voice, pictures and video.
3. Excellent quality of data transfer.
4. It can be initiated at any time from the convenience of home or office.
5. Immediacy - Content can be posted very easily and immediate response can be obtained.
6. Reach: People can stay connected irrespective of which part of the world they are. For e-commerce, both industrial and social media technologies provide scale and are capable of reaching a global audience. However, in the case of industrial media like films and TV, typically, all activities like organization, production and dissemination are centralized, whereas in social media, they are more flexible, decentralized, less hierarchical, easy to introduce, withdraw, modify etc.



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7. It is accessible to anyone, individuals and organizations to publish or access information. As against this, press, film and TV is one way communication. The means of production for these media are typically owned by government or corporate sector. On the other hand, social media tools are available to the public as well at little or no cost.

8. Usability: To prepare content on traditional media requires time, specialized skill and training. On the other hand, most social media production requires only modest skills. In fact, anyone with a computer and 'Net access can acquire social media production skills.

9. Content development on social media is relatively inexpensive whereas, print, films and TV advertisements require significant time and resources to publish information as in most cases the content goes through many revisions before being published.

10. As it is free except for the Internet charges, there is no limit to the number of times in a day that they access it.



,.....Thank You.....