**ENGLISH & COMMUNICATION SKILLS – II**

**Concept and processes of Communication**

**Definition of communication:**

**The definition** **of communication is “The sending giving or exchanging information and ideas, expressed both verbally and non – verbally.**

**Means / Forms of communication**

 **( on the Basis of way of Expression)**

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1. **Verbal communication -**

**Verbal communication is the expression of information through language which is composed of grammar.**

1. **Oral communication -**

**It is the process in which messages or information is exchanged or communicated within sender and receiver through the word of mouth.**

**The types of oral communication-**

1. **Formal 2. Informal**

**1. Formal- (1) presentation at meetings .**

**(2) Classroom lecture.**

**(3) speech given at a graduation ceremony .**

**2 . Informal- (1) Face to face conversations.**

**(2) Telephonic conversations.**

 **(3) Discussion at business meetings.**

 **New forms of oral communications continue to develop video phones and video conferences continue audio and video so that employees in distant location can both see and speak to each other. Other modern forms oral communication include audio clips that you can access on the internet and voiceover internet protocol ( VOIP) , which allows callers to communicate over the internet and Skype is an example Of VOIP.**

**Needs for learning oral communication skills-**

**The good communication is able to impress more numbers of audiences. This is needed for getting the success in desired field. Oral communication skills should include the following –**

1. **AS an effective negotiator**
2. **Inculcate team spirit**
3. **Helpful in developing conflicts**
4. **Helpful in developing listening skills**
5. **Persuasive to involve others in organizational goals**

**Advantage of oral communication-**

1. **Time saving: the message can be sent to the receiver in a short period and we can get intermediate feedback.**
2. **Economics: it saves the stationary and other incidental cost in various organization as whole of the written and typing work is avoided in verbal communication.**
3. **Easy understanding : in face to face communications doubts and misunderstanding can be clarified and explained on the spot , so there is no chance of misunderstandings.**
4. **Easy to amend : immediate changes and amendments are possible as we get quick feedback of the receiver.**

**Disadvantage of oral communication :**

1. **No record: Oral messages keeps no record which may , in future turn out to harmful as they are not preserved.**
2. **Not valid in legal matters: oral messages cannot be used as evidence in legal matters. There is every chance of tampering with the actuality.**
3. **Costly: for oral internal communication in a business organization, there is a need of mechanical devices. The set of there devices involve a lot of expenditure so it is not economical but a costly system.**
4. **Distance create problem: if the sender and receiver are at distant places, it will create a problem for them to communicate orally.**

**Barriers of Communication Definition**

**Barriers of Communication also known as- In interpersonal communication.**

**Barriers of Communication are explained as, Human existence and survival, as well as the survival of an organization, are dependent on communication. Communication’s definition states that it is a method of generating and disseminating ideas, information, points of view, facts, and feelings among people. Communication is established in order to establish a shared understanding. However, if there exists some kind of Barriers of Communication, it might make the process of relaying critical information lesseffective,jeopardizing your achievement. Also,the**[**barrier to communication**](https://www.adda247.com/school/barriers-of-communication/)**might even arise at any point during the process of communication. this is defined as Barriers of Communication.**

**Barriers of communication :**

**Barriers of communication: Language Barriers**

**Barriers of communication: Psychological Barriers**

**Barriers of communication: Emotional Barriers**

**Barriers of communication: Cultural Barriers**

**Barriers of communication: Physical Barriers**

**Barriers of communication: Attitude Barriers**

**Barriers of communication: Perception Barriers**

**Barriers of communication: Physiological Barriers**

**Barriers of communication: Hierarchical Barriers**

**Barriers of communication: Language Barriers**

**Because language is the most often used medium of communication, it is one of the most significant hurdles to efficient communication. Each major region has its own language, and dialects between regions can differ by a few kilometers, and even a thick dialect can make communication difficult. Diverse employees will have different linguistic skills even in the same workplace, and as a result, communication channels that transcend the corporation will be affected. Even when communicating in the same language, a message’s terminology can be a barrier if it is not fully understood by the receiver(s), who is unfamiliar with the terminology.**

**Regional idioms and expressions may be misinterpreted or even offensive to some people.**

**Barriers of communication: Psychological Barriers**

**There are a variety of mental and psychological issues that can obstruct effective communication, such as stage fright, speech disorders, phobias, depression, and so on. Anger, fear, jealousy, insecurity, shyness, and close-mindedness are all psychological barriers that can obstruct communication. All of these conditions are difficult to manage at times and will obstruct communication.**

**However, it is possible that some people have a propensity of initiating an argument when someone disagrees with them, which can have a negative impact on both personal and professional relationships.**

**Barriers of communication: Emotional Barriers**

**The ease and comfort with which a person can speak is determined by their emotional IQ, and a person who is emotionally mature will be able to communicate effectively. However, it is often obvious that those who let their emotions to rule their lives will experience issues.**

**For efficient communication, a perfect blend of emotions and facts is required, and emotions such as anger, irritation, and humor can cloud a person’s decision-making abilities, limiting the efficiency of their communication.**

**Barriers of communication: Cultural Barriers**

**As the world becomes more globalized, any major office may contain people from many corners of the globe, and different cultures have varied interpretations of some core societal norms. From one culture to the next, clothing, religions (or lack thereof), food, drinks, pets, and general behaviour will differ dramatically.**

**As a result, we must take into account these various cultures while communicating and cultivating cross-cultural sensitivity in order to overcome such cultural obstacles. This is referred to as being culturally acceptable, as people and businesses frequently miss out on these chances owing to cultural obstacles.**

**Barriers of communication: Physical Barriers**

**They are the most evident impediments to successful communication, and they are usually easily removed in concept at least, such as noise, closed doors, malfunctioning communication equipment, closed cabins, and so on. For example, in a large office, physical separation between employees, combined with faulty equipment, can create significant communication barriers.**

**Barriers of communication: Attitude Barriers**

**Communication is also hampered by prejudice, distrust, emotional aggression, or discrimination based on gender, ethnicity, or religion. They arise as a result of a lack of drive or a refusal to adapt. Effective listening, criticism, problem-solving, and being open to change can all help you break down communication barriers.**

**Certain people, such as introverts or persons who are not very sociable, prefer to be left alone, whilst others want to be social or occasionally overly clinging. Some people have attitude problems, such as a large ego and disrespectful behaviour, which can be a communication obstacle.**

**Barriers of communication: Perception Barriers**

**Different people view the same things in different ways, which is something we must keep in mind when communicating. Effective communication requires an understanding of the audience’s perception levels, and all messages or communications must be simple and straightforward. There should be no place for a diverse set of interpretations.**

**Barriers of communication: Physiological Barriers**

**Certain ailments, diseases, or other limits may also obstruct good communication between an organization’s multiple channels, with the shrillness of voice, dyslexia, and other physiological barriers to successful communication being examples. These aren’t critical, though, because they can be readily adjusted for and deleted.**

**Barriers of communication: Hierarchical Barriers**

**Organizational hierarchy can be a difficult communication barrier, and it can also exist inside a family, where there may be a power hierarchy, resulting in a lack of transparency or a communication barrier. Establishing a transparent discussion with the appropriate persons is the solution.**

**Speaking Skill: Significance and** **essentials of Spoken Communication:**

**Significance:**

**Good communication can boost teamwork and lead to better project collaboration. It applies to practically every industry. Workplace communication is important for streamlining internal communication. Maintaining effective communication ensures that management and the team below them are on the same page.**

**It allows us to form connections, influence decisions, and motivate change. Without communication skills, the ability to progress in the working world and in life, itself, would be nearly impossible. Public speaking is one of the most important and most dreaded forms of communication.**

**Essentials of Spoken Communication:**

**Spoken communication encompasses both speaking and listening. Speaking is very powerful weapon for influencing others. The speaking can inspire or dispirit, build or destroy, incite quarrels or make friends, turn hostile group in to a supportive one and vice versa, stir people to revolt or become docile, persuade people to take long march or stay at home etc.**

**A good speech should have clarity, be informal, personal and conversational. It should be concrete, vivid, brief, interesting, jovial and humorous. Good speech is required for each speaker. Master speakers and orators have been sought to speak on diverse subjects. Powerful speeches can: inspire listeners or make them dispirited, build tension on issues or relax tension among the audience, turn hostile audience in to supportive one and vice versa etc.**

**Spoken communications result in immediate interchange of opinions, instant feedback and participation by all present. In order to understand the meaning and importance of oral communication, we must know the three styles of oral communication:**

**Non-assertive (Submissive) communication style, aggressive communication style, assertive communication style. Assertive style is considered to be the best as it is the most positive. Such persons are open to new ideas and willing to accept changes if needed.**

**It is said that one is as good as his thought. Everyone must learn to determine his style of communication and make all out efforts to change over to assertive style of communication.**

**In order to acquire a high level of assertive behaviour, the individuals have to imbibe certain traits as below: high level of listening skills, initiative to make new contacts, quick to respond, perseverance with issues and maintaining flexibility.**

**To make a good speech, everyone should change mindset of the individual – changing it from negative thinking to a positive one. It signifies changing from „I should‟ to „I want to‟ and finally to „I will‟.**

**Listening Skill: Significance and essentials of Listening:**

**To listen, we need to make a conscious effort not to just hear what people are saying but to take it in, digest it and understand.**

**Not only does listening enhance your ability to understand better and make you a better communicator, it also makes the experience of speaking to you more enjoyable to other people.**

**First, effective listening can help you become a better student.**

**Second, effective listening can help you become more effective in your interpersonal relationships.**

**Third, effective listening can lead others to perceive you as more intelligent.**

 **Lastly, effective listening can help you become a stronger public speaker.**

**Active listening promotes mindful thinking, which can reduce anxiety and depression in students.**

 **It can also help students build relationships because as they engage themselves in conversation, their peers are more likely to view them as open and interested.**

**Essentials of Listening or Good Listener:**

**\*Shush! When someone else is talking, say at a meeting, group discussion or brainstorming secession, never interrupt, never talk over them and wait your turn to speak. ...**

**\*Eliminate Distractions. ...**

**\*Actively Listen. ...**

**\*Demonstrate Empathy. ...**

**\*Non-Verbal Cues. ...**

**\*Don't Be Judgemental. ...**

**\*Clarifying. ...**

**\*Reflecting.**

**Most people like to think they are good listeners but that could be pure narcissism talking. If you want to know whether you need to improve your listening skills, here are 8 things that could help you decide.**

**1. Shush!**

**When someone else is talking, say at a meeting, group discussion or brainstorming secession, never interrupt, never talk over them and wait your turn to speak.**

**Some experts believe that the mark of a good leader is to employ the 80-20 rule – speak only 20 per cent of the time.**

**2. Eliminate Distractions**

**There is a world of difference between ‘hearing’ and ‘listening’. While hearing implies that you have physically heard what someone is saying, it doesn’t necessarily mean that you have truly listened to them.**

**To honestly listen to the speaker, shut out all mental distractions and focus entirely on what the speaker is saying.**

**3. Actively Listen**

**This means concentrating fully on what the speaker is saying and letting them know that you are. When you are seen to be listening, it is very encouraging for the speaker.**

**You can use non-verbal cues such as smiling occasionally, nodding and maintaining eye contact to demonstrate interest. You can also use verbal cues such as saying ‘Mm-hm’ or ‘yes’, from time to time.**

**Once the speaker is at ease and knows you’re listening, the quality of communication will improve.**

**4. Demonstrate Empathy**

**Empathy means putting yourself in the shoes of the speaker, which is darn difficult to do. That’s because each of us comes to the table with baggage, biases and prejudices, aimed either at the individual speaking or at what he or she is saying.**

**Guard against reacting and focus, instead, on the value of what is being discussed. A good listener always looks at things from the other person’s perspective.**

**5. Non-Verbal Cues**

**We never listen only with our ears. There are many non-verbal cues that people send out when speaking. So watch for posture; tone of voice, pitch and volume; and whether the speaker is nervously shuffling from one foot to the other.**

**Non-verbal cues will tell you whether the speaker is lying or exaggerating, whether they are nervous or uncomfortable as well as a host of personality traits that provide context for what the person is saying.**

**6. Don’t Be Judgemental**

**When listening to someone speak, be aware of whether you are reacting to cues such as the speaker’s ethnicity, gender, mannerisms or even to the emotional colour what they are saying. So, don’t take sides or form opinions.**

**When you react emotionally, you are likely to miss out on bits of the content and possible creative ideas that might have otherwise struck you.**

**In other words, even when you don’t like wha you’re hearing or who’s saying it, listen anyway!**

**7. Clarifying**

**Occasionally ask the speaker a question or two. This confirms that you have been listening to the speaker and reassures him or her that you are genuinely interested in what they have to say.**

**8. Reflecting**

**While using this technique, you essentially mirror what the speaker is saying, by paraphrasing or repeating key words.

In the complex world of business today, CEOs and other honchos in leadership roles cannot escape the fact that listening comes with the territory.**

**The world is fast changing, consumer tastes and preferences are rapidly evolving, technology is morphing as we speak, and employee expectations too are changing.**

**Therefore, listening skills come into play way beyond Monday morning meetings and the occasional brainstorming session.**

**Leaders have to listen to much larger conversations – where the industry is headed, what the competition is up to, what innovations their peers are pushing and the state of the economy in general.**

**So, while Microsoft uses Yammer, an internal social network of sorts, to engage employees in discussions or Yam-a-thons, others host seminars to source ideas.**

**Still others use social media platforms such as Twitter to generate ideas and feedback from consumers as well as the public at large.**

**Either way, if you’re aiming at a managerial or leadership role, your**[**communicationskills**](https://www.careerizma.com/skills/communication-skills/)**, including your listening skills, need to be no less than top notch.**

**Non-verbalcommunication**

**It is the transfer of information through the use of body language including eye contact, facial expressions, gestures and more. Verbal communication is the use of language to transfer information through written text, speaking or sign language.**

**Types of Non-verbal communication**

**1 Visual method**

**2 Auditory method**

**3 Body language method**

1. **Visual method – when we communicate through visuals like by using a chart, picture, graph, colour then the messages conveyed stays for a long time in the mind of receiver even colours convey different messages while driving the red signal symbolizes to stop the vehicle when you see the red light .**

**Colours plays an important role in chemical industries. Light colours give us peace while dark colours may disturb someone.**

1. **Auditory method- in this method one need not use words for example ringing of full whistle by the conductor of a bus, an ambulance siren**
2. **Body language – It is the words of borthes**

**I can do anything with my language but not with my body. What I hide my language my body utters. I can deliberately move by messages not my voice by any voice whatever it says, the others will recognize that something is wrong with me. I am a liar not an actor my body is a stubborn child my language is a very civilized adult.**

**Forms/ means/ channels of communication ( on the basis of organizational structure)-**

**The ways and path through which information is transmitted throughout the organization are called the channels of communication**

1. **Formal communication**
2. **Informal communication**
3. **FORMAL COMMUNICATION- “FORMAL communication is the flow of information that is dictated by the organizations official structure**

**So formal education is the process of exchanging information between two or more persons by following the prescribed or official rules procedures system and chain of command is the organization of structure**

1. **INFORMAL COMMUNICATION- This is the communication that takes place outside the formal communication structures of the workplace .**

**The informal communication can occur in the some setting as formal communication such as is a private meetings room during the appraisal interview.**

**Group is a form of informal communication in the workplace and after fuels shift in culture and office politics. Gossip can be destructive to workplace relationship because it can introduce falsehoods and unproven information into the ecosystem.**

**As informal communication is refused as the ‘grapevine’.**

**“grapevine is an informal system that arises spontaneously from the social interaction of the organization”.**

**Newstrom and K. Davis**

**7CS OF EFFECTIVE COMMUNICATION –**

**Effective communication can be transmitted through certain principles. So the principles or qualities which are essential for a good communication because they begin with letter C-**

1. **Credibility 2. Courtesy**

**3. Clarity 4.Correctness**

**5.Consistency 6.Concreteness**

**7.Conciseness**

**MEMO**

**A memo, short for memorandum, is a way to inform a group of people about a specific problem, solution, or event. A memo should be brief, straightforward, and easy to read. It informs recipients and provides an action plan with specific next steps.**

**You may send a memo as a paper letter, fax, or PDF attached to an email. Although the widespread use of email essentially replaced memos in many circumstances, memos are still helpful for some important messages.**

**Purpose of a memo -**

**Memos are designed for official internal communications of a business or organization. They are often sent to an entire organization but are also useful for informing a single department, team, or smaller group of people. Memos disperse necessary information using a simple, easy-to-follow format.**

**When to write a memo -**

**You should write a memorandum when you need to relay official business items efficiently. The aim of your memo should be to inform, bring attention to a problem, or answer a question. The following purposes are suitable for a memo:**

1. **Broadcast internal changes**
2. **Disseminate news**
3. **Share an upcoming event**
4. **Update public safety guidelines**
5. **Raise awareness about an issue**
6. **Address a problem**
7. **Make a request**
8. **Share project updates**

**How to format a memo -**

**If you are sending a memo via email, it should be formatted as a PDF. This retains the style you’ve applied to the document. Traditionally memos use twelve-point font for the body and fourteen- to sixteen-point font for the headings. Keep the font and design simple.**

**A memo should include the following.**

* **Heading**
* **To**
* **From**
* **Date**
* **Subject**
* **Opening statement**
* **Context**
* **Call to action and task statement**
* **Discussion**
* **Closing**

**You also have the option to include attachments to support the message you are conveying in your memo. If your memo is more than one page, you should have a summary to wrap up your points.**

**Write a memo in 8 steps -**

**Memos should always be professional and polite—regardless of the topic you’re introducing. Stay focused on the facts and actionable plans. You should not use emoji in business memos. Keep it brief, direct, and clear and include only necessary information.**

**1. Heading**

**The heading lists who is receiving the memo, who is sending the memo, the date the memo was written, and the subject of the memo. You can view how to format this section below.**

**To: [Recipients’ full names and job titles or department]**

**From: [Your full name and job title]**

**Date: [Today’s date]**

**Subject: [What the memo is about]**

**Since you addressed the recipients in the heading, there’s no need to include a greeting.**

**2. Opening statement**

**This section can be between one and three sentences. The opening statement is where you briefly state the purpose of your memo. Include only a summary of the most crucial information in this section. Later you’ll be able to get into the details.**

**Try starting with, “I’m writing to inform you . . .”**

**3. Context**

**In three to ten sentences, provide context. Context is where you let people know what you’re writing about, why you’re writing them and any other critical information.**

**This section may include the following:**

* **supporting evidence**
* **why your organization made the decision you’re discussing in the memo**
* **background information**
* **a problem statement**
* **how you found the problem**
* **important timing or dates**
* **other key points**

**4. Call to action and task statement**

**This section can be either two to three sentences or a bullet-pointed list. This is where you lay out the next steps for your recipients. Write about what the recipient should do after they read the memo or how you plan to solve the problem you’ve described.**

**Try writing, “Please [task you’d like completed] by [due date]” or “I appreciate your cooperation in this matter.”**

**5. Discussion**

**The aim of this portion is to persuade the recipients to follow your recommended actions. Lay out all of the details that support your ideas, beginning with the most critical information. Give specific supporting facts, ideas, and research that back up your memo, organizing the information from strongest to weakest.**

**6. Closing**

**The closing section is an opportunity to end your memo on a courteous note. We recommend you share what you want your recipients to take action on one more time here, as well. Generally, memos don’t include a farewell. But if you want to have one, make sure to keep it brief.**

**7. Optional additions**

**You can include a summary or attachments with your memo if you need to. You should include a summary if your memo is more than one page. Summaries help recipients more easily digest the information you’ve shared.**

**You can place the summary right before your closing statement. A summary may list key recommendations, a summation of important information, references, methods, or resources you used. If the information in your memo needs further clarification, you can place it within this section. Summaries can be a few sentences long or a bullet-pointed list of key information.**

**Your supplemental information should include any documentation you want to share, such as graphs, lists, tables, or photos. If you choose to include attachments, include a note about what you’ve attached below your closing.**

**If you’re sending your memo via email, these additional attachments can be added to your email. If you send your memo as a letter or fax, include these after the last page of your memo document.**

**Refer to your attachments as such: “Attached: [name of attachment], [date created].”**

**8. Revise**

**Now that you’ve written your memo, it’s time to revise! Follow the steps below to ensure your memo is as clear and concise as possible. Remember: the shorter, the better.**

* **Cut out any unnecessary material.**
* **Clarify your main points.**
* **Proofread for spelling, grammar, and punctuation mistakes.**
* **Check your facts and resources.**
* **Get feedback from a colleague before sending.**

**Examples of memos :**

**It can be challenging to get started writing without a memo example. Here are two examples of the most commonly used memo formats.**

**Example 1: A General Office Memo**

**MEMORANDUM**

**To: All Staff**

**From: The Manager**

**Date: May 27, 2021**

**Subject: Inappropriate use of time on Google Doodle games**

**Coworkers,**

**It has come to my attention that many in the office have been spending time on the Google home page microgames. This memo is a reminder to use your work hours for work.**

**According to a recent article, the estimated daily cost of people collectively playing these games instead of working is over Rs. 12 crores —which is calculated based on the daily average increased time spent on the Google home page (36 seconds).**

**If these estimates are applied to our 600 office employees, this results in a nearly $700 weekly loss.**

**This is a conservative estimate considering the extensive discussions that occur about beating the office's current high score. The extra cost quickly adds up.**

**Of course, we don't want you to view our organization as a place of drudgery and draconian rules. I encourage a fun and competitive environment, and I recognize that we certainly won't be profitable if you are unhappy or dissatisfied with your jobs. This is just a reminder to be careful with your use of company time.**

**Thank you,**

**The Manager**

**CIRCULAR**

**A circular, a letter or a notice are very important communication tools in a business organization. The importance of these communication tools cannot be underestimated as they enable you to disseminate critical information to the people, so as to provide relevant and latest information regarding the business. You can also use these tools to invite the potential consumers, clients, suppliers, and partners for any upcoming events or conferences. Apart from this, circulars also make for a great marketing tool to reach the target audience.**

**In this context, we will understand about Circulars, the structure of circulars and its advantages will be discussed as well.**

**Circulars - a Crucial in Official Communication**

**Irrespective of the size, work, duties, and services of any organization, communication is one of the most crucial aspects of its working. Official communication plays a vital role in the efficient and smooth working of an organization. Effective communication between employees, authorities, departments, and clients takes the organization ahead on the path of success. Circular is the most important tool of official communication. In this section, we shall study in detail the concept of circulars, their purpose, and their importance for communication on an official platform. In this part, we will learn about circular writing and its importance, in detail.**

**Definition of Circular -**

**A circular is the official communication medium which a business organization communicates. As the name itself tells, it is a letter which is given to the audience. Circulars have four components: head, opening, text, and signature. If you receive a circular from an organization or its team of employees, then it means that the organization is planning to inform you about something. The term circular comes from the fact that it was written on a circular piece of paper. Although circulars can be written on any kind of paper, the most frequently used type is the “letterhead”. Circulars are generally used in the context of businesses and public service organizations.**

**In a general sense, a circular is a statement about a business or about a company which is issued by the firm. A circular can be addressed to customers, suppliers, customers, employees or to any other business group. These documents are used for many different purposes in the context of businesses.**

**The Structure of a Circular -**

**As a circular is a letter, it must have a heading and a body, which contains the required information about the sender. The head will include the information about the recipient, addressee or readers and it is considered the important part of the circular. The opening is a section where the sender introduces himself or herself. In this section, the sender provides the information about his business, his name, the title, etc.**

**The body will contain information regarding the purpose, content or information conveyed by the circular, so it must be relevant to the recipients. The closing is used for ending the letter or for the sender’s signature.**

**The use of circulars in organizations is very common because they are direct and to the point. In circulars, organizations want to inform their customers about the company, about the services offered or to explain the new developments within the organization. They might notify you about the business, the goods that are being sold, a new promotion or a new product release. Circulars can also be written to employees to inform them about the plans of the organization or they can be written to the partners or suppliers for the purposes of advertising.**

**In the corporate world, different heads may be present in a circular. The most important one is the head that is present at the beginning of the letter. In this head, the sender will be introduced and will mention his/her title or name. After that, a brief introduction will be presented.**

**The name of the organization may be mentioned, followed by the location and the format of the letter, like business letter format. Also, it can be written that the letter is circular. This is the official form of the letter and if it is written correctly, it might be easily spotted. Other important heads are the subject head and the closing.**

**An example of a company circular has different styles of writing, but it is mainly written in a formal tone. A company circular is written in a professional manner to give the impression of reliability. They should also follow a certain writing format to avoid any doubts. The subjects of the company circular are usually a few sentences or a paragraph. This is because the company does not have to write a lengthy letter for them.**

**In order to make the corporate circular more personalized, the company can choose to use some different fonts. Apart from the formal fonts, they might also choose an informal font that can make them more readable to the recipients. They can even use different sizes of the fonts if they want to.**

**The content of a company circular should be concise and should include all the details that should be included in the letter. In short, it is not a good idea to include lots of information in the letter. Also, the letter should have a professional presentation. It is better if it has the signature of the person who wrote it. This will help to add credibility to the letter. A good way to do it is to print the company name and then sign the letter.**

**Circulars in Professional Sector -**

**In the professional sector, there are few instructions, updates, and information that is to be circulated amongst a large number of people. In such cases, circulars are extremely helpful. Circular is an essential letter containing important information that is to be circulated to a large section of people. In Business Communication, circular plays a vital role in the smooth functioning of any organization.**

**For example, there is some important information that you need to discuss with your employees. For this purpose, you will have to set up a meeting with your employees. The meeting can be held only when you convey the exact timings, place, and purpose of meeting to your employees in the minimum time. In such situations, spreading the message through circulars can be the most efficient and time-saving mode of communication.**

**You can always add marketing information in circulars and use them for mass distribution. The main and most vital feature of circulars is that it conveys information to a large number of correspondents in the minimum time.**

**Advantages of Circulars -**

**Circulars, if designed and distributed productively, play an important role in the growth and development of business. It is some of the vital letters used in corporate sectors, schools, colleges, and various workplaces to convey important updates. The advantages of circulars are discussed below briefly.**

**The Easiest Method for Conveying Information**

**It is a straightforward and most convenient method of conveying important information to a large group of people. Circulars play an important role in the growth, development, and smooth working of any business. The information can be conveyed at a greater level at cheap rates. It is also useful in producing prompt feedback from the respondents.**

**Achieving Economy**

**In broader terms, circulars can also be used for wide publicity. To convey the news related to product, service, or customers, circulars are used as they help to expand the business and market base of a company. As a result, the large amount of money that would have been used in sending separate letters can be saved.**

**Time-Saving Method**

**With the efficient use of circulars, any important information can be transmitted to a large section of people at the same time. Hence, it saves you a lot of time that the company officials might spend on conveying the information separately to different people. Circulars can be displayed on the notice board of the workplace, and people can read the relevant information. This time-saving method becomes very convenient for companies.**

**Cost-Effective**

**Circulars are a cost-effective method of spreading information. Since with the help of just one circular information can be given to a hundred people. It thereby reduces the printing cost as well as the distribution cost of information per reader. With this method of passing information, an organization can save a lot of money for better purposes.**

**Fewer Efforts**

**Circulating information separately to all the concerned individuals requires a lot of work and effort. It becomes both time-consuming and difficult. With the use of circular letters, an organization can effectively overcome this problem with an efficient solution. Circular letters help to communicate with a large number of people with minimum effort.**

**Increasing the Confidence of Consumers**

**Rightly designed, convincing, and attractive circular letters can easily convince a reader about the importance and benefits of the data mentioned in the circular. It thereby enhances a consumer's trust and confidence in the company's products.**

**Develop Public Consciousness**

**One must design the circulars very carefully. If the correct information about the price, utility, and place of availability of the product is mentioned in the circular letter, the general public reading that particular circular becomes more conscious about the product. These letters also help to inform the customers about social welfare activities, quality of the product, and services, thus engaging them more with the company.**

**A well-designed circular letter can win the hearts of hundreds of customers at a time. It contributes a lot of positive aspects to the reviews, services, and awareness of the company by enhancing the goodwill of the company on a mass level.**

**PREPOSITIONS**

**The words that are used with nouns/pronouns to show their relation with another object/element in the sentence are known as PREPOSITIONS.**

**Types of Prepositions :**

**\*Preposition of place/position**

**\*Preposition of time**

**\*Preposition of motion**

**1.Preposition of place/position:**

**The preposition under, for ,over ,beside ,above ,below ,beyond ,opposite ,behind ,in front of etc. indicate “place/position”.**

**E.g.-They stood behind the tree.**

**2.Preposition of time:**

**The prepositions by , in , on , at , after , before , from , since , during , till/until etc. indicate “time”.**

**E.g. -We reached school after the bell rang.**

**3.Preposition of motion**

**The prepositions across , through , into , along , out of , around etc. indicate “motion”**

**E.g.- Ram jumped into the water**

**CONJUNCTIONS**

**“Conjunct” means “to join”. Conjunctions are the words that join words, clauses , phrases or sentences.**

**\*Coordinating Conjunction**

 **\*Subordinating Conjunctions**

 **\*Correlative Conjunctions**

**Coordinating conjunction:**

**Used to join two independent statement**

**And , but, for , or , still , yet , so , otherwise , nor , neither , either , as well as, etc.**

**E.g.-She picked up the kettle and poured the tea.**

**Subordinating conjunctions:**

**It joins a subordinate clause to a main clause.**

**Though /although , since , after , till/until , as , because , if , while , when , weather , least , as if , as soon as , as long as , as though , than etc.**

**E.g.-I waited for him till the speech ended.**

**Correlative conjunctions :**

**Certain conjunction are often used in pairs “these are called correlative conjunction.**

**Either…..or , neither…….nor , not only……..but also , both……and , though…….yet , so…….that , no sooner……..than.**

**E.g.-He is neither happy nor sad.**

**PUNCTUATIONS**

**IDIOMS AND PHRASES**

**Idioms and phrases have a meaningful value depending on the sentence. Idioms can also be phrases, and any phrase with symbolic meaning can be considered an idiom.**

**Phrases are a group of words which are not complete that have a literal meaning. This means that a group of words has its meaning expressed clearly from word to word**

**Idioms are a group of words with a different meaning from the literal meaning. Words expressing a metaphorical or symbolic meaning are considered idioms.**

**Idioms and phrases, while not completely different, do have a few differences. We’ll also discuss the difference between idioms and phrases.**

**Idioms and Phrases: Meanings**

**For expressive writing and comprehension, the command of idiomatic expression is significant in any language. For example:-**

**‘At a loose end’ indicates being unoccupied or idle;**

**‘Built castles in the air’ refers to daydreaming or about making visionary schemes.**

**Hence, this brings up the need to understand the difference between idioms and phrases with meanings and examples.**

**There are several forms of idiomatic expressions such as phrasal verbs, noun phrases, idiomatic adjectives, pairs of nouns, adjectives and adverbs, idioms and phrases.**

**Phrases:**

**Phrases are a group of words that can be perceived but do not have a clear meaning. They represent the literal meaning of the group of words.**

**Idioms:**

**Idioms, in simple words, refer to a common word which means something different from its literal meaning. However, idioms are understood due to its widespread use in spoken language.**

**Differences between Idioms and Phrases**

**The main difference between idioms and phrases concern understanding their senses.**

**Idioms make sense on their own; phrases can make sense when joined with a sentence.**

**Idioms are commonly used as slang or a part of spoken language; phrases can be used in normal sentences.**

**In case of Idioms, we take their symbolic meaning; in phrases, we only take its literal meaning.**

**An idiom can be a single word; phrases are not generally a single word.**

**An idiom can be a phrase; if any phrase can have a metaphoric meaning, it is considered an idiom.**

**Examples of Idioms and Phrases**

**A systematic arrangement in alphabetical order of idioms and phrases are given below.**

**Idioms and Phrases from the Alphabet ‘A’**

**At a stone’s throw means ‘very close’**

**E.g. My grandmother’s house is a stone’s throw from mine.**

**At a loose end means ‘unoccupied or idle’**

**E.g. Nowadays, I’m at a loose end because of my new business.**

**Apple-pie order refers to a ‘perfect order’**

**E.g. Due to inspection, we kept everything in apple-pie order.**

**At one’s fingertips indicates ‘complete knowledge’**

**E.g. All the maths formulas are at his fingertips.**

**All in all implies something that is most important**

**E.g. She’s the only daughter in a big family. She is all in all.**

**Idioms and Phrases from the Alphabet ‘B’**

**By hook or by crook refers to doing something by any means**

**E.g. She is determined to achieve this role by hook or by crook.**

**Break the ice means to speak after a prolonged silence**

**E.g. In the meeting, the manager broke the ice and explained the plan to solve the problem.**

**Born with a silver spoon means to be born in a very rich family**

**E.g. Priya does not need to worry about spending the money as she is born with a silver spoon.**

**Idioms and Phrases from the Alphabet ‘C’**

**Cutting both ends means arguing in favour of both sides**

**E.g. She is ambiguous because she always cuts both ends.**

**Come in handy means to be useful**

**E.g. Take some woollen clothes. They may come in handy in Shimla.**

**Idioms and Phrases from the Alphabet ‘D’**

**Dig the grave means to destroy or tarnish**

**E.g. By helping his son in crime, he digs the grave of his reputation.**

**Die-hard means persistent in the struggle**

**E.g. She is a die-hard person and will not easily surrender.**

**Idioms and Phrases from the Alphabet ‘E’**

**An evil eye refers to a harsh perspective on something**

**E.g. He has an evil eye in my business.**

**PRESENTATION SKILLS**

**How to prepare for a presentation -**

**While it's key to know how to deliver a presentation, you also need to know how to prepare for one. Taking the time to prepare for your presentation can help calm your nerves and allow your presentation to run more smoothly.**

**Here are eight tips to help you prepare for your next presentation:**

**1. Outline your presentation**

**Having an outline can help you stay focused on the main points of your presentation. When creating your outline, make sure to include an opening statement that quickly welcomes your audience and grabs their attention, a thesis statement that summarizes your topic, information and examples that support your thesis, and a strong conclusion that further persuades your audience to see your point of view.**

**2. Practice your presentation ahead of time**

**Practicing your presentation ahead of time can help give you added confidence on the day of your presentation. Rehearse your presentation early and as often as you can. Consider presenting to your family and friends and asking them for feedback.**

**If you can, try to rehearse in the same room where you'll give your presentation to help you feel more familiar with the space and setup you're working with. Also, rehearse with any technology you plan to use during the real presentation to help avoid any unexpected mishap**

**3. Read and revise your presentation**

**While it's important to rehearse your presentation, it's also important to make changes that can make it more impactful. Consider why the audience would care about certain points you're making.**

**Also, consider how what you're saying is relevant to the overall presentation. Don’t be afraid to make modifications as needed to ensure your presentation flows and is easy to understand.**

**4. Write with your audience in mind**

**As you rehearse your presentation, think of what your audience may or may not already know. If you're presenting to highly skilled professionals, you can avoid explaining basic terms.**

**However, if you’re giving a presentation to people who are new to your industry or topic, then you may need to explain unique industry terms or deliver your presentation in a way that’s accessible to your entire audience. Revise your presentation as needed to ensure everyone in your audience will be able to understand what you're saying.**

**5. Take cues from professional speakers**

**To help you perfect your presentation, watch online videos of professional speakers giving a presentation. Consider how they keep their audience engaged. Look at their gestures and the tone of voice they take during their presentation. Consider the overall look of their presentation and make changes to yours as needed.**

**6. Arrive early**

**To give you more time to prepare, plan to arrive early. This gives you time to set up your equipment and technology. It also helps to arrive early if you tend to run late and if you've never been to the location where you're making your presentation.**

**7. Practice your hand gestures**

**When you give a presentation, it's important to know what to do with your hands. Be aware of your hands while you rehearse and think about your hand gestures and their relation to what you're saying. If you plan to move, make sure to move along with your words. You can even use your hand gestures to prompt what you need to say next.**

**8. Take some deep breaths**

**Instead of letting your nerves get the best of you, take time to yourself before your presentation. Take a few deep breaths to help you regain your composure. Even taking just a few minutes can help you feel more relaxed and give you the confidence you need to give a strong presentation.**

**TELEPHONE ETIQUETTES**

**1. Answer a call within three rings.**

**If your position entails always being available to callers, you should actually be available. That means staying focused and answering calls immediately. The last thing you want to do is keep a customer waiting after a string of endless ringing or send them to voicemail when you should've been able and ready to reply.**

**As long as you're alert and at your phone at all times — excluding breaks — this rule should be fairly simple to follow. However, we recommend responding within three rings in order give yourself enough time to get in the zone and prepare for the call. Picking up the phone right away might leave you flustered.**

**2. Immediately introduce yourself.**

**Upon picking up the phone, you should confirm with the person whom they have called. In personal calls, it's sufficient to begin with a "Hello?" and let the caller introduce themselves first. However, you want to allow the caller to know if they've hit a wrong number, as well as whom they are speaking with.**

**Practice answer the phone with, "Hi, this is [Your first name] from [Your company]. How can I help you?" Your customer will be met with warmth, which will encourage a positive start to your call. And, if it ends up being an exasperated college student trying to order pizza, they'll at least appreciate your friendliness.**

**3. Speak clearly.**

**Phone calls, while a great option for those who detest in-person interaction, do require very strong communication skills. For one, the person on the other end of the line can only judge you based on your voice, since they don't get to identify your body language and — hopefully — kind smile.**

**You always want to speak as clearly as possible. Project your voice without shouting. You want to be heard and avoid having to repeat yourself. A strong, confident voice can make a customer trust you and your support more. In case of bad cell service or any inability to hear or be heard, immediately ask to hang up and call back.**

**4. Only use speakerphone when necessary.**

**We all know the trials of speakerphone. It's easier for you because you can use your hands to multitask. However, for the other caller, it's like trying to hear one voice through a honking crowd of taxis in Manhattan — impossible and frustrating.**

**Give your customers your full attention, and avoid speakerphone. This will make it easier for both parties to be heard, and it will ensure that you're actually paying attention to them. You may need to use speakerphone at rare occasions, such as when it's a conference call or when you're trying to troubleshoot on the phone. While speakerphone may be appropriate at these times, it's always better to use a headset to remain hands-free.**

**5. Actively listen, and take notes.**

**Speaking of paying attention to your customers, it's essential that you're actively listening to them throughout the conversation. Actively listening means hearing everything they have to say and basing your response off of their comments, rather than using a prescribed script. This proves to your customers that you're present and are empathetic to their inconveniences.**

**It's helpful to take notes during support calls. You'll want to file a record post-conversation, and notes will be immensely helpful. It also ensures that, during long-winded explanations from customers, you can jot down the main points and jump into problem-solving without requiring them to repeat.**

**6. Use proper language.**

**A key difference between professional and personal phone calls is obvious — the language. It might be acceptable to use slang and swears when talking on the phone with your friends, but this kind of language can cause you to lose a customer for life.**

**Always be mindful and respectful when on the phone. You never know what customers might be offended by something you say, so it's best to use formal language. It's okay to throw in humor if appropriate, but never crack a joke that could upset a customer.**

**7. Remain cheerful.**

**You never know when a customer is having a bad day. When someone is rude to you on the phone, your immediate reaction may be to put them in your place. First, though, take a moment to step into their shoes and recognize why they're so upset.**

**The point is to always remain positive and friendly, especially in the face of negativity. Your optimistic outlook may be enough to turn a failing phone call right around. Remind yourself that the last thing your customer probably wanted was to spend their afternoon on the phone with customer support. So, make that call the best it can be, and it may create a loyal, lifetime customer.**

**8. Ask before putting someone on hold or transferring a call.**

**There's often nothing more infuriating than being put on hold. After waiting on hold for ten or fifteen minutes to speak with a real-life human being, you finally get to explain your problem. Then, you're immediately put back on hold and then transferred to someone else to whom you must re-explain the whole problem. Talk about exhausting.**

**However, if you must put a customer on hold or transfer their call, always ask for their permission first. Explain why it's necessary to do so, and reassure them that you — or another employee — are going to get their problem solved swiftly. By keeping your customer in the loop, they'll be less inclined to complain about a long wait time.**

**9. Be honest if you don't know the answer.**

**You might need to put a customer on hold or transfer their call if the dreaded occurs — you don't know the solution. Perhaps you've tried everything you can or simply have no idea what they're talking about. Don't panic; customer support representatives are humans, too, and it's okay not to be the omniscient voice of reason.**

**It's best to admit when you don't know something, rather than making excuses or giving false solutions. However, tell them that you're going to do everything you can to find an answer and get back to them momentarily, or find a co-worker who does know the answer. Customers don't typically expect you to have all the solutions at hand, but they will expect you to be transparent.**

**10. Be mindful of your volume.**

**You may be so focused on your phone call with a customer that you're barely paying attention to your present setting. When working in a call center, things can get pretty loud. You always want to be mindful of your volume and ensure that you're not disrupting the ability of your co-workers to speak to customers and get their work done.**

**If you are on a call that requires you to speak louder due to a bad connection or a hard-of-hearing customer, simply step out of the room and speak with them separately. Your customers are always your main concern, but you don't want to inhibit the work ethic of others in your workplace.**

**11. Check for and respond to voicemails.**

**It's quite possible that a customer might reach out to you when you're on a break or after you've left work for the day. If it's possible for you to receive voicemails, make sure you're always checking for them. It's easy for a voicemail to slip under the radar, but the customer won't easily forget.**

**Start and end each day by checking your voicemail. It takes just a few minutes and can avoid a lost customer support request. Your customers will appreciate your prompt response, and you can get on to doing what you do best — providing knowledgeable and friendly support.**

**These tips should provide you and your team with basic guidelines for phone etiquette and, if executed properly, your company should see significant improvement in customer experience.**

**However, there will be some interactions where these actions may not be enough to defuse the situation. Some customer interactions will require your team to take special measures to ensure you're meeting the customer's immediate and long-term needs. In the next section, we'll break down a few of these scenarios and what you can do to resolve them.**

**Customer Service Phone Etiquette -**

**Sometimes you may pick up the phone and immediately have to rebuild a relationship with a customer. These cases should be scarce, but they will happen to even the best customer service teams. It's important to use the correct phone etiquette in these types of cases to produce the most effective outcome for both the customer and the company. To help you prepare, below are a few common challenges that most customer service reps will face when working on the phone.**

**1. The customer is asking you to do something that you can't.**

**The only "downside" to providing great customer service is that sometimes your customers expect too much from you. When you're constantly fulfilling their needs they may ask you to do something that you simply don't have the power to do, or is against your company's policy. Often times they're not making a malicious request, but rather the customer thinks your team is so effective it can provide an advanced service.**

**In these cases, you should do your best to reset expectations for the customer regarding what your service team can and can't do. It helps if you can provide the customer with a document or knowledge base article that outlines your policy and answers any additional questions customers may have. While you should be able to explain your company's policy on your own, offering a standardized document helps build credibility for your argument. The customer knows you're not making up this response on the spot and there's a reason for why you can't perform the requested action.**

**2. The customer insists on staying on the phone until their problem is resolved.**

**Customers are dedicated to reaching their goals and some will do nearly anything to achieve success, even if that means staying on the phone until they get their way. This motivation can sometimes lead to stressful situations where customers become agitated because a rep can't perform a specific action. These cases are rare but they will happen, especially if your product is imperative for customer success.**

**The best measure to take in these cases is to provide proactive customer service. Pay attention to cues in the customer's tone and vocabulary that would indicate frustration or stress. Then prevent escalation by acknowledging the roadblock as well as how the problem impacts the customer's workflow. This demonstrates to the customer that you have been actively listening to their request and are aligned with their goals.**

**If you can't defuse the situation, the next best step is to initiate a follow up plan. Let the customer know that you would like to look into the issue further and would like to follow up via their preferred contact method. If the customer is resistant to getting off the phone, explain how you need to get in touch with internal references who can assist you with the issue. Make it clear that it's in the customer's best interest to hang up the phone and follow up at a later time. If that's not possible, contact your manager immediately to intervene with the situation.**

**3. The customer is demanding to speak with a manager.**

**Many customers think that demanding to speak with management will help resolve their case faster. In actuality, customer service managers dictate the company's stance on customer service issues and will echo the rep's initial response if it's in accordance with their policy. This can lead to poor customer experiences as customers will feel like the company has failed to meet their individual needs.**

**Instead of escalating to your manager, try to handle the case on your own. You can certainly ask your manager for advice but make sure they're not actively participating in the conversation with the customer. The moment you bring in your manager you're actively admitting to the customer that you can't solve their issue on your own.**

**Sometimes customers will demand outright to speak with your manager. For these cases we recommend implementing a one strike rule, meaning if a customer asks to speak with your manager then you have one chance to prevent the escalation. Confidently tell the customer that their best chance of resolving the issue is with your help and outline the steps you're going to take to assist them. If that doesn't work, ask to follow up with management at a later time or directly connect them with your manager.**

**4. The customer doesn't understand your explanation.**

**Phones are great for providing immediate support for simple and easy-to-fix issues but they can be tricky to work on when cases become more complex. Both you and the customer have to keep track of important case details to ensure you're on the same page throughout the troubleshooting process. In these cases, it's easy for customers to misinterpret information and become confused about the steps you're recommending. Even if you're providing detailed troubleshooting steps, your in-depth explanation may be too advanced for the customer's level of product knowledge.**

**For these scenarios, leverage customer service tools that can help clarify your explanation. Tools like screenshares and virtual assistants provide hands-on support and guide customers through each step of the troubleshooting process. This way you can ensure they're following your recommendations properly and answer any questions that have at that moment.**

**If you don't have access to these types of tools, there are plenty of free options available for your team. Check out this complete list of free help desk software that your team can use for its troubleshooting efforts.**

**5. The customer is keeping you on the phone for too long.**

**Customers value their time, but so do customer service reps. Most reps have a case quota that they need to reach every day and will fall short if they get stuck on a lengthy call. When you're dealing with 30+ calls each day, you can't afford to be bogged down by an hour-long call. This presents you with a tricky challenge of meeting customer needs as well as your own career goals.**

**While you should give each customer your utmost attention and dedication to their problem, be mindful of how long you're on the phone with a customer. When you're no longer making any significant progress on the case, ask to follow up with them. Explain why you need to follow up and how this will lead to a faster resolution. This measure not only helps you reach your daily goals but will proactively demonstrate that you're being mindful of the customer's time.**