

Being treated rudely on the telephone or left on hold is not professional. Making promises and then not keeping them or following through is also unprofessional and projects a poor image to the people on the receiving end.

UNIT – IV

WRITTEN COMMUNICATION

The **Written Communication** refers to the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words is called as written communication.

Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech.

The written communication is the most common and effective mode of business communication. In any organization, the electronic mails, memos, reports, documents, letters, journals, job descriptions, employee manuals, etc. are some of the commonly used forms of written communication.

ADVANTAGES OF WRITTEN COMMUNICATION:

The advantages of Written Communication are stated below:

1. It is suitable for long distance communication and repetitive standing orders.
2. It creates permanent record of evidence. It can be used for future reference.
3. It gives the receiver sufficient time to think, act and react.
4. It can be used as legal document.
5. It can be sent to many persons at a time.
6. It is suitable for sending statistical data, chart, diagram, pictures, etc.
7. Order, allocation of work, job distribution, etc. in written form reduce ambiguity and help in fixation of responsibility.
8. Uniformity in work procedure can be maintained through written communication.
9. It is easy to send unpleasant or bad news through written communication.
10. A good written communication can create goodwill and promote business.

LIMITATIONS OR DISADVANTAGES OF WRITTEN COMMUNICATION:

Followings are the limitations or disadvantages of Written Communication:

1. It is time-consuming. Composing a message in writing takes much time. Writing letters, typing orders, notices, etc. and sending to appropriate destination require time. Feedback process also is not instant.
2. It is expensive not so much due to postal charges but in terms of so many people spending so much of their time.
3. It cannot maintain strict secrecy which would have been possible in oral communication.
4. Written communication has no scope for immediate clarification if not understood properly.
5. Being written in nature it is less flexible and cannot be changed easily.
6. It is not effective in the case of emergency.

MECHANICS OF WRITING

In composition, the conventions governing the technical aspects of writing, including spelling, punctuation, capitalization, and abbreviations. Getting your main points together can be a challenge, and one solution is to put together a draft of main ideas before writing. Some writing textbooks also include issues related to usage and organization under the broad heading of mechanics.

Spelling

To improve spelling skills, you can use a memory device known as mnemonics. This memorable phrase, acronym or pattern can come in handy for remembering something like the spelling of a word. You can also increase your reading skills, make a list of common words you often misspell or mark words in a dictionary that seem to give you trouble repeatedly.

Capitalization

"Capitalization and punctuation are the mechanics of writing. They are not simply rules that we must memorize and follow; they are specific signals to the reader. These mechanics are used to determine the meaning and to clarify intent. It is possible to change the connotation of a sentence by altering punctuation and/or capitalization."

Using proper capitalization is a grammar skill that can help improve your writing. Basic rules include capitalizing the first word in a sentence as well as in a quoted sentence.

Abbreviations

"Mechanics, in theory, includes matters such as usage and spelling, as well as hyphenation and the use of italics. Essentially, mechanics refers to a set of conventions--how to abbreviate and when to capitalize, for example."

Punctuation

Punctuation is the set of marks used to regulate texts and clarify their meanings, mainly by separating or linking words, phrases, and clauses. The word comes from the Latin word *punctuare* meaning "making a point."

Marks of punctuation

include ampersands, apostrophes, asterisks, brackets, bullets, colons, commas, dashes, diacritic marks, ellipsis, exclamation points, hyphens, paragraph breaks, parentheses, periods, question marks, quotation marks, semi-colons, slashes, spacing, and strike-throughs.

REPORT WRITING

A report is a written account of something that one has observed, heard, done, or investigated. It is a systematic and well organized presentation of facts and findings of an event that has already taken place somewhere. Reports are used as a form of written assessment to find out what you have learned from your reading, research or experience and to give you experience of an important skill that is widely used in the work place.

Report writing is a formal style of writing elaborately on a topic. The tone of a report is always formal. The audience it is meant for is always thought out section.

Reports are written to present facts about a situation, project, or process and will define and analyze the issue at hand. Ultimately, the goal of a report is to relay observations to a specific audience in a clear and concise style.

REPORT PRESENTATION

- **Font:** Use just one font in your report. An easy-to-read font such as Arial or Times New Roman is best for reports. Section headings can be a different font from the main text if you prefer.

- **Lists:** Use lists whenever appropriate to break information into easy-to-understand points. Lists can either be numbered or bulleted.
- **Headings and Subheadings:** You can use headings and subheadings throughout your report to identify the various topics and break the text into manageable chunks. These will help keep the report organized and can be listed in the table of contents so they can be found quickly.

REPORT WRITING STYLE

There are also some writing styles to consider:

- **Keep It Simple.** Don't try to impress; rather try to communicate. Keep sentences short and to the point. Do not go into a lot of details unless it is needed. Make sure every word needs to be there, that it contributes to the purpose of the report.
- **Use the Active Voice.** Active voice makes the writing move smoothly and easily. It also uses fewer words than the passive voice and gives impact to the writing by emphasizing the person or thing responsible for an action. For example: "Bad customer service decreases repeat business" is more concise and direct than "Repeat business is decreased by bad customer service."
- **Mind Your Grammar.** Read the report aloud and have someone proofread it for you. Remember that the computer cannot catch all the mistakes, especially with words like "red/read" or "there/their." You may even want to wait a day after you write it to come back and look at it with fresh eyes.

DIFFERENT TYPES OF REPORTS

While the basics of any report are the same, there are notable differences between academic, business, and technical reports.

- **Academic Writing:** The first thing to note is that academic writing is extremely formal. Typically, it should be free of contractions and any sort of slang. It's also important, generally, to write in the third person, eliminating pronouns like "I" and "we."
- **Business Writing:** Business writing will also take on a formal tone. However, it's allowed to be slightly less buttoned up. The goal in a business report is to present new initiatives and "get things done." Here, things like contractions would be permissible, along with ample imagery and data.
- **Technical Writing:** Technical reports focus on how to do something. While an academic or even a business report will attempt to prove something, a technical report is more descriptive in nature. Also, the report writing format for students and professionals may cite facts and statistics to make their case, but technical reports are more likely to follow a logical, step-by-step approach.

REPORT ELEMENTS

The main sections of a standard report are as follows.

Title

If the report is short, the front cover can include any information that you feel is necessary, such as the author(s) and the date prepared. In a longer report, you may want to include a table of contents and a definition of terms.

Summary

The summary consists of the major points, conclusions, and recommendations. It needs to be short, as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all of the relevant information. It would be best to write this when the report is finished so you will include everything, even points that might be added at the last minute.

Introduction

The first page of the report needs to have an introduction. Here you will explain the problem and inform the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.

Body

This is the main section of the report. The previous sections needed to be written in plain English, but this section can include technical terms or jargon from your industry. There should be several sections, each clearly labeled, making it easy for readers to find the information they seek. Information in a report is usually arranged in order of importance with the most important information coming first. Alternatively, you might choose to order your points by complexity or time.

Discussion

If you wish, this optional section can be included at the end of the main body to go over your findings and their significance.

Conclusion

This is where everything comes together. Keep this section free of jargon as many people will just read the summary and conclusion.

Recommendations

This is where you discuss any actions that need to be taken. In plain English, explain your recommendations, putting them in order of priority.

Appendices

This includes information that the experts in the field will read. It has all the technical details that support your conclusions.

BUSINESS CORRESPONDENCE

Any communication in the form of the letter is correspondence. Any person related to a business expresses oneself through business correspondence. One can also ask any doubt or uncertainty through business correspondence.

A businessman writes and receives letters in his day to day life. A correspondence between two organizations or within an organization comes under this category. A letter to a supplier, complaint letters, letter of inquiry, job application letters are some of its examples.

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.

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.

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.

BUSINESS LETTER FORMAT

Any letter written for business use is a business letter. It is meant to exchange information in a written form. It is the most formal method of communication in a business relationship. A customer writing a letter to a supplier, a job seeker writing a job application, cover letters are some of the common business letters. Letter of inquiry, order letter, business contract, complaint letter, sale letter, letter of recommendation, and letter of resignation comes under this category.

ESSENTIAL QUALITIES OF BUSINESS LETTER

A person should always maintain the quality of the business letter. The qualities of a business letter make it presentable. It becomes easy for a person or an organization to imprint an impression onto the others. The qualities of a business letter can be classified as

- Inner Quality
- Outer Quality

Let us discuss each of them in detail.

I. Inner Quality

It refers to the quality of language used and the presentation of a business letter. They are

1. Clear

The language used in the business letter must be clear. It helps the receiver to understand the message immediately, easily, and clearly. Any ambiguity will lead to the misinterpretation of the message stated.

2. Simple

The language used in the business letter must be simple and easy. One must not write a business letter in difficult and fancy words.

3. Concise

The message written in the letter must be concise and to the point.

4. Concrete

The message is written must be concrete and specific. By using concrete language, a reader will have a clear picture of the message.

5. Accuracy

One must always check for the accuracy of the business letter. Accuracy generally means no error in grammar, spelling, punctuations etc. Correct personnel should be targeted for communication.

6. Coherent

The language used in the business letter must be coherent. The message must be in a logical way for the clear understanding of the message. The flow of the message must be consistent.

7. Complete

One must write a complete message. It helps the reader to know about the issue and the solution to be taken. It should provide all the necessary information. One must also keep in mind that the message should be concise and short along with the complete details.

8. Relevance

The letter should only contain important information. Irrelevant information should not be included and avoided in any business communication.

9. Courteous

The language used in the business letter must be courteous. A writer must always use open, friendly, and honest wording in his letter. It does not mean that one must use slang and abusive words. One must always add the words like please, thank you etc.

10. Neatness

A business letter must be neatly typed or handwritten. Proper spacing, indention, and use of paragraph should be used.

II. Outer Quality

The outer quality of a business letter means the quality of its outer appearance. The outer look of the letter must be catchy and impressive. Some of the outer qualities are

1. Size of the Paper

The standard size of paper should be used. An A4 paper is the most used paper for writing a business letter.

2. Quality of the Paper

The quality of the paper used must be good. It is not always possible for a firm to use the costly paper. One must use good quality paper for original copy and ordinary copy for the duplicate copy.

3. The Color of the Paper

Sometimes it is very useful to use the different color of paper for different types of letter. The receiver can clearly understand the intention and the purpose of the letter by its color.

4. Folding of Letter

One must fold the letter properly and uniformly. The folding must be done to fit the letter in the envelope. It is noticeable that one must not over fold the letter. It will have a bad impression on the reader's mind.

5. Envelope

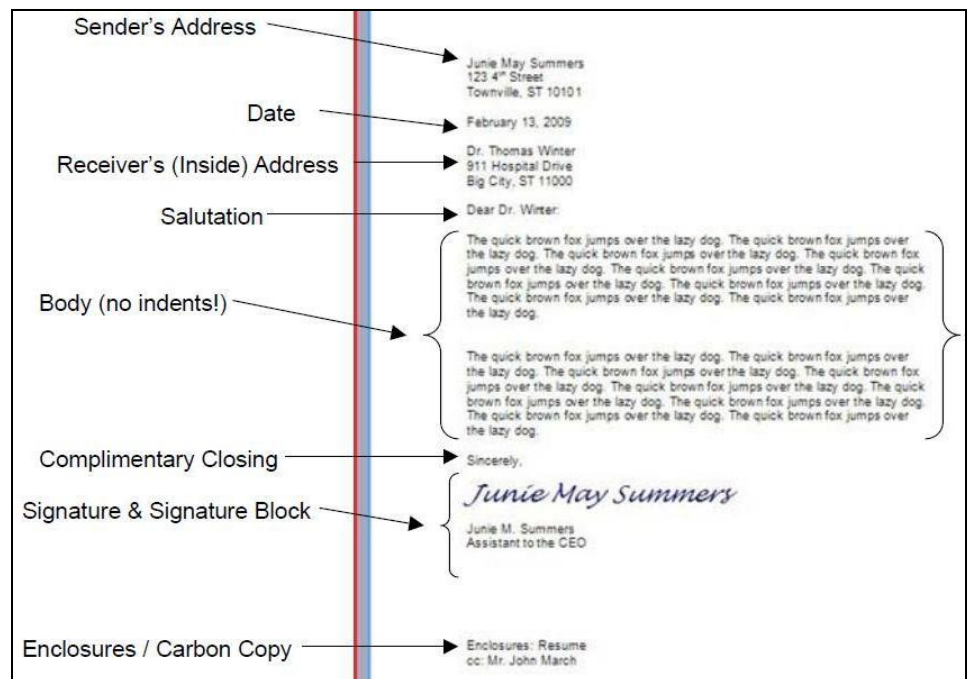
The envelope used must be of good quality. Special attention must be given to the size of the envelope for fitting the letter.

PARTS OF BUSINESS LETTER

A business letter will be more impressive if proper attention is given to each and every part of the business letter.

There are 12 Parts of Business Letter

1. The Heading or Letterhead
2. Date
3. Reference
4. The Inside Address
5. Subject
6. Greeting
7. Body Paragraphs
8. Complimentary Close
9. Signature and Writer's Identification
10. Enclosures
11. Copy Circulation
12. PostScript



Let us discuss the parts of a business letter.

1. The Heading or Letterhead

It usually contains the name and the address of the business or an organization. It can also have an email address, contact number, fax number, trademark or logo of the business.

2. Date

We write the date on the right-hand side corner of the letter below the heading.

3. Reference

It shows the department of the organization sending the letter. The letter-number can also be used as a reference

4. The Inside Address

It includes the name, address, postal code, and job title of the recipient. It must be mentioned after the reference. One must write inside address on the left-hand side of the sheet.

5. Subject

It is a brief statement mentioning the reason for writing the letter. It should be clear, eye catchy, short, simple, and easily understandable.

6. The Greeting

It contains the words to greet the recipient. It is also known as the salutation. The type of salutation depends upon the relationship with the recipient.

It generally includes words like Dear, Respected, or just Sir/Madam. A comma (,) usually follow the salutation.

7. The Body Paragraphs

This is the main part of the letter. It contains the actual message of the sender. The main body of the mail must be clear and simple to understand. The body of the letter is basically divided into three main categories.

- **Opening Part:** The first paragraph of the mail writing must state the introduction of the writer. It also contains the previous correspondence if any.
- **Main Part:** This paragraph states the main idea or the reason for writing. It must be clear, concise, complete, and to the point.
- **Concluding Part:** It is the conclusion of the business letter. It shows the suggestions or the need of the action. The closing of the letter shows the expectation of the sender from the recipient. Always end your mail by courteous words like thanking you, warm regards, look forward to hearing from your side etc.

8. The Complimentary Close

It is a humble way of ending a letter. It is written in accordance with the salutation. The most generally used complimentary close are Yours faithfully, Yours sincerely, and Thanks & Regards.

9. Signature and Writer's Identification

It includes the signature, name, and designation of the sender. It can also include other details like contact number, address, etc. The signature is handwritten just above the name of the sender.

10. Enclosures

Enclosures show the documents attached to the letter. The documents can be anything like cheque, draft, bills, receipts, invoices, etc. It is listed one by one.

11. Copy Circulation

It is needed when the copies of the letter are sent to other persons. It is denoted as C.C.

12. PostScript

The sender can mention it when he wants to add something other than the message in the body of the letter. It is written as P.S.

MEETINGS AND MANAGING MEETINGS

A meeting is a coming together of (generally) three or more people to exchange information in a planned manner and discuss issues set out before them to arrive at decisions, solve problems, etc.

A meeting can be formal or informal. As regards a formal meeting there is set rules for convening it and conducting it, with a written record of its proceedings. It requires a notice which is a call, an invitation to attend it.

It has an agenda or list of things to deal with, and the outcome is systematically written in the form of minutes. An informal meeting can be without any written notice, for instance a staff union meeting in the lunch room to discuss a picnic.

A meeting has a convener who calls it and a leader or chairperson who directs it.

TYPES OF MEETINGS

There are many different types of meetings

Informing Meetings

These are the most straightforward meetings where one member, usually the chairperson, has factual information or a decision which affects all those present, which he/she wishes to communicate. Such meetings tend to be formal as their aims are to give the members a real understanding and to discuss any implications or how to put such information to best use.

Consulting Meetings

These are meetings used to discuss a specific policy or innovation and can be used to get participants' views of such a policy or idea. An example could be:

- Review a current policy
- State its deficiencies
- Suggest change
- Stress the advantages of such change
- Admit any weaknesses
- Invite comments

Problem Solving Meetings

These meetings are dependent upon the chairperson describing the problem as clearly as possible. Members should be selected according to their experience, expertise or interest and then given as much information as possible to enable them to generate ideas, offer advice and reach conclusions.

Decision Making Meetings

These types of meetings tend to follow an established method of procedure:

- Description of the problem
- Analysis of the problem
- Draw out ideas
- Decide which is best
- Reach conclusions

GUIDELINES FOR EFFECTIVE MEETINGS

1. Only hold a meeting if necessary.
2. All meetings must have clear objectives.
3. Invite a neutral facilitator to sensitive meetings.
4. All meetings must have an agenda which includes:

- topics for discussion
 - presenter or discussion leader for each topic
 - time allotment for each topic
5. Meeting information needs to be circulated to everyone prior to the meeting.
Make sure to include:
- meeting objectives
 - meeting agenda
 - location/date/time

- background information
 - assigned items for preparation
6. Meetings must start precisely on time so as not to punish those who are punctual. This also sets the stage for how serious you are about making the meeting effective.
7. Meeting participants must:
- arrive on time
 - be well-prepared
 - be concise and to the point
 - participate in a constructive manner
8. Meeting notes must be recorded and made part of the company's meeting information archives.
9. The decisions made by the group must be documented.
10. Assigned action items must be documented, and the host, or an appropriate participant, must be appointed to follow-up on the completion of all action items.
11. Meeting effectiveness must be reviewed at the end of each meeting and suggested improvements applied to the next meeting.

ADVANTAGES OF MEETINGS:

(i) Save time:

Since one can meet a number of people at a time interactively, a meeting can save time.

(ii) Addressing groups:

One can divide the audiences according to their background and need, and address them group by group.

(iii) Cope with information explosion:

New technology and new regulations are coming thick and fast. Meetings enable us to cope with this situation.

(iv) Social and emotional support:

Members get personal support from each other when they meet and exchange ideas.

(v) Feeling of being consulted:

Members get the feeling that they have been consulted and this is useful in getting their intelligent and willing cooperation.

(vi) Democratic functioning:

Democracy aims at achieving all people's welfare by all people's involvement. This is possible through meetings.

(vii) Idea development:

Ideas are systematically cross-fertilized, analyzed and improved by a group.

(viii) Defusing troublemakers:

By the collectivity of constructive forces, troublemakers can be isolated in a meeting and positive action got going. The opponents of a plan get a forum to voice their opposition, which can be overcome before a group of supportive people.

(ix) Bolder decisions:

Collectively we can take more adventurous decisions because of united strength.

(x) Various interest groups represented:

In a meeting many interest groups can be represented and minorities can also be given due attention.

(xi) Preventing mistakes:

A meeting helps to avoid mistakes by a collective and many-angled focus on issues.

DISADVANTAGES:

1. Time-consuming:

Meetings require a number of people to come together at the same time and place. This costs time because other work has to be set aside for the sake of the meeting.

2. Inability to arrive at a decision:

Just as “two heads are better than one,” it is also true that “too many cooks spoil the soup.” Multiplicity of views and personal stubbornness of members may prevent a meeting from taking a decision which a chief executive may take alone.

3. Lack of seriousness:

Many meetings suffer from the drawback that members come unprepared and feel that the others will do the thinking and talking. They feel they can take a free ride. “Everybody’s job is nobody’s job.”

4. Inexpert chairing:

Just as an airplane is steered by a pilot, a meeting is piloted by the chairperson. His lack of skill and personal failings/biases may fail a meeting.

5. Expensive:

Meetings are expensive to arrange – they require a place, paperwork, prior communication, and travelling by the attendees.

6. Open to disruption:

A meeting is prone to being disrupted by an element that is opposed to its objective. There are times when one passenger’s refusal to adjust himself delays the entire flight. The same for meetings. The spirit of give-and-take may be missing in some participants.

RESUME WRITING

A résumé is a document that summarizes your education, skills, talents, employment history, and experiences in a clear and concise format for potential employers. The résumé serves three distinct purposes that define its format, design, and presentation:

1. To represent professional information in writing
2. To demonstrate the relationship between professional information and the problem or challenge the potential employer hopes to solve or address, often represented in the form of a job description or duties
3. To get an interview by clearly demonstrating you meet the minimum qualifications and have the professional background help the organization meet its goals

CHARACTERISTICS OF A GOOD RESUME

1. **Honesty:** An effective resume should always include accurate information. It should be free from exaggeration and false information.
2. **Cleanliness:** Employer gets a primary impression about the job application form the appearance of the resume. It indicates the carefulness and eagerness of the application towards the job. Therefore, the resume should be neat, clean and attractive. Its attractiveness depends on clear typing or writing, layout of the writing, quality of papers, necessary margin etc.
3. **Full disclosure:** An accurate and effective resume gives detailed information about the applicant. The related information includes identifying information, career or job objective, educational background, work experience, references, etc. without full disclosure of these facts, an employer cannot evaluate a resume.
4. **Brevity:** Resume should be concise in nature. Inclusion of unnecessary information or repetition of information may irritate the employer.

5. **Appropriate format:** Resume can be drafted in three different formats such as chronological format, functional format, and combination of chronological and functional format. Selection of format depends on nature of information to be included in the resume; selection of an appropriate format for particular information will obviously enhance its acceptability and appeal.
6. **Updated information:** A good resume always conations updated information. Resume is the only information sheet that an employer has in determining whether to call the application in the interview. Therefore, the resume should be updated including new skills, experiences, and abilities.

TYPES OF RESUME FORMATS

Chronological

The chronological resume is exactly what its name implies. Your work history is listed in order, according to dates. Begin with your most current position and end with the earliest. Many employers prefer this type because it gives them an overview of your experience.

This basic resume type is best for those people with a solid employment background who have no lapses in their work history. It is also beneficial if most of your experience coincides with the job you are interested in.

Generally, the last 10-15 years should be listed on the resume. Start with the most current position and work backward. It is not etched in stone that only full-time jobs should be listed. Include part-time positions, volunteer work, or anything else that will emphasize the skills you have to offer.

Functional

A functional resume focuses on your skills and experience and de-emphasizes your work history. Employment history is secondary to the abilities you have to offer. This basic resume type is preferable if you have lapses in employment. The gaps could occur for any number of reasons such as raising a family, illness, or job loss.

It is also beneficial for new graduates who have limited employment experience or people who are in the middle of a career change. Those who have had diverse occupations with no focused career path will also find this basic resume type helpful.

Combination

In a combination resume you highlight both your skills and traits and provide a chronological listing of your work experience. This gives you a flexible platform to list your workplace assets and show what kind of employee you are.

However, you only have so much space available. List the most recent or advanced degrees first and work in reverse order. If there are older courses that are more specific to the position, list them first. You don't have to list graduation dates, but if you graduated summa cum laude, or have achieved other high scholastic honors, don't be modest about listing them. This will set you apart from other applicants.

Targeted

he final format you might want to consider is a targeted resume. This basic resume type is customized and specific to the position you want. Your work history, abilities, and education are reflections of the job requirements.

For example, if you were applying for a position as a book editor in a publishing company, you could emphasize your master's degree in English and your internship with an editor during your senior year. Perhaps you worked part time as a proofreader to help with college expenses. List the writing contests you've won. All these things would make an employer want to know more about you.

RESUME EXAMPLE: Skills section

SKILLS SUMMARY

Writing and Communication:

- Degree with an emphasis on clarity and structure in written and oral communication.
- Wrote blog posts, news features, technical documents and marketing copies.
- Former editor-in-chief of the university newspaper.
- Experience writing business and grant proposals, pitch documents and advertising copy.
- Translated documents and interpreted conversations in Spanish, German and English.

Creative and Analytical Thinking

- Analysis of audience, purpose and style of documents.
- Strategic choice of wording, tone, format and source of information.
- Ability to take fact-based materials and make them interesting.

Software and Social Media

- Knowledge of social media, blogging and digital marketing.
- Experience with Google Wave, Twitter, Facebook, LinkedIn, WordPress and Blogspot.
- Managed social media accounts with more than 30.000 followers in total.

UNIT- V

PRESENTATION SKILLS

Presentation skills can be defined as a set of abilities that enable an individual to: interact with the audience; transmit the messages with clarity; engage the audience in the presentation; and interpret and understand the mindsets of the listeners. These skills refine the way you put forward your messages and enhance your persuasive powers.

The present era places great emphasis on good presentation skills. This is because they play an important role in convincing the clients and customers. Internally, management with good presentation skills is better able to communicate the mission and vision of the organization to the employees.

Importance of Presentation Skills

Interaction with others is a routine job of businesses in today's world. The importance of good presentation skills is established on the basis of following points:

- They help an individual in enhancing his own growth opportunities. In addition, it also grooms the personality of the presenter and elevates his levels of confidence.
- In case of striking deals and gaining clients, it is essential for the business professionals to understand the audience. Good presentation skills enable an individual to mold his message according to the traits of the audience. This increases the probability of successful transmission of messages.
- Lastly, business professionals have to arrange seminars and give presentations almost every day. Having good presentation skills not only increases an individual's chances of success, but also enable him to add greatly to the organization.

PREREQUISITES OF EFFECTIVE PRESENTATION

1 – Create a clear effective message

A clear message is normally a simple one. You may feel that you have to go into a lot of detail to get your message across but more often than not – “less is more”. Your audience are only able to take in so much during a presentation, so the clearer the message the more powerful it will be. Keep your message clear and simple by using the following guidelines: