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Centre for Distance and Online Education

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Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya

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UNIT I: COMMUNICATION

Structure

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Learning Objectives

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1.2 Nature of Communication

1.3 Importance of Communication

1.4 Purpose of Communication

1.5 Types of Communication

1.6 Process of Communication

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Overview

Communication is the foundation of human interaction. It is the process through which individuals share information, ideas, feelings, and thoughts. In academic, personal, and professional contexts, the ability to communicate effectively determines one's success in relationships, teamwork, and career growth.

This unit introduces the concept, nature, purpose, types, and process of communication. It also elaborates on verbal and non-verbal communication, organizational communication networks,

barriers to communication, and strategies for effective communication. Practical exercises are included to apply these concepts in real-life situations.

Learning Objectives

By the end of this unit, students will be able to:

- Understand the meaning and nature of communication.
- Explain the purpose and importance of communication.
- Identify the different types and channels of communication.
- Describe the communication process with examples.
- Recognize formal and informal communication networks.
- Apply strategies to develop effective communication skills.
- Distinguish between verbal and non-verbal communication.
- Identify barriers to communication and ways to overcome them.
- Demonstrate communication techniques through activities.

1.1 Meaning of Communication

The term communication comes from the Latin word “communicare” meaning *to share*. Communication refers to the process of exchanging information between two or more people.

Definition

Communication is the process of sending and receiving messages through verbal or non-verbal means. Communication involves understanding and being understood.

Characteristics

- It is a two-way process.
- It involves a sender and a receiver.
- It requires a message.
- It uses channels (oral, written, visual).
- It depends on feedback for completion.

1.2 Nature of Communication

Communication has the following nature:

1. It is a Process

Communication is not a single act but a continuous and dynamic process involving the exchange of messages between people. It includes several steps—idea formation, encoding, transmitting, receiving, decoding, and responding. Each step influences the next, showing that communication evolves as interaction continues. Because it is a process, communication can be improved, modified, or corrected at any stage.

2. It is Transactional

Communication is two-way and interactive. Both the sender and the receiver play active roles and influence each other throughout the communication exchange. The meaning does not lie only in the sender's words; it is created together by both participants. Each person's response affects the next message, making communication a shared transaction.

3. It is Purposeful

Every act of communication has a specific goal or purpose. We communicate to inform, persuade, instruct, ask, clarify, express emotions, or build relationships. Whether consciously or unconsciously, people always communicate with some intent. Even casual conversations have underlying purposes such as social bonding or seeking information.

4. It is Continuous

Communication happens all the time, whether we are speaking or not. People communicate consciously through words and unconsciously through body language, facial expressions, tone of voice, posture, or even silence. Since human beings cannot avoid sending messages, communication is a continuous and unending activity.

5. It is Contextual

Communication always takes place within a context—a situation, environment, culture, or background that shapes how messages are created and understood. The same message may be interpreted differently depending on physical context (place), cultural context, social context (relationship between people), or emotional context. Effective communicators adjust their message according to the context.

6. It is Symbolic

Communication relies on symbols, such as words, gestures, images, and signs, to represent ideas and convey meaning. These symbols do not have inherent meaning; people assign meaning to them based on shared understanding and culture. Because symbols can be interpreted differently by different groups, successful communication requires mutual agreement on what these symbols represent.

We use words, gestures, signs, and images to communicate.

1.3 Importance of Communication

Communication plays a vital role in all aspects of life.

1. Academic Importance

- Helps students understand lessons
- Enhances classroom participation.
- Improves writing and speaking skills.

2. Personal Importance

- Strengthens relationships.
- Helps express feelings and thoughts.
- Reduces misunderstandings.

3. Professional Importance

- Essential for teamwork and leadership.
- Enables clear instructions and decision-making.
- Helps in interviews, presentations, and negotiations.

4. Social Importance

- Connects individuals and communities.
- Helps solve conflicts.
- Helps in social participation and cooperation.

1.4 Purpose of Communication

Communication serves many specific purposes:

- To inform
- To persuade
- To educate
- To entertain
- To motivate
- To build relationships
- To control and regulate behaviour

Each purpose influences the method, tone, and channel of communication.

1.5 Types of Communication

Communication may be understood in different forms:

A. Based on Channels

1. Verbal Communication

Use of words — spoken or written.

Examples: conversations, speeches, letters, emails.

2. Non-verbal Communication

Communication without words.

Examples: gestures, facial expressions, posture, eye contact, silence.

3. Visual Communication

Use of images, symbols, graphics.

Examples: charts, posters, signs.

B. Based on Direction

1. Upward Communication

Flow from subordinates to superiors.

Example: reports, complaints.

2. Downward Communication

Flow from superiors to subordinates.

Example: instructions, notices.

3. Horizontal Communication

Between people at the same level.

Example: team discussions.

C. Based on Form

1. Formal Communication

Official, structured communication.

Examples: circulars, meetings, memos.

2. Informal Communication

Casual, unofficial communication.

Also known as grapevine.

1.6 Process of Communication

Communication is a series of steps:

1. Sender – Creates the message.

2. Encoding – Converting ideas into words or symbols.

3. Message – Information sent.

4. Channel – Medium (oral, written, visual).

5. Receiver – Person receiving message.

6. Decoding – Understanding the message.

7. Feedback – Response from the receiver.

8. Noise – Anything that distorts communication.

1.7 Communication Network in an Organization

Communication networks show how information flows.

1. Wheel Network

One central person communicates with all others.

2. Chain Network

Information flows in a line (A → B → C).

3. Circle Network

Members communicate with adjoining members.

4. All-Channel Network

Everyone communicates freely (team discussions).

5. Grapevine Network

Informal and rapid — spreads rumours, gossip.

1.8 Strategies for Effective Communication

- Listen actively.
- Use simple and clear language.
- Maintain eye contact.
- Be confident and polite.
- Be aware of non-verbal cues.
- Ask questions for clarity.
- Provide appropriate feedback.
- Avoid unnecessary jargon.
- Adapt communication to the audience.

1.9 Verbal and Non-Verbal Communication

Verbal Communication

- Spoken or written words.
- Includes pronunciation, vocabulary, grammar, tone.

Advantages

Clear and direct.

Quick feedback.

Suitable for complex messages.

Non-verbal Communication

Includes:

- Gestures
- Body language
- Posture
- Facial expressions
- Eye contact
- Touch
- Space
- Appearance
- Silence

Importance

- Conveys emotions.
- Supports verbal communication.
- Helps interpret intentions.

1.10 Barriers to Communication

1. Physical Barriers

Physical barriers arise from environmental and technical disturbances that obstruct smooth communication. These include loud noise, long distances between the sender and receiver, and faulty or outdated equipment such as microphones, speakers, or telephones. When the physical environment is not conducive—for example, a noisy classroom or a poor network connection—the message may not be heard clearly, leading to misunderstanding or incomplete communication.

2. Psychological Barriers

Psychological barriers originate from the mental and emotional state of individuals involved in communication. Stress, anxiety, anger, low self-esteem, and personal prejudice greatly influence how messages are sent, received, and interpreted. For instance, a stressed or angry person may not listen attentively, or may misinterpret even a simple message. Similarly, prejudice can cause biased listening, preventing open and effective communication.

3. Semantic Barriers

Semantic barriers occur when words, symbols, or phrases carry different meanings for different people. Misinterpretation arises due to ambiguous language, technical jargon, slang, or words that have multiple meanings. If the sender’s intended meaning differs from how the receiver interprets

it, the communication process breaks down. This is common in workplaces where employees from diverse educational backgrounds may not understand specialized terms.

4. Cultural Barriers

Cultural barriers result from differences in beliefs, values, customs, languages, and social norms. Individuals from diverse cultural backgrounds may perceive the same message differently based on their traditions and upbringing. These differences can cause confusion or even conflict. For example, gestures acceptable in one culture may be considered rude in another, and language differences can further complicate the communication process.

5. Organizational Barriers

Organizational barriers arise from the internal structure, rules, and communication patterns within an institution or workplace. Rigid hierarchical levels, long communication channels, and excessive bureaucracy slow down the flow of information. When messages must pass through many levels, they may be distorted or delayed. Lack of clarity in roles and responsibilities can also create confusion, affecting overall communication efficiency in the organization.

6. Personal Barriers

Personal barriers stem from individual attitudes, habits, and communication skills. Poor listening habits, lack of interest in the subject, low motivation, and inadequate knowledge can prevent effective communication. When individuals are not attentive or are unwilling to engage in conversation, even clear messages may be ignored or misunderstood. Personal biases or emotional issues also influence how messages are received and processed.

1.11 Essentials of Good Communication

1. Clarity

Clarity means presenting the message in a simple, direct, and understandable manner. The language used should be easy to follow, without ambiguity or unnecessary complexity. Clear communication ensures that the receiver understands the exact meaning intended by the sender, reducing confusion and preventing misinterpretation.

2. Brevity

Brevity refers to expressing ideas in the fewest possible words without sacrificing meaning. Effective communication avoids long, wordy sentences and focuses only on essential information. Being brief helps maintain the receiver’s attention and ensures that the message is delivered quickly and efficiently.

3. Correctness

Correctness involves using accurate facts, proper grammar, and appropriate language while communicating. A message that is free from errors enhances the sender’s credibility and ensures

that the receiver trusts the information provided. Correctness also includes choosing the right level of language suitable for the audience.

4. Completeness

Completeness means providing all the necessary information the receiver needs to fully understand the message. An incomplete message can create confusion, lead to wrong assumptions, or delay decision-making. Complete communication answers all relevant questions such as who, what, when, where, why, and how.

5. Courtesy

Courtesy refers to being polite, respectful, and considerate while communicating. Using a pleasant tone, showing respect for others' feelings, and avoiding harsh or disrespectful language create a positive atmosphere. Courteous communication strengthens relationships and helps avoid unnecessary conflict.

6. Consideration

Consideration means understanding the receiver's perspective and tailoring the message to their needs, interests, and background. It involves being empathetic and aware of how the message may affect the listener. When the sender considers the audience's expectations, communication becomes more effective and meaningful.

7. Confidence

Confidence in communication involves presenting the message with self-assurance and assertiveness. A confident tone conveys credibility and helps the receiver trust the information being shared. However, confidence should not turn into arrogance; it should be balanced with politeness and respect.

8. Consistency

Consistency means maintaining uniformity in the message, tone, and information throughout communication. When the communicator is consistent in their statements and actions, it builds trust and prevents confusion. Consistent communication ensures that the audience receives a stable and reliable message each time.

These seven principles are often called the 7 Cs of Communication.

1.12 Communication Techniques

- Active listening
- Paraphrasing
- Summarizing
- Questioning techniques
- Feedback techniques
- Interpersonal skills
- Presentation skills

- Empathy in communication
- Use of visual aids

Practical Exercises

1. Identify the type of communication in given situations.

2. Role-play showing verbal and non-verbal communication.

3. Group discussion practice on a given topic.

4. Write a formal and informal message.

5. Draw a communication network of your college department.

6. Identify barriers in a conversation and suggest solutions.

Check Your Progress

1. Define communication.

2. State any four purposes of communication.

3. Differentiate between formal and informal communication.

4. What are the steps in the communication process?

5. Name any three types of communication networks.

6. List any four barriers to communication.

7. What are the essentials of good communication?

Let Us Sum Up

Communication is a fundamental life skill required in academic, social, and professional situations. Understanding the meaning, purpose, types, and process of communication enhances one's ability to interact effectively. Awareness of communication networks, barriers, and essential techniques helps individuals build strong, meaningful relationships and express themselves clearly and confidently.

Glossary

Encoding: Converting ideas into words or symbols.

Decoding: Understanding the received message.

Grapevine: Informal communication network.

Feedback: Response given by the receiver.

Non-verbal cues: Body language, gestures, expressions.

Barriers: Obstacles that block communication.

Answers to Check Your Progress

1. Communication is the process of sending, receiving, and interpreting messages.

2. To inform, to persuade, to motivate, to entertain.

3. Formal is official and structured; informal is casual and unstructured.

4. Sender, encoding, message, channel, receiver, decoding, feedback, noise.

5. Wheel, chain, circle, all-channel, grapevine.

6. Physical, psychological, semantic, cultural, organizational.

7. Clarity, brevity, correctness, completeness, courtesy, consideration, confidence.

Suggested Reading

Bovee, Thill & Schatzman –Business Communication Essentials

Raymond V. Lesikar – Basic Business Communication

McShane & Von Glinow – Organizational Behavior

Adler & Rodman – Understanding Human Communication

Sen, Leena – Communication Skills

UNIT II: TELEPHONIC SKILLS

Structure

Overview

Learning Objectives

2.1 Basics of Telephone Communication

2.2 Telephone Manners / Etiquette

2.3 Handling Calls Professionally

2.4 Leaving Messages

2.5 Making Requests Over the Phone

2.6 Greeting and Leave-Taking Over Telephone

2.7 Asking for and Giving Information

2.8 Giving Instructions

2.9 Listening for Tone, Mood, and Attitude

2.10 Handling Difficult Situations and Troubleshooting

2.11 Teleconferencing Skills

2.12 Handling Tele-interviews (Especially Call Centres)

Practical Exercises

Check Your Progress

Let Us Sum Up

Glossary

Answers to Check Your Progress

Suggested Reading

Overview

Telephonic communication is one of the most widely used modes of interaction in academic, professional, personal, and business environments. Unlike face-to-face communication, telephone conversations rely entirely on voice — tone, clarity, pace, and listening skills — because visual cues are absent.

This unit focuses on the basics of telephonic communication, techniques of call handling, telephone etiquette, message leaving, teleconferencing, giving information, and conducting

telephonic interviews. Special emphasis is given to listening for tone and handling challenging situations during calls.

Learning Objectives

By the end of this unit, students will be able to:

- Understand the basics and importance of telephone communication.
- Apply telephone etiquette in professional and personal communication.
- Handle incoming and outgoing calls with confidence.
- Leave clear and concise messages.
- Ask for and provide information over the phone.
- Make polite requests and respond appropriately.
- Identify tone, mood, and attitude during calls.
- Handle trouble situations like wrong numbers, complaints, and misunderstandings.
- Participate effectively in teleconferences.
- Prepare for and perform well in telephonic interviews, especially in call centres.

2.1 Basics of Telephone Communication

Telephone communication is an oral, real-time interaction between individuals through a communication device. It requires clarity, courtesy, brevity, and careful listening.

Characteristics

1. No facial expressions or gestures

In telephonic communication, the absence of facial expressions, body language, and gestures limits the richness of the message. The receiver cannot observe visual cues that usually support understanding in face-to-face communication. As a result, the entire meaning must be conveyed through words and voice alone, making clarity even more important.

2. Message depends entirely on voice

Since visual elements are missing, the effectiveness of communication relies completely on the speaker's voice. Tone, pitch, volume, and pace play a major role in conveying emotions and intentions. A warm and steady voice can create a positive impression, whereas a dull or harsh tone may negatively affect the message.

3. Immediate feedback is available

Telephonic conversations allow for instant responses between the sender and receiver. Doubts can be clarified immediately, and misunderstandings can be corrected on the spot. This two-way flow of communication makes telephone calls more interactive and dynamic compared to written communication.

4. Requires active listening

Successful telephone communication demands full concentration and careful listening. Without visual cues, the listener must rely solely on sound to understand the message. Interruptions, distractions, or half-listening can lead to errors and misinterpretations, so active listening becomes essential.

5. Needs proper tone and clear pronunciation

To ensure effective communication over the phone, the speaker must use an appropriate tone and pronounce words clearly. Proper articulation helps the receiver understand the message without difficulty. A polite tone, controlled speed, and clear pronunciation make the conversation smooth and professional.

Elements

1. Greeting

The greeting is the first step in a telephone conversation and sets the tone for the entire call. A polite and professional greeting creates a positive impression and makes the listener comfortable. It usually includes a simple "Hello" or "Good morning" followed by the caller's name or the organization's name. A warm greeting helps establish immediate rapport and prepares the receiver for the conversation.

2. Introduction

After greeting, the caller should introduce themselves clearly. This includes stating their name, designation (if needed), and the organization or department they represent. A proper introduction helps the receiver identify who is calling and understand the context. It also builds trust and ensures that the conversation proceeds smoothly without confusion about the caller's identity.

3. Purpose of the call

Once the introduction is done, the caller should clearly state the main purpose of the call. This avoids wasting time and allows the receiver to focus on the topic. The purpose should be explained briefly and directly, whether it is to share information, request something, confirm details, or solve an issue. Clearly stating the purpose helps keep the conversation organized and goal-oriented.

4. Body of the conversation

The body is the main part of the call where detailed information is exchanged. This may include explanations, questions, clarifications, instructions, or discussions. Both parties must engage actively, listen carefully, and respond appropriately. The body of the conversation should remain clear, focused, and polite, ensuring that all important points are covered without unnecessary digressions.

5. Closing the call

Closing the call is as important as beginning it. The caller should summarize the key points discussed, confirm any agreed actions, and ensure that the receiver has understood everything. A polite closing includes thanking the listener, using phrases like "Thank you for your time" or "Have

a nice day," and ending the call respectfully. A proper closing leaves a positive final impression and completes the communication effectively.

2.2 Telephone Manners (Telephone Etiquette)

Telephone etiquette refers to polite behaviour and professional conduct while speaking over the phone.

Essential Manners

- Answer within 2–3 rings.
- Speak clearly and politely.
- Use a pleasant tone and correct volume.
- Introduce yourself professionally.
- Listen attentively without interrupting.
- Take notes if required.
- Avoid background noise.
- Always confirm numbers, names, dates, and information.

Phrases for Politeness

- "May I know who is speaking?"
- "Could you please hold on for a moment?"
- "Thank you for waiting."
- "I'm sorry for the inconvenience."

2.3 Handling Calls Professionally

There are two types:

1. Incoming Calls

The receiver answers the call.

Steps:

1. Greet the caller

A polite greeting is the first step in handling a phone call effectively. It sets a positive tone and makes the caller feel acknowledged and respected. A simple, courteous greeting such as "Good morning, how may I help you?" immediately creates a friendly and professional atmosphere, encouraging smooth communication.

2. Identify yourself/organization

After greeting, it is important to introduce yourself and mention the organization or department you represent. This helps the caller know they have reached the correct person or service. A clear introduction builds trust, avoids confusion, and ensures that the caller is comfortable sharing their concern or request.

3. Listen to the caller's purpose

Once the initial introduction is complete, you should listen carefully to the caller's reason for calling. Allow them to explain without interruption. Active listening helps you understand their needs clearly and shows that you value their time. Paying attention to tone and keywords is essential since visual cues are absent in a phone call.

4. Provide information or assistance

After understanding the caller's purpose, respond with the appropriate information, guidance, or help. Be clear, specific, and polite while giving instructions or answers. If the issue requires time, assure the caller that you will follow up. Providing accurate and helpful responses builds confidence and improves customer or student satisfaction.

5. Clarify details

Before ending the call, clarify any important details to avoid misunderstandings. This may include confirming dates, names, phone numbers, or instructions. Clarifying ensures both parties have the same understanding, and it prevents errors or repeated calls due to incomplete information.

6. Close politely

A courteous closing leaves a positive final impression. Thank the caller for contacting you, use polite phrases such as "Thank you for calling" or "Have a nice day," and end the call professionally. A good closing reinforces professionalism and completes the communication smoothly.

2. Outgoing Calls

The caller initiates the call.

Steps:

1. Introduce yourself.

2. State the purpose clearly.

3. Ask if it is a convenient time.

4. Convey message politely.

5. Thank the receiver.

6. Close gently.

2.4 Leaving Messages

Sometimes the intended person is not available.

Important elements of a message:

- Name and designation of the caller
- Purpose of the call
- Contact number
- Date and time
- Urgency
- Expected action

Example of a Good Phone Message

“Mr. Ravi from ABC Agency called at 10:30 a.m. He would like you to call back regarding the delivery schedule. His number is 9876543210.”

2.5 Making Requests over the Phone

Polite and indirect language is essential.

Useful Expressions

“Could you please send me the report?”

“Would it be possible to reschedule the meeting?”

* “May I request for further details?”

* “Can you help me with the address?”

2.6 Greeting and Leave-Taking Over Phone

Greeting

“Good morning, this is Suresh speaking.”

“Hello, ABC Company, how may I assist you?”

Leave-Taking

“Thank you for calling. Have a great day!”

“Nice speaking with you. Goodbye.”

2.7 Asking for and Giving Information

Telephone communication should be clear and concise.

Asking

“May I know the timing of the event?”

“Could you tell me the office address?”

Giving

“The office is open from 9 a.m. to 5 p.m.”

“The seminar will begin at 10 a.m. on Monday.”

2.8 Giving Instructions

Instructions must be:

1. Short

Instructions given during a phone call should be short and concise. Long explanations can confuse the listener, especially without visual support. Keeping the instructions brief ensures the caller can follow them easily and remember them without difficulty.

2. Clear

Clarity is essential because the caller depends entirely on your voice for understanding. Use simple language, speak at a moderate pace, and avoid technical terms unless necessary. Clear instructions reduce the chance of mistakes and help the caller complete the task correctly.

3. Step-by-step

Instructions should be organized in a logical, step-by-step manner. When information is delivered in small, sequential steps, the caller can follow each part smoothly. This structure helps prevent confusion and ensures that the caller knows exactly what to do next.

4. Confirmed by the caller

After giving instructions, it is important to ask the caller to repeat or confirm what they understood. This ensures that the message has been received accurately. Confirmation helps identify any misunderstandings immediately and allows you to correct them before ending the call.

Example

“First, switch off the modem. Then wait for 30 seconds and switch it on again. Let me know if the light turns green.”

2.9 Listening for Tone, Mood, and Attitude

Tone indicates emotion.

Without visual cues, tone becomes crucial.

Types of Tone

1. Friendly

A friendly tone creates a warm and welcoming atmosphere during communication. It helps build rapport and makes the listener feel comfortable and valued. A friendly manner encourages open conversation and reduces tension, making it easier to solve problems or share information effectively.

2. Angry

An angry tone reflects frustration, irritation, or dissatisfaction. It can disrupt communication and make the listener defensive or uncomfortable. When someone speaks angrily, the message may not be received clearly because emotions overshadow the content. Managing anger is essential to maintain professionalism and ensure constructive dialogue.

3. Confused

A confused tone indicates uncertainty or lack of understanding. The speaker may hesitate, ask repeated questions, or express doubt. This tone signals the need for clarification or additional explanation. Recognizing confusion in communication helps the other person provide clearer instructions or simplify the message.

4. Polite

A polite tone demonstrates respect, courtesy, and professionalism. Polite communication uses gentle words, a soft tone, and expressions like “please,” “thank you,” and “excuse me.” A polite manner helps maintain positive relationships and prevents misunderstandings, even when discussing difficult topics.

5. Impatient

An impatient tone shows that the speaker is in a hurry or lacks tolerance for delays. This tone may sound rushed, irritated, or abrupt. Impatience can put pressure on the listener and lead to errors. Recognizing impatience helps one slow down, stay calm, and communicate more clearly.

6. Formal

A formal tone is used in professional or official communication. It avoids casual language and maintains correctness, politeness, and seriousness. A formal tone is appropriate in workplace calls, customer interactions, academic communication, and official announcements. It helps convey respect and professionalism.

Skills Required

1. Pay attention to pitch and pace

In telephone communication, the pitch and pace of the caller’s voice provide important clues about their emotional state. A high pitch may indicate excitement, anxiety, or tension, while a slow pace can show confusion or hesitation. By listening carefully to these vocal signals, the receiver can better understand the caller’s feelings and respond more effectively.

2. Identify hesitation or stress

Hesitation, long pauses, or uneven speech often suggest that the caller is unsure, confused, or under stress. These signs may indicate that the caller needs more time, clearer instructions, or emotional support. Recognizing these cues helps the receiver adjust their communication style and offer assistance with greater sensitivity.

3. Respond accordingly with empathy

After identifying the caller's emotional tone, it is important to respond with empathy. This means using a calm, understanding, and supportive tone to make the caller feel heard and respected. Empathetic responses build trust, reduce tension, and help resolve issues more smoothly, especially when the caller is stressed or unsure.

2.10 Handling Difficult Situations (Troubleshooting)

Common Issues

1. Wrong number

A wrong-number call is a common telephone challenge where the caller reaches an unintended person or organization. In such cases, it is important to respond politely and inform the caller that they have dialed the wrong number. Maintaining a courteous tone prevents frustration and ensures professionalism, even though the call cannot be completed as intended.

2. Poor signal

Poor signal or network issues can disrupt the clarity of communication. Words may break, voices may fade, or the call may get disconnected. This makes it difficult for both parties to understand each other. When this happens, the speaker should slow down, repeat important information, or suggest calling back to maintain accuracy and avoid misunderstandings.

3. Angry customer

Handling an angry customer requires patience, calmness, and good listening skills. The caller may express dissatisfaction loudly or emotionally. It is important to remain polite, avoid arguing, and allow them to explain the issue fully. Responding with empathy and offering solutions helps reduce anger and makes the customer feel respected and supported.

4. Misunderstood information

Misunderstood information occurs when the caller or receiver interprets the message incorrectly. This may be due to unclear speech, noise, or lack of details. When such confusion arises, it is important to clarify the message immediately by repeating key points or asking follow-up questions. Clear communication prevents errors and saves time.

5. Long waits

Long waiting times during calls can cause frustration and impatience. Callers may feel ignored or undervalued. To handle this, the receiver should apologize for the delay, give updates on the waiting time, or offer to call back. Clear communication and courtesy help maintain a positive experience even when delays are unavoidable.

6. Repeating instructions

Sometimes callers may need instructions to be repeated because they did not understand them the first time. This can be due to noise, poor connection, or complex information. The receiver should repeat the instructions patiently, using simple language and step-by-step guidance. Maintaining a calm tone helps the caller follow along more easily.

7. Interruptions

Interruptions in telephone communication—such as background noise, incoming calls, or sudden distractions—can break the flow of conversation. These disturbances may cause loss of focus or incomplete understanding. To manage interruptions, one should pause, address the issue politely, and return to the conversation with clarity. Ensuring minimal external disturbances helps maintain effective communication.

Strategies

1. Stay calm and polite

In challenging telephone situations, it is essential to remain calm and maintain a polite tone. Staying composed helps control the flow of the conversation and prevents the situation from escalating. A calm and respectful attitude reassures the caller, shows professionalism, and allows for clearer thinking and better problem-solving during the call.

2. Apologize when required

- Offering a sincere apology when a mistake, delay, or inconvenience occurs helps maintain goodwill and trust. A simple apology such as "I'm sorry for the inconvenience" can reduce frustration and make the caller feel valued. Apologizing does not imply blame; instead, it highlights empathy, responsibility, and a willingness to assist in resolving the issue.

Use softening phrases:

- "I understand your concern…"
- "Let me check that for you…"
- Do not argue.
- Offer solutions.

2.11 Teleconference Handling

Teleconferencing involves multiple participants at different locations

Teleconferencing allows individuals from various places to join a meeting through audio or video platforms. Since participants are not physically present in the same room, smooth communication depends on technology, coordination, and proper etiquette. Effective teleconferencing ensures collaborative discussion, saves time, and connects teams working remotely.

1. Speak one at a time

During a teleconference, only one person should speak at a time to avoid confusion and overlapping voices. When multiple people talk simultaneously, it becomes difficult to understand

the message, especially due to network delays. Speaking in turns ensures clarity and allows everyone to participate meaningfully.

2. Mute when not speaking

Keeping the microphone muted when not speaking helps avoid background noise such as typing, traffic, or conversations happening nearby. This maintains audio clarity for other participants and prevents distractions. Unmuting only when needed shows discipline and respect for the meeting environment.

3. Introduce yourself before speaking

Since participants may not be able to see each other clearly, it is important to state your name before contributing to the discussion. This helps others identify the speaker, follow the conversation smoothly, and respond appropriately. It also adds a sense of professionalism and organization to the meeting.

4. Listen actively

Active listening is essential in teleconferencing because audio and visual cues may be limited. Participants must concentrate fully, avoid multitasking, and pay attention to every detail. Active listening ensures proper understanding of the discussion and allows individuals to respond accurately and thoughtfully.

5. Follow the agenda

A well-structured teleconference usually has a planned agenda. Following the agenda keeps the meeting focused and prevents unnecessary digressions. It helps the group manage time effectively, ensures all important topics are covered, and maintains a productive flow throughout the session.

6. Summarize decisions

At the end of the teleconference, summarizing key decisions, actions, and responsibilities ensures everyone has a clear understanding of the outcomes. A brief summary helps avoid confusion later and confirms that all participants are aligned on what needs to be done. This enhances accountability and improves overall communication.

2.12 Handling Tele-Interviews (Call Centres)

Telephonic interviews test:

- Voice clarity
- Problem-solving
- Customer handling
- Fluency
- Listening skills
- Patience

Preparation Tip:

1. Sit in a quiet place

Before attending a telephonic or online interview, choosing a quiet place is essential. A noise-free environment ensures that both you and the interviewer can communicate without disturbance. It helps you stay focused and prevents external sounds from interrupting the conversation or creating a negative impression.

2. Practice neutral accent

A neutral accent makes your speech clearer and easier to understand, especially in professional settings. Practising pronunciation and reducing strong regional accents helps avoid miscommunication. Speaking in a neutral tone improves clarity and makes you sound more confident and polished during the interview.

3. Answer confidently

Confidence plays a major role in telephonic communication because your voice is the only medium to convey your personality. Speaking with a steady tone, avoiding hesitation, and presenting your answers firmly shows that you are well-prepared. Confident responses leave a positive impact on the interviewer.

4. Use professional vocabulary

Using formal and appropriate vocabulary shows your professionalism and communication skills. Avoid slang, overly casual expressions, or filler words. Professional language not only enhances your credibility but also demonstrates that you are suitable for the workplace environment.

5. Be polite always

Politeness reflects your attitude and interpersonal skills. Using courteous expressions like “please,” “thank you,” and “I appreciate it” creates a respectful atmosphere. It shows emotional maturity and helps build a positive rapport with the interviewer or caller.

6. Avoid long pauses

Long pauses during telephonic communication can create confusion and break the flow of the conversation. They may also make you appear unsure of your answers. Try to think quickly and speak smoothly, using short pauses only when necessary for clarity.

7. Keep resume and notes ready

Having your resume and important notes in front of you during the call ensures that you can refer to key points without delay. This helps you give accurate information about your qualifications, achievements, and experience. Being prepared with documents minimizes errors and boosts your confidence.

Practical Exercises

1. Simulate answering customer calls in class.

2. Practice leaving and receiving messages.

3. Role-play complaint handling.

4. Conduct mock telephonic interviews.

5. Do teleconference practice in groups.

6. Listen to audio clips and identify tone/mood.

Check Your Progress

1. What is telephone etiquette?

2. List any four polite expressions used in calls.

3. What information must be included in a phone message?

4. Give steps for handling an outgoing call.

5. Why is tone important in telephonic communication?

6. What skills are needed for teleconference participation?

7. Mention two challenges in telephonic communication.

Let Us Sum Up

Telephonic communication is an essential modern skill. It requires clarity, politeness, active listening, and control of tone. By understanding telephone manners, handling difficult situations, giving information, and participating in tele-interviews and teleconferences, students can perform effectively in academic, personal, and professional environments.

Glossary

Etiquette: Polite behaviour over the phone.

Tone: Emotional quality of voice.

Message: Information left for someone unavailable.

Teleconference: Remote group communication.

Troubleshooting: Solving phone call problems.

Check Your Progress

1. Telephone etiquette refers to polite behaviour and professional conduct during phone calls.

2. “Could you please hold?”, “Thank you for waiting.”, “May I know who is speaking?”, “I’m sorry for the inconvenience.”

3. Name, purpose of call, time, contact number, urgency.

4. Introduce yourself → State purpose → Ask if convenient → Give message → Thank → Close.

5. Tone conveys emotions since visual cues are absent.

6. Clear speech, muting, turn-taking, active listening, following agenda.

7. Poor signal, misunderstandings, lack of visual cues, interruptions.

Suggested Reading

Lesikar, Raymond – Basic Business Communication

Bovee & Thill – Business Communication Today

Murphy & Hildebrandt – Effective Business Communication

Sethi & Dhamija – A Course in Business Communication

Call Centre Essential Training Manuals

UNIT III: EFFECTIVE COMMUNICATION

Structure

Overview

Learning Objectives

3.1 Introduction to Effective Communication

3.2 Making Enquiries

3.3 Making Requests

3.4 Answering General Questions

3.5 Railway Enquiry

3.6 Looking for Accommodation

3.7 Asking About a Course

3.8 Asking for and Giving Directions

Practical Exercises

Check Your Progress

Let Us Sum Up

Glossary

Check Your Progress

Suggested Reading

Overview

Effective communication is the ability to express ideas clearly, accurately, and appropriately in different situations. In everyday life, we engage in many communicative tasks such as requesting information, asking questions, seeking directions, or making enquiries. This unit focuses on practical communication situations that students commonly face.

The unit explains how to make enquiries, requests, ask general questions, communicate at railway stations, look for accommodation, ask about a course, and give or receive directions. These skills help learners build confidence and interact efficiently in academic, personal, and social contexts.

Learning Objectives

After completing this unit, students will be able to:

- Understand the components of effective communication.
- Make polite enquiries in different situations.
- Frame clear and courteous requests.

- Answer general questions with accuracy.
- Communicate confidently at railway stations.
- Seek accommodation using proper phrases.
- Ask questions about educational courses.
- Ask for and give directions clearly.
- Use real-life dialogues in daily conversation.

3.1 Introduction to Effective Communication

Effective Communication Principles

Effective communication is not just about sending a message; it is about ensuring the message is received and understood as intended. To achieve this, communication should follow certain principles:

1. Clear

A message must be easily understandable. Avoid ambiguity, complex words, or technical jargon unless the audience is familiar with them. Clarity ensures the receiver grasps the exact meaning without confusion.

2. Correct

The message should be accurate and free from errors—grammatical, factual, or numerical. Correctness builds credibility and trust between the sender and the receiver.

3. Complete

An effective message provides all necessary information so that the receiver can understand, act, or respond appropriately. Leaving out important details can lead to misinterpretation or incomplete actions.

4. Concise

The message should be brief and to the point. Avoid unnecessary repetition or filler words. Conciseness respects the receiver's time and improves comprehension.

5. Courteous

Communication should be polite and respectful, regardless of the message's content. Courtesy fosters goodwill, reduces resistance, and encourages positive responses.

6. Considerate

Effective communication takes into account the needs, background, and perspective of the receiver. Being considerate involves empathy—understanding how the message may be interpreted and adjusting it to suit the audience.

These characteristics help ensure that communication is purposeful and successful.

Factors Contributing to Effective Communication

Key Principles of Effective Verbal Communication

1. Appropriate Language

Use simple, polite, and professional language suitable to the audience and context. Avoid slang, offensive words, or overly complex vocabulary that might confuse the listener. Choosing the right words enhances understanding and builds a positive impression.

2. Clarity

Express your thoughts in clear, well-structured sentences. Avoid ambiguity, double meanings, or unnecessary jargon. Clarity ensures the listener understands your message exactly as intended.

3. Relevance

Focus on what is necessary and meaningful. Avoid digressing into unrelated topics. Being relevant keeps the conversation concise and ensures that the listener stays engaged and informed.

4. Tone

Maintain a friendly, respectful, and professional tone. Tone communicates your attitude and emotions and can make a huge difference in how the message is received. A warm tone fosters positive interaction, while a harsh tone may create misunderstandings.

5. Confidence

Speak with assurance and poise, without hesitation or unnecessary pauses. Confidence demonstrates your knowledge and credibility, encouraging the listener to take your message seriously.

6. Active Listening

Effective communication is not just about speaking; it involves **listening attentively**. Show interest, avoid interrupting, and respond thoughtfully to the speaker. Active listening ensures understanding and strengthens interpersonal connection.

3.2 Making Enquiries

An enquiry is a question made to obtain information.

Polite Phrases

“Could you please tell me…?”

“I would like to know…”

“May I enquire about…?”

“Would you mind giving me some information on…?”

Examples

Student: “Could you please tell me the library timings?”

Librarian: “The library is open from 9 a.m. to 7 p.m.”

3.3 Making Requests

Requests must be polite, clear, and respectful.

Request Expressions

“Could you please help me with this?”

“Would it be possible to extend the deadline?”

“May I borrow your notes for today?”

“Can you guide me to the office?”

Example Dialogue

Student: “Could you please give me the assignment details?”

Teacher: “Yes, I will send them by email today.”

3.4 Answering General Questions

General questions are common in everyday interactions.

Example Questions

“Where is the nearest ATM?”

“What time does the class begin?”

“Is the office open on Saturday?”

“How much is the ticket?”

Guidelines for Answering

Give clear, short answers.

Provide additional helpful information.

Maintain a polite tone.

Example

Traveller: “What time does the bus leave?”

Attendant: “The bus leaves at 6 p.m., and the next one is at 7:15 p.m.”

3.5 Railway Enquiry

Railway enquiries require specific information: time, platform, coach, seat, availability.

Useful Phrases

"At what time does the train arrive?"

"From which platform does it leave?"

"Is there a sleeper seat available?"

"What is the fare to Chennai?"

Sample Dialogue

Passenger: "Could you tell me when the Madurai Express departs?"

Clerk: "It departs at 9:45 p.m. from platform number 4."

3.6 Looking for Accommodation

When searching for accommodation, it is essential to communicate with clarity and courtesy to ensure a smooth and successful process.

Clarity: Clearly state your requirements such as location, budget, type of accommodation (apartment, hostel, PG, etc.), number of rooms, facilities, and preferred move-in date. Providing specific details helps the landlord or agent understand your needs and reduces misunderstandings.

Courtesy: Approach landlords, agents, or hosts politely and respectfully. Use polite language when asking questions, requesting visits, or negotiating rent. Being courteous builds goodwill and increases the likelihood of a positive response.

Additional Tips:

- Listen carefully to the landlord's terms and ask questions if anything is unclear.
- Maintain a friendly tone in emails, calls, or face-to-face interactions.
- Confirm appointments or agreements promptly to show responsibility and reliability.

Useful Expressions

"Is any room available for rent?"

"May I know the monthly rent?"

"Are water and electricity included?"

"Can I see the room?"

"Is advance payment required?"

Sample Dialogue

Student: "Is there a single room available?"

Owner: "Yes, the rent is ₹5,000 per month, including water."

3.7 Asking About a Course

Students often enquire about courses in colleges, institutes, or training centres.

Common Questions

“What is the duration of the course?”

“What is the eligibility?”

“What is the fee?”

“Is there placement assistance?”

“When do classes begin?”

Example Dialogue

Student: “Could you give me the details of the Spoken English course?”

Receptionist: “It is a three-month course with weekend classes and placement support.”

3.8 Asking for and Giving Directions

Effective communication is essential when asking for or giving directions. Both clarity and precision help avoid confusion and ensure the listener reaches the destination easily.

1. Asking for Directions

Be polite: Use courteous language such as “Excuse me, could you please tell me how to get to…?”

Be specific: Clearly mention your destination and any landmarks you know.

Listen carefully: Pay attention to the details given, including street names, turns, or distances.

Confirm understanding: Repeat the directions in your own words to ensure you understood correctly.

2. Giving Directions

Accuracy: Provide correct and reliable information about the route, including street names, landmarks, and distances.

Clarity: Use simple, easy-to-follow language. Avoid vague terms like “somewhere near” or “you’ll see it eventually.”

Sequencing: Give directions in a logical, step-by-step order (e.g., turn left at the post office, then walk straight for two blocks).

Additional tips: Mention prominent landmarks, estimated time, and any important cautionary points (like busy crossings or construction areas).

Common Phrases for Asking

“How do I get to the bank?”

“Could you guide me to the bus stand?”

Common Phrases for Giving

“Go straight and take the first left.”

“The hospital is opposite the park.”

“It is next to the post office.”

“You will find it on your right.”

Example Dialogue

Visitor: “How do I reach the museum from here?”

Local: “Go straight for 200 meters, turn right, and the museum will be on your left.”

Practical Exercises

1. Prepare a dialogue between a student and a librarian about membership.

2. Ask three classmates for directions to different places.

3. Create a railway enquiry conversation.

4. Role-play: asking about a diploma course.

5. Write five polite requests using “could,” “would,” and “may.”

6. Conduct a mock scenario for looking for accommodation.

Check Your Progress

1. Define effective communication.

2. Write any four polite enquiry expressions.

3. What are the essential elements in railway enquiry?

4. Give two examples of polite requests.

5. Frame two questions for asking about a course.

6. List four expressions used for giving directions.

Let Us Sum Up

This unit emphasized the importance of effective communication in real-life situations. Making enquiries, requests, answering questions, seeking accommodation, asking about courses, and

giving directions are essential skills for students. Proper choice of words, tone, and clarity ensures smooth communication and builds confidence in daily interactions.

Glossary

Enquiry: A question asked to obtain information.

Request: A polite demand for help or action.

Accommodation: A place to stay or live.

Direction: A route to reach a destination.

Clarity: Clearness in expression.

Answers to Check Your Progress

1. Effective communication is the ability to convey messages clearly, accurately, and appropriately.

2. “Could you tell me…?”, “May I know…?”, “I would like to enquire about…”, “Would you mind giving me…?”

3. Train time, platform number, availability, fare, destination.

4. “Could you please help me?” “Would you mind sending me the details?”

5. “What is the duration?” “What is the fee structure?”

6. “Go straight…”, “Take the first left…”, “Opposite the…”, “Next to the…”

Suggested Reading

Leech & Svartvik – A Communicative Grammar of English

Murphy – English Grammar in Use

Crystal – How Language Works

Sethi & Dhamija – A Course in Spoken English

Oxford Guide to Practical Communication Skills

UNIT IV: CAREER SKILLS

Structure

Overview

Learning Objectives

4.1 Introduction to Career Skills

4.2 Applying for a Job

4.3 Cover Letters: Format & Features

4.4 Resume Writing & Effective Profiling

4.5 Interviews: Definition, Purpose & Types

4.6 Importance of Job Interviews

4.7 Factors Involved in Job Interviews

4.8 Characteristics of a Job Interview

4.9 Job Interview Process

4.10 Job Interview Techniques

4.11 Manners and Etiquettes During Interview

4.12 Sample Interview Questions

Practical Exercises

Check Your Progress

Let Us Sum Up

Glossary

Answers to Check Your Progress

Suggested Reading

Overview

Career skills are essential abilities that enable individuals to prepare for and succeed in the professional world. These skills include job application writing, resume preparation, cover letter drafting, interview readiness, group discussions, and professional behaviour.

This unit focuses on the practical components needed for job preparation. It explains how to write resumes, cover letters, apply for jobs, attend interviews, and behave professionally. Students will

also learn interview techniques and sample questions that help them face job interviews confidently.

Learning Objectives

After studying this unit, students will be able to:

- Understand the major career skills required for job readiness.
- Prepare effective job applications and cover letters.
- Draft professional resumes with correct format and content.
- Explain the purpose and types of interviews.
- Demonstrate appropriate etiquette and manners during interviews.
- Identify and apply techniques required for successful interviews.
- Participate in group discussions and interviews confidently.
- Answer frequently asked interview questions effectively.

4.1 Introduction to Career Skills

Career skills are the competencies and abilities needed to obtain, sustain, and advance in a professional career. Developing these skills helps individuals perform effectively, make informed decisions, and present themselves confidently in the workplace. Key career skills include:

1. Communication Skills

The ability to express ideas clearly and listen actively. This includes verbal communication, non-verbal communication, and interpersonal skills, all of which are essential for teamwork, collaboration, and client interactions.

2. Professional Writing

The skill of writing clear, concise, and appropriate documents for the workplace, such as emails, reports, memos, and proposals. Good professional writing reflects competence and attention to detail.

3. Critical Thinking

The ability to analyze information, evaluate options, and solve problems logically. Critical thinking helps in making informed decisions and handling complex tasks efficiently.

4. Decision-Making

The skill to assess situations, weigh alternatives, and choose the best course of action**. Effective decision-making is crucial in leadership, project management, and day-to-day professional responsibilities.

5. Interview Skills

The ability to present oneself effectively during job interviews, including answering questions confidently, demonstrating knowledge, and highlighting relevant experience and skills.

6. Presentation Skills

The capacity to communicate ideas clearly and engagingly to an audience, using verbal explanations, visual aids, and body language. Good presentation skills enhance persuasion and professional influence.

7. Confidence and Etiquette

Confidence involves self-assurance in abilities and actions, while etiquette refers to professional manners and behavior. Both are essential for making positive impressions, building professional relationships, and maintaining workplace harmony.

These skills enhance employability and help students succeed in competitive environments.

4.2 Applying for a Job

Applying for a job involves submitting documents such as:

Job Application Letter

Resume/CV

Cover Letter

Steps in Applying for a Job

1. Read the Job Advertisement Carefully

Thoroughly examine the job posting to understand the role, responsibilities, required qualifications, skills, and experience. Take note of any specific instructions for applying.

2. Understand the Eligibility Criteria

Check if you meet the educational, professional, and experience requirements. Ensure you fulfill the essential criteria before investing time in the application.

3. Prepare a Suitable Resume

Create a well-structured, concise, and tailored resume highlighting your qualifications, skills, achievements, and experience relevant to the job. Focus on clarity, accuracy, and professionalism.

4. Write a Professional Cover Letter

Compose a cover letter addressed to the employer, introducing yourself, explaining why you are suitable for the role, and expressing your interest. Keep it polite, concise, and targeted to the job.

5. Attach Supporting Documents if Required

Include any certificates, transcripts, letters of recommendation, or portfolios requested in the advertisement. Ensure all documents are organized and properly labeled.

6. Submit the Application Before the Deadline

Send your application on time using the specified method (online, email, or post). Late submissions are usually not considered, so plan ahead and double-check that everything is complete.

4.3 Cover Letters: Format & Features

A cover letter introduces the applicant to the employer.

Format

1. Sender's Address
2. Date
3. Recipient's Address
4. Subject
5. Salutation
6. Body of the Letter

- Introduction
- Qualifications
- Interest in the position
- Closing

7. Signature & Name

Features of a Good Cover Letter

A cover letter is a professional document that introduces you to the employer and complements your resume. A well-written cover letter increases your chances of being shortlisted for an interview. Key features include:

1. Clear and Concise

The cover letter should be easy to read and to the point. Avoid unnecessary details or long paragraphs. Employers prefer letters that quickly convey your suitability for the role.

2. Polite Tone

Maintain a respectful and professional tone throughout the letter. Use courteous language, such as "I would appreciate the opportunity…" or "Thank you for considering my application."

3. Relevant Information

Include only information that is directly related to the job. Mention your qualifications, experience, and skills that match the job requirements. Avoid unrelated personal details.

4. No Spelling or Grammar Errors

Proofread carefully to ensure the letter is error-free. Mistakes in spelling or grammar can create a negative impression and suggest carelessness.

5. Highlights Strengths

Use the cover letter to emphasize your key achievements, skills, and qualities that make you the best candidate. Focus on how your strengths align with the employer's needs.

4.4 Resume Writing & Effective Profiling

A resume is a brief summary of a person's education, skills, experience, and achievements.

Components of a Resume

Personal details

Career objective

Educational qualifications

* Skills

* Experience (if any)

* Achievements

* Projects

* Languages known

* References

Qualities of a Good Resume

* Neat layout

* Proper headings

* No lengthy paragraphs

* Bullet points for clarity

* Updated and accurate information

4.5 Interviews: Definition, Purpose & Types

An interview is a structured conversation between interviewer(s) and a candidate to assess suitability for a job.

Purpose

* To evaluate skills

* To assess personality

* To check communication abilities

* To understand interests and potential

Types of Interviews

Job interviews are conducted in various formats to assess a candidate's skills, knowledge, personality, and suitability for a role. Understanding the type of interview helps in preparing effectively.

1. Face-to-Face Interview

A traditional interview where the candidate and interviewer meet in person. It allows for direct interaction, assessment of body language, and immediate responses.

2. Telephonic Interview

An interview conducted over the phone. It is usually used for initial screening. Clear communication, confident tone, and concise answers are crucial.

3. Panel Interview

The candidate is interviewed by multiple interviewers at the same time. Each panel member may focus on different aspects such as technical skills, personality, or experience. Preparation should cover all possible areas.

4. Group Interview

Multiple candidates are interviewed together. The focus is on teamwork, leadership, problem-solving, and communication skills. Employers observe interaction, cooperation, and confidence in group settings.

5. Online/Video Interview

Conducted via video conferencing platforms like Zoom, Google Meet, or Microsoft Teams. Ensure a stable internet connection, professional appearance, and quiet environment. Body language and eye contact are still important.

6. HR Interview

Conducted by the Human Resources department, this interview assesses personality, cultural fit, attitude, and general suitability for the organization. Common questions may relate to strengths, weaknesses, goals, and work ethics.

7. Technical Interview

Focuses on job-specific skills and knowledge. The candidate may be asked technical questions, problem-solving tasks, or case studies to test their expertise in the field.

4.6 Importance of Job Interviews

Interviews enable employers to:

Objectives of a Job Interview

A job interview is conducted to assess a candidate's suitability for a role. The main objectives include:

1. Select the Best Candidate

The primary goal of an interview is to identify the candidate who best matches the job requirements in terms of skills, experience, qualifications, and potential.

2. Understand the Candidate's Personality

Interviews help employers evaluate the candidate's attitude, behavior, work style, and cultural fit within the organization. Personality traits like teamwork, adaptability, and leadership are observed.

3. Verify the Resume Information

Interviewers use the opportunity to confirm the accuracy of details provided in the resume, such as education, work experience, achievements, and skills. This ensures transparency and credibility.

4. Evaluate Communication and Problem-Solving Skills

Employers assess how effectively a candidate communicates ideas, responds to questions, and solves problems. This is crucial for determining the candidate's ability to handle workplace tasks and interact with colleagues and clients.

They help the candidate:

- Present strengths
- Learn about the company
- Make a professional impression

4.7 Factors Involved in Job Interviews

Tips for Effective Job Interview Preparation

Preparing well for an interview increases your chances of making a positive impression and performing confidently. Key preparation tips include:

1. Research on the Company

Gather information about the company's history, products/services, culture, and recent achievements. Understanding the organization demonstrates interest and helps you tailor your answers to align with its values.

2. Proper Grooming and Dress Code

Dress professionally and appropriately according to the industry. Grooming, neat attire, and a clean appearance create a positive first impression and show respect for the interviewer.

3. Confidence

Speak and behave with self-assurance. Confidence conveys competence and convinces the interviewer of your capability to handle responsibilities.

4. Positive Body Language

Maintain eye contact, a firm handshake, upright posture, and a friendly expression. Positive body language reinforces your verbal communication and portrays professionalism.

5. Punctuality

Arrive on time or a few minutes early. Being punctual shows reliability, respect for the interviewer's time, and good time management skills.

6. Knowledge of the Subject

Be well-prepared to answer questions related to your field, qualifications, and relevant skills. Demonstrating subject knowledge reflects competence and readiness for the role.

7. Good Communication

Communicate clearly, politely, and concisely. Listening actively, answering questions confidently, and expressing ideas logically improves your overall impression.

4.8 Characteristics of a Job Interview

- Formal and structured
- Goal-oriented
- Communication-based
- Evaluative
- Time-bound
- Professional setting

4.9 Job Interview Process

1. Receiving the call letter
2. Preparation for the interview
3. Arrival at the venue
4. Waiting in the reception
5. Entering the interview room
6. Facing the panel
7. Answering questions confidently

8. Closing the interview

9. Follow-up mail or message

4.10 Job Interview Techniques

- Be confident and well-prepared.
- Maintain eye contact.
- Listen carefully to each question.
- Give precise and relevant answers.
- Be honest about your skills.
- Ask appropriate questions when given a chance.
- Show enthusiasm for the role.

4.11 Manners and Etiquettes During Interview

Do's

- Greet the panel formally.
- Sit only when invited.
- Maintain good posture.
- Speak clearly.
- Keep your phone switched off.

Don'ts

- Do not argue.
- Do not interrupt the interviewer.
- Do not show nervous habits.
- Do not give one-word answers.

4.12 Sample Interview Questions

1. Tell me about yourself.

2. What are your strengths and weaknesses?

3. Why do you want to work in our company?

4. Where do you see yourself in five years?

5. Describe a challenge you faced and how you solved it.

6. What skills do you possess that suit this job?

7. Do you prefer working in a team or individually?

Practical Exercises

1. Prepare a resume for a job you wish to apply for.

2. Write a cover letter for a job advertisement.

3. Conduct mock interviews in pairs.

4. Practice answering common HR questions.

5. Participate in group discussion on a current issue.

Check Your Progress

1. What is a cover letter?

2. Name the main components of a resume.

3. List any three types of interviews.

4. What are two characteristics of a job interview?

5. Mention three interview etiquettes.

6. State two common interview questions.

Let Us Sum Up

This unit discussed essential career skills such as job applications, resume writing, cover letters, interview preparation, and professional behaviour. Understanding these skills helps students enter the professional world with confidence. Proper interview techniques and etiquettes improve the chances of successful employment.

Glossary

Resume: A document summarizing qualifications and experience.

Cover Letter: A letter sent along with a job application.

Interview: A formal meeting to evaluate a candidate.

Etiquette: Polite behaviour in professional settings.

Profile: A summary of personal and professional details.

Answers to Check Your Progress

1. A cover letter introduces the applicant and explains the purpose of applying for the job.

2. Personal details, educational qualifications, skills, experience, references.

3. Panel interview, telephonic interview, face-to-face interview.

4. Formal, evaluative, structured.

5. Greet politely, maintain posture, speak clearly.

6. “Tell me about yourself.” “What are your strengths?”

Suggested Reading

Lehman & Dufrene – Business Communication

Bovee & Thill – Business Communication Today

Sethi & Dhamija – A Course in Business Communication

Hurlock, Elizabeth – Personality Development

Interview and GD Training Manuals

UNIT V: PRESENTATION SKILLS

Structure

Overview

Learning Objectives

5.1 Introduction to Presentation Skills

5.2 Meaning and Purpose of Presentations

5.3 Preparing a Presentation

5.4 Organizing the Content

5.5 Delivery Techniques

5.6 Interviews and Presentation Skills

5.7 Public Speaking Skills

5.8 Preparing a Speech

5.9 Structuring a Speech

5.10 Special Occasion Speeches

5.11 Self-Introduction

Practical Exercises

Check Your Progress

Let Us Sum Up

Glossary

Answers to Check Your Progress

Suggested Reading

Overview

Presentation skills are essential for academic success, professional growth, and personal development. Whether students present a seminar, participate in an interview, give a speech, or address an audience, the ability to speak clearly, confidently, and effectively plays a key role.

This unit explains how to prepare and organize presentations, use verbal and non-verbal strategies, handle public speaking situations, and structure speeches. It also covers interviews, special occasion speeches, and self-introduction techniques.

Learning Objectives

By the end of this unit, learners will be able to:

- Define presentation skills and their importance.
- Prepare and organize effective presentations.
- Use delivery techniques for clear communication.
- Demonstrate confidence in public speaking.
- Prepare speeches for different purposes.
- Structure and deliver special occasion speeches.
- Present themselves confidently through self-introductions.

5.1 Introduction to Presentation Skills

A presentation is a structured form of communication delivered formally to an audience. It includes speech, visuals, gestures, and expression.

- Characteristics
- Organized content
- Clear purpose
- Audience awareness
- Use of visuals (slides/charts)
- Effective verbal and non-verbal communication

5.2 Meaning and Purpose of Presentations

Meaning

A presentation is a planned talk given to inform, persuade, motivate, or entertain an audience.

Purpose

- To inform (seminars, lectures)
- To persuade (marketing, proposals)
- To motivate (inspirational speeches)
- To entertain (stories, events)
- To explain (demonstrations)

5.3 Preparing a Presentation

Preparation is the foundation of a successful presentation.

Steps

1. Understand the topic.
2. Identify the purpose.
3. Know the audience (age, interest, knowledge).
4. Collect relevant materials.
5. Create an outline.

6. Design visual aids if needed.
7. Practice aloud.
8. Time the presentation.

5.4 Organizing the Content

A well-organized presentation has three main parts:

1. Introduction

- Greeting
- Attention-getter
- Purpose statement
- Overview of points

2. Body

- Main ideas in logical order
- Examples, data, explanations

Transitional phrases such as:

- "Next…"
- "Let us now discuss…"

3. Conclusion

- Summary
- Final message
- Thanking the audience

5.5 Delivery Techniques

Delivery determines how a message is received.

- Verbal Delivery
- Speak clearly.
- Use pauses effectively.
- Avoid filler words ("umm", "you know").
- Use correct pronunciation.

Non-Verbal Delivery

- Eye contact
- Facial expressions
- Posture
- Gestures
- Movement on stage

Voice Modulation

- Change in pitch, tone, volume
- Helps maintain audience interest

5.6 Interviews and Presentation Skills

Interviews require presentation skills because candidates must present themselves professionally.

Presentation Skills in Interviews

- Introduce yourself confidently
- Explain achievements clearly
- Use appropriate verbal and non-verbal language
- Organize answers logically
- Maintain positive attitude

5.7 Public Speaking Skills

Public speaking is a form of presentation addressed to a larger audience.

Key Elements

- Confidence
- Clear voice
- Structured speech
- Engaging opening
- Audience interaction
- Effective closing

Overcoming Stage Fear

- Practice frequently
- Use breathing techniques
- Visualize success
- Start with small audiences

5.8 Preparing a Speech

A speech must be:

- Purposeful
- Engaging
- Well-structured
- Tailored to the audience

Steps

1. Select a topic.

2. Research thoroughly.
3. Draft a script.
4. Edit for clarity.
5. Practice pronunciation.
6. Time the speech.

5.9 Structuring a Speech

Introduction

- Greetings
- Opening statement
- Topic introduction

Body

- 2–3 main points
- Clear explanations
- Examples and statistics

Conclusion

- Summary
- Final quote or message
- Thank the audience

5.10 Special Occasion Speeches

These speeches are used in ceremonies and social events.

Types

- Welcome speech
- Vote of thanks
- Introduction of guest
- Farewell speech
- Felicitation speech
- Festival or celebration speech

Guidelines

- Keep it short
- Maintain positive tone
- Be respectful
- Use appropriate language

5.11 Self-Introduction

Self-introduction is essential in interviews, classrooms, and public events.

Important Components

- Name
- Educational background
- Skills
- Interests
- Experience (if any)
- Strengths
- Future goals

Example

"Good morning. I am Meena, pursuing my final year B.A. I am interested in communication skills and team activities. I aim to build a career in corporate communication."

Practical Exercises

1. Prepare a 3-minute presentation on any topic.

2. Deliver a short speech on an event (e.g., Independence Day).

3. Record a 1-minute self-introduction.

4. Prepare a welcome speech for a college function.

5. Participate in a mock public speaking session.

Check Your Progress

1. What is a presentation?

2. Name the three parts of a presentation.

3. Write any two verbal delivery techniques.

4. What is the purpose of voice modulation?

5. Mention any two special occasion speeches.

6. List the components of a self-introduction.

Let Us Sum Up

Presentation skills are crucial for academic and professional success. They involve preparation, organization, delivery, and confidence. Public speaking, interviews, self-introductions, and special event speeches all rely on strong presentation skills. With practice and proper strategies, students can become effective communicators.

Glossary

Modulation: Variation in voice.

Gesture: Movement of hands/body to express ideas.

Presentation: Structured communication to an audience.

Audience: Listeners of a presentation.

Public Speaking: Addressing a large group formally.

Check Your Progress

1. A presentation is a structured communication delivered to an audience.

2. Introduction, body, conclusion.

3. Clear speech, correct pronunciation.

4. To maintain audience interest.

5. Welcome speech, vote of thanks.

6. Name, education, skills, achievements, goals.

Suggested Reading

Lucas, Stephen – The Art of Public Speaking

Dale Carnegie – The Quick and Easy Way to Effective Speaking

Bovee & Thill – Business Communication Today

Sethi & Dhamija – A Course in Business Communication

Oxford Handbook on Presentation Skills