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Question number 1

Strong verbal communication skills are important for everyone to master. They are extremely valuable in both your personal and professional life. When speaking clearly, confidently, and with poise, you are much more likely to command the respect of others and build rapport. This is particularly important in business interactions.

The following 7 tips will help you improve your verbal communication skills so that you can better connect with your audience, earn respect, and build the relationships necessary for successful business interactions:

1: Think before you speak:

By organizing your thoughts in advance, you can eliminate many of the awkward pauses that occur when speaking. It will also help you relay your information more concisely. While writing down your thoughts is not always possible in impromptu discussions, it is still effective to take a minute to organize your thoughts in your mind before you begin to speak.

2: Be clear and concise:

The most effective way to get your point across is to make it in a clear and concise manner. Avoid using complex, convoluted sentences, and try to state your argument in direct language. Before speaking, ask yourself, "What is the clearest way I can make my point?"

3: Speak with confidence:

Speaking in a confident manner will help you build trust and command the respect of your audience. There are several factors which can impact your ability to speak confidently, including your command of the subject matter, your word choice, the tone of your voice, your body language, and your ability to make direct eye contact with your audience.

4: Vary your vocal tone:

Speaking in a monotone voice is a surefire way to bore your audience. Instead, use voice inflection to add emphasis to important points, and vary the pitch of your voice to express emotion. This will help keep your audience engaged in your message.

5: Be a good listener:

Being a good listener is as important as being a good speaker, and it will improve the quality of your verbal interactions. It shows the people you are speaking with that you genuinely

care about their ideas, and it helps ensure you understand their needs. This will enable you to build trust and rapport much quicker.

6: Be aware of your non-verbal communication cues:

Your body language significantly impacts the way others interpret what you say. Pay attention to the gestures you make, your facial expressions, and your body language to ensure they align with the message you are trying to get across.

7: Think about the perspective of your audience

Just because you have a strong command of a topic doesn't mean the people you are speaking to have the same knowledge as you. Try to think about how someone else will understand what you are trying to communicate, particularly if they lack the technical knowledge about a subject that you possess.

Question number 2

Non-verbal communication is the form of communication which is as old as Mesolithic and clearly involves complex human psychology behind the simple visual aesthetic.

Nonverbal Communication

The term nonverbal communication was introduced in 1956 by psychiatrist Jurgen Ruesch and author Weldon Kees in the book "Nonverbal Communication: Notes on the Visual Perception of Human Relations."

Definition: Those aspects of communication, such as gestures and facial expressions, that do not involve verbal communication but which may include nonverbal aspects of speech itself (accent, tone of voice, speed of speaking, etc).

"The most important part of communication is hearing what isn't said." – Peter Drucker

Although verbal communication is important, spoken words make up only a small part of communication. The majority of communication is nonverbal. In fact, some research has shown that up to 93% of communication is nonverbal! The amount of communication that is nonverbal shows why it is so important to pay close attention to people's actions as well as their words.

So how do people communicate non-verbally? Nonverbal communication is made up primarily of facial expressions and body language. Understanding these nonverbal cues helps to fully understand what the speaker is saying. Mastering nonverbal communication will enable you to be a better communicator as you get a better understanding of the nonverbal cues you and the people you communicate with are sending. If you don't understand nonverbal communication,

you will miss out on part of the message. Nonverbal cues can tell you how people feel, if they are telling the truth, and whether or not they are paying attention.

So what are nonverbal cues and how can you identify them? Here is a list of common nonverbal cues that can tell you a lot about what a person is saying:

Eye contact

Pace or speed of speech

Crossed arms or legs

Posture or body position

Facial Expressions

Now that you know some nonverbal cues to watch for, you can start looking at what they might mean. When reading nonverbal communication, pay attention to differences between what the people are saying and what they are doing. It is also important that you are aware of your own nonverbal cues. When your words don't match up with your facial expressions, body language, and posture, people will notice. While they might not actually think, "This person's nonverbal communication doesn't match their words," they will experience feelings of mistrust, uncertainty, and confusion when talking to you.

Types of nonverbal communication

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

- 1) **Facial expressions:** The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.
- 2) **Body movement and posture:** Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.
- 3) **Gestures:** Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the OK sign made with the hand, for example, conveys a positive message in English-speaking countries, it's consider offensive in countries such as Germany, Russia, and Brazil. So, it's important to be careful of how you use gestures to avoid misinterpretation.
- 4) **Eye contact:** Since the visual sense is dominant for most people, eye contact is an

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

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

6) **Space:** Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

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

8) **Clothing:** Clothing is a means of communicating nonverbally that relies upon materials other than one's body. Further, it is a form of nonverbal communication that everyone engages in unless living on a nudist colony. The types of clothing an individual wears convey nonverbal clues about his or her personality, background, and financial status. Even if an individual does not put much thought into his attire, what he wears still communicates something to others, even unintentionally. An example of how people are aware that their clothing serves to communicate is the notion of proper dress. You would dress differently to go to a wedding than a job interview than camping.

Consequences

Nonverbal communication can have serious consequences, even if the public understands the message they are receiving is being conveyed unintentionally. For example, individuals tend to trust and support taller people. Obviously, an individual has no control over his height but, nevertheless, others perceive height to communicate certain character traits. In American elections, the taller candidate usually wins. In the 2004 presidential debates, George W. Bush (the shorter candidate) insisted that his podium be altered so that he appeared to be the same height as John Kerry. The point is that everything about ourselves, whether under our control or not, communicates information to an audience.

Plan out what you will say to make your writing more direct and effective. Use words sparingly and keep sentences short and to the point. Avoid jargon and “fancy” words. Strive for clarity instead.

Overworked managers with little time might think that improving their writing is a tedious or even frivolous exercise. But knowing how to fashion an interesting and intelligent sentence is essential to communicating effectively, winning business, and setting yourself apart.

“You can have all the great ideas in the world and if you can’t communicate, nobody will hear them.” Luckily, everyone has the capacity to improve, says Bryan Garner, author of *The HBR Guide to Better Business Writing*. Effective writing “is not a gift that you’re born with,” he says. “It’s a skill that you cultivate.” Here’s how to write simply, clearly, and precisely.

Think before you write:

Before you put pen to paper or hands to keyboard, consider what you want to say. “The mistake that many people make is they start writing prematurely,” says Garner. “They work out the thoughts as they’re writing, which makes their writing less structured, meandering, and repetitive.” Ask yourself: What should my audience know or think after reading this email, proposal, or report? If the answer isn’t immediately clear, you’re moving too quickly. “Step back and spend more time collecting your thoughts,” Blackburn advises.

Be direct:

Make your point right up front. Many people find that the writing style and structure they developed in school doesn’t work as well in the business world. “One of the great diseases of business writing is postponing the message to the middle part of the writing,” says Garner. By succinctly presenting your main idea first, you save your reader time and sharpen your argument before diving into the bulk of your writing.

Read what you write:

Put yourself in your reader’s shoes. Is your point clear and well structured? Are the sentences straightforward and concise? Blackburn suggests reading passages out loud. “That’s where those flaws reveal themselves: the gaps in your arguments, the clunky sentence, the section that’s two paragraphs too long,” she says. And don’t be afraid to ask a colleague or friend – or better yet, several colleagues and friends – to edit your work. Welcome their feedback; don’t resent it. “Editing is an act of friendship,” says Garner. “It is not an act of aggression.”

Practice every day

“Writing is a skill” says Blackburn, “and skills improve with practice.” Garner suggests reading well-written material every day, and being attentive to word choice, sentence structure, and flow. “Start paying attention to the style of *The Wall Street Journal*,” he says. Invest in a

guide to style and grammar for reference — Garner recommends Fowler’s Modern English Usage. Most importantly, build time into your schedule for editing and revising. “Writing and reworking your own writing is where the change happens, and it’s not quick,” says Blackburn.

Here are a few ways to make your messages stand out from the pack.

1: Know your audience. ...

2: Know your message. ...

3: Think like a reporter. ...

4: Banish buzzwords and clichés. ...

5: Junk the jargon. ...

6: Keep it tight. ...

7: Make it plain and simple. ...

8: Leave the symbols and abbreviations on your phone.

Question number 4

Advices come and go, but there are a few strategies that remain, and these are the ones proven successful when addressing a group of people.

Practice makes perfect. ...

Practice with an audience. ...

Hook your audience's attention. ...

Your body language is key. ...

Don't get stuck, move around. ...

Set your goal.

1: Practice makes perfect.

Practice your speech a few weeks ahead of the big day. Use this time to master each word that comes out of your mouth. Record yourself and see how fast or slow you are speaking, watch your body language and how you are using your hands to address the audience.

Know every word of your speech but give it personality, make it your own, make it unique.

As you're practicing see how different your speech would be if you change your tone of voice in certain parts. Know the subject of your speech well, confidence is crucial when addressing an audience and it will show on stage how confident you are.

2: Practice with an audience.

You've practiced your speech by yourself for some time now, but what about in front of an audience? One of the best ways to practice your speech is to practice it under conditions that will resemble the day of your speech. Practice in front of a small group of people, to build your confidence that way when you hit the stage you won't get flustered by the amount of people you'll see.

3: Hook your audience's attention.

It's no secret that capturing your audience's attention early on is one of the fundamental points in public speaking. You should deliver your big idea or proposition during the first few minutes of your speech. This will be your "hook." As soon as you start speaking you should start stating all of the points of your speech. This way you will obtain and hold your audience's attention quickly.

4: Your body language is key.

You are the first thing that the audience will see and how you present yourself plays a crucial part on how the audience will receive the information you're about to present. Stand up straight when entering the stage and speaking to your audience, it will show your authority and confidence. If you walk into the stage slouching and not standing straight the audience will possibly get bored really quickly because you are.

5: Don't get stuck, move around.

Use the stage to your advantage, walk, run, jump or skip by doing this you will keep your audience eyes on you and keep them engaged continuously by moving around. If you've seen a Kevin Hart comedy show, you'll see that he doesn't stop moving and uses his body to emphasize what he's telling the audience. Standing behind the podium or the microphone during your whole speech and not moving will turn your captive audience into a sleepy audience.

6. Set your goal.

Another way to grab your audience's attention early on is to mention all of your talking points for the speech. By stating the order of your talking points, you will provide an overview of what the presentation will be like and what it will cover. You will tell the audience what your goals for that day, and during your speech you will dive in depth into each talking point and finalize by summarizing each of them.

7: Get to know your audience.

Know exactly the type of audience that will be attending your speech. You can use this information to tailor your speech around the type of people that will be attending. Knowing more about your audience will help reduce stress levels regarding your speech. Furthermore, it will make you feel as you're not standing in front of strangers, but a group of people that share the same interests.

8: Begin with an interesting question or story.

Start your speech with a question, story or puzzle. It will help take the audience's focus off you and into what you're asking them to place their attention on. The theory behind this is that it will get the audience thinking of another thing than using those first moments of your speech to judge you. It's a way to start your speech with ease and find a common ground with the audience.

9: Find others going through your same issues.

You're not the only one going through stage fright, you can be sure about that. Find a group of people who are going through your same issues you are and see how they overcome it or how they are working through them. A support team is always a beneficial tool to have in your armory of public speaking.

10: Get feedback.

There's nothing wrong with receiving feedback, either if it is positive or negative feedback. Listening to what your audience says is one of the most important parts of being a successful public speaker. Your audience may point out things that you do while speaking that you may have not noticed before. Take every feedback as constructive criticism and apply it to your future speeches.

Question number 5

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Personal statement

Avoid cliches

Use active voice

Using strong verb

Point an image

Keep the story in introduction

Management skills

And a passion for helping people of all abilities

active thier potential

Education:

Matric from mines labour school makerwal District Mainawali

Intermediate from superior college Sargodha

BEE from Iqra national University Peshawar

Employment:

September 2017 September 2018

computer company Peshawar kpk

Extra skills:

Computer skills

Communication skills

Technical skills