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Q1. In many interpersonal encounters, the first few minutes are extremely important. How do you maintain the success of verbal communication for further interaction?

In many interpersonal encounters, the first few minutes are extremely important. First impressions have a significant impact on the success of further and future communication. When you first meet someone, you form an instant impression of them, based on how they look, sound and behave, as well as anything you may have heard about them from other people. This first impression guides your future communications, at least to some extent.For example, when you meet someone and hear them speak, you form a judgement about their background, and likely level of ability and understanding.

VERBAL COMMUNICATION:

Verbal communication is the use of sounds and words to express yourself, especially in contrast to using gestures or mannerisms.

ELEMENTS FOR MAINTAINING EFFECTIVE VERBAL COMMUNICATION:

How can we organize our thoughts about these verbal communication skills? It can help to break them down to their basic elements as we’ve done below.

Voice Tone:

Voice tone is so basic that it can come into play even when you’re not uttering words, per se. Even when you simply make a sigh or laugh, your voice tone modifies how it is likely to be interpreted. When you do use words, the tone in which you say them can make all the difference.

Voice Speed:

Speaking fast can convey an excited or agitated feel. Speaking slower can convey a steady, reliable feel. Speaking very slow can let someone know that you’re either bored or tired. If you’ve ever experienced someone speaking at a speed that is incongruent with the content of what they’re saying, you know how this can stand out.

Voice Volume:

Volume can range from a whisper to a scream and everything in between. A very quiet voice can represent that you are sharing something you don’t want overheard, that you are being mischievous or that you are depressed. A very loud voice can express great joy or terror. A humorous demonstration of the importance of using appropriate voice volume can be found in the skit below, in which Will Ferrell plays Jacob Silj, a man who was born with “voice immodulation,” a disorder that leaves him unable to modulate the volume of his voice.

Language:

According to Wikipedia’s page on Language, there are an estimated 6000-7000 languages spoken in the world. How many of these do you know fluently or at least in part? The more languages in which you have some level of competency, the more ways you can phrase things and the more diverse the audience to which you can connect. Depending on your position in the world and what you use communication for, you might want to put in the effort to learn a new language or two. But it can also be helpful just to know some of the key phrases in some of the most commonly spoken languages around the world.

Vocabulary:

Notice that it is only after focusing on some of the modifying verbal communication skills and contexts that we even arrive at a discussion of the actual words themselves. But make no mistake. The particular words you use do matter a great deal. As a verbal communicator, your words are your toolbox, your palette, your set of ingredients. The more broad and diverse your vocabulary, the more effective you can be in expressing yourself to others.

Q2. Which form of communication is as old as the Mesolithic and complex human psychology involves in it? Define the form of communication and explain that how does the types of this form of communication change the society and individual?

COMMUNICATION:

Communication '"to share" is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules. The main steps inherent to all communication are: The formation of communicative motivation or reason. Message composition. Message encoding.

NON-VERBAL COMMUNICATION:

Non-verbal communication is as old as mesolithic.

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

TYPES OF NON-VERBAL COMMUNICATION:

There are several types of nonverbal communications you should be aware of, including:

**Body language**: Body language is the way someone situates their body naturally depending on the situation, the environment and how they are feeling. For example, someone might cross their arms if they are feeling angry or nervous.

**Gestures**: While gestures vary widely across communities, they are generally used both intentionally and unintentionally to convey information to others. Someone in the United States might display a “thumbs up” to communicate confirmation or that they feel positively about something, for example.

**Facial expressions:** One of the most common forms of nonverbal communication is facial expressions. Using the eyebrows, mouth, eyes and facial muscles to convey can be very effective when communicating both emotion and information.

**Touch:** Some people also use touch as a form of communication. Most commonly, it is used to communicate support or comfort. This form of communication should be used sparingly and only when you know how the receiving party feels about touch. It should never be used to convey anger, frustration or any other negative emotions in the workplace.

EFFECT OF NON-VERBAL COMMUNICATION ON INDIVIDUALS:

Nonverbal communication plays a significant role in our lives, as it can improve a person’s ability to relate, engage, and establish meaningful interactions in everyday life. A better understanding of this type of communication may lead people to develop stronger relationships with others. Often referred to as body language, nonverbal communication can take many forms and may be interpreted in multiple ways by different people, especially across cultures. Even a lack of such nonverbal cues can be meaningful and, in itself, a form of nonverbal communication. Each movement and combination of movements of the body—such as shifts in posture, direction of the eyes, gestures of the limbs, and expressions on the face—provide signals to others. These cues may be subtle or obvious, and they can be contradictory: A person might say one thing while body language conveys an entirely different message. This might be especially true when a person is not telling the truth. Because nonverbal communication is often instinctive and typically not easy to fake, it is generally more indicative of a person’s true feelings.

EFFECT OF NON-VERBAL COMMUNICATION ON SOCIETY:

There are different views from society of males and females. Males are portrayed as aggressive, controlling, and having a take-charge attitude. Women are seen as sensitive, emotional, and passive. There is a difference how males and females communicate verbally and nonverbally. Women are more expressive when they use non-verbal communication, they tend to smile more than men and use their hands more. Men are less likely to make eye contact than women are. Men also come off as more relaxed, while women seem tenser. Men are more comfortable with close proximity to females, but women are more comfortable with close proximity with other females. In terms of interpreting non-verbal signals, women are better than men are.

Q3. People all the times write proposals to clients, memos to senior executives and constant flow of emails to colleagues. How can you ensure that your Business Writing is as clear and effective as possible? How do you make your Business communications stand out?

BUSSINESS COMMUNICATION:

Business communication is used to promote a product, service, or organization; relay information within a business; or deal with legal and similar issues. It encompasses a variety of topics including: consumer behavior, advertising, public relations, corporate communication, research and measurement, reputation management, and event management. Business communication may also refer to internal communication: a communications director will typically manage internal communication and craft messages sent to employees. It is vital that internal communications are managed properly because a poorly crafted message could foster distrust or hostility among employees.

General Principles of Effective Business Communication:

**1. Clarity:**

The communication process, in order to serve the purpose, must ensure clarity of communication. A business communication possesses clarity when it is expressed in a language and transmitted in a way that will be comprehended by the receiver. The basic objective of communication is to bring two minds together, and this can be possible only when what the sender means is understood by the receiver in the same way. So, the communication should be clear and simple in easy understandable language.

**2. Adequacy:**

The goal in communication is to ensure an optimum flow of information. It should be enough to cover the field. The process of communication must ensure that all those of messages that are needed by the various individuals in the organisation in connection with the effective discharge of their official duties must flow up to them and, further, that this flow in respect of different types of messages must be adequate.

**3. Attention:**

The message, when received, should be properly understood in its meaning and content with full attention. In spite of clarity of expression, the well-composed message may appear to be very difficult and, as such, may not be understood because of our half-hearted attention. So, the receiver’s full attention and concentration over the message listening or reading should be considered to be very essential for proper understanding of the message communicated. If the message receives due recognition and understanding at the hands of the recipients, the communicator will feel much encouraged in his efforts.

**4. Timing:**

The utility of any message to the receiver is markedly affected by its timeliness. The process of communication should, therefore, not only ensure that the message reaches the receiver but also that it reaches to him/her when he/she requires it. It is possible that a person may require some time to compile an information having diversified and complex contents. A suitable time span should be allowed for the purpose of considering urgency and time requirement of the information.

**5. Integrity:**

This principle demands that the business communication should support the organisational structure and objectives. A communication is a means and a tool for securing and maintaining co-operation between the superiors and subordinates needed to meet the enterprise objectives. For this purpose, particular attention should also be paid to the position of the subordinate managers who are the centres of communication. They should have support and encouragement to use their positions and status. Top managers often forget this and communicate messages by passing these subordinate managers in an effort to contact directly the employees for whom the communication is meant. This procedure cannot be to the liking of the subordinate managers who occupy important positions with definite status. Therefore, a communication from top to bottom should pass through every stage of line authority.

**6. Strategic Use of Informal Organisation:**

Informal organisation originates from the need for transmitting information. It continues with or without the approval of the managers and may have constructive or destructive ends. So, it should be the duty of a manager to use it constructively as a means of communication. When informal organisation grows spontaneously, it is not advisable to subdue or stamp it out. It should not also be ignored, but should be utilised to transmit and receive communications to supplement those of formal organisation. This will ensure proper co-ordination and enterprising efforts. Moreover, the message that flows formally between the superior and the subordinate may appear to be inadequate and unreliable in handling them expeditiously with proper understanding. In such a situation, strategic use of informal organisation is conductive to the communication process.

**7. Balance between Adaptability and Uniformity:**

The smooth working of an organisation depends in part upon uniformity. Yet adaptability should be resorted to when different situations and individuals are involved. Orders and reports may be communicated through the systems that provide opportunity for adaptation to specific situations.

**8. Interest and Acceptance:**

The purpose of a business communication is to secure a positive response. The person communicated to should be interested in the message and accept it. Downward communication is more effective if morale is good, and upward communication gets through when the superior is a good listener. While applying the principles of communication, it should be remembered that they can seldom be enforced. So, voluntary acceptance of these principles by all members of the organisation is to be tried.

**9. Courtesy:**

Courtesy should be maintained at all costs in any communication. In business communication, especially, courtesy is a sign of a good organisation. Use of polite language, apology for a mistake, thanking for a favour, answering a letter without delay, etc. are some of the examples of courtesy in business communication.

**10. Conciseness:**

Business communication, to be effective, should be concise. Only necessary facts are to be stated avoiding repetitions.

**11. Channel:**

Use of direct and shortest channel saves the subject-matter of the communication from distortion. Care should be taken in this regard.

**12. Feedback:**

A communication is complete when feedback is received from the recipient. The ultimate objective of communication is fulfilled through this principle.

**13. Two-way Communication:**

One-way communication is not desirable. It cannot fulfill the purpose of business communication. Both the sender and the receiver should communicate with each other. It helps the feedback process.

Q4. Public speaking, some people love it, some are terrified by it. There are so many articles regarding how to prepare yourself for speaking engagements that it’s overwhelming. But what strategies and techniques do you think are proven to be successful when addressing to a group of people?

PUBLIC SPEAKING:

Basically, it's a presentation that's given live before an audience. Public speeches can cover a wide variety of different topics. The goal of the speech may be to educate, entertain, or influence the listeners. Often, visual aids in the form of an electronic slideshow are used to supplement the speech and make it more interesting to the listeners. The truth is that public speaking is a skill. It can be learned. While some people may have more natural speaking ability than others, or a more pleasing voice, or are more charismatic—anyone who can speak can learn to be a better public speaker than they are right now. It just takes some know-how and some effort.

STRATEGIES FOR EFFECTIVE PUBLIC SPEAKING:

To help you become better at public speaking, we'll take a look at these four areas:

Writing the speech

Overcoming a fear of speaking

Practicing the speech

Giving the speech

We'll start with writing the speech.

1. Write an Effective Speech

The first thing you'll want to do is work on writing a well-organized, engaging speech. Because even if you've got a great speaking voice or a great deal of charisma, you won't give a good speech if your material isn't any good.

2. Overcome the Fear of Speaking

Fear of public speaking is very real and can hold you back if you let it. If you don't feel confident when giving your speech, your listeners may pick up on that, making your presentation less effective. Fortunately, there are some techniques that'll help most people manage their fear of public speaking and become more confident.

3. Practice the Speech

Even if you're not afraid of public speaking, practicing your speech is still an important step to having an effective speech. If you're in a rush, you may be tempted to skip practicing your speech to save time. While skipping practice may seem like a good idea, it's really not. By practicing your speech not only do you improve your public speaking skills, but you also increase your familiarity with the presentation—making it more likely that your speech will go smoothly.

4. Give the Speech

Now that you've written a good speech, feel more confident about public speaking, and have practiced—you're ready to actually give the speech. There are some tips and tricks you can use on the day of your speech to make it go more smoothly, though. Remember, you're giving a presentation before a live audience at a specific place and time. So, you've got some concerns about the speaking venue that those who give online presentations don't have to worry about. Some common concerns for public speakers include:

Will the audience be able the hear me?

Does the venue have the equipment I need?

Are there enough seats for all of my listeners?

5.Body Language

Simply put, body language is your body's way of communicating without using words. It's the combination of facial expressions, gestures, and movements that convey what's going on in your mind. Practice strong, confident body language to fuel your presentation:

Stand up straight. If you're physically capable of standing up straight, then make sure you stand tall and straight during your presentation.

Assume the [power] position. If you're feeling stressed before your presentation, take a moment to stand in a powerful position. Doing this for just a few minutes will raise your testosterone and increase your self-confidence while reducing stress, anxiety, and cortisol.1﻿ One of the most popular power poses is the "superhero" pose: Put your hands on your hips, keep your chin up, and your chest out.

Be facially expressive. Your facial expressions should match the message you are delivering. If you're giving an upbeat speech, try to have a relaxed and joyful look on your face.

Plant your feet. Shifting your weight from side to side can lull your audience into a semi-hypnotic state (also known as sleep). Stand tall and firm.

6.Use Non-Verbals

Non-verbal communication includes elements such as facial expression, voice, eye contact, gestures, posture and movement. The key is for your non-verbals to match the message you are conveying or it will confuse the audience and distract from your message. So if you want to convey a message with confidence, stand up straight with your shoulders back and your weight evenly distribute on both feet, smile, make eye contact with the audience and speak in a loud, clear voice.

 7.Be Confident

If you are nervous about public speaking, join the club – Toastmasters, that is. Toastmasters International is an organization which helps thousands of people in clubs around the world improve their public speaking skills through regular meetings of prepared and extemporaneous speeches. The practice and the feedback that you'll receive will help you overcome your fear.

Q5. Public Service Commission Lahore has advertised the vacancies for the Accountant. On the basis of the ad, decide which of your skills and experiences you should discuss to convince the Secretary that you are the person for the job. Create a resume.

