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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?

Ans: Verbal Communication: Oral communication is the most used form of communication done with words. Verbal communication is nothing but words that come out of our mouth to convey a message or idea via sound. The various modes of verbal communication are face-to-face discussions, presentations, intercom, messages delivered on phones, telephonic conversations, radio, transistor, skypeing or video chatting, speeches, interviews, etc. here are some tips to maintain success in verbal communication:

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. 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.

3. 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?”

4. 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.

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. 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.

7. 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.

Strong verbal skills will help to encourage essential discussion while playing a major role in bringing people together. Ask questions if you are wondering about a new concept in order to become more knowledgeable about that topic. Explain why you are confused about a certain policy to get the assistance required for a better understanding of that set of guidelines.

Express what you experienced in a certain situation so you can work through what you are feeling. Relaying this information will not only help yourself, but also those who you are speaking with by solving problems, making connections, and avoiding conflicts. Additionally, be prepared to serve as a good listener in return because lacking the ability to give the same level of attention that you expect from somebody else when you are speaking is not fair.

Effective verbal communication is an important skill to understand. Having the courage and ability to convey your thoughts in a respectable way will help enhance mutual understanding, trust, decision-making, and problem-solving between yourself and others, making the act of properly speaking and listening to an imperative influence on how we learn and think for ourselves.

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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?

Some of the oldest forms of human communication include talking or making sounds, drawing or painting, dancing, acting, and using symbols.

From sounds and symbols to written communication and language:

Making sounds such as grunting or guttural sounds at a low pitch or high pitch would indicate either social communication or be a warning sign. Body language was also used as communication at this time. Later written communication came about when humans realised the need to record their daily life activities. Further down the line this progressed to meeting the needs of bartering and exchanging of goods. The ancient Egyptians were amongst the first people to use symbols as a form of written communication which later developed into the alphabet system that we know today.

Language, symbols, songs, art and dance:

Cave drawings were murals that people painted onto the walls of caves and canyons to tell the story of their culture. They would tell stories of battles, hunts and culture.

Storytelling was used to tell stories, both fiction and nonfiction, before there were books. It was a way for families and communities to pass on information about their past.

Drums were one way to send signals to neighbouring tribes and groups. The sound of the drumming patterns would tell them of concerns and events they needed to know.

Smoke signals were another way to send messages to people who were not close enough to use words with. Can you imagine living without your telephone? We sure have come a long way!

Smoke signals:

It's almost impossible to say the exact date that smoke signals first began being used to communicate. What is known is that ancient civilisations used them to declare their territory and warn others of danger. Smoke signals are also synonymous with Native Americans who communicated more complicated messages. They're also still in use today, as the election of a new pope is signalled by white smoke.

Carrier Pigeons:

Using Carrier Pigeons is another of the oldest methods of getting a message from one point to another. The Romans were amongst the early adopters, using them to keep their military informed. The method works as pigeons have natural homing capabilities which

can be enhanced with training. The idea of training the birds is widely attributed to the Persians.

Flag Semaphore:

Although mechanical semaphores were developed earlier, flag semaphores came into being around 1790. The sender uses two flags to communicate messages over long distances. The position of the flags while in rest position corresponds to a letter or number, allowing the recipient to spell out the message from their end. The flags are not compulsory; they make the signal positions easier to see from afar.

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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?

Business writing doesn't have to be boring. In fact, it can be a great test of your writing skills and how well you can share your ideas. As you look to hone your business writing skills, here are the top 10 skills you should practice:

1. Defining Your Purpose

Don't just sit down and start writing right away. Instead, you need to think about what you're writing, and why. What is your purpose for composing this document? By defining your purpose, you'll have a better understanding of what to write and how to write it.

2. Clear and Concise Language

One of the biggest differences between business writing and other types of writing is that it needs to be concise. You don't want to use fluff to take up more space. As a good rule of thumb, don't use three words when you can say something in one. Less is definitely more when it comes to business writing skills, but you need to make sure that your ideas are clear to your reader, too.

3. Writing for Your Audience

Keep your reader in mind as you write. Think about what they know already, especially as you determine the terminology to use. If you're writing to a specific person or group of people, look for ways to personalize the document by considering their interests.

4. Conversational Tone

When writing for business, people typically choose a more professional tone. Depending on the document you're writing, however, a conversational tone may be preferred. Especially when you're communicating with consumers, your writing should feel like a person wrote it, not a robot. Using a conversational tone helps your readers engage with what they're reading and connect with you.

5. Organization

It's important to think about the organization of your paper. How will you determine the order of your ideas? Remember that with business writing you should give the most important information first. Since most people will read the first paragraph before deciding whether or not to read the rest of the document, place your most important points in at the beginning.

6. Word Choice

As an expert in your field, it's easy to throw in jargon and buzzwords without even thinking about it. Before you do this, think about your audience. What words will your audience know? Try to use simple words that everyone reading your work will understand.

7. Active Voice

Using active voice strengthens your credibility and adds power to your ideas. The opposite of active voice is passive voice. It tends to use more words to say the same thing, weakening your statements. For example:

Passive voice: If you have any questions or concerns, we can be reached at xxx-xxx-xxxx.

Active voice: If you have any questions or concerns, call me at xxx-xxx-xxxx.

Passive voice: The report will be reviewed by the manager for errors and steps will be taken to correct any issues right away.

Active voice: The manager will review the report for errors and take the steps to correct any issues right away.

Although you may use passive voice at times, try to use it sparingly. Focus on using active voice to improve your business writing skills.

8. Facts Over Opinion

To build your credibility in your industry, try to refrain from infusing your opinion into your writing. Stick to the facts with statistics, data, and benefits of your products or services.

Also, watch out for hyperbole. Readers have a difficult time trusting you when you use hyperbole to get a point across. So, stick to the facts while still making your writing interesting and compelling to your readers.

9. Adapting for Different Platforms

There are many different platforms for your business writing, including web articles, blog posts, social media posts, and video scripts. If you're planning on writing for these different platforms, you need to learn the techniques and tricks needed for each one.

10. Grammar and Punctuation

And finally, never publish, print, post, or email any document until you've proofread it. Make sure that your writing is error-free before it gets in the hands of your customers, clients,

investors, and others. Bad grammar and punctuation errors will make a bad impression and reduce your credibility. If you struggle with grammar and punctuation, send your work to someone who can edit it for you.

Other skills to stand out Business communications:

1. Clear

When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.

To be clear, try to minimize the number of ideas in each sentence. Make sure that it's easy for your reader to understand your meaning. People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

Information and actions required, must be clear so the reader has the information they need to take action.

2. Concise

When you're concise in your communication, you stick to the point and keep it brief. Your audience doesn't want to read six sentences when you could communicate your message in three.

- Are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean."
- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?

3. Concrete

When your message is concrete, then your audience has a clear picture of what you're telling them. There are details (but not too many!) and vivid facts, and there's laser-like focus. Your message is solid.

4. Correct

When your communication is correct, it fits your audience. And correct communication is also error-free communication.

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything.
- Are all names and titles spelled correctly?

5. Coherent

When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

6. Complete

In a complete message, the audience has everything they need to be informed and, if applicable, take action.

- Does your message include a “call to action,” so that your audience clearly knows what you want them to do?
- Have you included all relevant information – contact names, dates, times, locations, and so on?

7. Courteous

Courteous communication is friendly, open, and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you're empathetic to their needs.

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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 (also called oratory or oration) is the process or act of performing a speech to a live audience. Public speaking is commonly understood as formal, face-to-face, speaking of a single person to a group of listeners.

Here Are My some Tips for Public Speaking:

1. NERVOUSNESS IS NORMAL. PRACTICE AND PREPARE!

All people feel some physiological reactions like pounding hearts and trembling hands. Do not associate these feelings with the sense that you will perform poorly or make a fool of yourself. Some nerves are good. The adrenaline rush that makes you sweat also makes you more alert and ready to give your best performance.

The best way to overcome anxiety is to prepare, prepare, and prepare some more. Take the time to go over your notes several times. Once you have become comfortable with the material, practice—a lot. Videotape yourself, or get a friend to critique your performance.

2. KNOW YOUR AUDIENCE. YOUR SPEECH IS ABOUT THEM, NOT YOU.

Before you begin to craft your message, consider who the message is intended for. Learn as much about your listeners as you can. This will help you determine your choice of words, level of information, organization pattern, and motivational statement.

3. ORGANIZE YOUR MATERIAL IN THE MOST EFFECTIVE MANNER TO ATTAIN YOUR PURPOSE.

Create the framework for your speech. Write down the topic, general purpose, specific purpose, central idea, and main points. Make sure to grab the audience's attention in the first 30 seconds.

4. WATCH FOR FEEDBACK AND ADAPT TO IT.

Keep the focus on the audience. Gauge their reactions, adjust your message, and stay flexible. Delivering a canned speech will guarantee that you lose the attention of or confuse even the most devoted listeners.

5. LET YOUR PERSONALITY COME THROUGH.

Be yourself, don't become a talking head—in any type of communication. You will establish better credibility if your personality shines through, and your audience will trust what you have to say if they can see you as a real person.

6. USE HUMOR, TELL STORIES, AND USE EFFECTIVE LANGUAGE.

Inject a funny anecdote in your presentation, and you will certainly grab your audience's attention. Audiences generally like a personal touch in a speech. A story can provide that.

7. DON'T READ UNLESS YOU HAVE TO. WORK FROM AN OUTLINE.

Reading from a script or slide fractures the interpersonal connection. By maintaining eye contact with the audience, you keep the focus on yourself and your message. A brief outline can serve to jog your memory and keep you on task.

8. USE YOUR VOICE AND HANDS EFFECTIVELY. OMIT NERVOUS GESTURES.

Nonverbal communication carries most of the message. Good delivery does not call attention to itself, but instead conveys the speaker's ideas clearly and without distraction.

9. GRAB ATTENTION AT THE BEGINNING, AND CLOSE WITH A DYNAMIC END.

Do you enjoy hearing a speech start with "Today I'm going to talk to you about X"? Most people don't. Instead, use a startling statistic, an interesting anecdote, or concise quotation. Conclude your speech with a summary and a strong statement that your audience is sure to remember.

10. USE AUDIOVISUAL AIDS WISELY.

Too many can break the direct connection to the audience, so use them sparingly. They should enhance or clarify your content, or capture and maintain your audience's attention.

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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.

Amanullah khan

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Objective: to obtain experience in the field of accounting technology that will allow me to use my technical, organizational and communication skills.

Educational experience:

Bachelor in accounting management. (Iqra national university Peshawar)

Technical skills: Microsoft office XP2013; word, excel, powerpoint, access, publisher and outlook, quickbook, selected computerized ledger application and various internet sites.

Relevant course work:

Accounting I,II,III and IV	applied accounting techniques
Cost accounting I and II	data processing for business carrier
Economics I and II	fundamental of management
Fudamental of marketing	keyboarding
Payroll spreadsheet application	record management /business calculations

Experience:

Office assistant (Iqra national university Peshawar) (2010-14)

- Maintained record of account received
- Process incoming and outgoing mails
- Verified invoices from clients
- Process check for accounts payable and expenses.

Accounting clerk :(oxford university) (2015-19)

- Process incoming and outgoing mails
- Performing book keeping duties including all areas of accounting
- Verified invoices from clients

Refrences: Available upon request

Honors/ award: Best accountant award from Oxford University in (2016-17-18-19)

Best account assistant award INU Peshawar (2013-14)
