# Question 1

Verbal Communication

Verbal communication is also called as oral communication that involves sending messages through spoken words. It is also called as interpersonal communication.

In many interpersonal encounters, it is really important to make success in verbal communication because of this we can proceed further so for obtaining such stage we should obey some rules and strategies that are mentioned below,

* **Plan what to say**

Before any interpersonal experience the verbal communication should be planned carefully. The purpose of encounter should be determined by preparing further notes and gather relevant material. Choose the language that is suitable for the communication.

* **Think of the receiver**

It is important to know whom you are speaking or talking to, their mental level, education, nature, knowledge, experience etc. It will help us a lot in communicating successfully.

* **Know the situation**

There may be different situations for speaking such as interview, inquiry, meeting, report etc. The situation maybe pleasant, controlled or unpleasant. We have to adopt the right way. Be friendly, informal or formal that totally depends upon the situation.

* **Open minded**

Present your ideas in an effective way but at the same time, consider the matter from the other person’s point of view. We should be open minded to hear what is right, but we should have our argument ready to make our point forceful.

* **Be prepared to listen**

In verbal communication it is really important to be a good listener. We should concentrate to the speaker opinions and what the speaker is about to say. Try to understand broadly what they are trying to say overall, as well as the detail of the words that they are using.

* **Avoid distraction**

For a successful communication it is important to have an environment of talking that should not include any background noises. We should change the place if it contains any background noises, and should talk somewhere else.

# Question 2

The oldest form of communication that is as old as Mesolithic period is the visual communication. In Mesolithic period people used visual ways such as signs, gestures and many more for communicating. It is also called as nonverbal way of communication.

Non-Verbal Communication

Nonverbal communication includes gestures, facial expression, tone of voice, body language and many more that does not include language. It refers the language of signals, eye contacts and facial expressions. It is the oldest form of communication that was used by people living in Mesolithic era.

Types

There are many types of non-verbal communication and their effects on the society are mentioned below.

1. **Facial Expression**

Facial expressions are the main type of nonverbal communication. Facial expressions give us the complete idea about the person. The look on a person's face is often the first thing we see, even before we hear what they have to say. Nonverbal communication and behavior can vary dramatically between cultures, the [facial expressions](https://www.verywellmind.com/understanding-emotions-through-facial-expressions-3024851) for happiness, sadness, anger, and fear are similar throughout the world. Back then people used to communicate through facial expressions.

1. **Gestures**

Gestures are the deliberate movements and signals that are an important way to communicate without words. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Other gestures are related to cultures. Mostly the gestures are used in courtrooms. In courtroom settings, lawyers have been known to utilize different nonverbal signals to attempt the rules. An attorney might glance at his watch to suggest that the opposing lawyer's argument is boring or mindless or might even roll his eyes.

These nonverbal signals are seen as being so powerful and influential that they are mostly used in daily life and we don’t even recognize it.

1. **Paralinguistic**

Paralinguistic refers to vocal communication that is completely separate from actual language. This includes different factors such as tone of voice, loudness, inflection, and pitch.

The tone of voice can play an important role in understanding the meaning of a sentence like a strong tone of voice conclude approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest. A bright, happy tone of voice will reveal that you are actually doing quite well. A somber, downcast tone would indicate that you are the opposite of fine.

1. **Body language**

Body language plays an important role in conveying the message. People can easily predict the message through actions. Movement and postures are really important. These nonverbal behaviors can indicate feelings and attitudes of a person. The research suggests that body language is far more subtle and less definitive than previously believed.

1. **Eye gaze**

The eyes play an important role in nonverbal communication and such things as looking, staring and blinking are important nonverbal behaviors. When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a [range of emotions](https://www.verywellmind.com/an-overview-of-the-types-of-emotions-4163976) including hostility, interest, and attraction.

People also utilize eye gaze as a means to determine if someone is being honest. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy. Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.

1. **Haptic**

Communicating through touch is another important nonverbal behavior. There are many researches on the importance of touch. Touch can be used to communicate affection, familiarity, sympathy, and other [emotions](https://www.verywellmind.com/what-are-emotions-2795178).

Researchers have found that high-status individuals tend to invade other people's personal space with greater frequency and intensity than lower-status individuals. Sex differences also play a role in how people utilize touch to communicate meaning. Woman touch represents care, respect and concern while that of men represents power, control over others.

1. **Appearance**

Appearance play an important role in nonverbal behavior. The choice of color, clothing, hairstyles, and other factors affecting appearance are also considered a means of nonverbal communication.

According to [color psychology](https://www.verywellmind.com/color-psychology-2795824) there are different colors that evoke different moods. Appearance can also alter physiological reactions, judgments, and interpretations.

We quickly make judgments about someone based on his or her appearance. These first impressions are important, which is why experts suggest that job seekers dress appropriately for interviews with potential employers.

1. **Artifacts**

Objects and images are also used to communicate nonverbally.

People often spend a great time [developing a particular image](https://www.verywellmind.com/what-is-self-concept-2795865) about the surrounding they live in with objects designed to convey information about the things that are important to them.

A soldier will wear his uniform, and a doctor will wear a white lab coat, these outfits tell people what a person does for a living.

1. **Proxemics**

It is defined as the personal space between the individual in different culture and situations. People often refer to their need for "personal space," which is also an important type of nonverbal communication. The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity.

1. **Symbolic**

Symbolic gestures are used intentionally and serve a clear communicative function. Every culture has their own set of gestures, some of which are unique only to a specific culture. Very similar gestures can have very different meanings across cultures. Symbolic gestures are usually used in the absence of speech, but can also accompany speech.

# Question 3

Business Writing

Business effects everyone, if you don’t end up in a business 0riented occupation, you certainly have to engage in as business as a client or customer. Skill in business writing is also a valuable asset for job seekers. Business in almost every field need skilled writers. Advertisements, applications, reports, contracts, memos, proposals and memos are composed, revised and published and read in thousands business across the nation.

Our world is increasingly dependent on a clear and effective communication of information. Sometime this communication take place from face to face interaction. There are many situations in which the written contract is preferable. Writing allow time to think through and present information in a clearest and most effective way.

A written message can be sent to a large number of people at once. It also carries more weight and it is taken more seriously than a spoken communication. For these reasons it is important to learn about the basic business writing skills.

The following are the main principles of business writing.

* **Clear purpose**

The well-known saying is time is money. It is really important for a business person because they need time and they can't afford their time to be wasted, so be sure our purpose is clear and whatever we write is worth reading.

* **Clarity and conciseness**

There is a time and place for creative figures of speech and poetic turns of phrase, but rarely is the business letter of that time and place. The priority of business writing is the effective communication of specific information. Avoid wasting words should be precise with the one you choose.

* **Awareness of audience**

Audience should know whatever you are writing. It makes a difference whether you are communicating with the customer service representative, a long-time coworker, or a potential new client. Beware of the phrases and expressions that could be mis understood or that can be offensive. We should know what our readers need or wants to hear and allow your knowledge to shape the writing.

* **Appropriate tone**

Tone is a very important aspect of writing that is the attitude of the writer towards his client or the subject. We should avoid sarcasm. Beware that a letter should sound colder and more severe than you may intend. Pay attention to not only what is said but how your words may interrupt. Do not be overly informal or familiar.

* **Attention to form**

Business letters, proposals, memos and many other types of business writing require particular formats. It helps the reader quickly identify the purpose of the document. Attention to details of the form is more important in business writing.

In many ways writing in a business setting is less demanding than the other kind of writing. There is a little pressure to be creative of partially original. For a good business writing, we should adopt the effective principles that are mentioned above and it all requires practice to be skillful.

# Question 4

Public speaking can be very lovable for some people while some people are afraid of it. Good public speaking skills are important in many ways, we might be asked to make a speech at a friend's wedding, give a beautiful speech for a loved one, or inspire a group of volunteers at a charity event and many more. So, for this purpose we should adopt some rules, skills or techniques to make our public speaking better.

* **Plan appropriately**

The first and very important strategy for public speaking is planning for your communication properly. For planning you can take the idea from the book, think about how important a book's first paragraph is, if it doesn't grab you, you're likely going to put it down. The same principle goes for your speech, from the beginning, you need to intrigue your audience. You can start with a story telling, as powerful opener or any of your personal experience.

Planning also helps you to think on your feet. This is especially important for unpredictable question and answer sessions or last-minute communications.

This should be kept in mind that not your all occasions are scheduled, sometime you need to stand by and you should do a precise and understanding speech with good gestures.

* **Practice**

It’s a famous saying, practice makes the man perfect. You cannot do a successful group speech until you never practiced how to talk in public. To get practice, seek opportunities to talk in front of a group of people. If you're going to be delivering a presentation or prepared speech, create it as early as possible. The earlier you put it together, the more time you'll have to practice.

Practice it plenty of times alone, using the resources you'll rely on at the event, and, as you practice, repeat your words until they flow smoothly and easily.

* **Engage with your audience**

When you speak, try to engage your audience. This makes you feel less isolated as a speaker and keeps everyone involved with your message. You can ask leading questions targeted to individuals or groups, and encourage people to participate and ask questions.

It is really important to pay attention to how you're speaking. If you're nervous, you might talk quickly. This increases the chances that you'll trip over your words, or say something you don't mean. Force yourself to slow down by breathing deeply. Don't be afraid to gather your thoughts, pauses are an important part of conversation, and they make you sound confident, natural, and authentic.

* **Pay attention to body language**

Body language is really important because it gives the idea to the audience about your inner state. If you're nervous, or if you don't believe in what you're saying, the audience can easily know. Pay attention to your body language, stand up straight, take deep breaths, look people in the eye, and smile. Don't lean on one leg and don’t use gestures that feel unnatural.

* **Think positively**

Positive thinking can make a huge difference to the success of your communication, because it helps you feel more confident.

Fear makes it all too easy to slip into a cycle of negative self-talk, especially right before you speak, while thoughts like "I'll never be good at this!" or "I'm going to fall flat on my face!" lower your confidence and increase the chances that you won't achieve what you're truly capable of.

Be confirmed about your thoughts and opinions that raise your confidence. This is especially important right before your group talking. Use positive affirmations such as "I'm grateful I have the opportunity to help my audience" or "I'm going to do well!" Such phrases provide a positive impact.

* **Cope with nerves**

When we have to speak in front of others, we can imagine terrible things happening. We imagine forgetting every point we want to make, passing out from our nervousness, or doing so horribly that we'll lose our job. But those things almost never come to pass! We build them up in our minds and end up more nervous than we need to be. We should focus on the things we say rather than imagining things.

Public speaking for some people can be their biggest fear. Public speaking can lead your "fight or flight" that leads to adrenaline flowing through your bloodstream, your heart rate increases, you sweat, and your breath becomes fast and shallow. By changing your mindset, you can use nervous energy to your advantage.

First, make an effort to stop thinking about yourself, your nervousness, and your fear. Instead of this focus on your audience. Remember that your message is more important than your fear. Use deep breathing exercises to cope with nervousness.

Think of your speech as a conversation that you're having with one person. Your audience can contain many people but focus on one friendly face at a time, so that it could be easy.

* **Public Opinion**

When you are talking in a group or in front of public, you should have the guts to face the public opinions about your thoughts weather its positive or negative. At the end of your speaking you should be open to take the public questions and opinions.

# Question 5

Resume for job

Mashal Naeem

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**Objective**: to build professional experience in accounting and finance industry.

**Educational Qualification**

|  |  |  |  |
| --- | --- | --- | --- |
| Degree | Institute | Percentage | Year |
| B.com | Peshawar university | 3.92cgpa | 2020 |
| Intermediate | Frontier college | 80% | 2015 |
| Matric | WMSC | 90% | 2012 |

**Skills;**

* Computer
* Fast learner
* Frequent English
* Strong in account concepts
* Punctual.

**Trainings**

* Completed training on Basic Accounting and Customer Relationship Management in <GHJ> Company.
* Completed certification on Basic VITA and TCE

**Technical skills**

* Completed training on Basic Accounting and Customer Relationship Management in <GHJ> Company.
* Completed certification on Basic VITA and TCE

**Reference**

X.Y.Z.

**MASHAL NAEEM**

**ID 16174**

**2ND SEMESTER**