**BUSINESS ENGLISH FINAL ASSIGNMENT 2020**

**NAME: EMAN FATIMA**

**ID# 15710**

**DEPARTMENT: ART AND DESIGN**

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:-

Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. However, many people use the term to describe only spoken communication. The verbal element of communication is all about the words that you choose, and how they are heard and interpreted.

Communication skills are important for most jobs because they help you interact effectively with people you encounter at work, including customers, potential clients and colleagues. In this article, we cover a range of techniques for developing your verbal communication skills.

### Characteristics of an effective communicator

An effective communicator's attributes include:

* Active listening
* Adaptability - adapting your communication styles to support the situation
* Clarity
* Confidence and assertiveness
* Constructive feedback - giving and receiving it
* Emotional intelligence - identifying and managing your emotions, as well as other people's emotions
* Empathy
* Interpersonal skills - social skills which are especially useful in building strong rapports
* Interpretation of body language - this will help you understand how someone is feeling
* Open-mindedness
* Patience
* Simplifying the complex
* Storytelling

## Techniques for improving your communication skills

Communication is a skill which means that you can develop and improve it. Here are some techniques which can refine your skills.

### The power of the mind

Often we talk while we think but this can reduce our credibility because what we're saying is usually meaningless and we come across as nervous. Much of presence is about stillness, listening and providing thoughtful response. When answering questions and whilst engaging in conversation keep the following formula in mind and reply in a short, clear and concise way:

* Think
* Breathe
* Speak

So don't just say the first thing that comes to mind, instead be thoughtful and concentrate on the meaning of what you wish to communicate. When speaking, understand exactly what message you're trying to get across. If you are unclear about your message then your audience won't understand either.

#### Positive visualisation

This tactic is employed by [athletes before a race](http://www.telegraph.co.uk/men/active/10568898/Sports-visualisation-how-to-imagine-your-way-to-success.html), they visualise themselves winning and focus on this idea intensely. This gives them a mental boost which translates into a physical one.

You can use this technique before a big presentation – imagine standing on a podium in front of hundreds of people, imagine delivering your speech and the audience looking engaged, imagine finishing up your speech and the audience applause.

Repeating this several times and immersing yourself in the event and the emotions will build effective communication skills.

#### Exercise - Positive Visualisation

1. Find a quiet place to sit down and relax
2. Close your eyes
3. Think back to an experience you have had that made you feel really good. It can be anything - a personal accomplishment, a youthful memory, a successful project at work
4. Take yourself back there and replay the sequence of events
5. Be as detailed as you can in reliving the moment for yourself
6. Hear the sounds, see the sights and feel the emotions
7. Replay this a few times until you are immersed in this event
8. Now open your eyes

This is a great technique to do before a presentation as it will help you control your nerves and it will increase your confidence for the event.

### Keep your audience in mind

You must understand your audience to communicate effectively. By having this understanding you can tailor your communication to suit them so your message has the most impact.

To develop this skill you must imagine yourself in the audience's position - think of their demographic and shared characteristics. Ask: why are they attending? What do they want to find out? What level are they in terms of knowledge and experience?

### Actively listen

Active listening is when you listen beyond the words being spoken - you understand the message being communicated. During conversations, a lot of the time the "listener" is thinking about how they're going to respond rather than concentrating on what the speaker is saying.

By really listening you can provide a more thoughtful answer that takes the speaker's thoughts and opinions into account. Like Richard Branson said "Listen more than you talk."

To develop active listening you should practice the following:

#### 1. Pay attention

Give the speaker your complete attention:

* Look at them directly and maintain eye contact.
* Don't think about your reply whilst they're speaking.
* Interpret their body language.
* Try to avoid being distracted by what's happening around you.

#### 2. Show the speaker that you're interested

* Use your body language to highlight you're engagement, such as, nodding, smiling, maintaining an open posture etc.
* Use prompts, such as, "uh huh", "yep" etc.
* Clarify your understanding...

#### 3. Clarify your understanding

You need to ensure that you understand what the speaker is saying without your judgments and beliefs getting in the way:

* Reflect on what you have heard by summarising and paraphrasing, for example, "Sounds like you're saying…". Ensure you do this periodically in a conversation as it helps with your understanding and it's also another way to show the speaker than you're listening.
* Ask questions to ensure that you understand everything, such as, "What do you mean when you say…" Ensure that these questions are non-judgemental.
* Ask whether you've got it right and accept if you need to be corrected.
* Ask for specific examples.
* Admit if you're unsure about what the speaker means.
* Ask the speaker to repeat something if you think it will help.

#### 4. Don't interrupt or redirect the conversation

Interrupting is not helpful as it's irritating for the speaker and it reduces the time for you to understand the message:

* Before saying anything ensure that the speaker has finished a point.

#### 5. Provide a suitable response

* Be honest when you respond but avoid attacking or making the speaker feel bad because this is unhelpful.
* Provide your opinions politely.

These are the most common obstacles to active listening:

* Losing concentration.
* Jumping to conclusions which subsequently leads to false assumptions.
* Hastily forming a response before the speaker is finished.
* Arguing.

### Be empathetic

To be empathetic means that you are able to identify and understand others' emotions i.e. imagining yourself in someone else's position. Understanding how people feel will help you communicate your thoughts and ideas in a way that makes sense to others and it helps you understand others when they communicate.

To develop empathy:

* Imagine yourself in someone else's position. Even if you have not experienced a similar situation, remember a situation where you have felt the same emotion your colleague/employee is experiencing.
* Practice listening to your colleagues without interrupting them.
* Observe your colleagues and try to gauge how they're feeling.
* Never ignore your colleagues' emotions, for example, if someone looks upset don't disregard this - address it.
* Try to understand first rather than form a judgement. For example, you may initially feel annoyed at a colleague who seems cold and disinterested. However, after discovering they suffer from social anxiety you may feel more sympathetic.
* To communicate your empathy keep your body language open and regulate your voice to show your sincerity.

### Body language and posture

Your [posture has the greatest impact](https://www.skillsyouneed.com/ips/body-language.html) on your communication. The impression you have on others is split approximately:

* Body (visuals) 55%
* Voice (sound) 38%
* Words (content) 7%

Folded arms, crossed legs, hunched shoulders, hands in pockets, looking down – these are just some of the protective measures that make us feel safer, and should be avoided when giving a presentation or speech. Appearing relaxed makes us exert dominance and authority.

If you watch politicians speak, notice how relaxed and confident they appear, talking slowly and making positive body movements. Use your arms to emphasis a point and illustrate the message.

Read our [8 Elements of Confident Body Language](https://virtualspeech.com/blog/8-elements-of-confident-body-language).

#### Exercise – Posture

1. Place your feet the same width apart as your hips.
2. Feel your weight at the heel of your foot on the floor
3. Think of your shoulders expanding out from one another.
4. Do not hunch forward or pull your shoulders back - allow them to rest centrally.
5. Hold your head level.
6. Let your arms hang relaxed by your side.
7. Spend a moment getting used to this position.
8. Do a mental check around your body and make any adjustments you need to get comfortable.
9. Try moving to another spot, regaining this relaxed position.

#### Centring

When a person is centred, they are balanced and relaxed. Getting used to placing your attention in your centre of gravity will help you achieve an open, relaxed posture, and make room for deeper, freer breath.

Think about the place half way between the front and back of your body, and just above your waist. Stand with your feet a shoulder length apart and let your arms hang loosely by your side. Try and put all your attention at this centre before an important meeting or presentation, it will increase your presence and bring you into the moment.

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?

# ANS MESOLITHIC:-

Mesolithic, also called Middle Stone Age, ancient cultural stage that existed between the Paleolithic (Old Stone Age), with its chipped stone tools, and the Neolithic (New Stone Age), with its polished stone tools.

The people try to make their own language while listening to different sounds around them. They assign those sounds to objects and invent words. The people of this age practiced painting. Their paintings depicted birds, animals, and human beings.

Contrary to the conventional wisdom many Stone age languages were more complex than modern world languages.

Stone age means any level of human civilization before usage of hard metals replacing stones as tools from Paleolithic million of years to as near as the 20th century at some locations.

Language means either symbolic communication or the language of gestures conveying emotional and overall state. Symbolic language tends to as Noam Chomsky argued without proving, have similar grammatical features in all societies. Among the world’s most complex language are those of Caucasus Mountains with only tiny changes over thousands of years.

**However I studied that those people use verbal conversation which is using till now so verbal conversation is the oldest way of conversation.**

## Types of communication

There are several different ways we share information with one another. For example, you might use verbal communication when sharing a presentation with a group. You might use written communication when applying for a job or sending an email.

There are four main categories or communication styles including verbal, nonverbal, written and visual:

### 1. Verbal

Verbal communication is the use of language to transfer information through speaking or sign language. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations. Verbal communication is important because it is efficient. It can be helpful to support verbal communication with both nonverbal and written communication.

### 2. Nonverbal

[Nonverbal communication](https://www.indeed.com/career-advice/career-development/types-of-nonverbal-communication) is the use of body language, gestures and facial expressions to convey information to others. It can be used both intentionally and unintentionally. For example, you might smile unintentionally when you hear a pleasing or enjoyable idea or piece of information. Nonverbal communication is helpful when trying to understand others’ thoughts and feelings.

### 3. Written

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through books, pamphlets, blogs, letters, memos and more. Emails and chats are a common form of written communication in the workplace

### 4. Visual

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context alongside written and/or verbal communication. Because people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

## Defining Verbal Communication

When people ponder the word communication, they often think about the act of talking. We rely on verbal communication to exchange messages with one another and develop as individuals. The term verbal communication often evokes the idea of spoken communication, but written communication is also part of verbal communication. Reading this book you are decoding the authors’ written verbal communication in order to learn more about communication. Let’s explore the various components of our definition of verbal communication and examine how it functions in our lives.

Verbal communication is about language, both written and spoken. In general, verbal communication refers to our use of words while nonverbal communication refers to communication that occurs through means other than words, such as body language, gestures, and silence. Both verbal and nonverbal communication can be spoken and written. Many people mistakenly assume that verbal communication refers only to spoken communication. However, you will learn that this is not the case. Let’s say you tell a friend a joke and he or she laughs in response. Is the laughter verbal or nonverbal communication? Why? As laughter is not a word we would consider this vocal act as a form of nonverbal communication. For simplification, the box below highlights the kinds of communication that fall into the various categories

**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?**

**ANS.**

Business writing is any written communication used in a professional setting, including emails, memos, and reports. It's direct, clear, and designed to be read quickly. With time and practice, you too can become an effective business writer.

At some point in your professional life, you may need to write something. It’s nothing to be intimidated by, though!

**Business writing** is any written communication used in a professional setting, including [emails](https://www.gcflearnfree.org/business-communication/how-to-write-an-effective-business-email/1/), [memos](https://www.gcflearnfree.org/business-communication/how-to-write-a-clear-business-memo/1/), and [reports](https://www.gcflearnfree.org/business-communication/how-to-write-a-powerful-business-report/1/). It’s direct, clear, and designed to be read quickly. With time and practice, you too can become an effective business writer.

# HOW CAN WE ENSURE THAT OUR BUSSINES WRITTEN IS CLEAR AND EFFICTIVE AS POSSIBL:-

**. Get clear about your reader**

Who is your written communication aimed at? This is easy for direct communication with 1 specific person but needs much more thought when there are multiple readers. Ask yourself“Who am I speaking to?”“How do they like to be addressed?”“What’s their current attitude to the content of my communication?”“How much do they already know about this subject?”

**2. Get clear about your outcome**

Too many people start writing without thinking about what they want their reader(s) to do as a result of reading their text. Sounds obvious I know, but almost every time a client asks me for help with a sales letter or brochure, they have difficulty answering this simple question. Once you know what you want the reader to do, make sure you state this clearly in the first paragraph of your copy.

**3. Avoid jargon wherever possible**

I find that lots of business copy still uses too much jargon or technical terms. It is so easy to forget that clients or even colleagues may not be familiar with a word, phrase or acronym that we use all the time without thinking. I fell into this trap myself recently when I used the term “soft skills training” I assumed that everyone knew that I was talking about the skills that relate to a person’s ability to interact effectively with coworkers and customers, but when a number of people asked for clarification I realised that this phrase wasn’t as universally understood as I had thought. If in doubt, spell it out is a good mantra to guide you.

**4. Keep your language clear and simple**

The point of written communication is to communicate, ie. to transfer information for the head of the writer to the head of the reader so that they understand it in more or less the same way that you meant it. It’s not about demonstrating how big your vocabulary is or how creative a writer you are! Keep your messages simple, clear and easy to read by using plain English and being specific.

**5. Make it easy to read and scan**

We are all busy people and a long letter ,memo, web page or email with lots of text and very little white space tends to make our heart sink. Make sure you break your content down into easily digestible bight sized sections or paragraphs. This is especially important for text that designed to be read online such as emails or web pages. Use Paragraphs, Headers and Bullet points to make your text easier to understand.

**6. Proof read your documents before distribution**

When you write something yourself it is very easy to miss typo’s and grammatical errors. Your brain actually distorts the information your eyes see because it knows what you meant when you wrote it. Proof reading is a skill that we all need to master. I have to admit I hate doing it but I force myself to double and sometimes triple check because I understand how important it is and how it can effect the way your written message is perceived. Most computer software includes spelling and grammar checkers so I suggest you enable them and use them, but remember they are not foolproof.

# BUSINESS COMMUNICATION:-

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

### 1. Know your audience

It’s an old saying in the advertising business: A message aimed at everyone often appeals to no one.

To [communicate effectively](https://www.bdc.ca/EN/articles-tools/entrepreneurial-skills/become-better-communicator/pages/become-better-communicator-with-these-4-tips.aspx), you have to know your readers. Are they familiar with your subject? Are they likely to resist your message? Are they old or young, urban or rural, highly educated or not?

Knowing your readers makes it easier for you to answer everyone’s most pressing question: “What’s in it for me?”

### 2. Know your message

Before typing a word, decide what you’re trying to achieve. Do you simply want to share information? Do you need to explain a difficult concept? Or do you want to inspire your readers to act? Most importantly, what is your key message?

### 3. Think like a reporter

When you’re closely involved with a topic, it’s easy to overlook the obvious. For example, it’s astonishing how many websites for hotels and restaurants don’t include one vital piece of information: The address. Make sure your document includes the answers to the Five W’s and an H: Who, what, where, when, why and how.

### 4. Banish buzzwords and clichés

Too much business writing these days is stuffed with clichés and over-used buzzwords. What business isn’t “service-oriented”? And if a company isn’t “solutions-focused,” what is it focused on? Creating problems?

Clichés are expressions that come out of nowhere and suddenly seem to be everywhere, to the point that they become almost meaningless. How many times have you read about low-hanging fruit, win-win solutions or pushing the envelope? Do they inspire you—or make you yawn? Thought so.

### 5. Junk the jargon

Every field has its acronyms and technical terms. They’re useful shorthand when every reader knows the lingo. But if you’re writing for people outside your field—which will often include your customers—get rid of the inside slang or you may create confusion.

### 6. Keep it tight

Short sentences, short paragraphs and short documents have a better chance of capturing readers’ attention. That’s particularly true of e-mails and other electronic documents because we read more slowly on screen than on paper. Cut the flab to keep your readers.  Here are a few tips.

* Delete redundant adjectives. All friends are personal; all innovations are new; all disasters are serious.
* Don’t disguise your verbs as verb/noun pairs. Don’t “make a decision” or “carry out an improvement.” Just “decide” or “improve.”
* Cut windy phrases. Why say “We are in the process of upgrading our IT systems” when you can simply say “We are upgrading our IT systems”?

### 7. Make it plain and simple

People often skim documents for key information before deciding to read the whole thing. Make it easy for them.

* Write a clear subject line for your e-mail (“Read this now” doesn’t cut it) or a clear headline for your article.
* Put deadlines and other vital points in bold.
* Break up messages with descriptive subheads.
* Put lists—like this one—in bullet format.
* Make sure the most important information is at the top.

And avoid using $20 words when 20-cent ones will do. Instead of “facilitating ameliorations to our customer service environment,” simply “improve customer service.”

### 8. Leave the symbols and abbreviations on your phone

When you’re texting your kids, go ahead and use “&” “etc.” “e.g.” and other shorthand. But if you’re writing to impress clients, employees or investors, use full words. It’s simply more professional.

### 9. Get active

What’s the difference between these two sentences?

* Rebates will be provided on all new purchases.
* XYZ Corp. will provide rebates on all new purchases.

In the first case, we don’t know who is providing the rebate. In the second, the company is the subject of the sentence.

In grammatical terms, the first sentence is in the passive voice and the second is in the active voice.

OK. But why should you care?

Putting sentences in active voice is a quick way to brighten your writing. Sentences in active voice are often shorter and usually clearer than those in passive voice, and inspire more trust in readers. Everyone wants to know who is doing what.

**Q4. Public speaking, some people love it, some are terrified by it. There are so many articles regarding how to prepare you 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**?

# ANS. PUBLICK SPEAKING:-

The average person ranks the **fear of public speaking** (also known as glossophobia) higher than the fear of death. The truth is, this fear could be hurting your professional and personal life.

You may have been there before.

You feel nervous, your palms sweat, your stomach ties itself into knots. You don’t want to do it. But you can overcome this fear of oral presentations with these simple public speaking tips!

In business, it is essentially important for you to be able to get your point across. It is likely that all of us will one day have to speak in public. Whether we are giving a formal presentation to an audience, or simply asking our boss for a promotion, speaking skills are essential to getting ahead in a professional setting.

The fear of public speaking is very real. However, there are techniques to help you overcome your fears. There are even ways to help harness your energy in a positive way.

### 1) Get Organized

When you organize all of your thoughts and materials it helps you to become much more relaxed and calm. When you have clear, organized thoughts it can greatly reduce your speaking anxiety because you can better focus on the one thing at hand, giving a great speech.

### 2) Practice And Prepare Extensively

Nothing takes the place of practicing and preparing for your speech. Write out a script of your key points, but don’t read from the script word for word. Prepare for your speech so well that you could answer any possible question thrown at you.

### 3) Eliminate Fear Of Rejection

“What if my audience hates my speech? What if they boo me off stage?” Try to eliminate all of your fears of rejection. The audience is there to listen to you for a reason.

### 4) Focus On Patterns

When you speak try to get into a rhythm or a flow. Keep your sentences short and to the point and repeat key points. A short pause in between points can add anticipation to what you are going to say next.

### 5) Watch Yourself In The Mirror

Practice your speech in front of the mirror as if you were speaking directly to someone. If you really want to learn how to improve public speaking skills then…

Pay attention to:

* Your facial expressions
* Your gestures
* Your body movements
* How welcoming you appear

When you have gentle expressions and a calm demeanor when you speak, you will be more welcoming to your audience.

### 6) Record Yourself And Learn Your Voice

Record your speech on your phone or video camera. Record yourself giving the talk from beginning to end. Then listen to it or watch it, and make notes on how you could make it better. Some people do not like listening to the sound of their voice on tape, so it is important that you get used to your own voice and speaking style.

### 7) Work On Your Breathing

When you focus on your breathing your voice will have more resonance and you will relax. Breathe calmly and focus on getting into a rhythm. Although this is a public speaking exercise, breath-work will help reduce stress and improve clarity in all areas of life.

### 8) Practice Some More . . .

When someone asks me how he can build effective communication skills and improve his public speaking, I quote to him the words of Elbert Hubbard, who said, “The only way to learn to speak is to speak and speak, and speak and speak, and speak and speak and speak.”

### 9) Give Your Speech To Another Person

There are plenty of people you can practice on. Be sure to tell the person to be completely honest with you in their critique.

Examples of people you can practice on:

* A significant other
* Your friends
* Your parents
* Your dog

Speaking directly to another person will help relax you and give you experience with getting feedback from someone. If they have questions about your speech, it is likely that members of an audience will have the same questions.

### 10) Lightly Exercise Before Speaking

Exercising lightly before a presentation can get your blood circulating and send oxygen to your brain. Take a walk before a speech or do a few knee bends.

This little trick is one of my favorite [speaking tips](https://www.briantracy.com/blog/public-speaking/public-speaking-tips/). You’ll be amazed by what a little blood

### 11) Pick a Subject That You Really Care About

How to pick a subject that you really care about:

* The subject should have had an inordinate impact on you
* You want to share it with others
* You intensely feel others could benefit from your knowledge
* You can speak about it from the heart

When you speak about something you passionately care about you will be more comfortable and feel more confident in your element.

### 12) Know 100 Words for Every Word That You Speak

“In order to write well, you must know 10 words about the subject for every word that you write.  Otherwise, the reader will know that this is not true writing.”

I personally feel that, in speaking, you must know 100 words for every word that you speak.  Otherwise, your audience will have the sense that you don’t really know what you’re talking about.

### 13) Focus on the Material, Not the Audience

Focus on delivering your material in the best way possible. Don’t worry about audience reactions.

### 14) Relax and Forget About Your Fear Of Public Speaking

When you let go of your stress and relax it eases your body and makes you less tense. Look at #24 for an interesting way that might help you to relax . . .

### 15) Don’t over think Audience Reactions

There is always going to be someone in the audience on their phone or yawning. Remember that there will always be people who are bored or tired. None of these audience reactions have anything to do with you personally.

**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.**

**Your Name, ABC**  
myname@email.com  
Mobile: PQR

Dear (Name):

Please accept the attached resume as a sign of my deep interest in the Accountant position that has opened with Upwards Corporation.

As a Certified Public Accountant with solid experience in both public and private accounting, I have developed a broad skillet in the fields of corporate treasury accounting, tax preparation, and auditing that will ensure my flawless analysis and organization of your company’s financial data. A few of my qualifications for this role include:

* 5 years’ CPA experience with Greenville’s Mason Financial Services, successfully performing all accounting functions for business clients including Grant Seeds Co., Southern Interiors, and Harrison’s Market.
* Demonstrated attention to detail in handling all tax and general ledger accounting, AP/AR, and budget / payroll preparation functions.
* Certified Public Accountant designation and a Bachelor of Science degree in Accounting and Finance from Clemson University, graduating *Magna cum Laude*.
* Excellent understanding of QuickBooks, Crystal Reports, Peachtree, Paychex, SAP, and Microsoft Office Suite complemented by the ability to teach clients and peers rising software applications.

Eager to return to the intellectual challenges of private corporate accounting, I would welcome the chance to speak with you at greater length about how I could contribute to Upward Corporation’s accounting department. Thank you for your time, consideration, and forthcoming response.

Sincerely,

Name XYZ.

**END**