

BUSINESS COMMUNICATION

UNIT-5

LETTER TO THE EDITOR

Definition of LTE:

Letters to the editor are written by readers of a newspaper, magazine, or other source, on topics relevant to the publication's audience. They address diverse topics, from commentary on local, state, national, and international current events, to responses to opinions and stories previously put forth in the publication. Sometimes they rant; sometimes they rave. Sometimes they read like mini-op-eds.

Meaning :

A letter to the editor (sometimes abbreviated LTTE or LTE) is a letter sent to a publication about issues of concern from its readers. Usually, letters are intended for publication. Because editors have limited space to print letters, and because they often try to publish a variety of viewpoints on a range of topics, letters typically must be brief (e.g. 100-200 words). Thus, writing a letter to the editor becomes a useful exercise in creating a succinct but persuasive argument.

Concepts Of LTE:

A letter to the editor (sometimes abbreviated LTTE or LTE) is a letter sent to a publication about issues of concern from its readers. Usually, letters are intended for publication. In many publications, letters to the editor may be sent either through conventional mail or electronic mail.

Letters to the editor are most frequently associated with newspapers and newsmagazines. However, they are sometimes published in other periodicals (such as entertainment and technical magazines), and radio and television stations. In the latter instance, letters are sometimes read on the air (usually, on a news broadcast or on talk radio).

In academic publishing, letters to the editor of an academic journal are usually openpostpublication reviews of a paper, often critical of some aspect of the original paper. The authors of the original paper sometimes respond to these with a letter of their own. Controversial papers in mainstream journals often attract numerous letters to the editor. Good citation indexing services list the original papers together with all replies.

Depending on the length of the letter and the journal's style, other types of headings may be used, such as peer commentary. There are some variations on this practice. Some journals request open commentaries as a matter of course, which are published together with the original paper, and any authors' reply, in a process called open peer commentary.

The introduction of the "epub ahead of print" practice in many journals now allows unsolicited letters to the editor (and authors' reply) to appear in the same print issue of the journal, as long as they are sent in the interval between the electronic publication of the original paper and its appearance in print.

The subject matter of letters to the editor vary widely. However, the most common topics include:

- Supporting or opposing a stance taken by the publication in its editorial, or responding to another writer's letter to the editor.
- Commenting on a current issue being debated by a governing body – local, regional or national depending on the publication's circulation. Often, the writer will urge elected officials to make their decision based on his/her viewpoint.
- Remarking on materials (such as a news story) that have appeared in a previous edition. Such letters may either be critical or praising.
- Correcting a perceived error or misrepresentation.

LTEs always have been a feature of American newspapers. Much of the earliest news reports and commentaries published by early-American newspapers were delivered in the form of letters, and by the mid-18th century, LTEs were a dominant carrier of political and social discourse.

Many influential essays about the role of government in matters such as personal freedoms and economic development took the form of letters — consider Cato's Letters or Letters from a Farmer in Pennsylvania, which were widely reprinted in early American newspapers. Through the 19th century, LTEs were increasingly centralized near the editorials of newspapers, so that by the turn of the 20th century LTEs had become permanent fixtures of the opinion pages.

Modern LTE forums differ little from those earlier counterparts. A typical forum will include a half-dozen to a dozen letters (or excerpts from letters). The letters chosen for publication usually are only a sample of the total letters submitted, with larger-circulation publications running a much smaller percentage of submissions and small-circulation publications running nearly all of the relatively few letters they receive.

Editors generally read all submissions, but in general most will automatically reject letters that include profanity, libelous statements, personal attacks against individuals or specific organizations, that are unreasonably long (most publications suggest length limits ranging from 200 to 500 words) or that are submitted anonymously.

Development of LTE

The latter criterion is a fairly recent development in LTE management. Prior to the Cold War paranoia of the mid-20th century, anonymous LTEs were common; in fact, the right to write anonymously was central to the free-press/free-speech movement (as in the 1735 trial against John Peter Zenger, which started with an anonymous essay). By the 1970s, editors had developed strong negative attitudes toward anonymous letters, and by the end of the 20th century, about 94 percent of newspapers automatically rejected anonymous LTEs.

Some newspapers in the 1980s and '90s created special anonymous opinion forums that allowed people to either record short verbal opinions via telephone (which were then transcribed and published) or send letters that were either unsigned or where the author used a pseudonym. Although many journalists derided the anonymous call-in forums as unethical (for instance, someone could make an unfounded opinion without worry of the consequences or having to back the comment up with hard facts), defenders argued that such forums upheld the free-press tradition of vigorous, uninhibited debate similar to that found in earlier newspapers.

Although primarily considered a function of print publications, LTEs also are present in electronic media. In broadcast journalism, LTEs have always been a semi-regular feature of 60 Minutes and the news programs of National Public Radio. LTE's also are widespread on the Internet in various forms.

By the early 21st century, the Internet had become a delivery system for many LTEs via e-mail and news Web sites (in fact, after several envelopes containing a powder suspected to be anthrax were mailed to lawmakers and journalists, several news organizations announced they would only accept e-mail LTEs). Because the Internet broadly expanded the potential readership of editorials and opinion columns at small newspapers, their controversial editorials or columns could sometimes attract much more e-mail than they were used to handling — so much so that a few newspapers had their e-mail servers crash.

Editors are a frequent target of letter-writing campaigns, also called “astroturfing,” or “fake grass-roots” operations where sample letters are distributed on the Internet or otherwise, to be copied or rewritten and submitted as personal letters.

Although LTE management gets little attention in trade journals, one organization, the National Conference of Editorial Writers, often includes essays on LTE management in its newsletter, The Masthead, and at its annual meetings. Among the NCEW's strongest champions for LTEs was Ronald D. Clark of the St. Paul Pioneer Press, who wrote, "Consider letters as a barometer of how well (you are) engaging readers or viewers. The more you receive, the more you're connecting. The fewer you receive, the stronger the sign that you're putting the masses to sleep."

On the other hand many editors will allow the publication of anonymous letters where the details of name and address of the author are not printed, but are disclosed to the editor. This can promote a debate of issues that are personal, contentious or embarrassing, yet are of importance to raise in a public debate.

Sometimes a letter to the editor in a local newspaper, such as the Dear IRS letter written by Ed Barnett to the Wichita Falls Times Record News in Wichita Falls, Texas, will end up receiving attention from the national media.

Misrepresentation [edit]

Submitting a letter under a false name to shill in support or to criticize an opponent can have significant consequences. For example, Canadian politician Paul Reitsma's career ended in scandal in 1999, after he signed letters addressed to newspapers as "Warren Betanko" praising himself and attacking his political opponents. His local paper wrote a front-page story under the headline of "MLA Reitsma is a liar and we can prove it."

In 1966 Israel, the Herut Party of then opposition leader Menachem Begin was shaken by scandal when letters sharply attacking Begin, which had been published in major dailies, were proven to have been authored by Begin's rivals for the party leadership and sent to the papers under various aliases and false names. As a result, the rivals were discredited and eventually expelled from the party, which helped buttress Begin's leadership position up to win the 1977 general elections and become Prime Minister of Israel.

Formal Letters:

Formal letters include:

1. Business letters
2. Official letters
3. Job Applications
4. Letter to Editor of newspapers

FORMAT

H.no: 144/B
Sandhyaniliyam
Hyderabad-63
10 June,2014

The Editor
The Deccan Chronicle
Hyderabad.

Sir,
Subject:-

Body of the letter: 1. Introduction
2. Main Content
3. Conclusion

Thanking you,

Yours sincerely/faithfully/truly,
Dinesh
(Designation)

Kumar

Sample Letter

Write a letter to the Editor of a newspaper, complaining about the irregular water supply in your locality. You are Harish living at H-219 DeenBagh Colony, Hyderabad.

H-219,
DeenBagh Colony
Hyderabad.

15th December, 2014

The Editor
The Deccan Chronicle
Hyderabad.

Sub: Irregular water supply in DeenBagh colony.

Sir,

I wish to draw the kind attention of the concerned authorities through the columns of your esteemed newspaper towards irregular water supply in DeenlBagh Colony. Most of the time the taps remain dry as the water supply is once a week. The worst part of it is the supply is only for two hours in the morning and one hour in the evening. Besides the water is muddy and polluted. Many residents fall sick. There are complaints of jaundice and loose motions after drinking this water.

In this connection we have complained to the local authorities but in vain. I, therefore, request the higher authorities to look into this matter and take necessary action immediately to ensure clean and regular water supply.

Thanking you

Yours truly,
Harish
(Resident of DeenBagh colony)

Steps to wrte a letter to the editor:

Decide on the topic and paper.

Your letter to the editor can be a response to a number of things. Most likely, it will be a response to a specific article, but your letter could also be a response to an event or issue in your community. It's best to respond to a particular article that was published by the newspaper. Then, your letter will be more likely to be chosen for publication.

If you are responding to a community event or issue, your local newspaper is likely to be the most appropriate venue for your letter to the editor.

Read other letters to the editor from the paper you've chosen.

Before you start writing your own letter, you should read through other letters to the editor of the paper you've chosen to get inspiration. Each paper's letters will differ slightly in form, style, tone, and even in length. Read these letters to get a better idea of how to phrase your letters and to see what appeals to the editors of that paper.^[1]

Check out the guidelines of the paper you've chosen.

Most papers will have guidelines for the types of letters they will publish.^[2] Most papers have rules regarding the letter's length. They also typically ask that you include your name and contact information for verification. There may be additional guidelines. A number of papers won't allow political endorsement and limit how often individuals can submit. Make sure to read these guidelines before you send off your work. If you can't find the guidelines for submitting letters, call the publication to ask.

Determine your reason for writing the letter.

There are a number of approaches to writing these types of letters. Your approach is dependent upon why you are writing the letter. Determine what you hope to accomplish by writing the letter.

Some reasons might include

- You are angry about an issue and you want the readers to know about it.
- You want to publicly congratulate or support something or someone in your community.
- You want to correct information in an article.
- You want to suggest an idea to others.
- You want to influence public opinion or persuade others to take action.
- You want to influence policymakers or elected officials.
- You want to publicize a certain organization's work in connection with a current news issue.

Write your letter within two to three days of the article.

Make sure your letter is timely by sending in your letter shortly after the article in question was published. This will improve your chances of getting published, since the issue will still be fresh in the editor's mind (and the readers' minds). If you're responding to an article in a weekly newspaper, send in your letter in time for it to be published in the next issue. See the newspaper's guidelines for the publication deadline.

Write a letter to the Editor of a daily newspaper, complaining about frequent load shedding in your town

SAI SHRUTHI

Advertisements:

To

The Editor,

Navabharat Daily,

Patna, Bihar

Dear Sir,

Re: Complaint about frequent load-shedding.

It has now become an everyday affair in our town that the people have to live in complete darkness for long hours-in absence of electricity. The State Electricity Board seemed to be careless and rather indifferent about the difficulty felt by the dwellers of the town.

So I would request you to ventilate the evils of load-shedding through the columns of your esteemed newspaper, so that the concerned authority comes to its senses and takes immediate steps to remove this undesirable hazardous problem.

During the dark hours of the night, we, the students, suffer much in our studies for want of light; the old and the sick, and especially the children also suffer in many ways. The anti-socials become more active, taking advantage of the darkness, and it becomes risky for one to be on the dark streets at night.

The curse of load-shedding has become like a chronic disease that damages the normal life of the people. Yes, if it were an occasional event, no one would have bothered about it, because a sudden breakdown of a generating station might cause it. But it has now become almost a regular occurrence, which goes to prove mere negligence and inefficiency of the State Electricity Board. It is not known what can be their excuse on this kind of major lapse.

We must, by all means, get rid of this kind of load-shedding that is going to almost paralyse our normal life, especially after dusk. All of us must be united to do something about this. So I request for your kind interference into the matter which is required to be highlighted before the public eye with your valuable suggestion or criticism.

Yours faithfully,

N.K. Singh

APPLICATION & APPOINTMENT PROCESS

APPOINTMENT LETTER

An Appointment letter is usually an official letter written either by the immediate superior or by the hierarchical superior to an individual who has been found eligible for the job advertised or applied for. The Letter of Appointment comes into play after a series of hiring procedures have been followed by the organization to eliminate most applicants for the job and finding that one suitable candidate eligible for the profile. The hiring procedures that the companies may follow could be classified in the following heads:

- Receiving the Application Forms from various candidates for the job advertised
- Scrutinizing all the applications to eliminate all such applications which do not meet the initial criteria of selection
- Calling the short listed candidates for the first round of formal selection, which could either be a group discussion or the first round of interview
- Another round of short listing while interviewing the candidates by putting the remarks on their applications itself
- Second or final round of interview with a panel of members so that the selection process is perfect and has inputs of more than one member to be doubly sure of who is being finally hired

Superiors or the Human Resource Department who are involved in the hiring process should really be emotionally tough as it calls for great courage to choose “the best among the best”. Meaning thereby that to say ‘no’ to all candidates except one is really an uncomfortable feeling – at the end of it the Superiors or the HR Department are also employees of the organization.

What level of individuals get involved in the selection process also depends on the size of the organization, say, for example, a small organization, which does not have a proper Human Resource Department in place, might choose to involve the Director or the head of the organization

to make the final selection. However, large sized companies may have departmental heads to do the job and the only involvement of the company head may be to know that the loop of the hiring process has been successfully closed.

Points to remember while drafting an Appointment Letter:

- The Appointment Letter should clearly give the designation for which the individual is being hired
- The Terms and Conditions under which the hiring has been done should also be clearly mentioned. For example, whether the individual is being hired as a 'confirmed' employee or one on 'contract' to be confirmed after a specified period of time
- The date from which the Appointment Letter is effective should be specified in the letter
- Things such as the Leave structure also should be specified to avoid any confusion
- Period of the particular employment status should also be mentioned
- The letter should be addressed to that one particular individual whose name, address, etc should be clearly mentioned to avoid misuse of the document
- Who will the individual report into and which office base (if multiple locations) will s/he operate from should also be a part of the letter
- Information which needs to be emphasized should be typed in 'bold'
- It should not be a hand written letter but a typed one on the company letter head
- The Appointment Letter should be signed by the highest authority in the organization responsible for the decision to hire the concerned individual and should also carry her/his designation
- Date on which the Appointment Letter is being issued should also be clearly mentioned
- It is the first ever formal document that the individual receives from the company, so it should be sensitively yet professionally worded
- It should be in duplicate – one to be given to the new employee and the second one to be signed by the employee and duly returned to then be handed over the HR department

Appointment

Course lecturers' are responsible for the appointment of applicants to roles. Once lecturers have made these decisions, the appointment is recorded by the Student Services Team. You will receive confirmation of any appointments via email including details of the number of hours associated with a particular post, should you be appointed to more than one role you will receive an email for each post. If you have not heard whether you have been successful in a particular role please contact Informatics Student Services in the first instance.

Once you have been appointed to a role, if you do not already hold a guaranteed hours contract, this will be requested on your behalf by the Informatics Student Services team.

How to Write an Appointment Letter

Whether you're congratulating someone on their promotion or making a job offer, the appointment letter should signify the start of something good, set expectations and clearly lay out agreed upon terms.

Open with a congratulations and end with a warm welcome, but make sure the body of the letter contains the meat of the offer.

Avoid topics usually associated with an employment contract. Don't mention the duration of the job, conditions of employment, grounds for termination or resignation, detailed compensation and benefits offerings (it's okay to cover the basics), or intellectual property components.

Include a statement that employment is "at will." Check with your legal department for state law, but most states recognize at-will employment as the employer's right to fire an employee without cause.

Provide essential start information. Job title, start date, start time, rate of pay, overarching benefits and reporting relationships.

Reiterate any contingencies already discussed in the interview process. If your company requires drug testing for new employees, background checks, or even credit checks prior to employment, make sure those issues are stated clearly.

Send two copies. You need the potential employee's signature indicating agreement before the offer is finalized. One copy should be signed, dated and returned, and the other copy retained by the employee.

Take advantage of your legal department. Once you've added your own finesse to the document and included all the nuts and bolts, let your legal team look over it to make sure you've ticked all

the

necessary

boxes.

As you review the appointment letter samples provided, you'll get a flavor for the variety in tone, level of formality and amount of detail.

How to Format an Appointment Letter

The date of your appointment letter is important, especially if you're requesting a response in due time.

As far as the salutation goes, if you know the individual well enough to offer them a job, you can call them by their first name, with the possible exception of a military setting where rank is preferred.

While you don't want your appointment letter to be more than one page, you do have some pretty important information to impart, so be concise, accurate and logical in your presentation. One paragraph, two paragraphs, one paragraph followed by a list of bullet points – the exact format depends on what you have to say.

When you close, make sure the individual knows exactly what's expected of them and when.

Various format choices are presented in the appointment letter samples. Choose the style that suits your situation and the amount of information you need to include.

INTERVIEW LETTER

Meaning

An interview is a conversation where questions are asked and answers are given. In common parlance, the word "interview" refers to a one-on-one conversation with one person acting in the role of the interviewer and the other in the role of the interviewee. The interviewer asks questions, the interviewee responds, with participants taking turns talking. Interviews usually

involve a transfer of information from interviewee to interviewer, which is usually the primary purpose of the interview, although information transfers can happen in both directions simultaneously. One can contrast an interview which involves bi-directional communication with a one-way flow of information, such as a speech or oration.

The letter that invites job applicants for facing interview is known as interview letter. After receiving job applications from the potential candidates, the employer writes interview letter to those candidates whose applications have passed the initial screening stage. Through this letter, the employer informs the applicants either to sit for a written test or to appear before a viva-voce. This letter is written in the official pad of the company or in the page containing company name and address at the top.

Contents of interview letter

Every interview letter must contain the following elements:

1. Name and address: Interview letter must carry the name and full particulars of the candidate. It should be sent to the present address of the applicant. Both inside and envelope address should be similar. Sometimes, both present and permanent address of applicant is written at the top of the interview letter.
2. Time of interview: Date, day and time of interview should be clearly mentioned in the interview letter.
3. Place of interview: Interview letter should clearly indicate the place or venue where interview will take place.
4. Documents to be produced: Sometimes the interviewee needs to produce academic certificates, experience certificate, birth certificate, photographs, copy of publications etc. before the interview board. Interview letter must state whether the candidates need to bring such documents.
5. Other instructions: Interview letter should also specify whether the interviewees would be provided with transportation allowance (TA) or any other allowance.

HOW TO WRITE

The first step in writing a first-rate interview thank-you letter is to write it within the 24 hours that follow your interview. If the company is conservative, your letter should be on the formal side.

Interview Letter

Applying for a job and then getting one is one major task. There are many steps before one gets to the top of the job ladder and each step seems insurmountable till it is crossed. These days the trend of employee selection is different from what it used to be. Now there is first a round of group discussion that results in elimination. And then there are at least two rounds of interviews and then the final selection.

An Interview Letter is the one that is sent out for an individual inviting her/him to appear for the interview. Because of increased competition, an individual really needs to think “out of the box” while appearing for the group discussion as well as the interview. A lot needs to be and should be communicated in the Interview Letter, such as the date, time and venue of the interview along with details of any documents or proof the individual needs to carry with her. Since an Interview Letter is the first communication that an individual receives from an organization, it should be well written.

DOS AND DON'T'S OF INTERVIEW LETTER

- An Interview Letter is a formal letter so it should always be handed over on the company letterhead
- It should always be typed and not hand written
- Since it is purely an official communication of selection, it should be crisp and brief
- It should clearly have the date of issue on the letter
- The Interview Letter should inform the individual details of the interview such as date, time and venue
- The Interview Letter should also specify for the individual if s/he is expected to get any documents with her/him for the interview
- It should be addressed to the individual concerned with her/his full name and address to avoid an confusion

- Since it is the first communication from the organization, an Interview Letter should be well drafted and well worded
- Formal official language should be used while writing an Interview Letter
- It should be sent well in advance for the individual to make arrangements to reach the venue on time especially if it is out of station

SAMPLE INTERVIEW LETTER

_____ (Name and address of interviewee)

_____ (Date)

Subject: Interview for the post of _____

Dear Ms/Mr _____

This is in response to your application dated _____ applying for the post of _____ (designation) and the subsequent Group Discussion that was held on _____ (date).

We are pleased to inform you that you have cleared the first round of elimination and have been selected to appear for an interview with our Panel Members.

You are requested to come for a formal interview on _____ (date) at _____ (venue) at _____ (time).

You are requested to please be on time for the interview. If for any reason the date is inconvenient for you, kindly contact the undersigned for an alternative date. You also need to call at any of the numbers given below and confirm your availability for the interview failing which the interview call will be null and void.

There is no need for you to bring any documents for the interview. They will be required after the results of the interview are declared.

We wish you all the luck!

Best regards,

(Name of signing authority)

PUBLIC SPEECH

Meaning

Public speaking (sometimes termed oratory or oration) is the process or act of performing a presentation (a speech) focused around an individual directly speaking to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them.

See Examples and Observations below. Also see:

- Body Language
- Communication and Communication Process
- Conversation
- Delivery
- Feedback
- Focusing
- Letteraturizzazione
- Listening
- Motivated Sequence
- Pause
- Persuasion
- Professional Communication
- Public Speaking Anxiety
- Recitation
- Rhetoric
- Speech
- Ted Sorensen on the Kennedy Style of Speech-Writing
- What Are the Five Canons of Rhetoric?

Examples and Observations

- Six Steps to Successful Public Speaking

1. Clarify your objective.
2. Analyze your audience.
3. Collect and organize your information.
4. Choose your visual aids.
5. Prepare your notes.
6. Practice your delivery.

(John N. Gardner and A. Jerome Jewler, *Your College Experience*. Wadsworth/Thomson Learning, 2002)

Here are 9 scientifically-proven characteristics of effective public speakers that you should emulate to become an influential and inspiring leader.

Confidence

According to a study published by the University of Wolverhampton “A highly confident speaker is viewed as being more accurate, competent, credible, intelligent, knowledgeable, likable, and believable than less confident uncertain speaker.”

When it comes to public speaking, confidence is key (not the only key mind you). When speaking in public, it’s only natural to be nervous. In fact, Mark Twain once said, “There are only two types of speakers in the world. 1. The nervous and 2. The Liars.”

There are two main antidotes for anxiety

Excitement – If you’re truly excited about your subject, that feeling will shine through any nervousness you may have while you are giving your presentation. Studies show that people who label their anxiety as excitement end up feeling more comfortable speaking.

Authenticity – Be yourself. If you have to deviate a little from your meticulously written presentation, do so! Although you should practice your speech as often as possible, you don’t want to memorize it! Memorizing a speech can cause you to fumble over a section if you didn’t say it just right.

To excel at public speaking you must do more than just defeat your nervous jitters. You must also have confidence in your subject and be yourself while you are on stage.

Passion

In order to really communicate to people through speech you need to have passion about your subject. Without passion, your speech is meaningless. You need to exude a level of sincerity in your emotion when communicating to your audience if you want them to be moved by your presentation.

There's no need to attempt to 'practice' sincerity by practicing your speech with a raised voice and waving arms. Simply focus on how you feel about your top and those that you are communicating with.

Two recent discoveries by The Gallup Organization offer insights into why passion is rare in U.S. workplaces:

- 55% of the U.S. working population is not engaged at work.
- 16% of the U.S. working population is actively disengaged.

It can be hard to be passionate about your topics when you present at work but aren't really engaged in the activity. Sometimes, to show passion about a topic that doesn't completely excite you, you need to dig deep into the topic and find things that interest you.

Be Yourself

You don't have to be someone else on stage, all you have to do is just be yourself. Sometimes, no matter how much you believe in your message or how well you've rehearsed, if you don't act like yourself in front of the group, your audience may view your speech as insincere or calculated.

If a political candidate doesn't seem authentic, it's not likely they'll win an election. If a company's social marketing strategy appears inauthentic, their sales will not go up. If you create a page on a dating website but what you write is not authentic, the people reading are likely to pick up on this inauthenticity and never contact you. Speaking is the same way.

It's no surprise that the number of articles that mention the word "authenticity" in the headlines has dramatically risen. Authenticity is important. Look at the trend since 2009 below.

Speaker Control:

Full transcript

Source of screen shot

There are many ways to help create more 'authentic' speeches but a couple of methods truly shine.

Practice, not memorization – In order to 'be yourself' in a presentation, you shouldn't memorize your speech in absolutes. Practice your speech as often as possible, but be willing to change up the

wording. This makes it easier to change it up during the actual presentation if things aren't going exactly as planned. Memorization can set up a barrier between you and your audience.

Speak in a natural voice – any connection you've made with your audience could be broken by tones that seem 'fake' or 'too perfect'. In general, you should try to speak in a conversational tone. If you say few "ahhs" and "umms" that's ok, don't sweat it.

Voice Modulations

If you want to be more engaging as a speaker, then avoid talking in a tone that seems too well rehearsed, but you still want to take the speed and inflection of your delivery into account when you practice your speech.

Take a look at this article by the Washington Post. They discuss how the wrong tone can spoil the message of your speech.

To practice proper cadence, record yourself giving your speech and listen to it later. You'll be able to tell exactly when and where you start to sound inauthentic.

You can still use effective voice modulations while employing your natural voice.

Keep it Short and Sweet

If you're only given 30 minutes to give a speech, don't force yourself to fill the entire time allotted. Say what you need to say and use any remaining time for questions or to let your audience out a little early.

The main purpose of delivering a speech is to attempt to get your point across, and that might not require a whole hour. You want to make sure that your presentation is easily digestible for those listening to you. If you can complete your speech in 15 minutes, do so, and leave any remaining time open for questions and comments.

Research conducted by Dianne Dukette and David Cornish (2009) shows that, on average, adults can only sustain attention for around 20 minutes and that their short-term response to the stimulus that attracts attention is only seconds. This means that when you stand up in front of a crowd to present, you only have eight seconds to attract the audience's attention. Additionally, if you're presentation takes longer than 20 minutes then you need to break it up into smaller chunks with a maximum of 20 minutes per chunk of information.

Connect with your Audience

A speech is just like a conversation, which means you need to communicate your message to someone else. In this sense, there is no difference between talking to one person or a thousand.

The problem, however, is that we're all subject to a large amount of information in a short period of time, and it can be difficult for you as a speaker to cut through that noise and prove that what you're saying really matters.

While you're speaking people are likely on their phones, tablets, or laptops, reading emails, surfing the web, researching who you are, or maybe taking notes on your speech. It's your job to make them put their devices down and pay attention to what you have to say.

You can't ask them to turn off their phones, but you can make them set their phones down by creating an atmosphere that excites and engages the listeners.

The best ways to connect with your audience are;

- Tell stories
- Be aware of your target audience
- Know the energy in the room
- Be Willing to poke fun at yourself
- Work on your non-verbal body language

Paint a Picture Through Storytelling

One of the best ways to really engage your audience is by becoming a good storyteller. This aspect of public speaking is so important I didn't want it to simply be a bullet point in the 'Connect with your Audience' section.

Storytelling is a powerful tool used by the best speakers. By employing context into your speech for your audience to connect with, you're creating an easy to listen to atmosphere in which you are not simply shoving information at them in the hopes that they'll retain that information.

The best presentations don't feel like presentations, they are simply stories told by people with interesting experiences.

You can include stories of your own experiences, or use classic stories to bring context to your speech. Martin Luther King was a master at establishing historical context for his message. Take a look at some of the most inspirational TED Talks. TED Talks in general are extremely story driven, and that is one of the reason they're so popular.

For a great example of storytelling being implemented in public speaking, take a look at this presentation given by Jill Bolte Taylor.

Story is the most digestible, understood, and easy to retell communication medium in the world. Story is what really sticks in a listener's mind.

When writing your speech, think about what you need to say in order to establish context that your audience will understand and be able to engage with.

Repetition

Repetition can help ensure your audience takes the main points away from your presentation. It promotes clarity and helps to encourage acceptance of an idea.

In order to employ repetition in your presentations, determine what you want your audience to take away from your speech. Say it. Say it again. And then say it a third time just in case anyone missed it the first couple of times.

Don't Just Practice, Practice, Practice

Have you ever heard someone say that they want to seem authentic on stage, so they didn't practice their speech? Although it may seem contradictory, the more you practice a presentation, the more spontaneous it will actually sound!

Of course, you have to practice it the right way though.

Take into account your environment when you practice and always practice as if you're giving your presentation to a group of people. Speeding through your presentation on the bus in a hushed voice is more likely to hurt you than help you.

Practicing will help to make you feel more confident, and appear more authentic, thus creating a better opportunity to connect with your audience. Which, in the end, is the ultimate goal of public speaking.

Conclusion

In summary, the best way to give an inspiring presentation is by having a message that you believe in that the audience can connect to. The connection between you and the audience is what allows them to truly listen to your message and be inspired.

It takes a lot of practice and experience to become a powerful public speaker, and by emulating the mentioned characteristics of effective public speakers you can become more inspiring and more influential.

BUSINESS REPORTPRESENTATION

MEANING OF BUSINESS REPORTPRESENTATION

The definition of business report writing is the process of preparing a formal written document for a business setting. An example of business report writing is when you write a report for your boss in a formal and professional style.

A report is an impersonal presentation of facts. Report is very much important in the field of business, trade and commerce. The main purpose of writing a report is to present some important information impersonally.

A business report may be defined as an organized statement of facts or events or any situation relating to business or commercial interests prepared after an investigation and presented to the interested persons with or without recommendations.

Transcript of The Importance of Business Presentations

Why Oral Presentations?

Immediate Feedback –
 The speaker will pick up cues from the audience.
 Adjust content and delivery accordingly.

Opportunity for Q&A –
 The audience encouraged to ask for additional information.

The speaker will further engage/interact with the audience.
 -What is their role?

-Are they expected to do something

-Are you asking for their help? -Opening remarks can preview your remarks.

“Today, I’ll cover four main points. First...”

-Let the audience know where you’re going.

-It is important to highlight each point. You Need to:

Make sure, what you say is worth listening to. You as speaker becomes “incentive”based on:

Your discussion & material
 Your ability to express yourself Motivation comes from building momentum

Expecting the audience do something/take action.

Having captive audience.

Voting for your candidate.

Working together to meet a deadline.

Learning to become a better salesperson.

Taking control of their life.

A written report may never be read.

The speaker controls the pace, and

uses NONVERBAL CUES to add

emphasis.

Listening enjoyable than is reading. Finally... Close with a strong finish. strenuous, more

Stand by your convictions, your conclusions,

Be prepared to defend them.

And say; "Thank you for your time." Summarize the main points.

Remind the audience significance of presentation.

Use same techniques you used at opening. Don't end with a quotation.

Don't fade out with a weak saying. Ending/Conclusion/Wrap-Up Ending of presentation is your last opportunity to achieve your objective.

Don't waste it. Establish a rapport...

start working on your credibility immediately.

Quote from Well-known Person

Ask Question

Present a Hypothetical Situation

Tell a Story, a Joke, a Personal Experience

Give a Startling Fact

Use a Dramatic Prop/Visual Aid If the audience is seeing you for the first time: If the audience is familiar with you/topic: Immediate Feedback:

-The speaker pick up cues from the audience.

-Adjust content and delivery accordingly.

Q&A Opportunity: Why Oral Presentations?

Motivate the audience to do what you suggest, based on the presented information.

Get them to go out and take action.

Take control – Do what they need to do. The purpose of the opening is to capture interest. The first 90 seconds of presentation are crucial. The audience will be observing everything about you. The Importance of Business Presentations Why Oral Presentations? Presentation Entertaining Interesting Informative But, equally important, the presentation has to grab the audience's attention and persuade as well as motivate them. Making your speech exciting in order to getting the audience fired up. How your speech can make or break “The Big Deal” Why Persuade and Motivate? These move the audience to action. They will go out and do what you suggest, recommend and encourage them to do. Begin immediately to establish rapport and build a relationship... Work on that RELATIONSHIP: Know your audience. Take “Ownership”. Be absolutely familiar with topic "live it, breathe it". Have the audience willing to listen. -Be dramatic. -State what needs to be done. -Provide important background info. -Introduce the subject. -The speaker further engage/interact with the audience.

-The audience encouraged to ask for additional information. -Drive right into a key point. Importance of creative opening What is an attention-getter? Focus on what you're saying during those first 90 seconds. Logical Sequence. Let the audience know up front what you expect of them with this information? Presentation without strong ending is like a joke without a punch line. Ending/Conclusion/Wrap-Up CALL TO ACTION !!! Less Work for the Audience: