**UNIT I**

**Academic Listening**

Academic listening is all about doing something about what you are listening to – like jotting points, classifying points or sequencing points in a logical order. If our minds are crowded with information that distracts us, our focus gets diffused. It is very important to know what information to know what information one is looking for to be a good listener. There are four types of listening. They are, Skimming, Scanning, Inferential and Analytical.

**Inferential Listening**

A good speaker does not always verbalise everything he wants to communicate. For eg, take Mark Antony’s speech in Shakespeare’s Julius Ceasar play. Even an angry mob could infer all that Mark Antony wanted to communicate despite him saying something which was almost the opposite of his real intent. An intelligent listener perceives beyond what is obvious. This is again an acquired skill.

**Analytical Listening**

This is an extremely sophisticated techniques which only mature listeners are capable of. Even as the mind registers the information, it processes it using lateral thinking skills, questioning, predicting, comparing, organising and finally concluding what is logical, with the given facts that it has gathered from the listening experience. In fact, at this level, the mind is multitasking without losing information. Very few people achieve this level of maturity and sophistication in listening. To cite an eg, Winston Churchill was one of those who could almost instantly come up with a profoundly meaningful yet extremely humorous repartee each time he was in conversation with some.

We use the following listening types for academic listening :

* Active listening
* Reflective listening
* Total listening
* Appreciative listening
* Attentive listening
* Comprehension listening
* Deep listening

**Verbal and Non – Verbal Communication**

**Verbal :** The communication happens through verbally, vocally or through written words which express or convey the message to other is called verbal communication.

Verbal communication has classified into two types :

A. Oral Communication B. Written Communication

Apart from oral and written, verbal communication also has following types :

a. Public Communication c. Intrapersonal Communication

b. Small Group Communication d. Interpersonal Communication

Types of Verbal Communication :

**A. Oral Communication:** A communication which happens through word of mouth, spoken Words, conversations and also any messages or information are shared or exchanged between one another through speech or word of mouth is called oral communication.

Example: Public speech, News reading, Television, Radio, telephone and mobile conversations.

**B. Written Communication:** A communication happens through any word written or oftenwritten sign which refers the languages uses in any medium is called written communication.

Example: Simply any hand written, typed, Newspaper, printed word documents, letters, books and magazines.

 There are also other four types of verbal communication, which are listed below:

**A. Public Communication:** The public communication is defined as the communication of a person with the public. It involves a massive assembly of people. For example, the Prime Minister addressing the public about the multiple developing projects; Other examples include elections, campaigns, public speeches, etc.

**B. Small-Group Communication:** The small group communication is defined as communication within two or more people. The number of people participating in such communication is enough to have a good interaction with each other; For example, school meetings, board meetings, press conferences, office meetings, team meetings, family gatherings, etc.

**C. Intrapersonal Communication:** Intrapersonal communication is communication within us. It is also called as internal communication. It includes self-thinking, analysis, thoughts, assessments, etc. associated with the inner state of mind.

The person's internal thoughts or feelings play a vital role in intrapersonal communication. Italso includes various activities, such as solo speaking, solo writing, solo dancing,concentration, and self-awareness.

**D. Interpersonal Communication:** Interpersonal communication is the communication betweenus and others over the channel. The communication can be online, face-to-face, videoconference on mobile, etc.Interpersonal skills are essential, whether we are a manager, employee, or looking for work.Such skills are also known as soft skills that determine how well a person can communicate,behave, and relate to others.

**Non-Verbal Communication:** Any communication without word of mouth, spoken words,

Conversation and written languages are called Non-Verbal Communication. It happens throughSigns, symbols, colors, gestures, body language or any facial expressions are known as non-verbalcommunication.

Examples: Traffic signals are one of the best examples for non-verbal communication.

Types of Non-verbal Communication :

1. Kinesics

 a. Body Movements

 b. Gestures and Body Stance

 c. Facial Expressions

 d. Eyes Movements

2. Proxemics

3. Haptics

4. Chronemics

5. Paralanguage

6. Appearance

7. Artifacts

8. Environment

1. KINESICS:

a. Body language is a type of a nonverbal communication in which physical behaviors are

used to express or convey the information. Such behavior includes facial expressions, bodyposture, gestures, eye movement, touch and the use of space. Interpretations of human bodylanguage. It is also known as kinesics.

b. Facial expression is a part of body language and the expression of emotions such as the

movement of the eyes, eyebrows, lips, nose and cheeks. The face displays numerous

emotions such as: Happiness, Surprise, Disgust, Anger, Sadness, etc...

c. Head and neck signals: The body language of the head should be considered in

conjunction with that of the neck. Body language conveyed by the head and neck involvesvarious ranges of movement. Nodding of the head is generally considered as a sign ofsaying 'yes'. Shaking the head is usually interpreted as meaning 'no'.

d. Body postures: Emotions can also be detected through body postures. For example, a

person feeling angry would portray dominance over the other, and their posture would

display approach tendencies. Sitting or standing postures also indicate one's emotions. A

person sitting till the back of their chair, leans forward with their head nodding along withthe discussion implies that they are open, relaxed and generally ready to listen. On the otherhand, a person who has their legs and arms crossed with the foot kicking slightly impliesthat they are feeling impatient and emotionally detached from the discussion

e. Gestures - Gestures are movements made with body parts (example hands, arms, fingers,head, legs) and they may be voluntary or involuntary. Different hand gestures helpemphasize meanings and regulate interaction between or among participants.

For Example: Relaxed hands indicate confidence and self-assurance, while clenched

hands may be interpreted as signs of stress or anger. If a person is wringing their hands,

this demonstrates nervousness and anxiety.

f. Oculesics - Oculesics, a subcategory of body language, is the study of eye movement, eyebehavior, gaze, and eye-related nonverbal communication. Eyes are said to be the windowto the soul. - Through eye contact, one can tell if the other party is paying attention to thespeaker’s words. - It can also help in determining whether one is saying the truth or not. -Through eye contact we can be able to know one’s emotional condition.

2. PROXEMICSAnother notable area in the nonverbal world of body language is that of spatialrelationships, which is also known as Proxemics. Introduced by Edward T. Hall in 1966,Proxemics is the study of measurable distances between people as they interact with oneanother.

Hall also came up with four distinct zones in which most men operate:

Intimate distance for embracing, touching or whispering

Personal distance for interactions among good friends or family members

Social distance for interactions among acquaintances

Public Distance used for public speaking.

3. HAPTICS(Touch)-It is a subcategory of Body Language, and the study of touching as such, handshakes,holding hands, back slapping, high fives, brushing up against someone or patting someone allhave meaning. Touching is the most developed sense at birth and formulates our initial viewsof the world. Touching can be used to sooth, for amusement during play, to flirt, to expresspower and maintain bonds between people, such as with baby and mother.

4. CHRONEMICS(Time)–The use of time in nonverbal communication is formally defined as chronemics. Timeperceptions include punctuality, willingness to wait, and interactions. The use of time can affect lifestyles, daily agendas, speed of speech, movements and how long people are

willing to listen.

5. PARALANGUAGE–The attributes of voice like audibility, pleasantness, distinctness, and correctness inpronunciation, flexibility, etc. help to shape the meaning in oral communication. – Theseattributes help in creating meaning. - Paralanguage goes beyond the linguistic form of anutterance.Diction, the highness and lowness of tone, intensity, the manner of delivery, rate ofspeaking, etc. create the intended meaning of an utterance. - When something is deliveredcoupled with gestures and facial expressions may reflect the feeling(s) and/or emotion(s) ofthe participant in a communicative situation.

6. APPEARANCE - Personal appearance refers to the way the audiences with their expectations ofappropriateness, see and evaluate the way you look. The ways you look is all about youroutward appearance of clothing, grooming, and make-ups.

Physical appearance largely determines attractiveness and those who are attractive are morelikely to be considered as more intelligent, more persuasive, and more likeable than theunattractive ones.

Appearances also include:

\*Hairstyles

\* Body cleanliness

\* Clean Nails

\* Shiny shoes

\*No tattoos

\*Being appropriately dressed

7. ARTIFACTS - Artifacts are forms of decorative ornamentation that are chosen to represent selfconcept. They can include rings and tattoos, but may also include brand names and logos.From clothes to cars, watches, briefcases, purses, and even eyeglasses, what we choose tosurround ourselves with communicates something about our sense of self. They may projectgender, role or position, class or status, personality, and group membership or affiliation.

8. ENVIRONMENT - Environment involves the physical and psychological aspects of the communicationcontext. The perception of one’s environment influences one’s reaction to it. For example,Google is famous for its work environment, with spaces created for physical activity andeven in-house food service around the clock. The expense is no doubt considerable, butGoogle’s actions speak volumes. The results produced in the environment, designed tofacilitate creativity, interaction, and collaboration, are worth the effort

**Body Language :**

Body language is a type of communication in which physical behaviours, as opposed to words, are used to express or covey the information. Such behaviour includes facial expressions, body postures, gestures, eye movement, touch and the use of space. All express their body language in one of four ways: a light and bouncy movement, a soft and fluid movement, a dynamic and determined movement and Bold movement.

**Posture :**

Posture is the position in which you hold your body while standing, sitting or lying down. Good posture involves training your body to stand, walk, sit and lie so as to place the least strain on muscles and ligaments while you are moving or performing weight bearing activities.

**Gesture :**

A gesture is a movement or position of the hand, arm, body, head, or face that is expressive of an idea, opinion, emotion, etc.,

**Eye Contact :**

Eye contact is what happens when two people look at each other’s eyes at the same time. This is a form of nonverbal communication many forms of emotions. Unlike other primates, we can easily see where humans are looking because of the amount of white surrounding our irises.

**Space distancing :**

The minimum distance to be maintained from the receiver or addressee is determined by the nature of the context where the act of communication is transacted. The types of space relevant to proxemics.

**Intimate –** from body contact to 18 inches, a distance for comporting, whispering

**Personal –** from 18 inches to four feet, a distance that enables personal to casual conversations amongst friends and family.

**Social –** from 4 to 12 feet, a distance reserved for formal/social business transactions.

GRAMMAR

1 - **CLAUSES**

A clause is a group of words that contains a subject and a verb that have a relationship. This relationship is crucial; a clause conveys information about what that subject is or is doing, rather than simply being a random grouping of words.

**TYPES OF CLAUSES**

**Independent clauses**

An independent clause is a clause that can stand on its own as a distinct sentence. Take a look at these examples:

* I love eating cookies.
* My dog barks a lot.
* The kids ate lunch.
* His truck is green.

**Dependent clauses**

In contrast, a dependent clause is *not* a complete sentence. Dependent clauses are sometimes known as [subordinate clauses](https://www.grammarly.com/blog/subordinate-clause/). As their name implies, these clauses depend on independent clauses to clearly express ideas. Here are a few examples of dependent clauses:

* + When I grow up
	+ Although he sings well
	+ The mouse that was hiding

How to turn these dependent clauses into full sentences, you need to combine them with independent clauses:

* When I grow up, I want to be a doctor.
* Although he sings well, he hates karaoke.
* I searched through the basement and found the mouse that was hiding.

Take a look at these three sentences and see if you can pick out the differences between the first two and the last one.

In the first two examples, the dependent clause comes before the independent clause and the two clauses are separated by commas. Keep this in mind when you’re writing: Whenever the dependent clause comes first in a complex sentence, it’s followed by a comma.

 **2 –VOICES**

Voice is the term used to describe whether a [verb](https://www.grammar-monster.com/lessons/verbs.htm) is active or passive.
In other words, when the [subject](https://www.grammar-monster.com/glossary/subject.htm) of the verb is doing the action of the verb (e.g., "The dog bit the postman."), the verb is said to be in the [active voice](https://www.grammar-monster.com/glossary/active_voice.htm). When the subject of the verb is being acted upon (e.g., "The postman was bitten."), the verb is said to be in the [passive voice](https://www.grammar-monster.com/glossary/passive_voice.htm). So, the voice of a verb tells us whether the subject is acting or being acted upon.

**What Is the Active Voice?**

If the subject is performing the action, then the verb is said to be in the [active voice](https://www.grammar-monster.com/glossary/active_voice.htm).

**What Is the Passive Voice?**

If the subject is having the action done to it, then the verb is said to be in the [passive voice](https://www.grammar-monster.com/glossary/passive_voice.htm).

**EXAMPLES**

|  |  |
| --- | --- |
| Mom read the novel in one day. | The novel was read by Mom in one day. |
| I will clean the house every Saturday. | The house will be cleaned by me every Saturday. |
| The company requires staff to watch a safety video every year. | The staff are required by the company to watch a safety video every year. |
| Tom painted the entire house. | The entire house was painted by Tom. |
| The teacher always answers the students' questions. | The students' questions are always answered by the teacher. |
|  |  |

 **3- DEGREES OF COMPARISION**

In grammar, the degrees of comparison relate to [adjectives](https://www.grammar-monster.com/lessons/adjectives.htm) and [adverbs](https://www.grammar-monster.com/lessons/adverbs.htm). Every adjective and adverb can be written in one of three degrees:

**The Positive Degree.**

This offers no comparison. It just tells us about the existence of a quality. For example:

* Adjectives: slow, beautiful, happy
* Adverbs: slowly, beautifully, happily

**The Comparative Degree.**

This compares two things to show which has the lesser or greater degree of the quality. For example:

* Adjectives: slower, more beautiful, happier
* Adverbs: more slowly, more beautifully, more happily

**The Superlative Degree.**

This compares more than two things to show which has the least or greatest degree of the quality.For example:

* Adjectives: slowest, most beautiful, happiest
* Adverbs: most slowly, most beautifully, most happily

**Degrees of Comparison examples:**

* Positive degree – The cat runs fast.
* Comparative degree – The cat runs faster than dogs.
* Superlative degree – The cat runs fastest of all animals.
* Positive degree- Very few batsmen in the world are as good as Sachin Tendulkar.
* Comparative degree - Sachin Tendulkar is better than most other batsmen in the world.
* Superlative degree - Sachin Tendulkar is better than most other batsmen in the world.
* Positive degree - Rose is a **beautiful** flower.
* Comparative degree – Rose is a beautiful flower than lily.
* Superlative degree - Rose is the most beautiful flower.

 **4 - CONDITIONAL CLAUSES**

Conditional sentences consist of a main clause and a conditional clause (sometimes called an if-clause). The conditional clause usually begins with if or unless. The conditional clause can come before or after the main clause.There are four types of conditional sentences.It’s important to use the correct structure for each of these different conditional sentences because they express varying meanings.Pay attention to verb tense when using different conditional modes.Use a comma after the if-clause when the if-clause precedes the main clause.

**Examples**

* If a certain condition is true, then a particular result happens.
* I would travel around the world if I won the lottery.
* When water reaches 100 degrees, it boils.
* If you don’t brush your teeth, you get cavities.
* When people smoke cigarettes, their health suffers.
* If you rest, you will feel better.
* If you set your mind to a goal, you’ll eventually achieve it.
* If I inherited a billion dollars, I would travel to the moon.
* If I owned a zoo, I might let people interact with the animals more.

 **5-READING COMPHRENSION**

Reading comprehension is the ability to process what is being read, understand the meaning the [author](https://www.zippia.com/author-jobs/) is trying to convey, both textually and sub textually and make inferences based on [prior](https://www.zippia.com/prior-jobs/) knowledge. Reading comprehension involves both text comprehension and vocabulary knowledge. You need to know what each word means individually and as part of the whole in addition to what the text is trying to convey.



**UNIT II - Professional Writing**

**Standard Business Letter**

A business letter is a formal document often sent from one company to another or from a company to its clients, employees, and stakeholders, for example. Business letters are used for professional correspondence between individuals, as well.

**What to Include in the Letter**

Make the purpose of your letter clear through simple and targeted language, keeping the opening paragraph brief. You can start with, “I am writing in reference to…” and from there, communicate only what you need to say..

**Sections of a Business Letter**

Each section of your letter should adhere to the appropriate format, starting with your contact information and that of your recipient’s; salutation; the body of the letter; closing; and finally, your signature.

**Your Contact Information**

* Your Name
* Your Job Title
* Your Company
* Your Address
* City, State Zip Code
* Your Phone Number
* Your Email Address
* The Date
* The date you're penning the correspondence

**Recipient’s Contact Information**

* Their Name
* Their Title
* Their Company
* The Company’s Address
* City, State Zip Code
* The Salutation

Use "To Whom It May Concern" if you’re unsure specifically whom you’re addressing.

Use the formal salutation “Dear Mr./Ms./Dr. [Last Name],” if you do not know the recipient.

Use “Dear [First Name],” only if you have an informal relationship with the recipient.

**The Body**

Use single-spaced lines with an added space between each paragraph, after the salutation, and above the closing.

Left justify your letter (against the left margin).

**Closing Salutation**

Keep your closing paragraph to two sentences. Simply reiterate your reason for writing and thank the reader for considering your request. Some good options for your closinginclude:

 Respectfully yours

 Yours sincerely

 Cordially

 RespectfullY

**Report Writing**

Report writing is a formal style of writing elaborately on a topic. The tone of a report is always formal. The audience it is meant for is always thought out section. For example – report writing about a school event, report writing about a business case, etc.

**Parts of a Business Report**

So, broadly here’s what we have as sub-headings in a report for a business student in the given order: Executive summary, table of contents, introduction, body, conclusion, references, Appendices.

This gives idea of what flow of thought you are to keep while writing a report.

**Example** you a broad

**of a Report for Business Students**

XYZ Case study
Short Business Report: Guidelines

This document provides an outline for our annual business. Please follow this format when preparing your case reports.

**Contents**

The report should begin with a table of contents. This explains the audience, author ,and basic purpose of the attached report. It should be short and to the point.

DATE: March 24, 2018
TO: Mr. Siddhartha Malik
FROM: Jeena Claudette, Marketing team, XYZ company

**Executive Summary**

The second page of the document must have a report title at the top, and provide an executive summary, that is a paragraph or two that summarizes the report. It should provide a sufficient overview of the report so that an executive (who doesn’t have the time or energyto fully read through the long report) can actually grasp the main points beforehand.

Most importantly, the summary should contain (a) the purpose of the report, (b) what you did (analysis) and what you found (results), and (c) your recommendations. These recommendations should be short and not go beyond a page.

**Preparing Agenda**

**What is an Agenda?**

In its simplest form, an agenda sets out the list of items to be discussed at a meeting.

It should include:

The purpose of the meeting; and

The order in which items are to be discussed, so that the meeting achieves its purpose. This will later shape the minutes of the meeting.

An agenda is a tool for attendees including, but not limited to, the chairperson and secretary. It serves several functions, before, during and after a meeting.

**These functions include**:

It helps potential attendees decide whether they need to attend. By setting out what will be discussed, and for how long, it shows potential attendees whether they are crucial to the discussion and whether it is crucial to them. They can then make an informed decision about whether they attend or make their contribution in writing or via another attendee.

It helps invitees to prepare for the meeting. Along with any papers, it allows them to understand what will be discussed and to think about the issues in advance. They can also prepare any facts or figures so that they have the necessary information to hand to make an effective contribution.

It provides a structure for the meeting. It means that anyone diverting from the topic can be brought back to the matter in hand quickly and easily.

Similarly, it allows the chair to control the meeting. A timed agenda is especially helpful for this, since the chair can move onto the next item when the time is up, asking attendees to continue the discussion elsewhere if necessary.

Finally, it gives a way in which the meeting’s success can be judged. Because the agenda includes the purpose, attendees can see whether the meeting has achieved its aim or not. This makes it clear whether future meetings are necessary on the same subject.

**Writing Minutes for Meeting**

Meeting minutes are notes that are recorded during a meeting. They highlight the key issues that are discussed, motions proposed or voted on, and activities to be undertaken. The minutes of a meeting are usually taken by a designated member of the group. Their task is to provide an accurate record of what transpired during the meeting.

**What to Include in Meeting Minutes**

Before recording any details, a designated minutes recorder should familiarize themselves with the type of information that they should record. A group may be using a specific format to record notes but, overall, the minutes of a meeting typically include the following details:

* Date and time the meeting happened
* Names of attendees, as well as absent participants
* Acceptance of, or amendments made to, the previous meeting’s minutes
* Decisions made regarding each item on the agenda, such as:
* Activities undertaken or agreed upon
* Next steps
* Outcomes of elections
* Motions accepted or rejected
* New business
* Date and time of the next meeting

 **The Process of Writing Meeting Minutes**

When the meeting ends, the individual tasked with writing minutes should get all the resources he needs to write up the minutes in a clear, presentable way. Here are some tips to consider:

Once the meeting ends, don’t take too long to write the minutes. This way, everything that took place in the meeting is still fresh in your mind.

**Note Making on a Business Conversation**

Focus your conversations. When someone goes off topic, you can easily bring them back around with a quick glance at your notes.

Ask meaningful questions. If you need clarification, there’s no need to interrupt. Simply make a note and ask when it’s appropriate.

Follow up. Writing down what comes next allows you to check actionable items off your to-do list in a timely fashion, without constant reminders from clients or teammates.

Do your job more easily. With notes on hand, you never have to wing it. If you’re uncertain about a key point or deadline, you have easy access to that information.

Build stronger customer relationships. Taking notes allows you to remember the small details of your clients’ lives, and thus create more personalized interactions. When clients feel you care about them, they’re more apt to care about you, too.

**3 Note-Making Ideas**

How you take notes for customer relationship management is completely up to you. Efficiency is the ultimate goal, so once you settle on a system, be consistent. At first, however, you may need to experiment. Here are a few ideas:

**Just do it.** .

**Organize as you go**.

**Map it out**.

**Case Study and Documentation**

**What is Documentation?**

Within organisations there are documentations centres. These centres specialise in putting together valuable records and preserving such documents. The objective of such preservation is for record and reference. Often such material is valuable and copyrighted information. The process of putting together such material in a desired form is documentation.

**What is a Case Study?**

When detailed study is carried out on any one aspect of an organisation that study is called a case study. The purpose of such studies is to give feedback to the system so that improvements can take place. For example, if a particular organisation wants to know how to increase the productivity of its employees, it may hire a HR firm to undertake a case study. The HR firm will then take stock of how many people are employed in which division, their qualifications, skills. The HR firm will also look into per man/working unit and weigh it against output per unit. This might reveal output per working unit in terms of income and expenditure per unit. All this will enable the commissioning firm to analyse its losses and gains. It will also realise what strategies it needs to adopt to optimise resources and maximise gains.

Case studies are also documented. They take the form of a report and are divided into chapters. Chapters in turn contain plenty of descriptive matter as well as interpretative data or statistics.

**Importance**

Case studies and documents are important official records that need to be preserved for the purpose of continuity and reference. By looking at case studies and other such official documents over a number of years an organisation can judge its progress and determine future thrusts. It can also analyse its pitfalls and take precautions against mishaps happening in future.

**Speaking Skills**

**A Peek into the World of Telephone**

A psychiatrist who was testing the mentality of a patient asked, "Do you ever hear voices without being able to tell who is speaking or where the voices are coming from?" The patient answered, "It happens often when I am on the phone."

"If we discovered that we had only five minutes left to say all that we wanted to say, every telephone booth would be occupied by people calling other people to stammer that they loved them."

**Basics of Telephone Communication**

"When people talk, listen completely. Most people never listen." -Ernest Hemingway

Telephone skills are almost as crucial for success in your professional life as it is to your social life. The fact that time is the most valuable resource to everyone is be yond argument. People prefer to transact businesses over phone today because of the shortage of time. Successful businesses have international operations and since travel is expensive and time-consuming, people prefer to use the phone wherever possible to facilitate marketing, sales and other operations. When you are communicating to someone in person, you can draw support from facial expressions and body language, However, when you are speaking to someone on the phone, all you can rely on for effective communication is your voice and its modulation. The basics to effective telephone communication revolve around four important things.

Graham Bell, a scientist from Boston, USA, invented the telephone to facilitate teaching the deaf. He would never have imagined that the telephone would become such an indispensable tool to conduct life one day.

**Being Ready to Listen Actively**

The techniques of effective listening, explored in the first unit, are equally significant to effective telephone skills. A good telephone user should be ready to listen actively, While listening it may be absolutely necessary to focus on the speaker's choice of words and voice modulation. They may reveal a lot to you to make decisions about the business on hand and the speaker's credibility.

**Keeping Your Emotions in Check**

In no position to time the calls that we receive these days. We are at an age where telemarketing personnel take it as their privilege to call you at their convenience, The ring of a phone is not a welcome sound anymore. Stressed by many forces around us, we tend to carry on with the same tone of voice when the telephone

**Listening for Specific Information**

If you are a caller, you already know the purpose of your call and therefore, it is easy for you to listen to the specific information you are looking for. If you are the receiver, all the information given by the caller might not be relevant to you. In these circumstances, you will have to politely excuse yourself. If the information is useful, but there is no notepad within easy reach make a mental note of what is communicated. It is always good to keep a scribbling pad or some writing equipment near the telephone. The specific information could be numbers, address or time of visit of someone. If your mind is crowded with many other thoughts, you are most likely to miss something important. You could have templates designed to feature "What”, “Where", “Who”, “When” etc. and fill in the relevant boxes with points.

**Asking Questions When Necessary**

It is important not to have any gaps in information. Very often, you may not have an opportunity for verification once again. Make sure you ask the right questions and carry them forward.

**Open Questions**

The word "telepho comes from the G word tele, meaning afar, and phone, me voice or voiced so Generally, a teleph is any device which conveys sound ove a distance. A strintelephone, a mega or a speaking tube might be consider telephonic instrum but for our purpo they are not telep These transmit so mechanically and electrically. How's

Open questions will give chunks of information as answers. When you ask an open question, be sure to be attentive while listening. Open questions begin with triggers like "who", "when", "how”, “why", "where” etc. As you can see, these questions are not going to elicit answers just in the affirmative or negative. The answers will contain pieces of information which you are probably looking for.

**Closed Questions**

"Could you repeat the number, please?"

"Did you call me yesterday?"

These are some closed questions. They begin with triggers like: "are you", "would you", "do you" etc.

**Telephone Courtesy**

"Be sincere; be brief; be seated.”

 -Franklin Delano Roosevelt

Just as in real life, it is important to be courteous when you are speaking on the phone. Cultivating the habit of giving accurate information is beneficial to the caller as well as the speaker. One cannot expect to get positive responses always. When on the telephone, you should be prepared for both responses-negative and positive. You should ensure that you do not show your disappointment on having been given a negative response. Do not express any disagreement unpleasantly. If you have to, use polite statements to express what you have to say. It would be wise not to pick up arguments with anyone on the phone. In the absence of eye contact and a chance to observe a person's body language, words become the only means of communication and anything said with emphasis might sound very rude. Wind up all calls with a pleasant leave-taking

**Personal/ Social Calls**

Although people tend to get informal when talking to friends and family, it is important not to forget manners even at these times.

**Formal Situations**

The one who calls usually greets by saying hello. He then announces his name and identifies himself.

**Greeting**

Sometimes the person who is called announces his number as soon as he takes the call. Some people say: "This is Captain Rajan here." Either way, it helps the caller decide whether or not he has dialled the right number.

Saying Good morning' or 'Good afternoon' depending upon the time of the day is also one of the very important telephone etiquettes.

If it is a business call, usually, the receiver says, "What can I do for you?"as soon as the caller has identified himself.

**Leave-taking**

Leave-taking is as important a part of telephone etiquette as greeting. Do not forget to mention the name of the person who attended to you on the phone when you thank him. A typical and appropriate leave-taking would be: “Thank you, Mr Natesan. I truly appreciate your kindness in helping me."

**Informal Situations**

If you are talking to a friend on the phone, perhaps you will use a more informal option for greeting and leave-taking. Some people who have been influenced by the American way of greeting say: "Hi” which is an equivalent of "Hello". While taking leave, they say, “Thanks very much.” You can choose your style depending upon environment you are in and the kind of person you are speaking to. the

**Different kinds of Calls**

"The more elaborate our means of communication, the less we communicate!" --Joseph Priestley

* Leaving a Message
* Making Requests
* Asking for and Giving Information
* Calls to Give or Receive Information
* Giving Instructions

**Listening for Tone, Mood and Attitude**

"Many attempts to communicate are nullified by saying too much!"---Robert Greenleaf

We have already understood that the only inputs we can rely on to understand the mood or the intention of the speaker on the phone is through the tonal quality. Some organisations like the CBI, Bomb Diffusion Force or the Police are given professional training to detect the credibility, mood, intent or attitude of the speaker, even they can't always be right. However, we can guess to some extent the mood of the speaker by the choice of his words.

**Teleconference**

Communication leads to community, that is, to understanding, intimacy and mutual valuing."-Rollo May

Today's lifestyle makes it necessary for people to use the telephone for many activities that were conducted in person a decade ago. It is not unusual for people to have group discussions or business meetings using the telephone as the medium. Conference calls are facilitated by agencies especially set up by the service providers for this purpose. Conference calls save travel time and cost. This increases the profitability for the companies. Even marriage bureaus have started using this facility for finalising marriages between non-resident Indians and resident Indians. One might argue that it can never be the same as meeting in person and getting to know someone. While it be so, conference calls are here to stay as more and more people are beginning to use this facility.

**Participating in Teleconferences**

. The providers of this service will have to be informed beforehand as to who will be the initiator and who the participants.

You will be given a dial-in number by the provider.

PHONETICS

Phonetics is a branch of linguistics that focuses on the production and classification of the world’s speech sounds or the studies, how humans produce and perceive sounds, The production of speech looks at the interaction of different vocal organs, for example the lips, tongue and teeth, to produce particular sounds.

A **vowel** is a speech sound produced by humans when the breath flows out through the mouth without being blocked by the teeth, tongue, or lips.

A **diphthong** is a vowel sound in which the tongue changes position to produce the sound of two vowels.

A **consonant** is one of the speech sounds or letters of the alphabet that is not a vowel. Consonants are pronounced by stopping the air from flowing easily through the mouth, especially by closing the lips or touching the teeth with the tongue.

## Categories of the vowel sounds

Vowel sounds are divided into the following three categories:

* Long vowels (vowels that sound like the letter name)
* Short vowels (the most common sound for a single vowel spelling)
* Other vowels (the remaining vowel sounds)

The long vowel sounds are not pronounced for longer time than short vowel sounds! It is important for ESL/ELL/EFL students to realize that the terms "long" and "short" are not describing the length of time a vowel sound is said.

These archaic terms are still in popular use in American classrooms and online. They are used here to give a name to a vowel sound so when the sound is discussed, the name and not the sound (which many beginner students cannot yet hear correctly) is used.

At their simplest, short vowel sounds are usually spelled with a single letter, while long vowel and other vowel sounds are generally spelled with combinations of letters. This should not be taken as a strict rule when learning English pronunciation, however, as there are a large number of exceptions.

## Why is vowel sounds hard to pronounce?

Many spelling patterns of English pronunciation have the possibility of two or more pronunciations using that single spelling. For example, the letters 'e-a' have a different pronunciation in the words team (long e /i/) and dead (short e /ɛ/). It is helpful to learn the common spellings for each vowel sound along with knowing all the possible pronunciations for each spelling.

The English language also has a large number of words that are not pronounced the way their spelling suggests. These are called non-phonetic words and must be memorized individually.

What are the English Vowel Sound IPA symbols (International Phonetic Alphabet)? English has 20 vowel sounds.

## Short vowels in the IPA are:

/ɪ/ – fit /fiːt/, pick /piːk/, difficult /ˈdɪ.fɪ.kəlt/

/e/ – pet /pet/, sent /sent/, attention /əˈten.ʃən/

/æ/ – pat /pæt/, flat /flæt/, family /ˈfæ.mə.li/

/ʌ/ – cut /kʌt/ jump /dʒʌmp/, cover /ˈkʌ.vər/

/ʊ/ – put /pʊt/, book /bʊk/, cushion /ˈkʊ.ʃən/

/ɒ/ – pot /pɒt/, dog /dɒg/, hospital /ˈhɒs.pɪ.təl/

/ə/ – about /əˈbaʊt/, system /ˈsɪs.təm/, complete /kəmˈpliːt/.

## Long vowels in the IPA are:

/i:/ week /wi:k/, feet /fi:t/, media /ˈmiː.di.jə/

/ɑ:/ hard /ha:/, park /pa:k/, article /ɑː.tɪ.kəl/

/ɔ:/ fork /fɔ:k/, walk /wɔ:k/, August /ɔːˈɡʌst/

/ɜ:/ heard /hɜ:d/, word /wɜ:d/, surface /ˈsɜː.fɪs/

/u:/ boot /bu:t/, group /gru:p/, beautiful /ˈbjuː.tɪ.fəl/

## Diphthong vowels (double) in the IPA are:

/eɪ/ place /pleɪs/, late /leɪt/, dangerous /ˈdeɪn.dʒə.rəs/

/oʊ/ home /hoʊm/, phone /foʊn/, global /ˈɡloʊ.bəl/

/aʊ/ mouse /maʊs/, brown /braʊn/, accountant /əˈkaʊn.t̬ənt/

/ɪə/ clear /klɪə/, fear /fɪə/, career /kəˈrɪə/

/eə/ care /keə/, wear /weə/, declare /dɪˈkleə/

/ɔɪ/ boy /bɔɪ/, toy /tɔɪ/, enjoyable /ɪnˈdʒɔɪ.jə.bəl/

/aɪ/ find /faɪnd/, bite /baɪt/, tiger /ˈtaɪ.ɡə/

/ʊə/ tour /tʊə/, pure /pʊə/, mature /məˈtʃʊə/

**CONSONANTS**

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