

S.Y.B.COM  
BCCCON201

Commercial Communication-2

BARRIER

DISCUSSION

INTERACTION

DATA

GLOBAL

CONNECTION

DATA

COMMUNICATION

TRANSMISSION

DISCUSSION

SOCIAL

DISCUSSION

INFORMATION

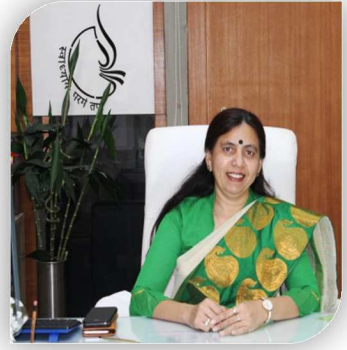
NEWS

EXCHANGE

TRANSMISSION

## Message for Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Bhimrao Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides more than 70 courses including various Certificates, Diplomas, Post Graduate Diplomas, Under Graduate, Post Graduate, as well as Doctoral degree, to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and erected a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

*"We want the education by which, the character is formed, strength of mind is increased, the intellect is expand and by which one can stand on one's own feet".*

In order to provide students with qualitative, skill and life oriented education at their threshold, Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university, following the core motto 'स्वध्यायः परमम् तपः' does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subjects. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated team for Self Learning Material, comprising of Programme advisory committee members, content writers and content and language reviewers, has been formed to cater the needs of the students.

Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT. The university has prepared new, need-based and vocational-professional courses as per the guidelines of National Education Policy 2020 and shall be soon launched. The university promotes and implements the use of Open Educational Resources, Academic Bank of Credit, Choice Based Credit System, Flexible Entry and Exit into programmes; for making education truly open, flexible, and student-friendly.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

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**Dr. Babasaheb Ambedkar Open University**  
(Established by Government of Gujarat)

**S.Y. B.COM**  
**BCCCON201**

**COMMERCIAL COMMUNICATION-2**

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<b>UNIT : 01</b>	<b>ACADEMIC VOCABULARY AND ENGLISH FOR BUSINESS</b>
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**:: STRUCTURE ::**

**1.0 Objectives**

**1.1 Introduction**

**1.2 Academic Vocabulary**

**1.3 List of common words used as academic vocabulary**

**1.4 English for Business**

**1.5 Key words**

**1.6 Let us sum up**

**1.7 Check your progress**

**1.8 Books suggested**

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**1.0 OBJECTIVES**

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In this unit the students will:

- increase knowledge of the meanings of specific words
- develop ability to use context to determine meanings of unknown words
- be able to develop a sense of diction, both as readers (or listeners) and as writers (or speakers)
- be confident in identifying academic and non-academic language
- develop an ability to consult word, phrase and collocation lists

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**1.1 INTRODUCTION**

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There is a strong and unbreakable connection between language and communication. Humans utilize language as their main mode of communication, and it has a major influence on how we express our thoughts, feelings, knowledge, and ideas to others. Language serves as the channel for communication. It offers the framework and structure needed for messages to be expressed and understood. Effective communication as we know it would not be possible without language.

There are both verbal and nonverbal components to communication. While nonverbal communication encompasses body language, facial expressions, gestures, tone of voice, and other clues, verbal communication involves the use of spoken or written words. Verbal communication, which is the explicit and direct method of information transmission, is the main component of language.

Nonverbal communication complements language, adding emotional nuances and context to spoken or written words.

Communication may be precise and targeted thanks to language. People can communicate ideas clearly and accurately by using appropriate vocabulary, grammar, and syntax. In order to eliminate ambiguity and guarantee that messages are understood as intended, effective communication depends on the words chosen and the language's structure. Context and culture influence language. Language standards and conventions vary according to cultures and circumstances. Effective cross-cultural communication depends on an understanding of the cultural and contextual nuances of language.

Effective communication is a two-way process that includes listening and understanding in addition to speaking and writing. Individuals can actively listen, absorb information, and respond correctly to messages they receive thanks to language. Language is flexible and is always changing.

Language is frequently blended with other media in modern communication, such as text, images, video, and symbols. Interactions can be richer and more interesting thanks to multimodal communication. Language acts as a link between these various modalities, enabling people to communicate complicated ideas through a variety of expressions. People can communicate and interpret their emotions via language. Emotional states can be expressed by words, voice tone, and nonverbal cues. Effective communication requires emotional intelligence, which entails identifying and controlling one's own and other people's emotions.

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## **1.2 WHAT IS ACADEMIC VOCABULARY**

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The set of terms and expressions frequently used in academic contexts, such as those found in schools, colleges, universities, and research institutions, is referred to as academic vocabulary. For complicated ideas, concepts, and knowledge to be properly communicated and understood across a variety of academic disciplines, these words and phrases are crucial. Academic language is distinguished by its accuracy, technical, and frequently discipline- or technology-specific nature.

Scholars can communicate precise meanings without ambiguity thanks to the specificity and precision of academic terminology. It aids in avoiding wording that is ambiguous or general. Typically, academic vocabulary is more formal than normal speech. It follows accepted grammatical and stylistic norms. There are specific vocabularies used in many academic fields. For instance, physics language will be different from psychology or history vocabulary. Technical terminology specific to a given field of study are frequently included in academic vocabularies. Some people might not use these terminology frequently outside of academics. In order to debate and transmit abstract thoughts and ideas effectively, academic vocabulary frequently involves exact terminology.

Academic vocabulary can be challenging, with words that have multiple syllables and intricate sentence forms. To address

difficult subjects and research findings, this intricacy is required. In academic writing, such as research papers, essays, and dissertations, academic terminology is crucial. It aids in the clear and effective communication of writers' ideas. Knowledge of academic language is necessary to comprehend academic texts. To read and respond to scholarly literature effectively, students and researchers need to be able to recognize and understand certain terms and phrases.

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### **1.3 LIST OF COMMON WORDS USED AS ACADEMIC VOCABULARY**

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The following is a list of academic vocabulary words and phrases that are essential for college-level students across various disciplines.

**Abstract:** A concise summary of a research paper or article.

**Abstraction:** The process of simplifying complex ideas or phenomena.

**Academic integrity:** Adherence to ethical standards in academic work.

**Analysis of variance (ANOVA):** A statistical test used to analyze differences among groups.

**Analysis:** Examination and evaluation of data or information.

**Analyze:** To break down information into its constituent parts.

**Annotation:** Explanatory notes or comments added to a text.

**Argument:** A central point or thesis in academic writing.

**Assumption:** A belief or premise taken for granted in research.

**Bias:** Systematic error in research or sampling.

**Bibliography:** A list of sources cited in a scholarly work.

**Case study:** An in-depth analysis of a single subject or instance.

**Causation:** The relationship between cause and effect.

**Citation style:** A specific format for citing sources in academic writing (e.g., APA, MLA).

**Citation:** A reference to a source in a scholarly work.

**Cohesive:** Sticking together or logically connected in writing.

**Cohort study:** A type of longitudinal research study.

**Concept:** An abstract or general idea.

**Conceptual framework:** A theoretical structure for organizing ideas in research.

**Conclude:** To reach a final decision or judgment.

**Conflict of interest:** A situation where personal interests may interfere with professional judgment.

**Content analysis:** A research method for analyzing text or media.

**Correlation:** A statistical relationship between variables.

**Critical thinking:** The ability to analyze, evaluate, and synthesize information.

**Data:** Information collected for analysis.

**Debate:** A structured discussion of opposing viewpoints.

**Deductive reasoning:** Drawing specific conclusions from general principles.

**Dependent variable:** The variable that is influenced by another variable in an experiment.

**Empirical evidence:** Information gathered through direct observation or experimentation.

Empirical research: Research based on observation and evidence.  
Empirical: Based on observation or evidence.  
Ethnography: A qualitative research method focused on cultural understanding.  
Experiment: A controlled investigation to test hypotheses.  
Falsify: To manipulate or misrepresent research data.  
Field research: Research conducted in real-world settings rather than a controlled environment.  
Fieldwork: Research conducted in a real-world setting.  
Gather data: To collect information for analysis.  
Generalization: Extending research findings to a larger population.  
Hypothesis testing: The process of evaluating a hypothesis through experimentation or analysis.  
Hypothesis: A testable statement or prediction.  
Hypothesize: To propose a hypothesis for investigation.  
Independent variable: The variable that is manipulated or controlled in an experiment.  
Infer: To deduce or conclude from evidence and reasoning.  
Interdisciplinary: Involving multiple academic disciplines.  
Jargon: Specialized or technical language within a field.  
Justification: Providing reasons or evidence to support an argument or decision.  
Kairos: The opportune moment or timing in rhetoric and communication.  
Kappa coefficient: A statistic used to measure agreement between observers.  
Literature gap: A missing piece of research in existing literature.  
Literature review: A survey of existing research in a field.  
Logistic regression: A statistical method used to analyze relationships between variables in categorical data.  
Meta-analysis: A statistical technique that combines results from multiple studies to identify patterns or trends.  
Methodological rigor: The strength and validity of research methods.  
Methodology: The systematic approach used in research.  
Niche: A specialized or unique area of study or expertise.  
Null hypothesis: A statement of no effect or difference.  
Objective: Unbiased and based on facts rather than personal opinions.  
Observational study: Research based on observing and recording behaviours.  
Observer bias: Bias introduced by the researcher's presence or expectations.  
Omit: To leave out or exclude information from a text.  
Paradigm: A framework or model for understanding.  
Peer assessment: Evaluation of work by colleagues or experts.  
Peer critique: A critical assessment of a peer's work or ideas.  
Peer evaluation: Assessment by peers in group projects or discussions.  
Peer review: Evaluation of research by experts before publication.  
Peer-reviewed: Evaluated and approved by experts in the field.  
Qualitative research: Research focused on understanding experiences and meanings.



Quantitative research: Research based on numerical data and statistical analysis.

Quotation: The exact reproduction of someone else's words.

Random sample: A sample chosen completely by chance.

Reliability: The consistency and stability of research results.

Replication: Repeating a research study to validate or confirm its findings.

Research: Systematic investigation to discover new knowledge.

Sample size: The number of subjects or observations in a study.

Sampling bias: Bias in sample selection that affects generalizability.

Sampling frame: The list or source from which a sample is drawn.

Synthesis: The combination of different elements or ideas.

Temporal: Relating to time or time-related factors.

Tertiary source: A source that summarizes or compiles information from primary and secondary sources.

Theoretical framework: The foundation of theory guiding research.

Theory: An organized set of principles or ideas.

Thesis: A long essay or dissertation on a specific topic.

Univariate analysis: Analyzing data involving a single variable.

Validity: The extent to which a test or measurement accurately measures what it is intended to measure.

Variable manipulation: Changing a variable to observe its effects.

Variable: A factor that can change or be manipulated in research.

Venn diagram: A graphical representation of relationships between sets.

Word count: The total number of words in a document or text.

X-axis: The horizontal axis in a graph or chart, representing the independent variable.

Y-axis: The vertical axis in a graph or chart, representing the dependent variable.

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## **1.4 ENGLISH FOR BUSINESS**

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Business English is a specific kind of English that is used in the context of commerce, finance, international business, and other related professions. It is a branch of English that emphasizes on the grammar, vocabulary, and communication abilities required to succeed in settings where English is the main language of exchange. For those working in multinational corporations, taking part in international trade, or conducting any type of cross-border business connection, the ability to speak and write in business English is crucial.

Business English includes unique terminology from the fields of marketing, management, sales, human resources, and other business-related fields. This comprises terminologies and industry-specific jargon. It places a focus on effective communication techniques, including how to write emails, reports, business letters, and how to conduct meetings and negotiations in a polished and transparent manner. In corporate communications, proper language and writing style are essential. Writing in business English frequently emphasizes accuracy, conciseness, and clarity. It covers presentation-

related abilities like employing visual aids, presenting data, and speaking with assurance in front of an audience.

Due to the international nature of business, Business English frequently incorporates cross-cultural communication skills to aid people in navigating cultural differences and conventions in professional settings. Business English comprises abilities for networking, creating strong business connections, and maintaining professional relationships. A key component of Business English is excellent negotiation skills, which include methods for haggling, compromising, and coming to amicable settlements. In a variety of professional settings, including conference calls and meetings, being able to understand and respond to spoken English is crucial.

Business English frequently discusses conventions and etiquette in formal contexts, including appropriate behaviour, attire, and protocol. Business English now involves knowledge of how to effectively use online tools for business communication as well as write clear emails and texts. Business English is not just for native English speakers; it's also essential for non-native English speakers who work with clients and partners abroad or in English-speaking nations. Many language schools, colleges, and online resources are available to help people develop their corporate English abilities and be successful in the global corporate environment.

English has taken over as the common language of business since companies now operate on a worldwide basis. It encourages interaction and cooperation amongst speakers of various languages. For the purpose of competing in worldwide markets and communicating with foreign clients, partners, and customers, business English proficiency is essential. In business, efficient communication is essential. An individual may convey ideas, negotiate transactions, and share information with clarity and accuracy by learning a specialized set of language and communication techniques in business English that are customized to professional circumstances.

A vital skill that can improve professional possibilities is business English. Employers frequently look for applicants who can convey ideas with confidence, create professional documents, and interact well in a corporate setting. Strong Business English abilities will help you find better employment possibilities and develop in your career. In business, written communication is essential. The ability to create precise, succinct, and professional emails, reports, proposals, and other documents is a skill that business English gives professionals. This ability is crucial for informational communication, creating strong arguments, and projecting a professional image.

Effective communication and language skills are necessary for successful deal-making and negotiation. Business English enables people to negotiate with assurance, settle disputes, and come to cooperative agreements. Business English includes knowledge of subtle communication nuances and cultural variances. It trains professionals to be culturally aware, changing their communication style and strategy to meet the expectations of clients, business partners, and co-workers from various cultural backgrounds.

Globalized corporate environments frequently involve cross-border cooperation. Business English makes it easier for people to collaborate and work as a team, which helps professionals collaborate and work well with international partners and teams. It helps create a common vocabulary for talking about initiatives, objectives, and tactics. The language of choice for many business resources, including industry publications, research studies, and international conferences, is frequently English. Professionals that are proficient in business English can use these resources to keep informed and make strategic business decisions.

A business's ability to communicate effectively in Business English enhances its professionalism. Building trust with customers and other stakeholders through clear and organized communication can help a business stand out in a crowded market. Business English is frequently covered in academic and professional development courses. It helps employees and students adjust to the linguistic requirements of the working world and prepares them to thrive at tasks related to business.

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## 1.5 KEY WORDS

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<b>Collocation</b>	the action of placing things side by side or in position
<b>Multimodal</b>	characterized by several different modes of activity or occurrence
<b>Nuances</b>	a subtle difference in or shade of meaning, expression, or sound
<b>Syntax</b>	the arrangement of words and phrases to create well-formed sentences in a language

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## 1.6 LET US SUM UP

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A certain group of words and expressions known as academic vocabulary are frequently used in academic and scholarly contexts like textbooks, research articles, lectures, and academic discussions. These expressions are particular to academic disciplines and fields of study and are not frequently used in everyday conversation. Anyone involved in business needs to be proficient in business English. It includes knowledge of multiple languages, efficient communication techniques, and cultural sensitivity. Learning Business English is a wise investment that can pave the way to success in the dynamic and cutthroat business world, whether you are a business professional, a student getting ready for a job, or an entrepreneur looking to go global.

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## 1.7 CHECK YOUR PROGRESS

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Choose the correct option:

1. What is “a situation where personal interests may interfere with professional judgment” called?  
A. **Conflict of interest**    B. Fieldwork    C. Hypothesis    D. Kairos

2. What is “explanatory notes or comments added to a text”?  
 A. Niche            B. Paradigm    C. **Annotation**            D. Justification
3. What is “a testable statement or prediction”?  
 A. Thesis statement    B. X-Axis    C. **Hypothesis**            D. Quotation
4. What is “a missing piece of research in existing literature”?  
 A. **Literature gap**            B. Peer-reviewed    C. Random sample    D. Generalization
5. What is “specialized or technical language within a field”?  
 A. Thesis            B. Infer            C. Ethnography            D. **Jargon**
- Write a detailed note on the following questions:
1. What is academic vocabulary?
  2. What is the need of Business English?

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## 1.8 BOOKS SUGGESTED

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- Campbell, Barbara. *English for Business*. Hueber, 2006.
- Charles, Maggie, and Diane Pecorari. *Introducing English for Academic Purposes*. Routledge, 2016.
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- Instructor’s Manual and Test Bank to Accompany *Academic Vocabulary: Academic Words*. Longman, 2002.
- Paris, Stephanie. *Academic Vocabulary*. Shell Education, 2013.
- Reynolds, Marianne Clifford. *Academic Vocabulary*. McGraw-Hill, 1999.

**:: STRUCTURE ::****2.0 Objectives****2.1 Introduction****2.3 Business Etiquettes****2.4 Key Words****2.5 Check Your Progress****2.6 Books Suggested****Answers**

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**2.0 OBJECTIVES**

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In this unit, you shall learn about  
Various business etiquettes

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**2.1 INTRODUCTION**

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We live in a society where people expect us to behave in certain way. Variation can be seen in customs and tradition but some features can be found all over the world i.e smiling face, good body language, good appearance etc. being rude and arrogant while talking to other is considered impolite.

In this unit we will discuss about what is etiquettes, what is the expectations of employees and what is your role to build positive network of business people.

**Definition:**

“It is a set of social, professional and cultural sensibilities that a person is expected to possess in order to be considered a well-informed business-person with proper business acumen”.

It focuses on being polite while interacting and dealing with them. It is not limited only meetings only, it is also expected to be polite in business written communication, emails and telephonic conversation as well. It is an important tool to bridge gaps and develop a fast network of business-people who have a positive impression of your inter-personal skills and cultural sensitivity.

**First Impression:**

It is said that “First Impression is last impression”. We create impression about a person after meeting him or her. The sense of judging a person without knowing anything about him is an in-built quality.

## **Important qualities of Business etiquettes**

### **Punctuality**

To be on time is first etiquettes of corporate. It indicates that the person value his time and others time.

### **Attentiveness**

A person should always be well informed and ready to furnish information, in detail, on any topic related to his job and responsibility at any given time. This helps to create an impression of being a resourceful person.

### **Polite**

Be polite with whom you are interacting. When you are working in an organization that has many talented and creative people in it, there is always a chance that ideas will clash with one another. In that case, you need to tackle the opposing thought and not the person.

### **Proper Appearance**

“People see you before they hear you”. Appearance plays vital role in business meetings. Wear clothes as per occasions. Your clothes should not draw too much attention towards themselves. Dress conservatively but professionally.

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## **2.3 BUSINESS ETIQUETTES**

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When you start writing, there are certain things to keep in mind. Think for a topic that you want to write, put your ideas on paper, then present it in a simple, logical, connected and clear manner. This needs planning and preparation which there are specific steps you can follow.

You can refer to books, articles, journals, news sources, and magazines, etc. People nowadays use video and sound recordings too.

- Note the important details.
- Evaluate each point.
- Note down resource and reference
- Appropriate headings and sub-headings.

Try to know your audience before writing. This will give you a lot of support in deciding on the content and approach. Before you begin to write, try to understand always what your reason of writing is. It could be anyone i.e Inquiring something, Providing information. Sending reports, presenting your opinion, Making Proposal for products, Reaching an accomplishment etc.

### **Writing etiquettes Dos and Don'ts**

- **Clear and Concise:**  
Do not use any acronym or abbreviation that is known to management only. It may not be known by all the employees of the organization. Write it clearly and concisely so that employees can understand and can work accordingly.
- **Formal Tone:**  
The tone of writing should be formal. Whether it is instruction or feedback, it should always carry formal tone.

- **Emphasis on Subject:**  
Emphasis on subject is one of the most important aspects in writing. The subject is normally written in the subject line and should be clear and concise.
- **Completeness**  
Check all the information before you sent it to anyone. Do not send incomplete information, it may create negative impression of your organization.
- **Correctness**  
Always check grammar and spellings of names of people and places.
- **Courtesy**  
Use courtesy while writing. Do not use harmful words at the time of writing. Use polit words.
- **Don'ts**
- **Avoid Ambiguity**  
Do not use confusing words while writing formal letter. It may create different impression of your organization.
- **Do not use repeated words**  
Do not use repeated words while writing formal letter. Use words precisely. People do not prefer to read lengthy stuff.
- **Include only relevant information**  
Add only relevant information while writing. Do not add unnecessary and extra information which may cause ambiguity in reader's mind.

## **Email Etiquette**

### **E-mail:**

It is one of the professional written forms of communication. This form can be used to communication within organization and outside of the organization as well. Some standard should be followed while writing an email. Grammar and spelling should be checked before sending an email to anyone. Printouts of emails are rarely taken and soft copies are used because archiving and retrieving emails is easily. It is easy to access by everyone. It is one of the efficient way to communicate.

### **let us discuss some tricks to write effective emails –**

- Plan message.
- Use the subject line to grab the attention.
- Keep your message short and clear.
- Do not type your entire message in lower case.
- Proofread your message before sending
- Do not type your message in capitals.

### **Elements of a Formal Email**

**Background :** The default background should be used for all formal emails. Colored backgrounds, or scroll designs seem to be unprofessional.

**Font :** Preferred fonts are Times New Roman Font size-12.

**Font Color :** Font should be black for communication.

**Contact Details :** Official contact information like name, designation, email id, contact number, company logo and address of

correspondence should be mentioned in the signature area. Personal statements are best avoided.

### **Telephone Etiquette**

Due to the logistics and time saving, it is much easier for people to have a conversation over the phone nowadays, as compared to travelling to a distant place to do the same.

### **Telephonic Etiquette –**

- Speak loud enough to be heard clearly to the opponent. It is advisable to use a hands-free equipment, if possible, so that your hands are free to jot down points when necessary. Using hands-free equipment will also enhance your expressive skills.
- Smile and speak in a conversational manner. Smiling while talking changes the shape of your mouth when you pronounce the words and the listener easily picks up this change in tone.
- Place a notepad, pen, and a copy of the document that is being discussed near you for reference and jotting down important information.
- Try to go to a place that has as less background noise and interference as possible while attending a telephonic interview.
- If you are stuck in a traffic or a noisy place when someone from office calls and asks if it's the right time to talk to you, excuse yourself politely and offer to call back in 5-10 minutes. This will give you time to go to a silent place to prepare your mood and mind for the conversation.
- Turn off Call-waiting and such applications that give beeping notifications during calls, so that the other person's attention is not diverted due to the distracting sound.

### **Let Us Sum Up:**

In this Unit, you have learnt about  
Various aspects of business etiquettes

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## **2.4 KEY WORDS**

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<b>Complex</b>	consisting of many different and connected parts.
<b>Certain</b>	specific but not explicitly named or stated.
<b>Previously</b>	at a previous or earlier time; before.
<b>Phonological</b>	relating to the system of contrastive relationships among the speech sounds that constitute the fundamental components of a language.
<b>Interact</b>	communicate or be involved directly.
<b>Facilitate</b>	make an action or process easy or easier.
<b>Casual</b>	relaxed and unconcerned.
<b>Spontaneously</b>	as a result of a sudden impulse and without premeditation.
<b>Appearance</b>	the way that someone or something looks.



**Comfortable** especially of clothes or furnishings providing physical ease and relaxation.

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## 2.5 CHECK YOUR PROGRESS

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❖ **Answer the following questions**

1. Discuss elements of Business Etiquettes?
2. What are the things to keep in mind while writing?
3. Discuss email writing etiquettes.
4. Discuss telephonic conversation etiquettes.

❖ **Choose the correct options from given below.**

1. Communication which takes place with written words is known as.  
.....
  - a) Oral communication
  - b) Written communication
  - c) Non verbal communication
2. E-mail writing is a part of. ....
  - a) Verbal Communication
  - b) Non Verbal communication
  - c) Written Communication
3. Letter writing is a part of .....
  - a) Verbal Communication
  - b) Non Verbal communication
  - c) Written Communication
4. Written communication is a part of .....
  - a) Verbal communication
  - b) Oral communication
  - c) Non verbal Communication

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## 2.6 BOOKS SUGGESTED

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- 100 Ways to Improve Your Writing by Gary Provost
- Effective Communication Skills 1st Edition 2018 by Kul Bhushan Kumar, RS Salaria, Khanna Publishing House
- Technical Communication Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford Publication.

❖ **Answers:**

- 1- B, 2- C, 3- C, 4-A

**:: STRUCTURE ::****3.0 Introduction****3.1 Interpersonal Communication****3.2 Interpersonal Communication at work place****3.3 How to Improve Interpersonal Communication at  
Workplace****3.4 Importance of Interpersonal Skills in the Workplace****3.5 Let Us Sum UP****3.6 Key Words****3.7 Check Your Progress****3.8 Books Suggested**

- **Answers**

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**3.0 INTRODUCTION**

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In our day to day life, we interact with many people in various situations and surroundings, with our friends, colleagues, relatives, intimates and many more. In school, while pursuing your study, you have to communicate with your teachers to acquire knowledge. After completion of your study, when you enter into a professional field, you have to communicate to your senior, Head, Boss either face to face if they are present in the organization or via e-mail, text messages and other modes of written communication. The primary aim and objective of these activities is “sharing information, knowledge, ideas between one another” Communication is transmitting ideas, information, feelings, emotions, knowledge from one person to another person.

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**3.1 INTERPERSONAL COMMUNICATION**

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Interpersonal Communication is the communication from one person to another person. It is often referred to as face-to-face communication between two or more persons. To compare this form of communication with other forms of communication, we need to examine how many people are involved in it, how close they are, and how many sensory channels are used and the feedback provided. Interpersonal Communication differs from other forms of communication as there are few participants involved in close

proximity to each other and feedback is also immediate. In this type of communication, the role of sender and receiver keeps alternating. As the sender receives feedback immediately, this is one of the advantageous forms of communication.

Interpersonal Communication can be formal or informal. For example, you are at your workplace and you are discussing about the next project and annual target, at that time you focus only on the work related to company, this is called formal communication, but after reaching home you discuss dinner plan with your family members that is known as informal communication as you plan dinner according to your family members' mood. Most of the situations in interpersonal communication depend on a variety of factors such as relationship between two parties, surrounding atmosphere, mental state of both the parties and cultural context.



Source:<https://images.app.goo.gl/BwLcDR2EP5tpH2aM7> (Intrapersonal formal communication)

Here in the above image, we can see that in an organization, they are discussing something related to their project work, their appearance and seating arrangements show that it is formal Interpersonal Communication. As they all are present, immediate feedback is also possible. Anyone can share their view and opinion on the topic under discussion. This kind of communication is also known as problem solving communication. Employees of the organization can sit together and discuss the problems and also can find the solution at a time.



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Source: shutterstock.com

Here in the above image kids are enjoying their meal and also their leisure time by interacting with each other. This kind of

communication is known as intrapersonal informal communication where they can use informal language.

There are various aspects of Interpersonal Communication which include:

- **Audiovisual awareness of Communication Problems:** The notion follows the idea that our words change as per the stress level or urgency of the situation. It also explores the concept that stuttering during speech shows that there is a problem or that the situation is more stressful.
- **The Attachment Theory:** This is the combined work of John Bowlby and Mary Ainsworth (Ainsworth & Bowlby, 1991). This theory follows the relationships that build between a mother and a child, and the impact it has on their relationships with others.
- **Emotional Intelligence and Emotional Triggers:** Emotional Intelligence focuses on the ability to check one's own emotions as well as those of others. Emotional Triggers focus on events or people that tend to set off intense, emotional reactions within individuals.
- **The Power of Words in Verbal communications:** Verbal communication focuses on the power of words, and how those words are spoken. Tone, volume, and choice of words are most important in verbal communication.
- **Ethics and principals in Personal Relations:** It is about a space of mutual responsibility between two individuals; it's about giving and receiving in a relationship. This theory is explored by Dawn J. Liphrott in the article - What is Relationship? What is Ethical Partnership?
- **Conflict in Couples:** This focuses on the impact that social media has on relationships. This theory is explored by Amanda Lenhart and Maeve Duggan in their paper - Couples, the Internet, and Social Media.

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### **3.2 INTERPERSONAL COMMUNICATION AT WORK PLACE**

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Interpersonal communication is the most important skills at workplace. In companies and, efficient communication determines whether a team can function successfully and achieve core business goals.

#### **❖ Elements of Interpersonal Communication**

There are many elements of interpersonal communication. Let Us discuss.

- **Management at the time of crisis.**
- One of the best ways to uphold professional dealings is through effective problem solving as well as decision making at the time of crisis in the organization. If CEO of the organization is not able to take necessary steps to solve problems and make the right decision for the team and team members, a business cannot grow successfully.
- **Listening:** Good listening skills are essentials for professionals. It help individuals to understand sent messages and act accordingly as per message. When a team leader provides instructions but team members are unable to follow due to lack of proper listening,

roadblocks will arise that can upset the projects work and cause negative consequences.

- **Negotiation:** This is a key element in conflict resolution type situation. Finding common ground and identifying shared goals can help business professionals work effectively with others.
- **Company culture**  
Interpersonal skills and relationships are important for an organizational culture to flourish. When employees of the organization have good interpersonal communication skills, culture of the company becomes more positive. Negative interpersonal communication generates **confusion, conflicts** and negativity amongst team member. Eventually this ruins the work environment and reduces employee productivity.
- **Healthy relationships**  
Interpersonal skills are tremendously important for creating and maintaining meaningful relationships at the workplace. People with good interpersonal communication skills can therefore **build healthy relationships** with their colleagues and other members to work better as a team.
- **Success of Employee**  
Good interpersonal communication skills are also necessary for leaders to **help their employees do their jobs successfully**. Leaders has to pass on the right skills to the employees that will enable them to perform their tasks and to achieve goals.  
Moreover, they **should also teach** their employees interpersonal communication skills.
- **Career Development**  
Many employers are looking for employee with good communication skills, constant improvements of interpersonal communication skills can **bring career progressions** for many employees.  
Moreover, in a survey conducted by Workforce Solutions Group, it was revealed that more than 60% of employers say that applicants are not demonstrating sufficient communication and interpersonal skills to be considered for jobs.
- **Crisis Management**  
Many employers will remember 2020 as the year of crisis management. One of the characteristics of organizations that manage crisis more successfully, is the **ability to drive interpersonal communication within the workplace**.

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### 3.3 HOW TO IMPROVE INTERPERSONAL COMMUNICATION AT WORKPLACE

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There are some ways through which business professionals can improve their interpersonal communication at workplace.

**Research and plan:** research and collect data to plan for important meetings and presentations. This helps to ensure clarity and accuracy and also provides to the point information to the listener.

**Determine your audience:** it is very important to find the right communication style for your specific situation. Some situations needed face to face meetings and communication, while others can be best accomplished through email.

**Self-evaluation:** Self evaluation is most needed aspects in communication. You need to understand your own strengths and weaknesses. You can ask for feedback from coworkers and managers as a learning opportunity to improve your communication.

**Minimize expectations:** Do not keep high expectation. Keep assumptions and expectations to a minimum before engaging with a co-worker and be ready to adapt as the situation demands.

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### **3.4 IMPORTANCE OF INTERPERSONAL SKILLS IN THE WORKPLACE**

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#### **1. Promote Effective Communication**

Every company is built on the basis of effective communication, and it requires good interpersonal skills. In addition, you can develop connections between you and your fellow employees so that concepts, knowledge and expertise can be shared. Furthermore every employee needs to have mutual appreciation and respect for the viewpoint of each other. This type of communication allows good performance of services, better task management, and timely fulfillment of work.

#### **2. Feedback**

For any organization transparent feedback is necessary to function successfully. It can be between task-giver and a task-completer. Subordinate can ask for the feedback after compilation of the work to the supervisor.

The supervisor can inform the employee that they are doing well or that the appropriate changes are needed.

Sometimes harmful behavior is the supervisor authorizing the task and not providing feedback afterwards, especially if the employee has already requested it and been refused. After all, there's nothing worse than a subordinate spending hours on a job just for a boss to come and knock it down. This will harm the productivity, morality and efficiency of the work.

Thus, feedback plays an essential role in building good interpersonal skills.

#### **3. Sense of Social Awareness**

Interpersonal skills requires for the well-being of your employee and clients. Right sense of awareness and emotional intelligence can assist you in operating in a challenging social situation. So, it is important to build the vital importance of interpersonal skills in the workplace.

#### **4. Develop Leadership Skills**

Good importance of interpersonal skills can lead to the good leadership skills. A successful leader can encourage interpersonal interactions, build trust and communicate effectively. On the other hand, a disconnected leader will eventually lose in the long run.

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### 3.5 LET US SUM UP

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In this unit, you have learnt about, Interpersonal Skills, Importance of Interpersonal skills at work place, elements of it and steps to improve it.

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### 3.6 KEY WORDS

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<b>Encounter</b>	to meet somebody unexpectedly; to experience or find something unusual or new
<b>Various</b>	several different
<b>Surroundings</b>	everything that is near or around you; the place where you live
<b>Pursue</b>	to try to achieve something or to continue to do something over a period of time
<b>Examine</b>	to look at somebody/something carefully in order to find out something
<b>Alternate</b>	happening or following regularly one after the other
<b>Annual</b>	happening or done once a year or every year

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### 3.7 CHECK YOUR PROGRESS

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**Answer the following question.**

1. What is Interpersonal communication? Discuss

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2. Discuss various elements of interpersonal communication.

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#### **Check Your Progress 2**

**Choose the correct options from given below.**

- Interpersonal Communication is the communication from person to \_\_\_\_\_
  - Person
  - animal
  - non human
- \_\_\_\_\_ is one of the elements of Interpersonal Communication
  - Negotiation
  - Hearing
  - none of these
- To improve interpersonal communication at work place \_\_\_\_\_ Is needed.
  - Research and Plan
  - e-mail
  - none of these

4. \_\_\_\_\_ is important part of Interpersonal Communication .  
a) Feedback b) negativity c) none of these
5. A successful leader can \_\_\_\_\_ interpersonal interactions, build trust and communicate effectively.  
a) Encourage b) de motivate c) none of these

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### **3.8 BOOKS SUGGESTED**

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- McLean, S. *The basics of speech communication*. Allyn & Bacon, 2003.
- McLean, S. *The basics of interpersonal communication* . Allyn & Bacon, 2005.
- Pearson, J., & Nelson, P. *An introduction to human communication: Understanding and sharing* McGraw-Hill, 2000.

❖ **Answers:**

- 1)- a, 2)- a, 3)-a 4)-a 5)-a



**:: STRUCTURE ::****4.0 Objectives****4.1 Introduction****4.2 IT Tools in Business Communication****(A) E –mail****(B) Instant Messaging and Chat apps****(C) Video Conferencing****(D) Collaboration Tools****(E) Leveraging social media for Business****communication****4.3 Let's sum up****4.4 Key words****4.5 Check your progress****4.6 Suggested Reading**

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**4.0 OBJECTIVES**

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In this chapter, we are going to explore

- Various IT tools and technologies that have revolutionized business communication, enabling companies to streamline processes, enhance collaboration, and achieve greater overall productivity.
- How to utilize IT tools to automate routine tasks, such as email responses or appointment scheduling.
- How to enable employees to access information quickly and collaborate efficiently, leading to increased productivity.

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**4.1 INTRODUCTION**

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In the ever-evolving landscape of modern business, effective communication lies at the heart of success. Gone are the days of relying solely on traditional methods like phone calls and face-to-face meetings. Today, Information Technology (IT) tools have emerged as indispensable assets, revolutionizing the way businesses connect, collaborate, and convey their messages. One of the primary objectives of integrating IT tools into business communication is to enhance efficiency. These tools enable seamless information sharing, reducing

time-consuming manual processes and promoting real-time collaboration. Moreover, they contribute significantly to cost reduction by eliminating the need for physical resources, such as paper and postage. In this digital age, a solid IT infrastructure for business communication is no longer a luxury but a necessity. This unit will delve into the myriad IT tools available, their benefits, and how to strategically implement them to achieve your communication objectives while staying competitive in today's fast-paced business world.

In this way, today's rapidly evolving business landscape, effective communication is the cornerstone of success. Information Technology (IT) has profoundly reshaped the way organizations communicate both internally and externally.

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## **4.2 IT TOOLS IN BUSINESS COMMUNICATION**

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IT tools for business communication encompass email, video conferencing, instant messaging, and collaboration software like Microsoft Teams and Slack. Customer Relationship Management (CRM) systems manage client interactions. Social media platforms enhance engagement. Project management tools like Asana and Trello streamline workflows. Cyber security tools ensure data protection.

### **(A) Email Communication**

Email communication remains one of the foundational pillars of business correspondence. Its ubiquity, efficiency, and accessibility have made it indispensable for organizations worldwide. Email platforms enable businesses to send messages instantaneously, share files, and coordinate projects, all within a digital environment. Email communication, short for electronic mail, has become a cornerstone of modern business and personal interaction. This digital communication method enables the exchange of messages, documents, and multimedia content over the internet. It offers numerous advantages, making it a preferred choice for both formal and informal communication. Email is incredibly efficient. Messages are delivered instantaneously, eliminating the need for physical mail or time-consuming fax transmissions. This speed is particularly vital in the fast-paced world of business, where quick responses are often essential. Moreover, email is highly cost-effective, as it negates the expenses associated with postage, printing, and paper.

#### **i) Evolution of Email**

The evolution of email has been a transformative journey in the realm of digital communication. Originating in the 1960s with early experiments in electronic messaging on ARPANET, email began to take shape. The pivotal introduction of standardized protocols like SMTP and POP in the 1980s laid the groundwork for global email adoption. The 1990s witnessed a surge in email's popularity with the rise of commercial providers like AOL and Hotmail. The 2000s saw the integration of web-based interfaces, while the mobile era of the 2010s made email accessible from anywhere. Today, email remains a cornerstone of communication, integrated with various collaboration

tools and prioritizing robust security measures to ensure its continued relevance. Email has come a long way from its inception as a simple text-based messaging system. Modern email platforms offer a range of features, including rich text formatting, integration with calendars, and robust spam filters. Moreover, email has evolved to support multimedia elements, enabling users to include images, videos, and hyperlinks within their messages.

## ii) **Challenges in Email Communication**

Email communication, while ubiquitous, faces several challenges. First, the volume of emails can overwhelm users, leading to information overload and important messages being missed. Spam and phishing threats pose security risks, requiring robust filtering and cyber security measures. Miscommunication and misinterpretation are common due to the absence of non-verbal cues, potentially leading to misunderstandings. Maintaining email etiquette and professionalism is a challenge for some. Additionally, the asynchronous nature of email can lead to delayed responses and hinder real-time collaboration. Lastly, ensuring email accessibility for individuals with disabilities is a challenge that requires attention to inclusive design principles.

## iii) **Best Practices for Email Communication**

Effective email communication is crucial in the modern workplace. To ensure your emails are clear, professional, and respectful, consider the following best practices.

**Descriptive Subject Lines:** Craft concise and informative subject lines that summarize the email's purpose.

**Professional Tone:** Maintain a courteous and professional tone, even in casual exchanges.

**Salutations and Signatures:** Begin with a polite greeting and end with a signature that includes your name and contact details.

**Grammar and Spelling:** Proofread emails for grammatical errors and spelling mistakes to convey attention to detail.

**Conciseness:** Get to the point quickly, using bullet points or numbered lists for clarity.

**Attachments:** Only send attachments when necessary, and ensure they are virus-free and well-named.

**Timely Responses:** Respond promptly, even if it's to acknowledge receipt and provide an estimated response time.

**Email Organization:** Use folders or labels to keep your inbox organized and easily searchable.

**Avoid All Caps:** Writing in all capital letters is considered shouting; use it sparingly.

**CC and BCC Usage:** Copy or blind copy individuals only when relevant to the conversation.

**Privacy:** Be cautious with sensitive information and use encryption when necessary.

**Hyperlinks:** If you include links, make them descriptive for clarity.

**Reply All:** Use "Reply All" judiciously; only includes recipients who need the information.

**Out-of-Office Messages:** Set up auto-replies when you're away to manage expectations.

**Follow Up:** If necessary, send a polite follow-up email after a reasonable timeframe.

**Unsubscribe Promptly:** Honour unsubscribe requests promptly to comply with regulations.

**Mobile-Friendly:** Ensure your emails are readable on mobile devices with a responsive design.

**Avoid Lengthy Chains:** Use collaboration tools for extended discussions to avoid overwhelming inboxes.

**Clean Inbox:** Regularly delete or archive old emails to maintain an organized inbox.

**Clear and Concise Subject Lines:** Use subject lines that succinctly convey the email's purpose, making it easier for recipients to prioritize and understand the message.

**Professional Tone and Style:** Maintain a professional tone in emails; ensuring messages are free from grammatical errors and inappropriate language.

**Attachment Etiquette:** When sending attachments, ensure they are relevant, and use appropriate file names. Compress large files to minimize email size.

**Inbox Organization:** Implement effective inbox organization techniques, such as labels, folders, and filters, to streamline email management.

**Timely Responses:** Aim to respond promptly to emails, acknowledging receipt and providing clear timelines for further action.

By following these best practices, we can enhance your email communication, fostering more effective and professional interactions while reducing the risk of misunderstandings and miscommunications.

Thus, email is versatile. It supports text, images, videos, and attachments, allowing for the transmission of a wide range of information. This flexibility makes it ideal for sharing documents, project updates, and other vital data. Email also offers features like categorization, search, and archiving, enabling users to organize and retrieve messages efficiently. Furthermore, email is accessible from virtually anywhere with an internet connection, making it a valuable tool for remote work and global communication. Its asynchronous nature allows users to send and receive messages at their convenience, accommodating different time zones and schedules. However, challenges exist, such as the risk of security breaches, spam, and information overload. Proper security measures, spam filters, and effective email management can mitigate these issues. Email communication has revolutionized the way we connect and exchange information. Its speed, efficiency, versatility, and accessibility have made it an indispensable tool in business and personal life, shaping the modern landscape of digital communication.

## **B) Instant Messaging and Chat Apps**

Instant messaging and chat apps have become integral to modern communication. These versatile platforms have revolutionized how people connect, collaborate, and share information in real-time. With

features like text, voice, video, and file sharing, they transcend geographical barriers, making global conversations effortless. From personal conversations to business meetings, these apps provide a dynamic and interactive means of communication. The rise of messaging apps has transformed the way we socialize, conduct business, and stay connected in an increasingly fast-paced world. In this digital age, understanding the potential and nuances of instant messaging and chat apps is essential for effective and efficient communication. Instant messaging and chat applications have become indispensable tools for real-time communication in business settings. Platforms like Slack, Microsoft Teams, and WhatsApp Business offer a dynamic environment for quick conversations, file sharing, and collaborative work. These applications are especially valuable for remote and distributed teams.

#### **i) Benefits of Instant Messaging**

Instant messaging and chat apps have revolutionized communication, offering a plethora of benefits in both personal and professional spheres. Firstly, they provide real-time, text-based communication that eliminates the time lag associated with email and traditional messaging methods. This immediacy is particularly valuable for quick updates, urgent inquiries, and spontaneous discussions.

Secondly, these apps promote cost-efficiency by often offering free or low-cost messaging and calls, especially for international communication, reducing the need for expensive phone plans or long-distance charges. Moreover, instant messaging apps support multimedia sharing, allowing users to exchange images, videos, documents, and links, enriching the quality of interactions. In professional settings, they enable seamless collaboration through group chats; file sharing, and screen sharing, enhancing productivity and teamwork.

Additionally, their encryption and privacy features ensure secure communication, while integration with other tools like calendars and project management software streamlines workflows. Furthermore, chat apps have become vital in remote work scenarios, facilitating virtual meetings and remote collaboration. In essence, instant messaging and chat apps have become indispensable tools that foster efficient, cost-effective, and flexible communication across the globe.

#### **ii) Best Practices for Instant Messaging**

Best practices for instant messaging (IM) are essential to ensure effective and respectful communication in both personal and professional settings. Firstly, it's crucial to use clear and concise language to convey your message accurately. Avoiding jargon or ambiguous terms helps prevent misunderstandings. Secondly, respect privacy by not sharing sensitive or confidential information through IM unless it's on a secure, encrypted platform. Thirdly, be mindful of your tone and etiquette; maintaining professionalism and courtesy in your messages is vital, even in casual conversations. Fourthly, use group chats judiciously, ensuring that all participants have a relevant reason to be included. Additionally, it's essential to keep personal and

professional conversations separate and use the appropriate platform for each context. Lastly, consider the timing of your messages, especially in different time zones, to avoid inconveniencing others. By following these best practices, you can maximize the benefits of instant messaging while maintaining respectful and effective communication.

To make the most of instant messaging tools, businesses should implement best practices:

**Set Clear Guidelines:** Establish guidelines for appropriate use, including expected response times and etiquette.

**Organized Channels:** Create organized channels or groups for different teams or projects to facilitate focused discussions.

**Use Bots and Automation:** Leverage bots and automation to perform routine tasks, such as scheduling meetings and providing information.

**Security Measures:** Implement security measures to protect sensitive information shared through instant messaging apps.

**Offline Status:** Encourage employees to set an "offline" status during non-working hours to prevent burnout.

### C) Video Conferencing

Video conferencing has emerged as a pivotal IT tool in modern business communication. It transcends geographical boundaries, allowing real-time face-to-face interactions, fostering collaboration among remote teams, and reducing the need for physical meetings. Its versatility accommodates various business needs, from client meetings to training sessions. Furthermore, it enhances communication by conveying non-verbal cues like body language and facial expressions, improving understanding and engagement. Video conferencing tools like Zoom, Microsoft Teams, and Cisco WebEx offer screen sharing, document collaboration, and recording capabilities, making them indispensable for effective remote work and global business operations. In an increasingly digital world, video conferencing empowers organizations to connect seamlessly, drive productivity, and maintain a competitive edge. Video conferencing has become a cornerstone of modern business communication, especially in the era of remote work. Applications like Zoom, Skype for Business and WebEx provide a means for face-to-face meetings, regardless of participants' geographic locations. Video conferencing not only strengthens connections but also facilitates screen sharing, presentations, and the recording of meetings for future reference.

#### i) Benefits of Video Conferencing

Video conferencing offers several advantages for businesses:

**Face-to-Face Interaction:** Video calls enable a more personal connection than voice or text communication alone.

**Global Reach:** Teams and clients worldwide can participate in meetings, reducing travel costs and time.

**Enhanced Collaboration:** Screen sharing and interactive whiteboards make it easier to collaborate on projects and presentations.

**Recording and Archiving:** Meetings can be recorded for later review or for those unable to attend in real-time.

**Cost-Efficiency:** Video conferencing eliminates the need for physical meeting spaces and travel expenses.

## ii) Tips for Effective Video Conferencing

To ensure productive and professional video conferences, consider the following tips:

**Prepare Your Environment:** Select a quiet, well-lit space for your video call and ensure that your background is professional or appropriately blurred.

**Test Equipment:** Verify that your camera, microphone, and speakers are functioning correctly before the meeting begins.

**Mute When Not Speaking:** Muting your microphone when you're not speaking can prevent background noise from disrupting the conversation.

**Engagement and Participation:** Encourage active participation from all attendees and use interactive features like chat and polling.

**Agenda and Time Management:** Share a meeting agenda in advance, and stick to the allotted time to respect participants' schedules.

At the end, video conferencing has transformed the way individuals and organizations communicate and collaborate, particularly in an increasingly globalized and digitally connected world. It offers a host of advantages, including the ability to hold face-to-face meetings without physical proximity, reducing the need for extensive travel and lowering associated costs. Video conferencing promotes greater engagement and understanding by facilitating non-verbal communication cues, ultimately enhancing the quality of discussions. The technology has proven especially valuable in business, enabling remote work, international partnerships, and efficient decision-making. It has also played a crucial role in education, healthcare, and countless other sectors, breaking down geographical barriers and expanding opportunities for learning and treatment.

However, video conferencing is not without its challenges, including technical issues, privacy concerns, and the potential for "Zoom fatigue." It's essential for users to address these challenges through proper equipment and etiquette, security measures, and scheduling practices. Despite these challenges, the future of video conferencing appears promising, with on-going advancements in technology promising even more seamless and immersive virtual meetings. As the world continues to adapt to the evolving demands of communication, video conferencing remains a cornerstone of modern connectivity and a powerful tool for bridging the gaps in today's digital landscape.

## D) Collaboration Tools :

Collaboration tools, a subset of IT tools in business communication, are revolutionizing how organizations work. These platforms, like Slack, Microsoft Teams, and Trello, provide a centralized hub for team communication and project management. They facilitate real-time messaging; file sharing, and task tracking, enabling seamless collaboration among employees, regardless of their

physical location. Collaboration tools streamline workflows, enhance transparency, and reduce email overload. They promote efficient decision-making, ensuring that stakeholders are always on the same page. As businesses increasingly adopt remote and distributed work models, these IT tools play a crucial role in keeping teams connected, productive, and responsive to the demands of the modern workplace. Collaboration tools like Microsoft SharePoint, Google Workspace, and Trello have become central to modern teamwork and project management. These platforms enable document sharing, simultaneous editing, task assignment, and centralized storage, reducing the need for lengthy email exchanges and improving overall efficiency.

#### **i) Features of Collaboration Tools**

Collaboration tools are essential platforms that facilitate effective teamwork and communication in business settings. They offer an array of features, including real-time messaging for instant communication, video conferencing for virtual meetings, and robust file-sharing capabilities for seamless document exchange. Task management tools enable the assignment and tracking of projects, while document collaboration features allow multiple users to edit and comment on files simultaneously. Shared calendars aid in scheduling and reminders and notifications keep users updated on relevant activities. These tools also offer search and archive functions for easy retrieval of information, access controls for security, integration with other software, analytics for performance insights, and strong security measures to protect sensitive data. Together, these features empower organizations to optimize collaboration, boost productivity, and enhance communication across teams.

#### **ii) Real-World Applications of Collaboration Tools**

Collaboration tools have become integral to various real-world business applications, transforming the way organizations communicate and operate. Here are two notable examples:

##### **Remote Work and Virtual Teams:**

Collaboration tools have revolutionized remote work and virtual team dynamics, particularly in the wake of the COVID-19 pandemic. Businesses now rely on platforms like Microsoft Teams, Slack, and Zoom to enable employees to work from anywhere while staying connected. These tools facilitate real-time communication, document sharing, and video conferencing, allowing teams to collaborate seamlessly across geographical boundaries. Whether its coordinating project tasks, conducting virtual meetings, or providing remote customer support, collaboration tools ensure that employees remain productive, connected, and engaged, irrespective of their physical location. This application has not only transformed the traditional office structure but also expanded talent pools, enabling companies to tap into global talent markets.

##### **Customer Support and Service:**

Many businesses use collaboration tools to enhance their customer support and service operations. Customer support agents can



utilize chat applications and ticketing systems to respond to customer inquiries in real time, track customer issues, and collaborate with colleagues to provide effective solutions. By integrating chatbots and knowledge bases within these tools, businesses can automate responses to common queries and improve the efficiency of their support teams. Moreover, collaboration tools enable cross-functional collaboration, allowing support teams to collaborate with product development, sales, and marketing teams to address customer needs more effectively and provide a seamless customer experience.

These real-world applications demonstrate how collaboration tools have become essential for optimizing business communication, fostering productivity, and delivering superior customer service in today's dynamic and interconnected business landscape.

In conclusion, collaboration tools in business communication have fundamentally transformed the way organizations operate, fostering greater efficiency, flexibility, and productivity. These digital solutions have become indispensable in the modern workplace, facilitating communication, project management, and teamwork across geographical boundaries and time zones. Collaboration tools encompass a wide array of applications, including video conferencing platforms, project management software, shared document repositories, and instant messaging services. They empower employees to work together seamlessly, sharing information and insights in real-time, which is particularly crucial in today's dynamic and competitive business landscape. While the benefits of collaboration tools are evident, they also present challenges, such as information overload, security concerns, and the need for comprehensive training and adoption strategies. However, with proper planning and management, these challenges can be effectively addressed.

Looking ahead, collaboration tools will continue to evolve, offering more integrated, user-friendly, and secure solutions. As the business world adapts to changing dynamics, remote work, and digital transformation, the role of collaboration tools in business communication will remain central. These tools will help organizations stay agile and competitive, driving innovation and enabling effective teamwork in the increasingly interconnected global economy.

#### **E) Leveraging Social Media for Business communication:**

In today's digital age, the profound impact of social media on how businesses communicate and connect with their audiences cannot be overstated. Leveraging social media for business communication has become a strategic imperative for companies of all sizes. Social media platforms, such as Facebook, Twitter, LinkedIn, Instagram, and TikTok, offer a dynamic and interactive space to engage with customers, clients, and partners. It will delve into the power of social media as a tool for building brand identity, fostering customer relationships, conducting market research, and even recruiting top talent. Additionally, we will discuss the challenges that come with navigating this constantly evolving landscape, including the need for a

consistent online presence, maintaining brand reputation, and adhering to data privacy regulations.

The use of social media as a strategic communication tool is a dynamic and ever-evolving landscape, and it will shed light on the exciting opportunities and potential pitfalls awaiting businesses in the digital sphere. Leveraging social media for business communication is a strategic imperative in today's digital landscape. These platforms, including Facebook, Twitter, LinkedIn, and Instagram, offer a powerful means to connect with customers, partners, and employees.

In the context of leveraging social media for business communication, customer engagement, Marketing and promotion, Brand reputation, employee engagement, market research and crisis management, these are the aspects to consider:

**Customer Engagement:** Social media enables direct and real-time interaction with customers. Businesses can respond to inquiries, gather feedback, and build relationships, fostering brand loyalty.

**Marketing and Promotion:** These platforms are ideal for marketing campaigns, product launches, and promotions. They provide a cost-effective way to reach a large audience and tailor messages to specific demographics.

**Brand Reputation:** Companies can monitor their brand's online reputation, addressing negative feedback promptly and highlighting positive experiences.

**Employee Engagement:** Social media can be used for internal communication, creating a sense of community among employees and sharing company updates, achievements, and news.

**Market Research:** It offers insights into customer preferences, market trends, and competitor strategies through data analytics and social listening tools.

**Crisis Management:** Social media provides a platform for transparent and rapid crisis communication, helping companies manage and mitigate reputational risks.

Incorporating social media into business communication strategies is essential for staying competitive and relevant in today's digital marketplace. However, it requires a thoughtful approach, including clear goals, consistent messaging, and active engagement to reap the full benefits

Handling social media challenges is crucial for maintaining a positive online presence. These challenges include managing negative comments, addressing customer complaints, and dealing with potential crises. To overcome them, it's essential to have a well-defined social media policy that outlines response procedures, moderates comments, and provides guidelines for appropriate engagement. Additionally, monitoring social media regularly helps in identifying issues early on. Transparency, responsiveness, and empathy in communications can also defuse conflicts and build trust with the online community. By staying vigilant, proactive, and adaptable, businesses can navigate social media challenges effectively and turn them into opportunities for growth and improved customer relations.

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### 4.3 LET'S SUM UP

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Information Technology tools have fundamentally transformed the way businesses communicate. From the humble beginnings of email to the real-time capabilities of instant messaging and the global reach of social media, IT tools have become integral to modern business operations. As technology continues to advance, organizations must adapt and leverage these tools to stay competitive and meet the evolving needs of their employees and customers. By embracing IT tools in business communication, companies can foster collaboration, streamline processes, and ultimately achieve greater success in an increasingly interconnected world. This extended chapter provides a comprehensive overview of IT tools in business communication, including their evolution, benefits, challenges, and best practices. You can further expand upon each section, provide more examples, or include case studies to make the content even more detailed and tailored to your specific needs.

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### 4.4 KEY WORDS

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<b>Asynchronous</b>	not existing or occurring at the same time.
<b>Courteous</b>	polite, respectful, or considerate in manner
<b>E-mail</b>	Electronic mail, commonly shortened to “email,” E-mail is a communication method that uses electronic devices to deliver messages across computer networks.
<b>Evolution</b>	the gradual development of something
<b>Etiquette</b>	the customary code of polite behaviour in society
<b>Integration</b>	to form, coordinate, or blend into a functioning or unified whole
<b>Judiciously</b>	with good judgement or sense
<b>Phishing</b>	the fraudulent practice of sending emails or other messages purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers
<b>Robust</b>	strong and healthy
<b>Streamlining</b>	Streamlining is the process used to simplify or eliminate unnecessary work-related tasks to improve the efficiency of processes in businesses or organizations

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## 4.5 CHECK YOUR PROGRESS

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**Q: 1 Choose the correct option:**

- 1) What is the primary purpose of using email in business communication?
  - a) To schedule meetings
  - b) To share personal updates
  - c) To send official documents
  - d) To socialize with colleagues
  
- 2) Which of the following is an example of synchronous communication in a business setting?
  - a) Sending an email
  - b) Conducting a video conference
  - c) Leaving a voicemail
  - d) Sending a fax
  
- 3) Which IT tool is commonly used for real-time collaborative document editing in business?
  - a) Spread sheets
  - b) Instant messaging
  - c) Video conferencing
  - d) Cloud-based office suites
  
- 4) What does CRM stand for in the context of business communication?
  - a) Customer Relationship Management
  - b) Centralized Record Management
  - c) Communication Resource Module
  - d) Corporate Relationship Manager
  
- 5) Which tool is used to schedule appointments and meetings in business?
  - a) Email
  - b) Calendar software
  - c) Project management software
  - d) Social media
  
- 6) In business communication, what does the acronym VPN stand for?
  - a) Virtual Private Network
  - b) Very Private Network
  - c) Video Processing Network
  - d) Visual Product Navigator
  
- 7) Which social media platform is often used for professional networking and business communication?
  - a) Facebook
  - b) Instagram
  - c) LinkedIn
  - d) Twitter

8) Which technology facilitates the transfer of large files and documents within a business organization?

- a) FTP (File Transfer Protocol)
- b) SMS (Short Message Service)
- c) RSS (Really Simple Syndication)
- d) GPS (Global Positioning System)

9) What is the primary purpose of a company intranet?

- a) To share information with the public
- b) To facilitate internal communication and collaboration
- c) To host online advertisements
- d) To connect with external partners

10) Which communication tool is ideal for conducting virtual training sessions and webinars in a business context?

- a) Podcasts
- b) Web conferences
- c) Blog posts
- d) Printed brochures

❖ **Answers:**

- c) To send official documents
- b) Conducting a video conference
- d) Cloud-based office suites
- a) Customer Relationship Management
- b) Calendar software
- a) Virtual Private Network
- c) LinkedIn
- a) FTP (File Transfer Protocol)
- b) To facilitate internal communication and collaboration
- b) Web conferences

**Q: 2Q: 3 match the following:**

1. Email	Electronic written communication Platform
2. Zoom	Video conferencing application
3. Slack	Instant messaging and collaboration tool
4. Microsoft Teams	Integrated office productivity and communication Software
5. Trello	Project management and task tracking Tool

Answer: 1-A, 2-B, 3-C, 4-D, 5-E

**Q: 3 Write answer to the following questions:**

- 1) How has email transformed the way businesses communicate and exchange information in the digital age? Provide examples of its impact on efficiency and collaboration.
- 2) How do web conferences and virtual training sessions using IT tools impact employee training and development in a business setting?

Discuss the effectiveness and considerations when implementing such methods.

- 3) Discuss the advantages and challenges associated with the use of social media platforms for business communication and marketing.
- 4) What are IT tools in business communication?
- 5) How do IT tools improve business communication?
- 6) What challenges can arise when using IT tools in business communication?

**Answers:**

A: 1 Email has revolutionized business communication by enabling rapid, asynchronous exchange of information. It has significantly increased efficiency as it allows for instant sharing of documents, data, and messages, reducing the need for physical mail or time-consuming phone calls. Collaboration across geographical boundaries is now seamless, with team members easily sharing insights, updates, and feedback. For instance, project stakeholders can collaborate on a shared document or discuss strategies via email threads. Email archives also serve as valuable references, enhancing organizational memory. Overall, email has become the backbone of modern business communication, fostering real-time and efficient information flow among employees and stakeholders.

A: 2 Web conferences and virtual training sessions using IT tools have transformed employee training in business settings. They provide flexibility, allowing employees to access training from anywhere, reducing travel costs, and accommodating remote work. Effectiveness is enhanced through interactive features like chat, quizzes, and breakout sessions, promoting engagement and knowledge retention. Considerations when implementing these methods include ensuring a user-friendly platform, providing clear training materials, and accommodating diverse learning styles. It's essential to maintain interactivity and offer post-training resources for continuous learning. Overall, these tools optimize employee training, making it more accessible, cost-effective, and adaptable to the needs of the digital age workforce.

A: 3 Social media platforms offer several advantages for business communication and marketing. They provide a direct, cost-effective means to reach a global audience, enhance brand visibility, and engage with customers in real-time. They allow targeted advertising, data analytics, and customer feedback collection, helping refine marketing strategies. However, challenges include the need for consistent, high-quality content, the risk of negative public feedback, and potential privacy concerns. Staying updated with platform algorithms and trends is crucial. Additionally, maintaining a professional and authentic online presence is vital to reap the benefits while mitigating risks associated with social media in the business context.

A: 4 Information Technology (IT) tools in business communication refer to a broad spectrum of digital solutions designed to enhance communication within organizations. These tools encompass email platforms, video conferencing applications, instant messaging services, and collaborative software. They facilitate real-time

information exchange and collaboration among employees, both within and beyond organizational boundaries. IT tools not only streamline communication but also promote efficiency and productivity by enabling remote work, reducing geographical barriers, and providing a centralized platform for information sharing.

A: 5 IT tools enhance business communication by providing a multitude of features and functionalities. They enable instant messaging for quick exchanges, video conferencing for face-to-face discussions regardless of location, and email for formal written correspondence. Additionally, collaborative tools like project management software or shared document platforms allow teams to work together seamlessly. These tools boost productivity, reduce response times, and enhance decision-making. By offering secure and efficient communication channels, IT tools contribute to more effective and flexible business operations.

A: 6 While IT tools offer numerous benefits, they also pose certain challenges. Security and privacy concerns may arise, as sensitive data can be vulnerable to breaches. Technical glitches and connectivity issues can disrupt communication. Moreover, the overwhelming volume of digital messages can lead to information overload. Misuse of IT tools can lead to decreased productivity, with employees becoming distracted or experiencing burnout. It's essential for organizations to implement robust security measures, provide training, and establish communication policies to address these challenges and make the most of IT tools in business communication.

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## 4.6 SUGGESTED READING

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**:: STRUCTURE ::****5.0 Objectives****5.1 Introduction****5.2 Definition of Globalization****5.3 Key aspects of Globalization****A. Technological Advancement****B. Trade and Liberalization****C. Transportation structure****D. Cultural Exchange****5.4 The Role of Communication in Globalization****5.5 Challenges of Global Communication****5.6 Let's Sum up****5.7 Key Words****5.8 Check your Progress****5.9 Suggested Books**

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**5.0 OBJECTIVES**

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In this chapter, we will explore

- The intricate relationship between globalization and communication,
- Examine the driving forces behind globalization
- Dissect the essential role of effective communication in the context of international commerce.

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**5.1 INTRODUCTION**

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Globalization has become a defining characteristic of the modern world, shaping the way businesses operate and interact on a global scale. Central to this phenomenon is the role of communication, which acts as the connective tissue enabling the flow of goods, services, information, and ideas across borders. Globalization refers to the process of increased interconnectedness and interdependence among countries, economies, cultures, and societies on a global scale. It is a multifaceted phenomenon that has been driven by a combination of technological advancements, economic forces,



political decisions, and cultural exchanges. Globalization has far-reaching effects on various aspects of human life, including economics, culture, politics, and the environment

Communication is the process of exchanging information, ideas, thoughts, feelings, and messages between individuals or groups using various methods and mediums. It is a fundamental aspect of human interaction and plays a crucial role in conveying meaning and understanding between people. Effective communication is essential for building relationships, sharing knowledge, making decisions, and coordinating actions. Globalization and communication are inextricably linked, forming the backbone of modern commerce.

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## **5.2 DEFINITION OF GLOBALIZATION**

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### **1. Understanding Globalization**

Globalization, often spelled as "globalisation" outside of North America, is a multifaceted and complex phenomenon characterized by the increasing interconnectedness, interdependence, and integration of economies, cultures, societies, and nations across the world. It involves the movement and exchange of goods, services, information, technology, capital, and people on a global scale, transcending traditional geographical and political boundaries. This process is driven by various factors and has far-reaching implications for businesses worldwide.

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## **5.3 KEY ASPECTS OF GLOBALIZATION**

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### **A) Technological advancement:**

Technological advancement is a pivotal driver of globalization, playing a central role in transforming the world into a more interconnected and interdependent global community. It encompasses the continuous development and application of innovative tools, systems, and processes that enhance the efficiency, speed, and reach of communication, transportation, and information exchange on a global scale.

Technological advancement is a dynamic and on-going process that has significantly evolved over the past few centuries. While the roots of technological innovation can be traced back to ancient civilizations, the pace of advancement accelerated dramatically during the Industrial Revolution in the 18th and 19th centuries. Steam engines, mechanized production, and new transportation systems such as the railroad and steamship revolutionized industries and expanded markets beyond national borders. In the 20th century, the emergence of electricity, telecommunications, and the automobile further transformed societies and enabled greater cross-border interactions. However, it is in the digital age of the late 20th and early 21st centuries that technological advancement truly became a driving force of globalization.

a) **Key aspects of Technological Advancement:**

- i) **Internet and Digital Communication:** The internet, a hallmark of modern technological advancement, has revolutionized communication. It enables real-time, global connectivity, allowing people and businesses to exchange information, ideas, and data across continents instantly. Digital communication tools, such as email, social media, and video conferencing, have eliminated geographical barriers, making cross-border collaboration seamless.
  - ii) **E-commerce and Online Markets:** E-commerce platforms and online marketplaces have transformed the way goods and services are bought and sold. Consumers can now shop for products from around the world, and businesses can reach global audiences with relative ease. This has led to the emergence of global markets accessible to even the smallest enterprises.
  - iii) **Global Supply Chains:** Technological advancements in logistics, tracking systems, and inventory management have enabled the creation of complex global supply chains. Products are now manufactured with components sourced from different countries, assembled in another, and distributed worldwide. These supply chains are highly reliant on efficient communication and information technologies.
  - iv) **Data and Information Flow:** Big data analytics, cloud computing, and data-sharing platforms have revolutionized decision-making processes for businesses and governments alike. The ability to collect, process, and analyse vast amounts of data has improved market intelligence, supply chain optimization, and public policy formulation.
  - v) **Telecommunications Infrastructure:** The development of advanced telecommunications infrastructure, including high-speed internet and mobile networks, has facilitated real-time global communication. This infrastructure has played a critical role in connecting remote regions and providing access to information and services.
  - vi) **Automation and Robotics:** Technological advancements in automation, artificial intelligence (AI), and robotics have transformed industries, particularly manufacturing and logistics. Automation enables companies to reduce labour costs, increase efficiency, and maintain competitiveness on a global scale.
- b) **Impact of Technological Advancement on Globalization**

The impact of technological advancement as a driver of globalization is profound and far-reaching:

**Global Connectivity:** The internet and digital communication tools have brought people, businesses, and communities closer together, making the world more interconnected than ever before.

**Market Expansion,** Technological tools like e-commerce and digital marketing have allowed businesses to expand their customer base globally, reaching consumers in distant markets.

**Efficiency and Productivity,** Automation and data-driven decision-making have improved efficiency and productivity across industries, leading to economic growth and competitiveness.

**Access to Information,** Technological advancements has democratized access to information and education, empowering individuals and reducing information inequalities.

**Cultural Exchange,** Digital media and content-sharing platforms have facilitated the exchange of cultural products, leading to a more interconnected global culture. However, it's important to note that while technological advancement has brought significant benefits. In this way, technological advancement is a fundamental driver of globalization. It has reshaped the global economic landscape, transformed societies, and created new opportunities and challenges for individuals, businesses, and governments in the interconnected world of the 21st century.

## B) Trade Liberalization:

Trade liberalization is a central aspect of globalization, representing the removal or reduction of barriers to international trade and the promotion of greater openness and economic integration between countries. It is a fundamental shift away from protectionist trade policies and toward more open markets, where goods, services, and investments flow more freely across national borders. Trade liberalization is driven by various factors and has profound implications for global economies, businesses, and consumers.

### a) Key aspects of Trade Liberalization:

- i) **Reduction of Tariffs:** One of the primary elements of trade liberalization is the lowering of tariffs, which are taxes imposed on imported goods. Lowering or eliminating tariffs reduces the cost of imported products, making them more competitive in domestic markets. This encourages consumers to access a wider variety of goods at more affordable prices.
- ii) **Removal of Non-Tariff Barriers:** Besides tariffs, non-tariff barriers like quotas, licensing requirements, and technical regulations can impede trade. Trade liberalization efforts aim to eliminate or reduce these non-tariff barriers, simplifying trade procedures and reducing trade-related costs.
- iii) **Trade Agreements:** Trade liberalization often involves the negotiation and signing of trade agreements between countries or regions. These agreements can be bilateral (between two countries), regional (involving several countries in a specific

region), or multilateral (involving many countries). Examples of such agreements include the North American Free Trade Agreement (NAFTA), the European Union (EU), and the World Trade Organization (WTO).

b) **Implications of Trade Liberalization:**

**Global Economic Growth,** Trade liberalization can stimulate economic growth by promoting competition, efficiency, and innovation. It allows resources to be allocated more efficiently, driving economic expansion.

**Increased International Trade,** Trade liberalization leads to increased international trade as it encourages countries to export their products and services and import those they cannot produce as efficiently. This promotes global economic cooperation.

**Job Displacement,** while trade liberalization offers many benefits, it can also lead to job displacement in certain industries, particularly those unable to compete on a global scale. Governments often implement policies to support affected workers during such transitions.

**Regional Integration,** Trade liberalization often leads to greater regional economic integration. Regional trade blocs, such as the European Union and the Association of Southeast Asian Nations (ASEAN), promote trade liberalization among member countries.

Trade liberalization is a key aspect of globalization, characterized by the removal of trade barriers and the promotion of open markets. It is driven by the pursuit of economic efficiency, consumer benefits, and business opportunities. Trade liberalization has the potential to drive economic growth, increase international trade, and foster greater global interconnectedness, while also posing challenges that policymakers must address.

c) **Transportation Infrastructure:**

Enhanced transportation networks, including air, sea, and land routes, have reduced the cost and time involved in moving goods and people across vast distances. This has further incentivized global trade and business expansion.

Transportation infrastructure is a critical component and key enabler of globalization. It refers to the physical networks, facilities, and systems that facilitate the movement of people, goods, and information within and between regions, countries, and continents. Transportation infrastructure encompasses various modes of transport, including roadways, railways, ports, airports, pipelines, and communication systems, and plays a vital role in shaping the interconnected and interdependent global landscape.

a) **Key Features of Transportation Infrastructure:**

**Roadways:** Roads and highways are essential for the movement of goods and people within and between regions. They provide connectivity to remote areas, facilitate trade, and support economic development.

**Railways,** Rail networks allow for the efficient transportation of bulk goods and passengers over long distances. They are crucial for industries such as logistics and manufacturing.

**Ports,** Ports serve as gateways for international trade, enabling the loading and unloading of cargo from ships. Major ports are often hubs of economic activity, connecting countries and regions.

**Airports,** Airports provide rapid and long-distance connectivity for passengers and cargo. They play a significant role in global business travel and the transport of time-sensitive goods.

**Pipelines,** Pipelines are essential for the transportation of liquid and gas commodities, such as oil and natural gas. They are key elements of global energy infrastructure. **Communication Systems,** Communication infrastructure, including the internet, satellite systems, and telecommunications networks, enables the exchange of information and data globally, supporting businesses and individuals in an increasingly connected world.

b) **Challenges and Considerations:**

While transportation infrastructure is a key driver of globalization, it also presents challenges and considerations:

i) **Environmental Impact:** The transportation sector is a significant contributor to environmental issues, including greenhouse gas emissions and air pollution. Sustainable transportation solutions are essential for mitigating these impacts.

ii) **Infrastructure Maintenance:** Aging infrastructure requires regular maintenance and investment to remain efficient and safe. Neglecting maintenance can lead to disruptions and increased costs.

iii) **Security:** Transportation infrastructure is vulnerable to security threats, including terrorism and cyber-attacks. Robust security measures are necessary to protect critical infrastructure.

iv) **Equity:** Access to efficient transportation infrastructure can be uneven, leading to disparities in economic development and opportunities. Ensuring equitable access is a challenge for policymakers.

In the end, transportation infrastructure is a foundational element of globalization, facilitating the movement of people, goods, and information across borders. It contributes to economic development, global trade, and cultural exchange while presenting challenges related to environmental sustainability, security, and equity. As globalization continues to evolve, investment in modern and

sustainable transportation infrastructure remains crucial for fostering connectivity and interdependence among nations.

**D) Cultural Exchange:**

Increased cultural exchange through media, entertainment, and social media has contributed to the creation of a more interconnected global culture. Cultural exchange is a fundamental and enriching component of globalization, representing the exchange of ideas, values, traditions, beliefs, customs, languages, art, and other aspects of culture between people, communities, and nations across the globe. It is a dynamic process that occurs through various channels, including travel, migration, trade, media, education, and technology. Cultural exchange plays a significant role in shaping the interconnected and diverse global society.

**a) Key Features of Cultural Exchange:**

**i) Cross-Cultural Interaction:** Cultural exchange involves individuals from different cultural backgrounds interacting and sharing their unique perspectives, knowledge, and experiences. This interaction fosters mutual understanding and appreciation of diverse cultures.

**ii) Language and Communication:** Language is a central element of cultural exchange. People from different linguistic backgrounds often engage in language learning, translation, and multilingual communication to bridge linguistic barriers and facilitate cultural understanding.

**iii) Arts and Entertainment:** Cultural exchange encompasses the sharing of artistic expressions, including music, dance, literature, film, theatre, and visual arts. Artists and performers often draw inspiration from diverse cultural influences, leading to the creation of multicultural works of art.

**iv) Food and Cuisine:** The exchange of culinary traditions and the adoption of international cuisine are integral aspects of cultural exchange. Food serves as a tangible representation of culture and is often a gateway to understanding different societies.

**v) Religion and Spirituality:** Cultural exchange involves the sharing of religious practices, beliefs, and spiritual traditions. Interfaith dialogue and the study of comparative religion contribute to greater religious tolerance and understanding.

**b) Role of Cultural Exchange in Globalization:**

**Promoting Diversity,** Cultural exchange celebrates and preserves the diversity of cultures around the world. It encourages people to embrace their own cultural heritage while appreciating and respecting the cultures of others.

**Fostering Mutual Understanding,** Cultural exchange fosters mutual understanding and tolerance among individuals and communities. It breaks down stereotypes and prejudices, promoting empathy and respect for cultural differences.

**Enhancing Education,** Educational exchange programs, such as student exchanges and study abroad opportunities, allow individuals to gain international experiences, broaden their horizons, and develop global perspectives.

**Stimulating Innovation,** Exposure to different cultural perspectives can spark creativity and innovation. Diverse teams often generate novel ideas and solutions, driving progress in various fields.

**Economic Impact,** Cultural exchange contributes to the global economy through tourism, international trade of cultural products, and the creative industries. Cultural exports, including music, films, and fashion, generate revenue and create jobs.

**Diplomacy and Soft Power,** Cultural exchange plays a role in diplomatic efforts and soft power diplomacy. Nations often engage in cultural diplomacy to build positive relationships and promote their culture abroad.

So, cultural exchange is a vital aspect of globalization, promoting diversity, mutual understanding, and enrichment through the sharing of cultural elements and ideas. While it brings numerous benefits, it also requires sensitivity, respect, and consideration to address challenges and ensure that cultural exchange remains a positive force in our interconnected global society.

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## 5.4 THE ROLE OF COMMUNICATION IN GLOBALIZATION

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### A) Overcoming Language Barriers

Language diversity presents a significant challenge in global communication. Businesses operating internationally must find effective ways to overcome language barriers to communicate with customers, partners, and employees worldwide. This often involves employing translation services, maintaining multilingual staff, or investing in language training programs.

One of the most significant challenges in the process of globalization is the diversity of languages spoken across the world. Language serves as a powerful medium for communication, and its diversity can be both a source of richness and a barrier to effective global interactions. Overcoming language barriers is a crucial aspect of communication in globalization, and it involves various strategies and tools aimed at facilitating understanding and cooperation among people from different linguistic backgrounds.

**i) Interpretation Services: Professional Translators:** Global businesses and organizations often employ professional translators to convert written content, such as documents, contracts, and websites, from one language to another accurately. These experts ensure that the nuances and meanings of the original text are preserved. Interpreters, in situations requiring spoken communication, interpreters are vital. They facilitate real-time communication during international

conferences, negotiations, and diplomatic discussions. Simultaneous and consecutive interpretation services help bridge the language gap.

**ii) Multilingual Staff: Hiring Bilingual or Multilingual Personnel,** Many organizations hire employees who are proficient in multiple languages. These individuals can serve as valuable assets in international business dealings, customer support, and cross-cultural communication. Some businesses invest in language training programs for their staff to enhance their ability to communicate with partners, clients, and colleagues from diverse linguistic backgrounds. Advances in machine translation technology, such as Google Translate and translation apps, have made it easier for individuals and businesses to quickly translate text and even spoken language. While these tools are not flawless, they can be helpful for basic communication needs. Language learning apps and platforms, like Duo lingo and Rosetta stone, empower individuals to acquire language skills independently. These tools can be particularly useful for travellers and global professionals.

**iii) Cross-Cultural Communication Training:** Cross-cultural communication training programs educate individuals and organizations about cultural differences, including linguistic nuances. This training enhances awareness and understanding, reducing the likelihood of misunderstandings. Language extends beyond words. Training programs often cover non-verbal communication cues, such as body language and gestures, which can vary significantly between cultures.

In this way, overcoming language barriers is essential for effective communication in a globalized world. The ability to communicate across linguistic divides is not only an asset but also a necessity for businesses, organizations, and individuals seeking to thrive in an interconnected global environment. By employing the strategies and tools mentioned above, we can bridge linguistic gaps, foster mutual understanding, and promote cooperation in the context of globalization.

## **B) Cultural Sensitivity:**

Understanding and respecting cultural differences is paramount in global business endeavours. Failure to do so can result in misunderstandings, misinterpretations, and, ultimately, the breakdown of negotiations or damage to a company's reputation. Cross-cultural communication training equips professionals with the skills to navigate these complex cultural landscapes.

Cultural sensitivity is an essential aspect of effective communication, especially in our increasingly diverse and interconnected world. It refers to the awareness, respect, and consideration of cultural differences when communicating with individuals or groups from different cultural backgrounds. Cultural sensitivity plays a pivotal role in fostering understanding, reducing misunderstandings, and building positive relationships. Here's how communication is central to promoting cultural sensitivity:



**i) Active Listening:**

Active listening involves not only hearing the words spoken but also understanding the context and emotions behind the message. When communicating with individuals from diverse cultures, active listening is crucial for grasping their perspectives, values, and concerns. It allows communicators to empathize with others, identify potential cultural nuances, and respond appropriately. This fosters trust and demonstrates respect for cultural differences.

**ii) Non-Verbal Communication:**

Non-verbal cues such as body language, facial expressions, and gestures can convey different meanings in different cultures. Understanding and adapting to these non-verbal signals is essential for effective cross-cultural communication. Being aware of non-verbal communication helps prevent unintended misunderstandings or offense and ensures that the intended message is conveyed accurately.

**iii) Language Use**

Language is a cornerstone of culture, and the choice of words, tone, and style can vary significantly among cultures. Effective communication involves using language that is respectful and culturally appropriate. Using inclusive and respectful language helps avoid miscommunication and offense. It demonstrates a willingness to adapt and accommodate cultural differences.

**iv) Empathy and Perspective-Taking:**

Empathy involves putting oneself in another person's shoes and trying to understand their feelings and viewpoints. Effective communication requires empathy and perspective-taking, especially when dealing with cultural differences. Empathetic communication builds trust, reduces stereotypes, and fosters positive relationships. It demonstrates a genuine interest in understanding others.

**v) Adaptability and Flexibility:**

Effective cross-cultural communication often requires adaptability and flexibility in communication styles, approaches, and strategies. What works in one culture may not work in another. Being open to adapting one's communication approach shows respect for cultural diversity and increases the chances of successful interactions.

In the end, communication is a cornerstone of cultural sensitivity. Being mindful of cultural differences, listening actively, using appropriate language, and demonstrating empathy and adaptability are all essential components of effective cross-cultural communication. By integrating these principles into their communication practices, individuals and organizations can foster cultural sensitivity, build strong relationships, and thrive in our diverse global community.

**C) Rapid Information Sharing**

Globalization thrives on the rapid exchange of information. Companies utilize various communication channels, such as email, video conferencing, instant messaging, and social media, to share information with stakeholders across the world. Real-time communication is crucial for decision-making, problem-solving, and maintaining competitive advantages. Rapid information sharing is a central element of globalization, and it plays a pivotal role in shaping the way societies, businesses, and individuals interact and adapt to an

increasingly interconnected world. Communication technologies, particularly digital communication, have accelerated the pace at which information is exchanged globally.

Here's how rapid information sharing through communication contributes to the process of globalization:

**i) Real-Time Communication:**

Digital communication tools, such as email, instant messaging, and video conferencing, enable real-time communication across vast distances. This has revolutionized the way businesses collaborate, governments interact, and individuals connect globally. Real-time communication facilitates swift decision-making, global teamwork, and faster responses to emerging challenges, contributing to economic and organizational efficiency.

**ii) Global Supply Chains and Trade:**

Rapid communication allows businesses to coordinate complex global supply chains efficiently. They can monitor inventory levels, track shipments, and respond to market changes swiftly. Efficient supply chains reduce costs, increase productivity, and enable businesses to compete effectively in the global marketplace.

**iii) Social Media and Cultural Exchange:**

Social media platforms enable individuals to share ideas, cultures, and experiences across borders. Users can engage in cross-cultural dialogue, promoting cultural exchange. Social media fosters a global community that transcends geographical boundaries. It facilitates the exchange of cultural perspectives, art, and ideas, contributing to a more interconnected world.

**iv) Online Education and Knowledge Sharing:**

Online education platforms and digital libraries enable knowledge sharing across borders. Students and learners can access educational resources from institutions worldwide. Access to global educational resources promotes lifelong learning and skill development, contributing to individual and societal growth.

In this way, rapid information sharing through communication technologies is a key driver and enabler of globalization. It enhances global awareness, economic efficiency, cultural exchange, and collaboration across borders. As digital communication continues to evolve, its role in shaping our interconnected world will remain central, influencing how individuals, businesses, and governments participate in the global community.

**D) Market expansion:**

Communication is a critical enabler of market expansion in the context of globalization. Businesses can leverage communication technologies and strategies to access international markets, understand local dynamics, and adapt their operations to diverse cultural and economic environments.

**i) Language Localization:**

Language localization involves adapting content, including websites, marketing materials, and product descriptions, to suit the linguistic and cultural preferences of target markets. Localization enhances the accessibility of products and services to international customers, making them feel more comfortable and confident in their purchases.

## **ii) Video Conferencing and Remote Collaboration:**

Video conferencing and collaboration tools facilitate communication and collaboration among teams, partners, and clients across different time zones and geographical locations. These tools enable real-time discussions, negotiations, and decision-making, reducing the need for physical presence and travel, which can be costly and time-consuming.

## **iii) International Partnerships and Alliances:**

Communication technologies facilitate the establishment and maintenance of international partnerships, alliances, and collaborations. Businesses can engage with global partners effectively. Partnerships with foreign companies, distributors, and suppliers open doors to new markets and resources, enabling businesses to expand their global presence.

In conclusion, Effective communication is essential for overcoming the challenges and seizing the opportunities presented by global market expansion.

## **5) Challenges of Global Communication:**

While globalization offers numerous opportunities, it also presents a host of challenges in the realm of communication:

### **i) Time Zone Differences:**

Coordinating activities across different time zones can be a logistical nightmare. Businesses must develop efficient scheduling and communication strategies to bridge these gaps effectively. Time zone difference is the variation in local time between different regions of the world due to the Earth's rotation. It is a significant challenge in global communication, as it can lead to confusion and logistical complications when scheduling meetings, coordinating activities, or conducting business across borders. With 24 time zones globally, the time difference can range from a few minutes to several hours, making it essential for individuals and organizations to consider time zones when planning international interactions. Efficiently managing time zone differences requires the use of scheduling tools, clear communication, and flexibility to accommodate diverse time frames in our interconnected world.

### **ii) Cultural Sensitivity:**

Misunderstanding or neglecting cultural norms can lead to serious communication breakdowns. Companies must invest in cultural training and sensitivity programs to equip their personnel with the necessary skills to navigate diverse cultural landscapes. Cultural sensitivity refers to the awareness, respect, and consideration of cultural differences and nuances when interacting with individuals or groups from diverse cultural backgrounds. It involves recognizing and valuing various cultural norms, traditions, beliefs, and perspectives, with the aim of fostering positive and respectful communication while avoiding misunderstandings or cultural insensitivity. The challenge of global communication encompasses the complexities that arise when individuals, organizations, or nations engage in communication across geographical, cultural, and linguistic boundaries. Language barriers, differing cultural norms, time zone differences, technological disparities, and legal variations pose obstacles to effective global

communication. Navigating these challenges requires cultural sensitivity, adaptability, and the ability to employ strategies that bridge cultural and communication gaps to promote successful and harmonious global interactions. The term "cultural homogenization" refers to the blending and standardization of cultures worldwide, leading to cultural uniformity.

**iii) Security and Privacy Concerns:**

Protecting sensitive information and data during global communication is paramount. Cyber security measures, encryption technologies, and compliance with data protection regulations are essential to safeguarding confidential information. Security refers to safeguarding information, systems, and data from unauthorized access, breaches, or cyber-attacks. Privacy involves protecting individuals' personal information and data from misuse or disclosure without consent. In the challenge of global communication, security and privacy concerns arise due to varying regulations, cyber security threats, and the need to balance information sharing with data protection. Ensuring secure and private global communication requires compliance with legal requirements, robust cyber security measures, and ethical data handling practices to maintain trust, protect sensitive information, and navigate the complexities of international data privacy laws and regulations.

**iv) Technological Infrastructure:**

Access to reliable internet and communication technologies varies widely across the globe. Businesses may need to adapt their communication methods and technologies to suit the local infrastructure of the regions in which they operate. The global communication landscape faces the challenge of varying technical infrastructures across regions and nations. Disparities in internet connectivity, digital accessibility, and technological readiness can hinder effective cross-border communication. Limited access to high-speed internet, out-dated communication infrastructure, and digital divides between urban and rural areas can result in unequal participation in the global digital economy. Bridging these infrastructure gaps is essential to ensure equitable access to information, digital services, and opportunities, promoting more inclusive and effective global communication in an increasingly interconnected world.

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## **5.6 LET'S SUM UP**

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To thrive in the global marketplace, businesses must embrace effective communication strategies that consider language diversity, cultural nuances, and the rapid exchange of information. Understanding the driving forces behind globalization and the challenges of global communication is essential for success in the interconnected global economy. This comprehensive chapter provides an in-depth exploration of globalization and its intricate relationship with communication, offering commerce students a solid foundation for understanding the complexities and opportunities of the global business landscape.

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## 5.7 KEY WORDS

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<b>AI</b>	Artificial intelligence (AI) is the ability of a computer or a robot controlled by a computer to do tasks that are usually done by humans because they require human intelligence and discernment.
<b>Bilingual</b>	speaking two languages fluently.
<b>Globalization</b>	Globalization is a term used to describe how trade and technology have made the world into a more connected and interdependent place.
<b>Inextricably</b>	in a way that is impossible to disentangle or separate.
<b>Multifaceted</b>	having many different aspects or features.
<b>Liberalization</b>	the removal or loosening of restrictions on something, typically an economic or political system.
<b>Prejudice</b>	preconceived opinion that is not based on reason or actual experience.
<b>Stimulating</b>	encouraging or arousing interest or enthusiasm.
<b>Transcending</b>	to rise above or go beyond the limits of.

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## 5.8 CHECK YOUR PROGRESS

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### Q: 1 Choose the correct option:

1. What is globalization?
  - a. **The process of increasing the interdependence and interconnectedness of countries and cultures.**
  - b. The promotion of isolationism and self-sufficiency among nations.
  - c. The suppression of international trade and cultural exchange.
  - d. The emphasis on strengthening national borders and identity.
2. Which of the following is NOT a driving force of globalization?
  - a) Technological advancements in communication and transportation.
  - b) **Trade barriers and protectionist policies.**
  - c) Multinational corporations expanding their operations globally.
  - d) Cultural exchange and the spread of ideas.
3. How has technology impacted communication in the era of globalization?
  - a. It has made communication more localized and isolated.
  - b. It has reduced the speed and efficiency of global communication.
  - c. **It has facilitated instant global communication through the internet and mobile devices.**
  - d. It has eliminated the need for communication in a globalized world.

4. Which of the following is an example of cultural globalization?
  - a) The decline of international cuisine popularity.
  - b) The spread of American fast-food chains worldwide.**
  - c) The restriction of foreign films in domestic markets.
  - d) The promotion of traditional customs and rituals.
  
5. What is the "digital divide" in the context of globalization and communication?
  - a) A divide between generations in the use of digital technology.
  - b) A divide between urban and rural areas in access to the internet and digital resources.**
  - c) A divide between countries with different political ideologies.
  - d) A divide between social media platforms and traditional forms of communication.
  
6. Which communication platform has played a significant role in facilitating global social and political movements?
  - a) Radio broadcasting
  - b) Television
  - c) Facebook**
  - d) Postal services
  
7. How does globalization affect language and communication?
  - a) It leads to the extinction of local language.
  - b) It promotes the dominance of a single global language.
  - c) It encourages multilingualism and the preservation of local languages.**
  - d) It has no impact on language diversity.
  
8. What does the term "cultural homogenization" refer to in the context of globalization?
  - a) The process of preserving and celebrating cultural diversity.
  - b) The blending and standardization of cultures worldwide, leading to cultural uniformity.**
  - c) The rejection of foreign cultural influences.
  - d) The dominance of a single global culture.

**Q: 2 Answer the following questions in detail:**

1. Discuss the role of technology, such as the internet and social media, in facilitating global communication. How has it influenced the spread of information, cultural exchange, and activism on a global scale?
2. Explain the concept of cultural globalization. How does the exchange of cultural elements (e.g., music, fashion, food) impact societies and individuals around the world?
3. Analyse the impact of language in the context of globalization. How do language barriers affect international communication, and what strategies are employed to bridge these gaps?

4. How has globalization transformed the way businesses operate and communicate in the global marketplace?

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## 5.9 SUGGESTED BOOKS

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- Forey, Gail. *Globalization, Communication and the Workplace: Talking across the World*. Continuum, 2012.
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- Putnam, Linda L., and Kathleen J. Krone. *Organizational Communication*. SAGE Publications, 2006.
- Rattle, Robert. *Computing Our Way to Paradise?: The Role of Internet and Communication Technologies in Sustainable Consumption and Globalization*. Rowman & Littlefield, 2010.
- Sorrells, Kathryn. *Intercultural Communication: Globalization and Social Justice*. SAGE, 2022.

**:: STRUCTURE ::****6.0 Objectives****6.1 Introduction****6.2 Meaning and concept**

- **Press Release- structure and form**
- **Understanding of writing skill**
- **Writing skill with a view to Report writing**
- **The role of Report writing in Mass-media and Journalism**
- **Press Report in broader term Report writing**

**6.3 The features of Press Release****6.4 The functions of Press Release****6.5 Types of Press Release****6.6 Let Us Sum Up****6.7 Check your progress****6.8 Key Words****6.9 Suggested Reading**

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**6.0 OBJECTIVES**

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- The learners will learn the writing skill thoroughly.
- The learners will be acknowledged with the commercial, professional writing.
- Journalism, its language and rhetorical usages.
- Development and understanding of writing skill
- Professional skill development of the students.
- The practical learning of Press and Mass media writing
- Press writing and contemporary mass-media terminology
- The learners would be enormously granted with the accomplishments of language in commercial term.
- Learners develop the communication skills as writing is one of the potential skills of L-S-R-W.



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## 6.1 INTRODUCTION

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English is a second language. It needs to be acquired through vernacular practices to enrich it at its full. The language expertise needs over all practices of all the four skill's. These practices are the fundamental terms to bring high quality in language. The writing skill is the initial stage of learning English professionally as well as vocationally. The writing skill is about learning essay writing, composition writing, and comprehension writing, letter writing as well as report writing including the Press Release for professional purposes. The Press report writing needs one kind of proficiency to be developed with plenty of practices and practical skill enhancement. There is a very popular saying in colloquial language that “Jargons are the illegitimate child of journalism”. It means journalism forces us to view the presentation colorfully. Whatever black and white truth is presented colorfully in journalism with the usages of embellishments. There is a specific standard terminology to represent the event or information on paper and in public. So, first of all let us go deep into the Writing skill and then Report writing which could be considered under the umbrella term of Press Release.

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## 6.2 MEANING AND CONCEPT

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Press Release- structure and form:

The Press Release basically deals with the piece of news or information which is a brief but important note and its utility is very much notable. It happens in day to day works of the company or organization that they require the information or messages to be delivered to each individual who are directly or indirectly connected with the Company or the Organization. If there is anything new or certain change comes in the Organization, it is delivered to each individual through the Press Release. The Press writing is named as News-paper or journalism. The main aim of the press release or Newspaper journalism is to deliver messages, information or acknowledge about vernacular information of the society to the people of the region or print and publish day to day events of the city. The press release deals with standard professional writing with authentic information. It is purposefully written using certain full stop, coma, exclamatory marks or questions marks. These are keenly used to emphasize the writings which is mentioned and yet indicating the meaning which is hidden tactfully. The fundamental function of the newspaper is to spread everywhere and deliver information universally at any time anywhere about whatever is contained in there data. The role of newspaper in India has become very predominant as it is in the everyday breakfast tray. People in India are fond of drinking tea in the morning and they used to read the Daily newspaper while having sips of tea in their gardens. This is of course the ‘generalization’ yet there are exceptions. Some might enjoy the newspaper or don't enjoy the newspapers. The main aim is to pass the information and messages in public. The press release can be

categorized with many new names like press report, journalism writing, media pages, yellow pages, newspaper supplement etc. The journalists focus on the information and present them with jargons, rhetorical language and make it as interesting as they can. The press release is generally written by the company's Public Relation secretary or the employee who works in the Public Relation Dept. A press release is written by the company's public relations (PR) department, not by reporters or journalists, so it takes a subjective interpretation of the announcement, though it may also include objective facts, such as figures in an Earnings reports. A press release is written and sent by private or public firms. It is not the independent journalistic work but a public write up for the mass to read and inform. Sometimes the readers may find the bias or subjective voice in the write up but it is the duty of a standard journalist to write the press release with a true note and its appearance. Press release can be embedded for company news, disclosure of requirements, hiring of sales professionals, execution of shares or stocks and debentures, certain are the reasons of Press writing, printing and publishing in media.

### **Understanding of writing skill**

Writing is an important factor when it is taken as a skill. This includes spelling, capitalization, error free writing, punctuation, sentence-structure and word formation even. Good writing skill inculcates the "mechanics" of writing. Writing skills are an important part of communication.

Clarity is a basic condition in professional and formal writing. Writing is the method of permanent record.

### **Writing skill with a view to Report writing**

There are many kinds of Report writings available. Reports may be of Memos, Proposals, Progress Reports and completion Reports. A majority of technical reports are written in the memo form which is made up of two components.

- The identifying information and 2. The Body

The identifying information

A memo form is similar in design to the letter report. But it has no salutation or the complementary close. The top of a memo includes five elements: the letterhead or the logo and four headings- 'to' subject and date sometimes "memo" or "Interoffice" are also printed on the top. Different organizations have their own ways of filling in the headings

### **Usages and disadvantages of Press Release:**

Writing of the press release is mostly about products, partnerships, developmental announcements, news of merger, growth or any kind of national international achievements and many more. It jolts journalists to cover the story. There is a general research on the journalists that most of the journalists present the truth with new stories while some present the truth with featuring ideas and some monitor the data with Industrial trends and all. Press releases, however, can only bring change. They are never a marketing strategy,

but their impact is eternal and concrete. Another problem is that they can come across as insincere or shallow because companies use them to accentuate the positive while eliminating the negative. The headlines play epoch-making role to the reading public of Press release. The Press Release concerns with key important segments of mass-media and news-paper publication.

Usually, there is a narrative about why the numbers came in where they did and if they met or exceeded goals. Stocks tend to move wildly after an earnings release, because new financial information hitting the market causes a revaluing of the company.

In addition to financial figures, press releases list valuable contact information that can assist investors in their research, such as the company's website URL and contact and address information. The question must arise in your mind that Press Release is the most influential way to announce important news to the Press and public. A good quality Press Release should be apt precise and to the point to acknowledge the audience. It must be written with conciseness and brevity presenting the true information. Jargons or rhetorical language is necessary to emphasize the impression of the Company or details mentioned in the Press Release. The press Release is an important tool to disseminate the Company's Prudential information in public. They are usually written by public relations departments or firms, and their reach is often magnified for a fee through the use of a newswire company. However, they do not have the same impact as a properly researched news article written by a journalist, as they are not objective, usually choosing to highlight good news and avoid any negative information.

### **The role of Report writing in Mass-media and Journalism**

Various interpretations of Press Release:

The Press Release and Release both have different meanings. The term immediate release means the information is ready to publish and can be used by journalists as soon as they receive it. One can write the body of the press release using news writing techniques and style. Be sure to include a headline; we can also include a sub headline. The press release is actually a communication telling the narrative to the public. It is deliberately sent to journalists or media publishers to publish the story or news in the particular format. The people, politicians and celebrities are always in the front line of the Press Release.

The newspaper writing is essentially a medium of mass communication. The large mass is reading the information. Whatever is connected with mankind is presented on newspapers. The concept of newspaper writing is discussed here. There are certain regular features that appear in the newspaper. e.g. national and international news.

- Sports news
- Advertisements
- Commentary
- Editorial articles

- Book reviews,
- film reviews,
- web-series reviews,
- news analysis
- Entertainment middle stories,
- profiles reviews,
- cartoons comics,
- and puzzles
- City engagements,
- lectures,
- seminars,
- Exhibitions and other technical reports.

The concept of the news release or Press Release deals with the headlines, best titles; short new brief sentences are required.

- **Press Report in broader term Report writing:**

The report writing is totally a different kind of professional writing which is also considered to be the part of Press writing. The term deals with the journalism kind of writing and there are various types of writing in the Reports of mass media and journalism.

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### **6.3 THE FEATURES OF PRESS RELEASE**

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The press write up requires to be written with certain specific style. There are certain features mentioned in the Press Release. The press writing is generally very much specific. It is either for the Individual, MNC's or organization. It basically deals with what your press release has to say. The press writing is informative, creative, insightful and useful. People will really want to know the actual reason for the Press Release. The basic style of Press writing can be within 3 parts.

- **Headline part:** This is the beginning part of the Press Release and it deals with the most important factor of the Press Release. It takes the initial sparkling lines so that one reads and understands the whole purpose of the Press Release. Short, brief simple standard writing having the central idea of the write up is necessary in the Headlines.
- **The important jargons, quotes** which are coming from the CEO's of the company or Higher Authorities in the Organizations become very significant. These quotes are the voice of the Organization and thus play the important role in the write up of Press Release.
- **The Length:** The length plays a very important role in the write up. The press releases must be of 500 words or less not more than that. It is not that long elaborate descriptive write up. It won't work. Try to consider the candid length of the work and it will ultimately work in writing.

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### **6.4 THE FUNCTIONS OF PRESS RELEASE**

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The functions of Press Release are

- (1) Simplifying the ambiguous information
- (2) Focus on accuracy
- (3) Give preference to clarity
- (4) Try to pursue the purpose only.

(5) One must have the proper knowledge of AP style which is known as Associated Press established style

(6) One must have the knowledge of grammar and punctuation marks

(7) and the last most important thing is writing should be completely related with the subject, yet the author's own notions, ideas, thoughts must not be the part of the content.

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## **6.5 TYPES OF PRESS RELEASE**

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The media writing deals with the process of mass publication and media outlets. It includes news-papers, magazines, websites, blogs, social media and other publications. Thus certain kind of writing deals with specific format, terms and conditions. Some press release writing goes in column writing. This type of writing is written in columns and all columns go from left to right in pages. There are many types of writing which can be categorized with different names like

**News-writing:** The popular writing in news-papers. We come across certain kind of writing frequently and it is popular even. Most of the organizational writing deals with this kind of writing.

**Review writing:** The Review writing is found regarding the popular book, novel, the popular web-series as well as there are product reviews available in the Internet and it needs to be impartial without any bias. Because most of the society put blind trust on reviews in advertising field.

**Column writing:** The popular magazines like Reader's Digest, Health Care, Safari, India today, Financial Express contain interesting topics of feminism, health, mental health, self-healing, well-being which contain this particular style of column writing.

**Investigative writing:** This kind of writing needs to be done with certain solid investigation and thus idea is to write about authentic investigation.

**News:** News writing is sometimes written in inverted pyramid structure also. There are vernacular attractive techniques implemented by journalists, news-editors, columnists to enchant the large audience of Reading public.

Nowadays, butter paper in supplement of Newspaper and colorful printing are famous.

**Feature:** This is a style of writing that contains fundamental information of the issue, event or incident. It is like the Inside story column where every particular details of the event is signified and narrated by the writer.

**Sports:** The sports-writing is currently most influential in the current magazines and news-papers. The readers are very much interested to know the hidden story of the team work, especially when the sports is related with Cricket or football. Even Hockey has also grabbed the interest of the Reading audience.

**Editorial:** The editorial writing is generally written by the Senior Responsible writers of the newspapers or the magazines and they mostly provide the facts, opinions, achievements of the Press Release or the audience and authenticity of their news and information.

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## 6.6 LET US SUM UP

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This way, the press-writing is a formal writing. Certain care and style must be followed while writing for the public purpose.

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## 6.7 CHECK YOUR PROGRESS

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Q1. Write a short note on Press Release.

Q2 Discuss in detail about the types and style of journalism or Press Release.

Q3 What is journalism? Elaborate the press release and its significance in brief.

Q4 Explain the styles of Professional writing in your own words.

Q5 What is the significance of Press writing? Explain.

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## 6.8 KEY WORDS

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<b>Jargons</b>	the words of specialized term for the specific purpose of writing
<b>Rhetoric</b>	hyperbole, oratory
<b>Editorial</b>	newspaper article, magazine article
<b>Columnist</b>	editor, reporter, professional writer
<b>Journalism</b>	the collection of data and writing for the professional publication purpose
<b>Illegitimate</b>	against laws or rules and regulations
<b>Vernacular</b>	the language that is not written officially

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## 6.9 SUGGESTED READING

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- Champa Tickoo, Jaya Sasikumar. *Writing With A Purpose*. 2011 edition, India, Generic Publishers. 2015. print
- Harcup, Tony. *Journalism: principles and practice*. 4<sup>TH</sup> edition. UK. University of Sheffield. Sage Publication Ltd. 2021. Online Resources & kindle
- McKane, Anna. *News Writing*. 2<sup>nd</sup> edition, New York. SAGE Publications Ltd. 2013. Paperback.
- Rene Je Coppen *The Associated Press Guide to News Writing*. 4th Edition U.S.A. Peterson's publication, 2019. Paperback.
- Scanlan, Cheap. & Richard Craig. *News Writing and Reporting: The Complete Guide for Today's Journalist*. London. Oxford University Press, 2013. Paperback.

**:: STRUCTURE ::****7.0 Objective****7.1 Introduction****7.2 Writing for media****7.3 Writing for Electronic Media****7.4 Writing for Digital Media****7.5 Let us sum up****7.6 Check your progress****7.7 Further Readings**

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**7.0 OBJECTIVE**

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After studying the unit, the learners will be able to:

- Learn about the various types of media in the communication process
- Study and understand the forms of media and their development
- Will develop a comprehensive knowledge of the applications and importance of writing in different media
- Develop their own writing style and differentiate among all major types of media.

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**7.1 INTRODUCTION**

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The process of sharing information or ideas between people or organizations is known as communication. It involves the exchange of messages across a channel, which could be nonverbal, written, or both, from a sender to a receiver. For communication to be effective, both parties must comprehend and interpret the message similarly. Verbal, nonverbal, written, and visual communication are only a few of the various types of communication. Speaking or writing is examples of verbal communication, whereas body language, facial expressions, and tone of voice are examples of nonverbal communication. Written communication refers to messages sent via text, email, or other written formats.

In contrast, visual communication refers to the dissemination of information via the use of pictures, graphics, and other visual aids. Effective communication is crucial in a variety of contexts, including interpersonal ones. It can help individuals to build trust, resolve conflicts, and work together more effectively. Good communication

skills include listening actively, expressing ideas clearly, and adapting communication styles to different situations and audiences.

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## 7.2 WRITING FOR MEDIA

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Writing for media involves crafting content that is specifically designed to be distributed through various forms of mass communication, such as newspapers, magazines, television, radio, or the Internet. It requires a unique set of skills that enable the writer to communicate information clearly, concisely, and engagingly, while also adhering to the conventions and standards of the specific medium. When writing for media, key considerations include understanding the target audience, developing a compelling angle or story, and ensuring accuracy and fairness in reporting. It's important to use clear and concise language appropriate for the medium, whether writing in a conversational style for a blog post or using more formal language for a news article.

In addition to written content, media writing often incorporates elements such as visuals, headlines, and captions to enhance the message and make it more appealing to the audience. It may also involve working with editors and other media professionals to refine the content and ensure it meets the publication's standards. Overall, writing for media requires a combination of strong writing skills, an understanding of the medium, and a keen sense of what will resonate with the audience. Whether you're crafting a news article, feature story, or social media post, effective media writing is all about engaging the reader and conveying information in a way that is both informative and entertaining.

### Various Types of Media

There are several types of media, each with its own unique characteristics and modes of communication. Here are some of the main types of media:

- **Print media:** This includes newspapers, magazines, and books. Print media uses ink and paper as the medium of communication and is distributed in physical form.
- **Electronic media:** This includes television and radio. Broadcast media uses airwaves to transmit information and is received by audiences through a receiver, such as a television or radio set.
- **Digital media:** This includes websites, social media platforms, blogs, and online news outlets. Digital media uses the internet and digital technologies to communicate information.
- **Outdoor media:** This includes billboards, posters, and signs. Outdoor media is designed to be seen by a large number of people in public spaces.
- **Film media:** This includes movies and documentaries. Film media is a visual medium that uses moving images to tell stories.
- **Music media:** This includes radio stations, streaming platforms, and music videos. Music media is a medium that communicates through sound and music.



- **Interactive media:** This includes video games, apps, and virtual reality experiences. Interactive media is a medium that allows users to actively engage with the content and affect the outcome of the experience.

Each type of media has its own strengths and weaknesses and is suited to different purposes and audiences. As the media landscape continues to evolve, new types of media are emerging, and traditional media are adapting to new technologies and platforms.

## **Writing for Print Media**

In Print media- Newspapers, magazines and journals are considered as the oldest forms of communication. Many readers start associating themselves to a particular newspaper/magazine/journal. The magnificence of the newspaper is that it becomes an intimate member of the family that no one wants to replace. In a diversified country like India, both the regional and the English press have grown rapidly. But, it is also important to comprehend that writing for print media requires a set of specific skills to reach the audience efficiently and directly. Print media represents a very strong form of news writing wherein the account is projected in a linear fashion. The motto is to provide the reader with the most significant information in simple diction. With the arrival of television and eventually the new media, the availability of news is endless, and that has renovated the entire approach towards consuming the news. The introductory paragraph of a news story is known as lead. The main purpose of the lead is to make the readers curious about the story, to motivate them to read the story and to state the most critical facts, rationally and carefully. There are different ways of opening paragraph such as Announcements: Begin with the most essential information, Riddle: Starts with a puzzle and forces the reader to find the correct answer. Bold and challenging statement/ head line. Question lead: Begins with a quote or question to make the reader inquisitive about the answer.

### **Techniques of Writing in Print Medium:**

- **Capability to Read, Research and Develop Expertise:** Keep your eyes and ears open, read everything, collect story ideas and think of the central point. It is also important to research on the subjects of interest and develop expertise.
- **Narrative Structure:** To keep the news writing component intact, the account is generally narrated in a linear fashion. The objective is to propagate the most crucial portion of the information, and give the readers a deeper understanding of the subject.
- **Inverted Pyramid Style of Writing in Print Media:** Since print media offers limited space, it follows the inverted pyramid model. This means that the most crucial information is positioned at the top of the article / news item while the less vital is placed after that. The reason behind this type of writing is to provide the most engaging or important information immediately to the people. This style is common in straight news stories. Nonetheless, it is not necessary to maintain the same rhythm and style in a feature article. Feature sections are allowed ample freedom, allowing for

greater use of creativity and experimentation so that one can hold the readers' attention for a longer period.

- **Method of Writing:** Unlike radio or television broadcasting, print media can experiment with various styles of writing and can also integrate numerous word choices. Writing for the print media is generally formal in nature, keeping in mind the target audience and the subject; one can make several changes in the style of writing. But whatever technique one adopts, the article or the story must have the capacity to grab the readers' attention and keep them hooked to it. A writer is required to focus on the main point while writing for news; feature writing can adopt different ways of conveying the message. While news is factual, the feature can be creative, but for both, one must keep in mind the readers who will be reading that piece.
- **Five W's and one H:** Who, what, where, when, why and how- are the most straightforward questions that must be answered in a report. For example, a news story on the Civil Services Examination topper must provide information about his/her personal and academic background, and how did s/he crack the examination, etc. It is not compulsory that every story answers all five Ws and one H, but if any of them is crucial and obligatory, then it must be answered and everything should flow smoothly in the story.
- **Target Group of Readers:** Since the print media deals with mass audience, so it is important to understand that the readers have different literacy levels. Every story that comes out in a newspaper should be written in simple language so that the core of the story conveniently reaches the reader. Similarly, if the newspaper or the magazine is for a niche audience, then the vocabulary should include appropriate terms and expressions.

**Important points to remember:**

- Understand the difference between relevant and non-relevant news and feature
- Write your piece keeping in view the level of the target audiences
- Make optimum use of the space/word-limit allotted
- Use formal language
- Do not use any slang/ colloquial words
- Do not use phrases unfamiliar to the target audience
- Do not write to influence the readers
- Stick to facts, especially in hard news don't over-analyze or jump to conclusion
- Do not plagiarize and develop your expertise slowly and consistently.

**Activity 1:** Go to a cultural event or an exhibition and write a story on that event for a print medium and compare your story with the one published in newspaper. What difference will you find between the two stories?

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### 7.3 WRITING FOR ELECTRONIC MEDIA

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Since television is an audio-visual medium, both words and visuals go hand-in-hand. While radio creates images in the mind, television creates the magic by having both of them together, thus, increasing the impact of the telecast. However, as in the case of radio, television also requires certain special skills so that the words and the visuals together fully convey the message. It is a craft which can be developed by anyone with regular observation and practice.

A student of journalism or communication must be aware of the fact that writing for television requires the skill to create a balance between the pictures and the words. Depending upon the format one has to work upon, the style and the needs of the script are decided beforehand. In the case of a soap opera, the script is finalized word-to-word before the shoot, whereas in TV news, the script is written after the shoot. For example, script for a soap opera will have dialogues etc. almost fully pre-decided and finalized. However, for a TV news script, you have to keep in view the news elements and the message that has to be conveyed.

#### **Techniques for Writing In Electronic Media**

Here some of the important techniques are discussed which outlines the crafting scripts in the context of electronic media. Following techniques emphasize on effective storytelling and communication within the realm of electronic media.

- **Thorough Content Logging:** Before scripting, meticulously review recorded material to extract key sentences. This aids in determining story duration and refining post-production edits. Properly logged content assists in locating shots and sentences, contributing to organized video management. In digital newsrooms, content logging is pivotal for maintaining accurate data.
- **Visual-Sensitive Scripting:** Construct scripts while considering available visuals. Avoid redundant information; if visuals depict a person with a cup of tea, there's no need for explicit description. Opt instead for enriching content that augments the narrative. This approach optimizes storytelling through visual synergy.
- **Time Awareness:** Grasp the allocated story time and adapt scripts accordingly. Adherence to editorial time limits is vital. In the realm of television, precise timing sustains viewer engagement. Scripts should match the assigned time frame to ensure optimal impact.
- **Language Adaptation:** Adhere to the "One Sentence, one Idea" principle common in TV journalism. Tailor writing style, form, and language to cater to the news program's target audience. For broader viewership, employ lucid language; for specialized viewers, integrate technical terms.
- **Immediate Voice and Present Tense:** Capture TV news's instantaneous nature via active voice and present tense. This imparts urgency and immediacy to stories. Prioritize sentences such as "Wife murders her drunk husband" over "Wife murdered her drunk husband" for a current edge.

- **Be Factual and Original:** Every part of the story must be based on facts. Doubts should be clarified, or else taken out of the script - working on the dictum, 'When in doubt leave out'.
- **Breathing Space:** The viewer must be allowable a few seconds of orientation before s/he is prepared to absorb a series of hard facts.
- **Write Stories for the People:** You should not merely present information instead transform the information into something of consequence for the viewers watching the programme. They need to feel that your stories are meant for them and are relevant for them. For example, a strike by industrial workers might not directly affect the viewers. But, if the news says that the strike can cause delay in a particular area and affects them directly, they may find it relevant for them.
- **Read and Re-read Before Finalizing It:** No script is ever perfect, but one must attempt to reach at least near perfection. Read your script aloud and review if there are possibilities of improvement. Ensure that words have a conversational ring and are easy to understand, the sentences are short and simple and the flow of the story conveys the message.

These techniques collectively bolster the caliber of TV news scripting by prioritizing effective communication, synchronization with visuals, observance of time constraints, and audience-appropriate language selection.

#### **Points to Remember**

- Use short sentences
- Use present tense
- Add breathing spaces
- Don't exaggerate
- Avoid obvious statement: If the Mars is red and the visual is explaining that then there is no need to mention that.

**Activity-2 Watch a television news bulletin. Compare and contrast the style of the language used on television with an article of your choice.**

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## **7.4 WRITING FOR DIGITAL MEDIA**

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Digital / Online media being recent forms of mass communication are constantly evolving and have completely changed the way people consume various forms of media. The digital media have their own dynamics, techniques and concepts and have developed their distinct styles of writing. Print or TV writing is very different from that of the one written for the screen. Similarly, the pace, approach and time for consumption of web content is also different. The web content has greater ability to engage the younger generation. Therefore, writing for the online media calls for understanding the needs and preferences of the online users.

Online media offers ample space for publishing a story and thus empowers the consumers/readers. On online media, one has the freedom to experiment to make the story look better. It presents

opportunities of getting your work published on various platforms, such as the Facebook, Twitter, Instagram, as well as blogs.

It is also important to note that newsrooms across the globe look for people who possess the skills to work in different mass media efficiently. With a constantly growing demand for multitasking and integration of different modes of communication in the form of convergence, knowledge and expertise over all of them, would be highly beneficial and rewarding.

### **Techniques for Writing In Digital Media**

In the world of digital media, where writing takes on a dynamic twist crafting content for online consumption requires finesse and innovation. Here's how to make an impact:

- Economy of Words: Say more with less. Trim redundancy and embrace concise sentences. Clarity in Expression: Choose everyday words and active voice to bolster credibility.
- Intriguing Titles: Fashion titles fewer than 100 characters that entice and inform.
- Conciseness Matters: Keep articles brief. Online readers crave efficiency.
- Readable Arrangement: Employ bullet points, bold text, and sub-headings for quick scanning.
- Seamless Navigation: Maintain logical connections for web links, ensuring effortless exploration.
- Captivating Beginnings: Command attention with essential points in the competitive digital arena.
- Youthful Allure: Shape content for the youth, tapping into informative and entertaining trends.
- Visual Enchantment: Elevate storytelling with compelling visuals that enthrall readers.
- Effective Captions: Elevate impact through relevant captions and hashtags for broader exposure.
- Page Symphony: Balance elements from headline to visuals, creating an aesthetically pleasing layout.
- Headline Craftsmanship: Dedicate thought to crafting intriguing, elucidating headlines.
- Bullet-Point Grace: Utilize bullet points for streamlined absorption, catering to fleeting attention spans.
- SEO (Search Engine Optimization) Wizardry: Master visibility tools for extended digital reach.
- Excellence Assurance: Collaborate for superior content, safeguarding credibility.
- Truth Vigilance: Authenticate information to combat misinformation.
- Embrace the ever-changing digital landscape, weaving narratives that resonate with a connected audience.

### **Some Points to Ponder:**

- Pick up topics which attract users' attention and interest
- Make the first sentence impactful and attractive
- Provide new perspectives to your arguments

- Use Meta Keywords, title and description so that your writings attract large audiences via Search Engine Optimization (SEO)
- When writing numerical data (X Books to read or X things to eat in CP), always write the number first i.e, 2 books to read,. 6 places to visit, etc. That makes it more keen and easy to remember
- Know that you are writing for people with short attention span
- Expect people to arrive anywhere on your website therefore, every page should be easy to scan and tell what your site is about
- Each page should have a call to action, telling people where to go next
- Don't overuse terms as repetition makes your piece boring
- Use Hyperlinks wisely: include links to relevant pages related to what your article is about.
- Cross-check facts to avoid fake news, which will impact the credibility of your website and update your post.

**Activity 3: Select any two stories from online media. Analyze how these can be referring to the television and other electronic media.**

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## 7.5 LET US SUM UP

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In this unit we have learned various skills prerequisite for writing for different forms of media. Print media is for the literate educated audiences whereas electronic media fulfill the need of everyone irrespective of their educational background. Similarly the biggest consumer of digital media is youth so writing for the new media requires an in-depth understanding of the requirements of the younger generation.

Furthermore in this age of multitasking it will be useful for us to develop writing skills in different forms of media redrafting and editing our own script helps us to refine our work and in turn it develops confidence to build our foundation in journalism so always be mindful of the techniques of writing for media. As we practice, it becomes a habit. As a learner we should critically watch, read, listen, review, learn and keep improvising our skills and competence.

After studying the unit it would be clear that each form of media has its own beauty and importance. Writing for any media platform requires regular practice, enhancement and self-examination. We should keep reading the writing of senior journalists on the latest trends and writing with tools and professional attributes. The more we compare our script with the scripts written by our competitors the more we will learn and improve our skills. This will keep adding to the process of our learning and enable us to reach greater heights in our career.

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## 7.6 CHECK YOUR PROGRESS

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### **Brief Question:**

1. List basic points that you will keep in your mind while writing an article for a print media.
2. While writing a one minute story on a busy traffic on the highway what kind of audios you will use to add the feel of the location in your narration?

3. Enlist some basic skills required to write a script for TV news.
4. What is the importance of the concept 'Writing for Picture' in electronic media?
5. Why should one organize information based story in a bullet form while writing for online media. Elaborate in detail.
6. What is navigation?

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## **7.7 FURTHER READINGS**

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- Nanda V. (2018), *Media Laws and Ethics*, New Delhi: Kanishka Publishers
- George T. (1989), *A Handbook for Journalists*, New Delhi: IIMC
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- Keeble R. (2009), *The Newspaper's Handbook*, Routledge Publication
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**:: STRUCTURE ::****8.0 Objectives****8.1 Introduction****8.2 Background****8.3 Definitions****8.4 History of Advertising****8.5 Difference between advertising and marketing****8.6 Various tools of marketing****8.7 Objectives of advertisement****8.8 Keywords****8.9 Let us sup up****8.10 Check your progress****8.11 Books suggested**

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**8.0 OBJECTIVES**

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- The unit aims to comprehend what advertising is, its meaning and definition.
- The unit also aims to disentangle the history of advertising and its growth in the 21<sup>st</sup> century.
- The undertaken unit focuses on the study of the difference between advertising and marketing
- The unit focuses on the importance of various tools of marketing and their importance in today's global market

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**8.1 INTRODUCTION**

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English is not an independent language. It is a mixture of multiple languages. Many words had been taken up from different languages. So, it is called a heterogeneous language. The word advertising originated from the Latin word 'advert', which means to turn around. The term advertising originated from the Latin word 'advert', which means to turn around. An organisation, company or firm uses it to pull people's attention towards an object. It is a valuable component of the marketing process. Adverts are part of our routine life as we come in contact with it directly or indirectly, knowingly or unknowingly. We usually encounter different forms of advertisement.



It is a practice to bring attention to a particular product or service. Advertising is a method of communication that tries to inform or influence the buying behaviour of users of a product or service. Advertising is one-way communication. It is a monologue activity to persuade more people towards a specific product or service. It is a technique through which one message can reach many people quickly. Traditionally advertising is seen as a one-way communication where a company or organisation creates a message to be broadcasted to a specific target audience through various channels such as television and radio. Urbanisation, development and transportation and communication advancements have facilitated the advertisement method. It is a non-personal presentation and promotion of any particular goods and services by an identified sponsor.

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## **8.2 BACKGROUND**

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The background of advertising can be found thousands of years back. The history of marketing can be traced back to the 18th century when digitalisation was limited. A great mass of people used to keep themselves engaged in newspapers and magazines. The background of advertising can be found thousands of years back. Egypt, Greece and Rome are considered ancient civilisations where advertising roots can be found, however not in an organised but in a shattered form, such as using outdoor signage, handbills, and town criers to promote products and services. However industrial revolution has opened up new horizons for the modernisation of advertising. With the rise of mass production and consumer culture, businesses needed to find new ways and methods to reach potential customers.

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## **8.3 DEFINITIONS**

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The simple meaning of advertising is to put our product or service among people. In order to bring attention to the focused product and services, the sponsors utilise various marketing tools. There is no particular definition of advertising. However, we can find some definitions befitted to the current marketing strategy. Definitions are depended on customers' demands and various tools applied for advertising. To clarify the concept of advertising, we bring our attention to some of the essential definitions provided by authors.

- There are many definitions of advertising, but what they have in common is communication between the sponsor and to whom are the products or services offered through any medium with the commercial aim (Vysekalová 2011).

It means advertising is a medium of communication initiated by the sponsor to offer particular products and services for commercialisation.

- “Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.” – American Marketing Association.
- The advertising objectives are closely linked with the firm's strategy on which it is based. They may be in the area of awareness about the firm, its knowledge, popularity, beliefs, intent, about its activities (Johnová 2008).

The objective of any advertising is based on the fixed strategy of the company or firm, which covers knowledge, popularity and trustfulness with a defined intention. In order to achieve the trust of the target customers, advertising covers the maximum standards of the company or firm.

**According to William Stanton,**

- “Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.”

Thus, advertising means to cover all activities of presentation to a person or group in oral or visual communication by the sponsor. The message, whether audio or video, is circulated to reach the target group by paying some specified amount to the identified sponsor. In short, we may have an ultimate definition that advertising may be a paid or free form of mass communication with a special message sent or circulated by the specific advertiser or company for a specific group of people in the form of viewers, listeners or readers for the specific period to achieve the specific goals.

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## **8.4 HISTORY OF ADVERTISING**

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Advertising has been a part of human civilisation for centuries. However, people have yet to learn exactly how and in which form advertising is initiated. In ancient civilisations like Egypt, Greece and Rome, early advertisements, as we roughly believed, took the form of inscriptions or images on walls, buildings, or other public spaces. Gutenberg, who invented the printing press in 1439, can be called a landmark, possibly for printing brochures for the first time. Next, we can see the mass printing of flyers and brochures. Finally, in the 15th century, the printing press was invented, which allowed for producing printed materials such as pamphlets and posters. This led to the development of the first printed advertisements used to promote products like books and medicines. However, the concept of advertisement did not exist at the time of Gutenberg.

Then in the 16th and 17th centuries, slowly but steadily, magazines and newspapers started dominating the globe. During the 18th century, advertising began to take off in Europe and the

United States. Print ads in newspapers and magazines became more common, and billboards were introduced to reach a wider audience. The concept of weekly publications in European countries fashioned a tool of advertising. People used to wait enthusiastically for the weekly magazines. It is believed that one of the first newspaper ads appeared in the Boston News-Letter on May 8, 1704. It was a real estate advertisement selling a plantation on Oyster Bay, Long Island.

The industrial revolution in the 19th century changed the concept of advertising to some extent. In the 1870's advertising surprisingly and dramatically increased not only in the US but in European countries with the expansion of manufactured products and services. The total budget turned from billions to millions only for advertisement.

In the early 20th century, advertising became more sophisticated with the introduction of radio and later television. In the 1920s and 1930s, the invention of the radio brought about a revolutionary change in the advertisement. Radio became a tool when the first ever radio commercial was aired on WEAJ, New York, on August 28, 1922, and the decades of 1940s and 1950s, i.e., the post-war period, also changed the advertising method. Television's entry gave a great enormous boost to advertising. The first television advertisement was telecasted on July 1, 1941, for 10 seconds at \$9.00. The video promoted a Bulova Watch.

The period from the 1960s to the 1980s is considered the golden age in the history of advertising. 1973 was a remarkable year as far as the digitalisation of advertising was concerned. The year 1973 is the birth year of digital marketing when Motorola researcher Dr Martin Cooper developed the first-ever hand-held mobile phone. Later in 1989, science and economics played a significant role in the advertising industry. The invention of the World Wide Web was a revolutionary innovation in the digital advertisement. It has provided a global platform for advertising. Targeted customers reached billions of millions with a single computer click at any time and place. It broke down the traditional advertising method and remarkably increased target end users in numbers. The 1990s is called the advancement of the mobile and the start of text advertising. Friedhelm Hillebrand and Bernard Ghillebaert established the SMS concept in the Franco-German GSM cooperation in 1984. It is an old but effective way of communication today. As we know, telecommunication companies often reach their end users by text messages to introduce a new plan or product.

In 2012, social media almost replaced text messages with advertisements. Social media such as Facebook, Twitter, WhatsApp, and Instagram have created history. Nearly 34% of marketers have generated leads using Twitter. Linked has been

considered a much more influential tool for advertising. According to the research recently undertaken, it is almost 277 % more effective lead generator than other platforms. According to a report published by The Interactive Advertising Bureau of 2021, the total revenues of digital marketing have reached \$189,310 in millions. It is a remarkable move for the digital marketing era. In the digital age, advertising has become even more sophisticated, with the rise of online advertising, social media marketing, and mobile advertising. Today, companies can use data analytics and artificial intelligence to create personalised ads for individual consumers.

Thus, we can notice various advertising phases, from the primitive method to a new digitalised way of advertising.

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## **8.5 DIFFERENCE BETWEEN ADVERTISING AND MARKETING**

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People need clarification on the words advertising and marketing. They are often considered the same. We commonly lumped them together and used them synonymously or interchangeably. However, advertising and marketing are not the exact words. There is a remarkable difference between these two. Advertising (which includes newspaper ads, banners or brochures, television or radio ads, and social media ads) works under a single strategy or criteria that fall under the marketing umbrella. In other words, advertising is implied in the marketing umbrella, another form of marketing. Marketing embraces other strategies with the goal of getting the word out about one's business. Marketing covers the company's value proposition, data on target customer demographics, essential brand messaging and last but not least, the four Ps product, price, place, and promotion. Advertising is an essential organ of marketing. Advertising is a slice of the pie, but marketing is the whole pie.

We understand the fundamental difference between advertising and marketing. Let us analyse it further in depth. Advertising can occur on a large canvas with multiple mediums, but all advertising has commonness, that is, to send a specific message (the ad) on a particular platform for a specific product or service. On the other hand, marketing does not focus on a particular product only but even focuses on a particular brand, services and business as a whole.

Suppose we pay to serve an ad to our target customers on a specific platform or medium (For example, television or Facebook). In that case, advertising only works under a single component, i.e., the product or service. However, marketing works under multiple components like creating a website, writing a blog post, handing out flyers at a local event, focusing

on customers' reviews on social media and sorting it out. All these come under the marketing umbrella. Marketing is creating an image or identity of the company in the consumer's mind so that whenever customers think of buying a product, the first thought that strikes their mind is our own brand. Ultimately marketing does not focus on the marketing of goods and services, but other entities too, which contain:

- Organisation, company or firm
- Information
- Experiences
- Persons
- Events
- Properties
- Places
- Ideas

The following table would clarify the difference in a better way:

<b>Basis for comparison</b>	<b>Advertising</b>	<b>Marketing</b>
<b>Meaning</b>	Advertising is not a separate component but is associated with marketing. It is a part of the market communication process that a company initiates to seek public attention towards a specific message.	Marketing is the long-term process of understanding market conditions, identifying customers' needs, and creating a product that solves the problem at a reasonable price to compete with the world.
<b>Goal</b>	To get a rapid expected response or reaction from the customers to increase sales quickly.	People should know about the company, its existence and values, products and services, stores, prices etc.
<b>Term</b>	Short term	Long term
<b>Focuses</b>	We are creating a market for either new or existing products or services with a brief description.	They are drawing the attention of the general public with multiple purposes.

<b>Facilitation</b>	Sales increment	Creation of awareness
<b>What is it?</b>	Advertising covers the placement of ads on various platforms such as television, newspaper, radio, and social media.	Marketing is a process with a Unique Selling Proposition (USP) and strong content which describes the business as a whole.

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## **8.6 VARIOUS TOOLS OF MARKETING**

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### **MARKETING ANALYTICS**

Marketing analytics is the practice of using data to assess the effectiveness and success of marketing activities. Marketing analytics allows one to gather deeper consumer insights, optimise marketing objectives, and get a better return on investment. This practice benefits both marketers and consumers. It supports achieving the highest return on investment (ROI) in marketing by comprehending what successfully drives conversions, brand awareness, or both. In addition, analytics ensures that consumers notice a more significant number of targeted, personalised ads that declare their specific needs and interests rather than mass communication. Marketing analytics' importance is growing as accurate data is more critical than ever. In the era of digitalisation, companies emphasis on precise data to create targeted personal ads keeping in mind the interests of the customers rather than broader demographic associations.

1. **Web analytics:** Web analytics uses certain tools and techniques to track various metrics such as the number of visitors, their behaviour on the site, the quantity and quality of traffic, the source of traffic, and the effectiveness of marketing campaigns. Web analytics is used by businesses and organizations to improve their website's performance, user experience, and ultimately achieve their goals. By analyzing the data, organizations can identify areas where they need to improve their website or marketing strategies to attract more visitors.
2. **Social media analytics:** Social media analytics involves the collection and analysis of data taken from various social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and others. This data can include metrics such as likes, shares, comments, follower counts, a number of clicks, and more. Social media analytics is done to reach target audience or target customers.

3. **Customer analytics:** In this method trends and patterns of customers' behaviours are studied in depth. Customer analytics refers to the process of collecting and analyzing customer data to gain insights into their behaviour, preferences, and needs. This information can be used to develop certain strategies that can improve customer satisfaction. The main goal of customer analytics is to understand customers at a deeper level by identifying patterns and trends in their behaviour. It includes various metrics such as purchase history, website traffic, social media activity, and customer feedback.
4. **Sales analytics:** Sales analytics refers to the process of collecting and analyzing data taken from sales reports. This method is used to identify trends and patterns of the current market; it helps to increase sales performance. Sales reports, customer demographics, and marketing campaigns are the three parameters which can help businesses to build certain sales strategies.
5. **Advertising analytics:** To collect and analyze the data taken from various advertisements. Advertising analytics is the practice of measuring and analyzing the effectiveness of advertising campaigns. The collection of data depends on various metrics such as impressions, clicks, conversions, customer engagement, and brand awareness. By analyzing this data, advertisers can determine certain changes in advertisement and can build certain future advertising strategies.
6. **Mobile app analytics:** Mobile app analytics refers to the process of collecting and analyzing data from mobile applications to gain insights into user behaviour, app performance, and other important metrics. Mobile app analytics is the process of collecting, measuring, and analyzing data related to a mobile application's usage and performance. Mobile app analytics provides insights into how users interact with an app. Developers can use this information to optimize user experiences and improve engagement.

## **LANDING A PAGE**

A landing page is also known as a lead capture page. The landing page is designed to convert visitors into leads. Leads means a number of visitors of the particular page. The primary purpose of a landing page is to capture a visitor's attention and push them to take a specific action, such as signing up for a newsletter or making a purchase. For example, nowadays, while we are watching an entertaining video, a page suddenly lands on the screen of our mobile phone or laptop, which pushes us to fill up the form, or we are directed to any particular product to purchase. In order to make the landing page effective, the following tips are helpful.

1. Define a clear objective: Before creating our landing page, determine the specific goal we want to achieve. For example, is it to generate leads, make sales, or drive traffic to a specific page on our website? A clear objective will help us to focus on our messaging and design.
2. Use a strong headline: Headline is the most important part of a landing page. The headline is the first thing visitors will see immediately, so it should be clear, concise, and captivating. Use robust and action-oriented language that communicates the value proposition of our offer.
3. Keep the page focused: The landing page should not be overloaded with too much information or distractions. The page should be drafted with each and every detail which is useful to the viewer.
4. Use social proof: social proof means to expose all the available details such as number of customers visited the page, likes, shares and comments. This can help to build trust and credibility with new visitors. Additionally landing page can also show that a number of people have received value in our offer.
5. Create urgency: Use language that creates a sense of urgency or scarcity to encourage visitors to take action. For example, we can use phrases such as "hurry up, limited time offer" or "hurry up stock is limited."

There are many great examples of landing pages in India, but one of the best landing pages is Swiggy, an online food ordering and delivery platform. The Swiggy landing page is designed to encourage visitors to order food from their favourite restaurants. The page has a clean and clear message, colourful design with high-quality images of food items, immediately capturing visitors' attention.

To promote our business goals on a broad scale, landing pages play a crucial role in building our business in the best way. Here are some benefits:

- Promotion of newly launched products
- Encouragement through enrolment in e-mail newsletters.
- Link people to your events.
- Promotion of free resources like e-books.
- Offer printable coupons for Facebook users.
- Personalise social media platforms and their links.
- Encourage enrolment in e-mail newsletters.

In order to increase our conversions, a landing page is very helpful nowadays.

## **SEARCH ENGINE OPTIMISATION**

Search engine optimization basically known as SEO, which is the practice to be performed in order to boost a website or online content to improve its ranking and visibility on the search



engine. SEO aims to increase the quantity and quality of traffic to a website from search engines. A number of searches on the website can boost up ranking and visibility for specific keywords and phrases. SEO is the most important tool of marketing for businessmen who are depended on web traffic to generate leads or sales. In the 21<sup>st</sup> century modern age, most of the established companies keep themselves engaged to improve their website's ranking and visibility which can attract more potential customers and increase revenue.

Let us take an example. Suppose we want to purchase a brand-new car and make some searches on the Google search engine without visiting any nearby X showroom. We would search for the best car in our budget on the Google search engine. We can see two websites which are being displayed frequently on the screen. They are cardekho.com and carwale.com which on the top of the page on Google as both are considered the most visited and trusted websites by customers. However, SEO is a complex and constantly evolving field, as search engines constantly change their algorithms and ranking factors.

If a company's website ranks high in the search engine's algorithm, it is more likely to appear on the first few pages of a relevant keyword search. The content, nowadays, must be private but also educational and exciting. Content may come in various forms, such as

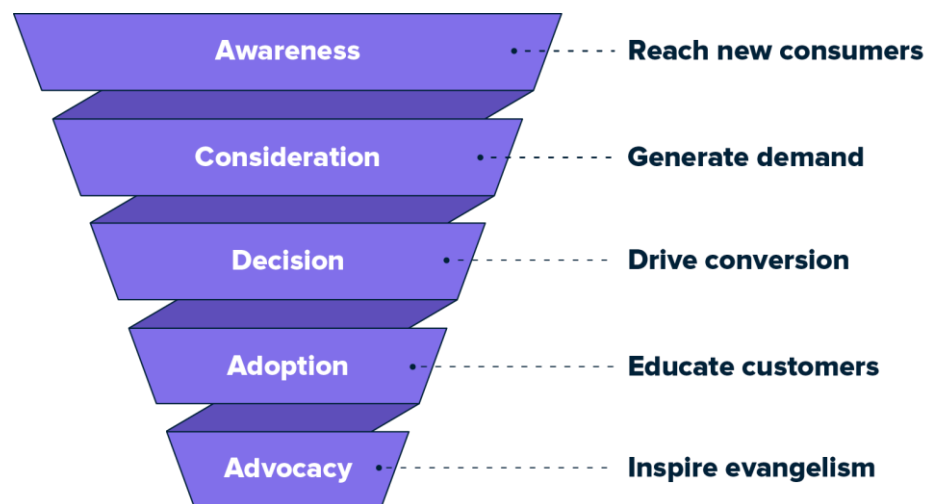
- Web page content
- Blogs
- Videos
- Vlogs
- Podcasts
- Infographic
- Local Listings

## **VIDEO MARKETING**

Video marketing means to utilize videos to promote a particular product or service. It is the most popular form of digital marketing that has gained immense popularity in recent years due to the increased consumption of video content online. Video marketing may be in the forms of product demos, testimonials, explainer videos, animated videos, and more.

Video marketing is an effective way to capture the attention of our target audience and communicate our message more effectively. It can increase brand awareness, drive traffic to our website, generate leads, and even boost sales. To make video marketing successful, video content should be informative, engaging, visually appealing, and personalised to the target audience.

We can use social media platforms, such as YouTube, Facebook, Instagram, and TikTok, to reach a wider audience and increase a number of viewers. One of the best examples of video marketing is "Dumb Ways to Die" It is a campaign by Metro Trains, a public transportation company in Melbourne, Australia. The campaign consisted of a beautiful song and a music video featuring animated characters involved in dangerous activities that could lead to death. The video went viral, and got 200 million views on YouTube and winning numerous awards for its creativity and effectiveness in promoting safety on public transportation.



These are certain conclusions for video marketing:

- First, the YouTube platform has increased significantly and has nearly two billion users.
- 72 % of the total customers prefer to learn about the product and service via videos.
- 80% of business entrepreneurs believe video marketing enormously contributes to increasing selling rates.
- Finally, 84% of the viewers believe they bought goods and services after watching videos.

## **EVENT MARKETING**

Event marketing is a promotional strategy that involves creating, organising, and executing an event to promote a brand, product, or service. Seminars, conferences, trade shows, product launches, sponsoring a festival or game, awards shows, and other types of gatherings are the best tools for event marketing. Event marketing can be done both in offline and online modes. In order to generate leads, build brand awareness, launch new products or services, network, and educate customers. It is a powerful marketing tool as it is a direct way to reach the target customers and create a memorable and lasting impression. Common examples of promotional events such as business

expos, seminars, workshops, conferences, trade shows and expositions, awards shows, sponsorship for any sports or games, Launch party celebrations etc. can be helpful for modern marketing strategy. When we sponsor an event, we can collect many leads through text messages, WhatsApp messages and e-mails which can be helpful to create a bridge between sponsors and customers. For example, if Hyundai launches a new electric car worth 75 lakhs rupees, customers from elite rich class will be invited to a Launch party celebration.

## **E-MAILS**

E-mail is a marketing strategy which involves sending commercial messages or promotional content to a group of people through e-mail. The goal of e-mail marketing is to build a relationship with existing or potential customers. E-mail has been considered one of the prominent tools for modern marketing. It is a form of marketing that can cluster several e-mails to the customers and make them aware of the new launching of the products, discounts, benefits and other company services. It is a form of direct marketing to promote our business's products or services. It is helpful with lead generation, brand awareness, building trustful relationships and keeping customers engaged. The most crucial advantage of e-mail marketing through e-mail is that we can even segment our e-mails and target users by demographic, so we are only sending people the messages they want to see most. There are several types of e-mail marketing campaigns, including:

1. Promotional e-mails: These are e-mails that promote a product or service and include a call-to-action to encourage recipients to purchase.
2. Newsletter e-mails: These are regular e-mails that contain updates, news, or information about a company or industry.
3. Welcome e-mails: These are sent to new subscribers to welcome them to the e-mail list and provide helpful information or resources.

## **OUTDOOR ADVERTISING**

Outdoor advertising is indeed an effective advertising tool that utilizes various techniques and mediums to capture the attention of customers. Let's break down the different tools mentioned in your statement:

1. Billboards: Billboards are large advertising structures typically placed alongside highways, busy streets, or in prominent locations. They offer high visibility to a wide audience and can convey a concise message or image that quickly grabs the attention of passersby.
2. Kiosks: Kiosks are small, standalone structures often found in public spaces such as malls, airports, or streets. They can serve as information outlets, offering details about products, services, or events. Additionally, kiosks can function as sales points, providing a convenient way for customers to make purchases or interact with a company.

3. **Events and Trade Shows:** Organizing events, trade fairs, and exhibitions is another effective way to promote products or services through outdoor advertising. These events provide an opportunity for companies to showcase their offerings, engage with potential customers directly, and create brand awareness. They often attract a targeted audience interested in a particular industry or niche. The success of outdoor advertising lies in creating compelling content that grabs the attention of customers amidst the visual clutter of the urban landscape. Clever and visually appealing designs, concise messaging, and strategic placement are crucial factors for effective outdoor advertising campaigns. By leveraging these tools and techniques, companies can increase brand visibility, reach a broader audience, and generate interest in their products or services.

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## **8.7 OBJECTIVES OF ADVERTISEMENT**

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1. **Increase Support:** Advertising aims to boost the morale of the sales force, distributors, wholesalers, and retailers. By creating awareness and generating excitement about a product or service, it encourages these stakeholders to actively promote and sell it.
2. **Stimulate Sales:** One of the primary objectives of advertising is to drive sales among current, previous, and potential customers. By showcasing the benefits and value of a product or service, advertising aims to influence consumer behaviour and encourage them to make a purchase.
3. **Retain Loyalty:** Advertising plays a role in retaining the loyalty of existing and former consumers. By reminding them of the positive experiences and benefits associated with a brand, advertising helps maintain a connection and encourages repeat purchases.
4. **Protect Image:** Advertising is utilized to promote a favourable overall image of trust and respect for an organization. It helps shape the perception of a brand in the minds of consumers, emphasizing its qualities, values, and reliability.
5. **Communicate with Consumers:** Advertising serves as a means of communication with consumers. Through the use of compelling copy and messaging, advertisements convey information about products, services, promotions, and other relevant details to the target audience.
6. **Overall,** advertising aims to create awareness, generate interest, influence behaviour, and maintain positive relationships with consumers, stakeholders, and the general public. It plays a crucial role in supporting business objectives, enhancing brand reputation, and driving sales growth.

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## 8.8 KEYWORDS

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<b>‘Adverto’</b>	to turn around. In English, it means to draw one's attention
<b>Customer demographics</b>	categories of consumer populations
<b>Monologue marketing</b>	bombarding customers with push marketing messages
<b>Target customer</b>	a specific group of customers of the same age, income and lifestyle
<b>TRP</b>	Television Rating Point, a signifier for the success of the program

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## 8.9 LET US SUP UP

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In conclusion, advertising is an essential tool in marketing that helps businesses promote their products or services to potential customers. Businesses can effectively reach their target audience and communicate their brand message through various advertising mediums, such as television, radio, print, online, and social media. Modernisation and globalisation of commerce have changed the way of advertising and marketing. The ways and methods are changing day by day due to digitalisation either or the demands of the customers. Sponsors have to keep themselves updated, considering the present market conditions. The digitalisation of commerce has changed the concept entirely and almost thrown out the primitive traditional offline marketing method. Online marketing and offline marketing should be focused on two aspects: practical implementation and theoretical interpretation. According to the new situation, based on marketing functions and instruments, online marketing is not part of offline marketing. Based on conclusions and explanations drawn from researching practical situations, we understood that online marketing is developing quickly. Marketing functions and instruments are becoming increasingly flexible, with a significant impact on online products and services and offline ones. The new form of upgraded marketing, i.e. online marketing, has been developed with time, separated into one theoretically independent one.

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## 8.10 CHECK YOUR PROGRESS

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1. The word ‘adverto’ was taken from the Latin language meaning \_\_\_\_\_
  - a) to turn around
  - b) “U” Turn
  - c) to go around
  - d) to pay attention
2. Marketing is \_\_\_\_\_ process.
  - a) medium term
  - b) long term
  - c) short term
  - d) All of them



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## 8.11 BOOKS SUGGESTED

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- Belch, George E., and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education, 2018.
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- Gladwell, Malcolm, 1963-. The Tipping Point: How Little Things Can Make a Big Difference. Boston: Back Bay Books, 2002.
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- Solomon, Michael R. Consumer Behaviour: Buying, Having, and Being. Pearson, 2016.

**:: STRUCTURE ::****9.0 Objectives****9.1 Introduction****9.2 Significance****9.3 Features****9.4 Types****9.4.1 Informal Reports****9.4.2 Formal Reports****9.5 Structure****9.6 Key Words****9.7 Let Us Sum Up****9.8 Books Suggested****❖ Answers**

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**9.0 OBJECTIVES**

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In this unit, we shall

- discuss what is a report, significance of reports, types of reports, features of reports, the structure of reports

- learn how to write an effective report

On completing the unit, you should be able to

- define a report, understand the significance of reports, types of reports, features of reports and structure of reports
- write an effective report

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**9.1 INTRODUCTION**

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You must have learnt report writing in your school. Mostly, you were asked to write event reports where you had to write about an event that took place or was celebrated at your school. This is one scenario. Now, let's see a different scenario. Imagine that you are working as a sales executive in a company. One day your reporting authority calls you and informs you about the fall in the sales of the products of your company. She/he tells you to investigate and find out the reasons for this fall and make some recommendations to increase the sell. You will investigate the problem and prepare a document which contains



all the details (reasons for the fall, your findings, your recommendations etc.) and submit to your authorities. She/he will study the document submitted by you and take the required actions. The document you submit is known as a report.

**Definition:** In general terms, a report is a description of some event or situation that happened in the past. However, a business report refers to a formal document prepared for a specific purpose which is written for conveying authentic information pertaining to business activities, plans, progress and problems. It contains all the information in a proper and established structure.

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## 9.2 SIGNIFICANCE

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Reports play a vital role in the way professional communication takes place at industries. They help professionals achieve the following objectives:

- Reports are primarily a source of information or a record of events for future reference which help the management or an individual in decisions making. Thus, reports may also serve as a repository of information.
- Reports provide the professionals with information about the company's business activities, plans, progress and problems and also help in analysing these things.
- Reports help in solving various business issues by recommending specific actions.
- By analysing the contemporary scenario with the help of reports, the authorities may come up with a direction to address the future challenges successfully.
- Reports also keep the shareholders and the customers updated about the market position of the company.

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## 9.3 FEATURES

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### **Logically organised**

It is very important for a formal document to be logically organised. So, report being one of the important formal documents needs to have an organised structure. The author has to think about how she/he would organize the information/data in a proper sequence. An unorganized or less organized report would not convey the accurate information and it could be misunderstood by the reader.

### **Objectivity**

Objectivity refers to the quality of not getting influenced by personal feelings or opinions. Reports are always written with objectivity where the author analyses the data in relation to the problem/issue and she/he is expected to present the facts. In such a scenario author's personal evaluation has little place in report writing.

### **Specific purpose and Specific audience**

Reports are not written willingly. They are based on the needs of the company or industry. When authorities need information or data on particular problems or issues, they assign the task of investigating the problems or issues and preparing the report. The author prepares the

report according to the requirements of the company or industry and submits it to the authorities. So, reports are written for a specific purpose and addressing specific audience.

### **Brevity**

Brevity of the report refers to the length of the report. It should be as short as possible. This does not mean that the author should omit any necessary part, but she/he should not include any irrelevant or ambiguous information. The information or data related to the subject and purpose of the report should find a place in the report.

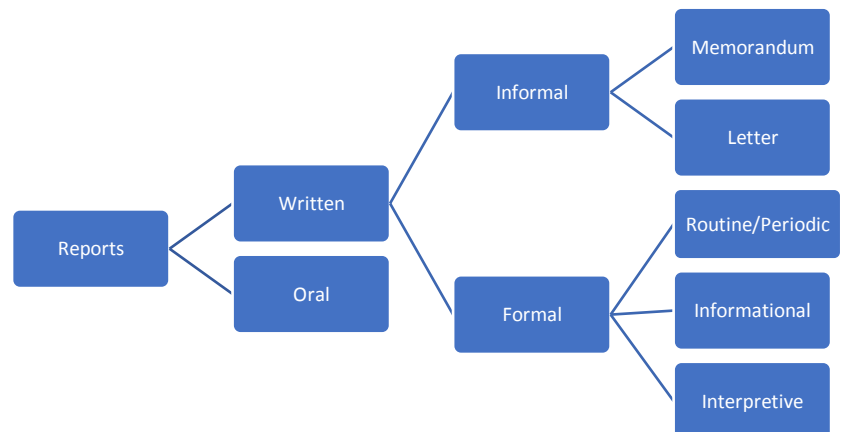
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## **9.4 TYPES**

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The types of reports largely depend on the audience for the report and purpose of the report. Reports are mostly written and presented to the authorities, however, at times we may also come across oral reports, for example when a student tells his/her teacher, “Sir, I have submitted my assignment”. This can be called an instant oral report where the student is informing the teacher about the submission of his/her assignment.

Let’s see the major types of reports with the help of the diagram below.



For the purpose of our study, we will focus only on written reports. Let’s discuss each type of written reports one by one.

### **9.4.1 Informal Reports**

Informal reports can afford to have a little informality while presenting various aspects/parts of the reports. These reports are called informal reports primarily because they do not follow the structure and style of formal reports. These reports may not include all the parts of formal reports as the ultimate purpose of an informal report is to fulfil an immediate requirement which does not need a detailed analysis or presentation. So, generally informal reports are shorter than formal reports. They are generally written in the first person (I suggest that...).

**Letter Reports:** Reports which are written in the letter format can be called letter reports. Letter reports are important and convenient for communication in or outside an organization. They convey the

information briefly without getting into an elaborate analysis. So, they fulfil the immediate requirement of the company easily. This type of report rarely contains graphics and material from secondary sources. Take a look at the layout of a letter report:

### **Letter Head**

**Date**

**Inside address**

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**Subject:**

**Salutation**

**Main body**

- Introduction: background
- Findings: the findings that you get after investigation with analysis and illustration in brief
- Conclusion: Outcome/recommendations/expected actions

**Complimentary close**

**Signature**

**Enclosure**

**Memorandum:** Memorandum, also known as memo is a kind of report which communicates information to individuals within an organization. It is used to convey information about day-to-day business operations, for example sending information from one department to another, spreading information about policy matters, any administrative changes etc. So, a report which deals with these and other similar issues is called a memo report.

The layout of a memo report is given below:

**Tec world Industries Pvt. Ltd.**

To:

From:

Date:

Subject:

Introductory paragraph: reference, purpose

Main text: analysis, findings, recommendations in brief

Concluding paragraph

Signature

### **9.4.2 Formal Reports**

Formal reports are different from informal reports in terms of the style and seriousness of purpose. Formal reports are more detailed and the layouts of these reports are set as per the established conventions. Since formal reports include all the necessary parts, they may run into several pages. Content of these reports may incorporate graphical illustrations, examples etc. Formal reports are generally written in the third person (It is suggested/recommended that...).

Broadly, formal reports are classified under three categories

1. Routine/Periodic reports
2. Informational reports
3. Interpretive reports

**Routine/Periodic reports:** Routine reports, also known as periodic reports, are regular intervals viz. weekly, monthly, quarterly, annually etc. These reports are mainly used to inform the reader about the status or the progress of a particular project initiated by an organization, to write about laboratory researches, to present the investigation of the products, to evaluate the work performance and behaviour of employees etc. Such reports present the collected data and facts in their original form and sometimes they contain brief recommendations too. For example, a periodic report on the progress of a project may include a few recommendations on how the progress can be expedited etc.

**Informational reports:** The term ‘informational’ suggests that the reports written for conveying the information are called informational reports. These reports generally help in making decisions, deciding a plan of action, coordinating the operations of the organization etc. In this type of report, one does not find data analysis and recommendations as the purpose here is only to give the information in an organized way.

**Interpretive reports:** Interpretive reports help the readers analyse, evaluate and interpret the data which subsequently leads to decide the course of action. Because of the purpose they serve these reports are also known as analytical reports or investigative reports. Here the focus is on two things: analysis of data and the proposed solution to the problem. Interpretive reports are very crucial in terms of making an appropriate decision, investigating a problem, solving a problem, planning necessary actions, expanding the business etc.

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## 9.5 STRUCTURE

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Formal reports are divided into several parts. Each part has its own importance and purpose. These parts are –

**Front Matter**

- Title Page
- Acknowledgement
- Table of Contents
- Executive Summary

**Main Body**

- Introduction
- Discussion/Description
- Conclusions
- Recommendations

**Back Matter**

- Appendix
- Bibliography

Let’s understand these parts one by one

**Title Page**

The title page is the first page of a formal report. It includes

- Title of the report
- Name and status/designation of the author
- Department and date of issue

### **Acknowledgement**

In this section, the author takes note of the people who have contributed and supported him/her in preparation of the report. The author should thank everyone associated with the process of preparing the report. She/he may use the following language expressions/phrases for expressing his/her gratitude.

- I would like to offer my thanks to...
- I am indeed grateful to...
- I would like to express my appreciation to...
- I wish to acknowledge the help provided by...
- I would like to express my sincere/heartfelt/deep gratitude to...
- Assistance provided by \_\_\_\_\_ is greatly appreciated
- My special thanks are extended to...

### **Table of Contents**

This part basically shows the sequence in which the topics are arranged in the report. It includes titles of the topics with page numbers. This gives the reader an idea of what the report contains. The titles of the topics written in this section should be clear and unambiguous. The author also has to make sure that the titles mentioned in the contents should be the same as the titles mentioned in the text.

### **Executive Summary**

Executive Summary gives details of the report in nutshell. It is generally written in one or two short paragraphs and it presents a preview of a report's main points, important details, major conclusions, recommendations etc. It saves the time of the reader as it gives the overall idea about the contents of a report. Following language expressions or phrases can be used to write an executive summary:

- The report focuses on...
- The report investigates...
- The report discusses...
- This report sheds lights on...

### **Introduction**

In this section, the author mainly talks about the purpose of the report, background, method of investigation, scope etc. This section provides information on the problem or situation that gave rise to the investigation. While talking about the method of investigation the author states how the investigation was carried out, e.g. questionnaires, interviews etc. She/he may also include references to secondary data (data that was discovered by someone else). The scope mentioned in this section refers to what information one needs to meet the purpose of the report.

Many language expressions or phrases are used to write the introduction of the report. Some of them are:

- The purpose of this report is to...

- This report looks into...
- This report studies...
- This report presents...
- The report aims at...

### **Discussion**

This is the main section of the report. There could be several subsections such as Review of Literature, Materials and Methods (methods used to carry out investigation), Findings (results of investigation), Analysis (the process of analysing data/information collected from various sources) etc. With reference to interpretive/investigative/analytical reports, this section discusses the process of data analysis and also summarises the findings. It also explains whether your findings answer the questions or aims you set out in the introduction and how your findings are relevant to solve problems/issues. It also shows where the sources of error were and how the author arrived at particular findings. In this section, the author should not make random guesses without providing supporting evidence. She/he may provide evidence with the help of statistics, comparison with other work or reference to established theories etc.

One should know that one may not find data analysis, findings, recommendations etc. in informational reports. Also, there are no fixed rules of what should go in this section. In some reports, you may find separate sections for methods, findings and analysis while some reports would include these points in discussion.

Some useful language phrases for writing this section effectively are:

- The report discusses...
- The report shows that...
- Errors may have been introduced by...

for findings and analysis

- The data was analysed through/with the help of...
- Data analysis was done by...
- The analysis revealed that...
- It was found that...
- The findings suggest that...
- With the help of findings, it can be asserted that...

### **Conclusion**

This section summarises the content of the entire report and attempts to answer the questions raised at the beginning of the report. Usually, no new information is seen in the conclusion.

Some useful phrases:

- It can be concluded that...
- In summary, the report shows that...
- In a nutshell, it can be summed up that...
- The analysis leads to the following conclusions:...
- The main conclusion that can be drawn is that...

### **Recommendations**

In this section, the author makes certain recommendations on the basis of analysis and findings. In a way, she/he provides solutions to the problems by showing the ways to overcome or eradicate them.

Some useful phrases:

- To improve the situation, it is suggested that...
- To combat this...
- To rectify this, it is essential...
- In light of analysis and findings, the following measures should be taken
- It is recommended that...
- The chief recommendation is that...

### **Appendix**

The appendix refers to a collection of supplementary materials usually appears at the end of a report. It includes data and supporting documents used by the author of the report. Data or documents included in the appendix may not be useful to explain the findings, but it supports and strengthens arguments presented in the main text. It may include figures, charts, graphs, tables, questionnaires, pictures, maps, drawings, diagrams, lengthy derivations of equations, surveys etc. The information included in the appendix should be related to the purpose of the report. It must be useful to the reader for understanding the report in a better way.

### **Bibliography**

A bibliography list includes the details of sources the author has used to prepare the report. It is generally written in alphabetical order at the end of the report. The author should carefully mention all the sources she/he has used to collect information/data which are not his/her original ideas. The author may have used a magazine/journal article, book/books, reports prepared by other people, internet etc. to prepare the report. Every source needs to be mentioned in a proper format or style. You may learn about different formats or styles in your further studies.

### **Check Your Progress**

**SAY WHETHER THE FOLLOWING SENTENCES ARE TRUE OR FALSE**

1. Reports may serve as a repository of information.
2. Letter reports can also be called memos.
3. Executive Summary is the main section of the report.
4. The purpose of the report is included in 'Introduction'.
5. The author thanks everyone associated with the preparation in the reference list.

### **ANSWER THE FOLLOWING QUESTIONS**

1. What are the types of formal reports? Discuss
2. Discuss the significance of reports.
3. Enlist the parts of a formal report and explain any two.
4. Explain the features of reports.

1. There is a sudden fall in the demand for your company's product. Write a formal report as a Marketing Manager to your company's vice president, marketing on the reasons you have investigated for the

same. You may assume the necessary details, i.e. the place, company and the product.

2. Krishna Soft drinks Ltd. wants to launch a new soft drink in the market. Before launching it the Director of the company to do a proper investigation about customers' needs, taste, advertising, transport and cost of the product to make an instant hit. The Director assigns this task to the Production Manager. Now, assuming yourself to be the Production Manager of the company, write a report to be submitted to the Director.

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## 9.6 KEY WORDS

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Report: description of some event or situation that happened in the past

Description: a spoken or written account of a person, object, or event

---

## 9.7 LET US SUM UP

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In this unit, you have learnt

- to define a report, understand its significance, types, features and structure
- to write an effective report

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## 9.8 BOOKS SUGGESTED

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1. Sanjay Kumar & Pushp Lata: Communication Skills
2. P D Chaturvedi & Mukesh Chaturvedi: Business Communication: Concepts, Cases and Applications
3. Matthukutty M Monippally: Business Communication Strategies
4. Lehman, Dufrene & Sinha: BCOM
5. Meenakshi Raman & Prakash Singh: Business Communication

## ANSWERS

### Check Your Progress

- |          |          |          |         |
|----------|----------|----------|---------|
| 1. True  | 3. False | 5. False | 4. True |
| 2. False |          |          |         |



**:: STRUCTURE ::****10.0 Objectives****10.1 Introduction****10.2 Meaning and definitions of Questionnaire****10.3 Kinds of Questions****10.4 How to prepare a questionnaire****10.5 Online Digital Platforms for preparing questionnaire****10.6 Let's Sum-up****10.7 Recommended Reading****Answers**

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**10.0 OBJECTIVES**

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In this unit, we will discuss,

1. Meaning and definitions of questionnaire
2. Various kinds of questions
3. Prevalent views on questionnaire
4. Online platforms for preparing questionnaire

---

**10.1 INTRODUCTION**

---

In simple words, when more than different questions are grouped in one format, that format or group can be called questionnaire. The questions are set in logical sequence to collect the data from the respondents based on which the data can be analyzed for the further understanding of the data.

In simple language, we can say that a questionnaire is a way to collect information or opinions from people by asking them a set of questions. Questionnaire is like a written or digital form that contains various questions about a specific topic or subject.

The questionnaire can have multiple-choice questions, dichotomous questions or even open-ended questions. A single questionnaire can contain above all or a combination of any of the above types of questions.

The questionnaire is generally used as a tool to gather information to conduct any kind of survey which can be used with the purpose of research, product launching and promotion.

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## 10.2 MEANING AND DEFINITIONS OF QUESTIONNAIRE

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Following are a few definitions provided by various dictionaries.

1. According to Merriam-Webster dictionary, a questionnaire is a set of questions for obtaining statistically useful or personal information from individuals
2. Oxford Languages dictionary defines a questionnaire as a set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study.
3. According to Cambridge Dictionary, a questionnaire is a list of questions that several people are asked so that information can be collected from the answers.
4. Collins English Dictionary defines questionnaire as a list of questions that are answered by people in order to gather facts or opinions.

Hence, based on the above definitions, one can say that a questionnaire is a tool used to collect information, opinions, or data from individuals by presenting them with a series of questions to answer. The purpose is often to gather insights, conduct research, or survey a specific group of people.

Example: Imagine you want to find out how often do they read poetry on Instagram? Instead of asking each person individually, you can create a questionnaire with questions like:

1. “On a scale of 1 to 5, how much do you like to poetry on Instagram? (1 being the least and 5 being the most)”
  - 1
  - 2
  - 3
  - 4
  - 5

### Check your Progress 01:

1. Define what is questionnaire?

---

## 10.3 KINDS OF QUESTIONS

---

Based on the purpose of the data collection or survey, one should prepare his or her questionnaire in which questions can be framed based on the needs of the data. Following are the kinds of questions one can include in his or her questionnaire. In a broader way, the kinds of questions that can be used in questionnaire can be divided

into two categories. These two categories are (1) Close Ended Questions. (2) Open Ended Questions

### 10.3.1 Close Ended Questions

Closed-ended questions are a type of question that provides respondents with a set of predetermined response options to choose from. These questions are structured, easy to analyze, and often used to collect specific and quantitative data. Following are the various types of close ended questions.

#### 10.3.1.1 Multiple-Choice Questions

Multiple-choice questions also known as MCQs are commonly used in questionnaire by the research when he or she is surveying or collecting the data for standardized responses, quantitative data collection, surveying large populations, objective or fact-based questions.

While attempting this type of questions, participants can choose one or more responses from a predefined set of options.

#### **Examples of Multiple-Choice Questions:**

(1) Which of the following best describes your education level?

- A. High School
- B. Bachelor's Degree
- C. Master's Degree
- D. Doctorate

(2) Who has won Sahitya Academy award from the following?

- A. Rabindranath Tagore
- B. Anupam Kher
- C. Jay Jivani
- D. None

#### 10.3.1.2 Likert Scale Questions:

As the name suggests, the questions are used to know the scale or level. Likert scale questions are widely used in questionnaires when researchers aim to measure attitudes, opinions, perceptions, preferences, or agreement levels of respondents. It is a psychometric scale that allows individuals to express their level of agreement or disagreement with a statement. This kind of questions are generally used when a researcher is collecting the data with the purpose of measuring attitudes and opinions, customer satisfaction surveys, employee feedback and engagement surveys, Psychological and Social Science Research, Political and Social Surveys, Market Research and Product Development, Evaluation and Feedback etc.

This kind of questions typically consist of a series of statements or questions followed by a range of response options such as "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree." Respondents can select the option that best represents their opinion or sentiment.

These scales are valuable for obtaining quantitative data, making comparisons, and providing a structured approach to measure subjective experiences and perceptions across a diverse range of topics.

**Example of Likert Scale Questions:**

1. How easy was it to use the Uber app for booking and tracking your ride?  
Very Difficult | Difficult | Neutral | Easy | Very Easy
2. Rate the overall quality of the event you attended.  
Poor | Fair | Good | Very Good | Excellent

10.3.1.3 Ordinal Scale Questions

Ordinal scale questions are commonly used in questionnaires when researchers want respondents to rank or rate items in a specific order of preference, importance, satisfaction, or frequency. This kind of questions are used by a researcher to conduct a research for preference ranking, frequency ranking, importance rating, customer satisfaction rating etc.

**Examples of Ordinal scale questions:**

1. Rank the following traditional Gujarati dishes based on your preference:  
Dhokla – Undhiyu – Thepla – Fafda
2. Rank your favorite Gujarati festival:  
Navratri – Uttarayan – Diwali - Raksha Bandhan

10.3.1.4 Dichotomous questions

Dichotomous questions offer only two response options: typically "yes" or "no," "true" or "false," or other paired opposite responses. These questions are straightforward and are used to gather specific and binary (two-choice) information from respondents. A researcher uses these types of questions for collecting basic information, screening or filtering, binary opinions or preferences, comparisons, healthcare and clinical research etc.

This kind of questions are straightforward and aid in efficiently gathering specific information without requiring much time or effort from respondents.

Examples of dichotomous questions:

1. Are you currently enrolled as a student at Dr. Babasaheb Ambedkar Open University?  
Response: Yes/No
2. Are you familiar with the academic programs offered at Dr. Babasaheb Ambedkar Open University?  
Response: Yes/No

3. Are you satisfied with the academic support services provided by Dr. Babasaheb Ambedkar Open University?  
Response: Yes/No

### 10.3.1.5 Demographic Questions

This kind of questions in a questionnaire is used to gather essential information about the characteristics and background of the respondents. These questions help categorize and understand the sample population in terms of their age, gender, education level, occupation, location, and other relevant traits.

Example of demographic questions:

- (1) What is your age?  
Under 18 | 18-24 | 25-34 | 35-44 | 45-54 | 55 and above
- (2) What is your gender?  
Male / Female / Non-binary / Prefer not to say
- (3) What is your highest level of education completed?  
Less than high school  
High school graduate  
Some college or vocational training  
Bachelor's degree  
Master's degree  
Doctoral degree  
Marital Status:

### 10.3.1.6 Matrix Questions:

The purpose of Matrix questions also known as grid questions to collect multiple responses to multiple questions with the same set of answer choices. They are efficient for asking a series of related questions where respondents have the same set of options to choose from for each question. This format is helpful for streamlining the survey and making it easier for respondents to answer.

#### **Example:**

- (1) Please rate the following aspects of our service on a scale from 1 to 5, where 1 is "Very Dissatisfied" and 5 is "Very Satisfied":

Aspects	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Service Speed					
Staff Courtesy					
Cleanliness					

(2) Please select your preference for each mode of transportation for travel:

Modes of Transportation	Prefer a lot	Prefer	Neutral	Do not prefer	Never prefer
Car					
Train					
Bus					
Airplane					

In the examples, respondents will have to provide their feedback for different aspects of service or preferences for transportation using the same set of answer choices (e.g., Very Dissatisfied to Very Satisfied, Prefer a lot to Disprefer a lot). This format is efficient for data collection and allows for easy analysis and comparison of responses across various aspects or options.

Apart from the above, there are other numerous various types of close ended questions that can be used in a questionnaire such as constant sum questions, frequency or behavioral questions, rating scale questions, semantic differential scale questions etc.

### 10.3.2 Open-Ended Questions

Open-ended questions are a crucial component of a questionnaire that allows respondents to provide detailed, unrestricted responses in their own words. Unlike closed-ended questions, which offer predefined response options, open-ended questions encourage participants to express their thoughts, experiences, and opinions freely. Here's how open-ended questions are used in a questionnaire:

Unlike Close ended questions, Open-ended questions are questions that cannot be answered with a simple "yes" or "no" but require a more detailed response. They encourage the respondent to provide their thoughts, feelings, or opinions in their own words. They encourage the respondents for thoughtful and detailed responses, providing valuable insights into a person's perspective, experiences, and opinions. They are often used in interviews, surveys, and qualitative research to gather rich and nuanced information.

#### 10.3.2.1 General Open-Ended Questions

As the title suggests, these types of questions are designed by a researcher to encourage respondents to provide detailed, free-form responses in their own words. They are typically used to gather qualitative data, elaborate on opinions, experiences, or perspectives, and explore complex issues.

Examples: A. Can you tell me about your experience with [product/service]?

B. What are your thoughts on the current political situation?

#### 10.3.2.2 Descriptive Open-Ended Questions

As the title suggests, this kind of questions are used by a researcher for detailed and descriptive responses from respondents. They are designed to elicit in-depth and rich qualitative data.

Examples: A. Describe a time when you felt truly happy.

B. Explain the process you follow to complete [a specific task].

#### 10.3.2.3 Opinion-based Open-Ended Questions

As the title suggests, this kind of questions are designed to elicit respondents' viewpoints, beliefs, judgments, or assessments on a particular topic or issue. These questions invite individuals to express their personal opinions in their own words. Here are some examples of opinion-based open-ended questions.

Examples: A. What is your opinion on [a recent event]?

B. How do you feel about the new policy introduced at your workplace?

#### 10.3.2.4 Scenario-based Open-Ended Questions

As the title suggests, this kind of questions present a hypothetical situation or scenario to the respondent and ask for their thoughts, decisions, or actions in that particular circumstance. They encourage individuals to think critically and express how they would respond or what they believe is the best course of action.

Examples:

A. Imagine you have unlimited resources. What project would you work on and why?

B. If you were the CEO, how would you handle a situation within the company?

#### 10.3.2.5 Problem-Solving Open-Ended Questions

As the title suggests, Researcher designs this kind of questions when it requires critical thinking, creativity, and in-depth responses from respondents. These questions typically do not have a single correct answer and prompt individuals to analyse, evaluate, and propose solutions or approaches to specific problems.

Examples:

A. How would you address the issue of climate change in your community?

B. What steps would you take to improve the education system?

### 10.3.2.6 Comparison Open-Ended Questions

As the title suggests, a researcher designs this kind of questions when it requires prompting respondents to analyze, contrast, and identify similarities and differences between two or more elements, concepts, or situations. These questions encourage thoughtful and detailed responses, allowing for a deeper understanding of the subjects being compared.

It provides an opportunity to analyze and synthesize information, critically evaluate various aspects of the subjects being compared, and present a well-rounded understanding of the topic. The responses often showcase an individual's ability to think critically and articulate detailed insights into the similarities and differences between the compared elements.

#### **Examples:**

- A. Compare and contrast the advantages of living in a city versus living in a rural area.
- B. How does [Product A] differ from [Product B] in terms of usability?

### 10.3.2.7 Reflective Open-Ended Questions

As the title suggests this kind of questions are designed by a researcher to encourage deep thinking, introspection, and thoughtful responses from the participants. Unlike closed-ended questions that require brief or one-word answers, reflective open-ended questions invite individuals to share their insights, feelings, and opinions in a comprehensive and unstructured manner.

#### Examples:

- A. What have you learned from your recent job experience?
- B. How has your perspective on life changed over the last year?

### 10.3.2.8 Hypothetical Open-Ended Questions

As the title suggests this kind of questions are designed by a researcher to prompt creative thinking, explore possibilities, and encourage individuals to envision scenarios that have not yet occurred. They often start with phrases like "What if," "Imagine," or "Suppose," inviting respondents to speculate and share their thoughts on fictional or potential situations.

#### Examples:

- A. What would you do if you won a million dollars in the lottery?
- B. If you could live in any era in history, which one would it be and why?



## Check Your Progress 02:

### Multiple-Choice Questions (MCQs):

1. What is the main characteristic of a multiple-choice question?
  - a. It allows for varied responses
  - b. It prompts detailed explanations
  - c. It provides only one correct answer
  - d. It encourages creative thinking
  
2. In a multiple-choice question, how many options can a respondent select?
  - a. Only one
  - b. Two
  - c. Multiple
  - d. None
  
3. Which type of question is suitable for quantifiable data collection?
  - a. Multiple-choice
  - b. Open-ended
  - c. Dichotomous
  - d. Likert scale
  
4. Which question type provides a predefined set of response options?
  - a. Multiple-choice
  - b. Open-ended
  - c. Ranking
  - d. Semantic differential
  
5. What is the main advantage of multiple-choice questions?
  - a. They provide in-depth responses
  - b. They are easy to analyze and quantify
  - c. They encourage respondents to elaborate
  - d. They reduce the number of respondents
  
6. What is the defining characteristic of an open-ended question?
  - a. It allows for multiple responses
  - b. It has a predefined set of response options
  - c. It prompts short, specific answers
  - d. It limits respondent creativity
  
7. Which type of question is best for gathering detailed and qualitative insights?
  - a. Multiple-choice
  - b. Open-ended
  - c. Dichotomous
  - d. Ranking
  
8. In an open-ended question, respondents are encouraged to:
  - a. Choose from a list of options
  - b. Provide brief and concise responses
  - c. Rate their agreement on a scale
  - d. Skip the question if unsure

9. Which question type is most useful for understanding opinions and perspectives?

- a. Multiple-choice
- b. Open-ended
- c. Likert scale
- d. Dichotomous

10. Open-ended questions are characterized by:

- a. A limited number of response options
- b. Detailed and free-text responses
- c. A Likert scale for evaluation
- d. A focus on quantifiable data

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## **10.4 HOW TO PREPARE A QUESTIONNAIRE**

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Creating an effective questionnaire is a crucial step in gathering valuable insights and data for research or survey purposes. The process involves careful planning and thoughtful consideration of various elements to ensure that the questions are clear, relevant, and aligned with the research objectives.

### **10.4.1 Defining Research Objectives**

At the core of questionnaire preparation lies the need to define clear research objectives. These objectives serve as the guiding light, illuminating the path towards meaningful data collection. They should outline the purpose and goals of the study, specifying the precise information required to meet those goals. Understanding what needs to be achieved through the collected data is essential. Whether it's gaining insights into consumer preferences, evaluating a product, or understanding societal dynamics, these objectives guide the formation of the questionnaire.

In essence, defining research objectives not only provides a clear roadmap for creating the questionnaire but also acts as a yardstick to measure the success of the research endeavour. It guides every subsequent step, ensuring that the questions are tailored to achieve the study's intended outcomes.

### **10.4.2 Understanding the Target Audience:**

An indispensable aspect of questionnaire preparation is a profound understanding of the target audience. Knowing the audience's demographics, behaviors, preferences, and characteristics is pivotal in crafting questions that resonate with them. It's akin to speaking a language that the audience understands and relates to.

The demographic composition of the audience, such as age, gender, location, and occupation, impacts the language, tone, and content of the questions. For instance, a questionnaire designed for millennials might employ more informal language and references to current

trends, whereas a survey for professionals might maintain a formal tone.

Moreover, behavioral analysis provides insights into how the audience interacts with the subject matter. Questions tailored based on these behaviours elicit responses that are more accurate and reflective of the audience's experiences.

Therefore, understanding the target audience is like the foundation upon which the entire questionnaire is built. It ensures that the questions resonate with the respondents, enhancing the quality and reliability of the collected data.

#### **10.4.3. Choosing the Questionnaire Format:**

Selecting an appropriate questionnaire format is pivotal in ensuring effective data collection. The format may range from traditional paper-based surveys to modern online questionnaires or even face-to-face interviews. The choice of format is contingent on various factors, including the nature of the research, the target audience, and the convenience and accessibility for respondents.

For instance, in today's digital age, online surveys are widely used due to their accessibility, ease of response collection, and quick data analysis. They are particularly suitable for a tech-savvy audience. On the other hand, for research involving a less tech-oriented audience or specific localities with limited internet access, traditional paper-based or face-to-face interviews might be more appropriate.

It's crucial that the chosen format is convenient and user-friendly for respondents, as this encourages higher response rates and quality feedback. Additionally, the format should align with the research goals, ensuring that the data collected is in line with the objectives of the study.

#### **10.4.4 Crafting a Clear Introduction:**

When preparing a questionnaire, the initial and fundamental step is to define the research objectives. These objectives serve as a compass, guiding the entire survey creation process. They involve setting clear goals and determining the purpose of the study, detailing what specific information needs to be gathered, and understanding how the collected data will be used. Clarity in research objectives helps in shaping the questions, ensuring they are precise, relevant, and effectively aligned with the study's purpose.

Understanding the overarching goals of the research allows for a targeted approach in creating questions. For instance, if the objective is to analyze consumer preferences for a new product, questions will revolve around product features, usability, and satisfaction levels. On the other hand, if the objective is to gauge societal opinions on a particular issue, questions will be framed to solicit diverse viewpoints and insights.

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goals, ensuring that the data collected is in line with the objectives of the study.

#### **10.4.7 Crafting a Clear Introduction:**

The introduction to a questionnaire serves as the initial point of engagement and is paramount in setting the stage for the respondent's journey through the survey. It should be carefully crafted to ensure that respondents are adequately informed and motivated to participate in the survey.

A well-crafted introduction succinctly outlines the purpose of the survey, providing context and clarity to the questions that follow. Additionally, it assures respondents of the confidentiality and anonymity of their responses, promoting honesty and openness in their feedback. Moreover, it may include instructions or guidelines on how to complete the questionnaire, ensuring standardized responses and efficient data collection.

The tone and language of the introduction are significant. They should be welcoming, engaging, and respectful of the respondents' time and effort. By establishing a clear and inviting introduction, the questionnaire is more likely to elicit genuine and thoughtful responses from the respondents.

#### **10.4.8 Designing Clear and Varied Questions:**

The heart of a questionnaire lies in its questions. Crafting clear, concise, and unambiguous questions is an art that requires careful consideration. Each question should focus on a single idea or topic to avoid confusion and generate accurate responses.

To achieve this clarity, questions should be written in simple and understandable language, free from jargon or technical terms that might be unfamiliar to the respondents. The use of complex language or convoluted sentence structures should be avoided.

Moreover, employing a variety of question types is essential. Different questions like multiple-choice, open-ended, Likert scales, and demographic questions serve different purposes. Multiple-choice questions are effective for quantifiable data, while open-ended questions encourage detailed responses providing qualitative insights. By combining various question types, a well-rounded understanding of the subject can be obtained.

#### **10.4.9 Structuring Questions Logically:**

The logical flow of questions within a questionnaire is critical to maintain the respondent's interest and engagement. A well-structured questionnaire follows a coherent sequence, gradually progressing from general and non-threatening questions to more specific or sensitive ones.

Starting with simple, easy-to-answer questions not only builds the respondent's confidence but also sets a comfortable pace for the survey. As the questionnaire progresses, questions should flow naturally, maintaining a logical sequence that is easy to follow. Jumping from topic to topic without a logical flow may confuse respondents and lead to inaccurate responses.

A logically structured questionnaire enhances the respondent's experience, encouraging them to provide accurate and thoughtful answers. It also allows for efficient data collection and facilitates subsequent data analysis.

#### **10.4.10 Implementing Skip Logic and Branching:**

Skip logic and branching are powerful tools in questionnaire design that significantly enhance the respondent's experience and the efficiency of data collection. These features allow for a more personalized and targeted survey, where respondents are directed to relevant questions based on their previous responses.

Skip logic involves directing respondents to skip irrelevant questions based on their previous answers. For instance, if a respondent indicates they are not a parent, the survey can automatically skip questions related to parenting experiences.

On the other hand, branching involves directing respondents to specific follow-up questions based on their previous answers. For example, if a respondent rates a service as poor, a branch of questions can delve deeper to understand the specific aspects they found lacking.

Implementing skip logic and branching makes the questionnaire more efficient and tailored to each respondent, improving the quality of data collected and enhancing the overall survey experience.

#### **10.4.11 Avoiding Response Order Bias:**

Response order bias is a phenomenon where the order in which response options are presented influences the respondent's selection. To mitigate this bias, it's crucial to carefully structure and randomize the response options for multiple-choice questions.

For instance, if asking about agreement levels with a statement, randomizing response options like "strongly agree," "agree," "neutral," "disagree," and "strongly disagree" ensures that the order does not impact the responses. Each respondent encounters the options in a different sequence, preventing any inherent bias associated with response order.

By actively avoiding response order bias, the questionnaire collects more accurate and unbiased data, offering a true reflection of the respondents' opinions and perspectives.

#### **10.4.12 Pilot Testing and Review:**

Before finalizing a questionnaire, conducting a pilot test is a critical step. A small group of individuals, representative of the target audience should participate in this test. They go through the questionnaire, providing feedback on the clarity, relevance, and appropriateness of the questions.

Pilot testing helps identify ambiguities, confusing questions, or potential issues with skip logic and branching. Based on the feedback received, necessary revisions and refinements are made to the questionnaire to ensure its effectiveness and reliability.

A carefully reviewed and refined questionnaire greatly contributes to the accuracy and meaningfulness of the data collected.

#### **Check your progress 03:**

1. Discuss the Key Steps Involved in Designing an Effective Questionnaire.
2. Explain the Importance of Considering the Target Audience in Questionnaire Design.
3. Describe Different Question Types and When to Use Them in a Questionnaire.
4. Discuss the Role of Pilot Testing and Review in Questionnaire Development.
5. Examine the Ethical Considerations and Challenges in Designing Questionnaires.

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## **10.5 ONLINE DIGITAL PLATFORMS FOR PREPARING QUESTIONNAIRE**

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Now a day, there are several online digital platforms where you can create, distribute, and analyse questionnaires or surveys. These platforms make it easy to design custom questionnaires, collect responses, and generate reports. Following are a few online platforms that can be used to prepare a questionnaire.

### **10.5.1 Google Forms**

Google Forms is renowned for its user-friendly interface, extensive customization options, and real-time response tracking. It seamlessly integrates with Google Workspace, enabling easy collaboration and efficient data management.

The platform offers a wide array of question types and supports advanced features like question logic and branching. Its share ability across various platforms and devices enhances accessibility for

respondents. Importantly, Google Forms ensures data security, compliance with privacy regulations, and offline questionnaire completion. It is a cost-effective solution, making it a preferred tool for diverse users, from researchers and educators to businesses and non-profits, to conduct surveys and collect valuable data.

### **10.5.2. SurveyMonkey:**

SurveyMonkey is a versatile online platform that facilitates questionnaire creation. With an intuitive interface and various question formats, it enables efficient and customized survey design. Its real-time analytics and reporting features assist in data analysis. Cost-effective and user-friendly, it is widely employed for diverse research, feedback collection, and organizational assessment needs.

It is a powerful tool to prepare a questionnaire as well as for the management of questionnaire. Its user-friendly interface allows for quick and intuitive design, making it accessible to individuals and organizations alike. The platform offers a range of question types, skip logic, and customization options, granting versatility in tailoring surveys. Moreover, it provides robust analytics tools that yield valuable insights, aiding informed decision-making. Whether for academic research, customer feedback, employee evaluations, or event planning, SurveyMonkey efficiently streamlines the questionnaire preparation process, making data collection and analysis a seamless experience.

### **10.5.3. Typeform:**

Typeform is an exceptional tool for crafting engaging questionnaires with its unique and interactive approach. Its standout feature lies in its visually appealing and conversational user interface, making the survey-taking experience more dynamic and enjoyable for respondents. Typeform allows for seamless integration of diverse question formats, from multiple-choice questions to open-ended ones, providing versatility in questionnaire design. The platform also offers branching logic, enabling the creation of tailored question paths based on respondents' answers, resulting in a more personalized and efficient survey flow. With a focus on aesthetics and user experience, it is an innovative tool that elevates the process of questionnaire preparation, ensuring a higher level of respondent engagement and insightful data collection.

### **10.5.4. Qualtrics:**

Qualtrics stands out as a powerful tool for creating comprehensive and customized questionnaires due to its rich set of features. The platform offers an extensive array of survey design and customization options, allowing users to tailor their questionnaires to specific needs with ease. Notably, Qualtrics excels in providing advanced branching and skip logic, enabling the creation of dynamic and intricate survey flows based on respondents' previous answers. This enhances the



survey experience by ensuring that each participant engages with questions most relevant to them. Moreover, Qualtrics provides robust data analysis and visualization tools, empowering users to derive meaningful insights from the collected data. The platform facilitates collaboration and sharing among team members, enhancing productivity and enabling collective input into the questionnaire design and analysis process. Overall, Qualtrics is a distinguished tool that caters to intricate survey requirements, offering a comprehensive and efficient solution for questionnaire preparation and data analysis.

#### **10.5.5. SurveyGizmo:**

SurveyGizmo distinguishes itself as an exceptional tool for crafting questionnaires, primarily due to its user-friendly drag-and-drop survey builder. This feature allows users to effortlessly create surveys by simply dragging desired elements into the survey canvas. The platform offers versatile distribution options across multiple channels, ensuring a wide reach for the questionnaire. Furthermore, SurveyGizmo stands out with its advanced question types and branching logic, permitting users to design intricate and dynamic survey structures tailored to respondents' answers. This dynamic approach enhances the overall survey experience and ensures precise data collection. Notably, real-time reporting and analytics in SurveyGizmo empower users to swiftly analyze responses and obtain actionable insights, making it a highly efficient tool for questionnaire preparation and data interpretation.

#### **10.5.6. LimeSurvey:**

LimeSurvey distinguishes itself as a robust open-source platform, making it a standout tool for creating surveys. The availability of customizable templates and themes allows users to tailor the visual aspects of their questionnaires to align with their branding or preferences. Additionally, LimeSurvey offers an array of question types and survey logic options, granting users the flexibility to design comprehensive and intricate surveys that suit their specific needs. This adaptability enhances the depth and precision of the data collected. LimeSurvey's noteworthy feature is its robust data export and reporting capabilities, allowing for seamless data analysis and visualization. Users can conveniently export data in various formats and generate insightful reports, making it an efficient tool for questionnaire preparation and comprehensive data analysis.

#### **10.5.7 Formstack:**

Formstack emerges as an outstanding tool for crafting questionnaires, leveraging a user-friendly form builder with extensive customization options. Its intuitive interface allows users to design questionnaires effortlessly, tailoring them to meet specific requirements. Notably, Formstack offers workflow automation and seamless integration capabilities, streamlining the questionnaire preparation process. This feature facilitates efficient collaboration and data management. Moreover, the platform is equipped with robust data analytics and

reporting tools, enabling users to derive valuable insights from collected data. One of the standout qualities of Formstack is its commitment to security and compliance with various regulations, ensuring data privacy and reliability throughout the questionnaire creation and response collection process. Overall, Formstack provides a comprehensive and secure solution for questionnaire preparation, making it a distinct and favoured tool for various survey needs.

#### **10.5.8. JotForm:**

JotForm, an intuitive online form builder, is known for its user-friendly interface and diverse form field options, providing flexibility for crafting questionnaires. Notable features include conditional logic for dynamic questionnaires, seamless third-party integrations, data security measures, and mobile responsiveness. The platform also offers robust analytics and an offline feature, enhancing its efficiency for questionnaire preparation and data collection.

It is characterized by its ease of use, allowing users to design questionnaires effortlessly through a drag-and-drop interface and customize them using pre-designed templates. The platform's extensive range of form fields, including multiple-choice questions, text fields, and Likert scales, ensures adaptability to specific questionnaire requirements. Not to be overlooked is JotForm's commitment to data security, complying with privacy regulations to handle sensitive information with utmost care. The seamless integration with tools like Google Sheets streamlines data collection and analysis, while the platform's mobile responsiveness and offline feature guarantee a smooth user experience. Overall, JotForm proves to be a comprehensive and efficient solution for questionnaire creation and management, catering to a wide user base with varying needs and preferences.

#### **Check your progress 04:**

1. Write a detailed note on use of different online platforms to prepare a questionnaire. Discuss any three in detail.

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### **10.6 LET'S SUM-UP**

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In this unit, we have discussed, meaning and various definitions of questionnaire along with various kinds of questions, how to prepare a questionnaire. We have also explored various online digital tools for preparing questionnaire.

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### **10.7 RECOMMENDED READING**

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- 1 Willis, Gordon B. *The Questionnaire Design Handbook*
- 2 Brace, Ian. *Questionnaire Design*, Kogan Page
- 3 Gilliam, Bill. *Developing a Questionnaire*, Continuum International Publishing Group, Great Britain.

**Answers:**

**Check your progress 02:**

1. c. It provides only one correct answer
2. a. Only one
3. a. Multiple-choice
4. a. Multiple-choice
5. b. They are easy to analyze and quantify
6. a. It allows for multiple responses
7. b. Open-ended
8. b. Provide brief and concise responses
9. b. Open-ended
10. b. Detailed and free-text responses

**:: STRUCTURE ::****11.0 Objectives****11.1 What is Insurance?****11.2 Introduction****11.3 Background of the Insurance Industry****11.4 History of Insurance Correspondence****11.5 Difference between Insurance and Business Correspondence****11.6 Characteristics of Insurance Correspondence****11.7 Seven Principles of Insurance correspondence****11.8 Various Objectives of Insurance Correspondence****11.9 Essential Parts of Insurance letter Writing****11.10 Why Insurance is important****11.11 Key Words****11.12 Let us Sum up****11.13 Check your progress****11.14 Books Suggested**

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**11.0 OBJECTIVES**

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- The present unit discusses what is insurance and insurance correspondence
- The present unit will also discuss the Background and history of insurance correspondence.
- This unit explains the fundamental difference between business correspondence and insurance correspondence.
- This unit also focuses on the prominent characteristics of insurance correspondence.
- It also focuses on the seven principles of Insurance correspondence
- The present unit also discusses essential parts of the letter to make communication effective and rapid.
- It also explains the importance of Insurance and insurance correspondence

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## 11.1 WHAT IS INSURANCE?

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Before discussing different types of insurance correspondence, one must be acquainted with insurance. Insurance is a type of protection or security against any loss or risk. In the hustle and bustle of life, people's lives are at risk, so people are willing to buy an insurance policy to cover their risk. Insurance is a risk coverage contract between an insurer, i.e., service provider and an insured applicant. Insurance is a contract between an individual or an entity (the policyholder) and an insurance company. It provides financial protection against potential losses or damages in exchange for regular premium payments. Insurance is designed to mitigate the risk of unexpected events or circumstances that could result in financial hardship. The applicant has to pay a specific premium amount determined from the different schemes made available to them by the insurer. In return, the insurer pays compensation according to the insurance scheme and terms and conditions applied. Any information communication relating to the insurance is called insurance correspondence.

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## 11.2 INTRODUCTION

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English is not an independent language. It is a mixture of multiple languages. Many words had been taken up from different languages. Therefore, English is called a heterogeneous language. The word "insurance" originated from the Latin word "securus," which means "safe" or "secure." The simple meaning of the word is carefree, fearless, free from danger, safe and secure.

We have another associated word, "correspondence". The roots of the word "correspondence" can be found in the Medieval Latin word "correspondentia," which means "to agree with" or "to be in harmony with." In the past in insurance industry, correspondence often refers to the exchange of information between the insurer and the insured, such as policy documents, claims forms, and other related correspondence.

Another word the prefix "in-" was added later on to create the word "insurance" or "assurance," originally referred to as a guarantee or promise. As we know insurance and assurance are the words used synonymously and interchangeably. The origin of the phrase "insurance correspondence" can be traced back to the early days of the insurance industry, when insurers and their clients would communicate through written letters, often including policy documents, claims forms, and other relevant information.

Therefore, the term "insurance correspondence" likely refers to any written communication related to an insurance contract or policy, such as letters between an insurance company and a policyholder or between insurance companies in the case of sorting out a claim. Insurance companies may use a variety of communication channels

for their correspondence, including traditional mail, e-mail, phone, and online portals.

In this world of competition in the insurance industry, providing excellent service is paramount for insurance companies to retain customers and maintain a competitive edge. In this age of information and technology, communication plays a leading role in sorting out any problem within a stipulated time. Therefore, insurance correspondence is a crucial tool for communication with customers. Effective communication often helps to build trust and bonding with customers. Insurance correspondence is a communication between two parties- One party is an insurance company, and another is the other i.e., insured person. Insurance correspondence typically refers to written communication between insurance companies and their clients or customers. It includes different types of valid documents as policy documents, claim forms, explanations of benefits, premium notices, and letters of denial or approval. Insurance correspondence generally provides clear and concise information about insurance coverage, benefits, and claims. It is very essential to make customers aware of detailed information through correspondence. It means communicating effectively with their customers to ensure that they understand their policies and are able to make informed decisions about their healthcare or other insurance needs. Insurance correspondence is the correspondence to provide the best insurance services to customers.

While dealing with Insurance correspondence, it is crucial to use simple, clear and concise language, provide all required information and follow any specific guidelines or requirements set by the insurance company. Overall, insurance correspondence plays a vital role in building strong relationships with customers and ensuring they receive the utmost care and the best possible insurance coverage.

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### **11.3 BACKGROUND OF THE INSURANCE INDUSTRY**

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The practice of insurance has been around for thousands of years. We cannot measure or identify the growth and development of insurance and insurance industry within a timeframe of a couple of centuries. It can be traced back to ancient civilisations such as the Babylonians, who developed a form of marine insurance to protect traders who used to transport goods over long distances. In ancient time, goods were transported from one place to another, from one country to another through the sea coastline. Therefore, to protect goods from pirates and various sea storms, insurance policies would be purchased by several trading companies. Sea cost-line was frequently used to transport goods from one country to another country, from one continent to another. Let us take an example; an Indian company transports goods to Shri Lanka. Suddenly on the way of transportation a storm arrived and destroyed goods and many people's lives. So, in that case, the insurer will provide specific compensation to the trading

companies for the goods insured under the particular insurance policy. Similarly, in ancient Rome, burial societies used to provide financial assistance to the families of the deceased members. Thus, to protect goods from pirates and thieves or natural disasters such as sea storms, tsunamis and more, trading companies used to purchase insurance policies or contracts. However, insurance and insurance correspondence were limited to some products only. Insurance and insurance correspondence cannot be seen in its mature and complete form but in a shattered form. The precise form was not available there. While the early forms of insurance can be traced back to ancient civilizations, insurance as a mature and comprehensive industry took centuries to develop. The practices and structures we see in the modern insurance industry are the result of a long process of growth and evolution.

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## **11.4 HISTORY OF INSURANCE CORRESPONDENCE**

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The question of how exactly and in which form insurance and insurance correspondence was initiated has confused people a lot. It needs to be cleared. The history of insurance correspondence can be found in ancient civilisations. The roots of insurance and insurance correspondence can be found in the 16th and 17th centuries when companies would exchange information in the form of letters. Before the growth and development of technologies, communication between the insurer and the insured could have been faster and more efficient. Instead, they had to rely on written correspondence in the form of letters that could take days or weeks to arrive.

Then in the 19th century, telegraph and telephone revolutionised the insurance industry. With the emergence and introduction of the telegraph in the mid-19th century and the telephone shortly after, insurance companies started communicating with their agents and clients more quickly and efficiently. Telegraph and telephone allowed insurance companies to communicate more effectively with their agents and clients. It also allowed to expand their business beyond their geographic regions.

In the 20th century, the arrival of computers and electronic communication brought about a great revolution in the insurance industry, but the technology needed to be in its complete and mature form. In the 1960s and 1970s, mainframe computers became more widely available and many companies would use it to automate various processes, such as insurance policy and claims processing and sorting out certain issue or problem. However, early computer systems were bulky, complex, and expensive and all insurance companies could not adopt them.

In the 1980s and 1990s, the growth and development of personal computers and local area networks (LANs) made insurance correspondence more affordable and easier for insurance companies with the implementation of computer technology. Computer technology helped to develop special soft wares and databases for

insurance correspondence. It also allowed to manage policies, claims, and customer data more efficiently.

In the 21st century, we can see a significant and a remarkable growth in the insurance industry and the use of insurance correspondence. Here are some of the key trends and developments:

1. Increased Awareness and Demand: With the rise of social media and digital marketing, we can see a remarkable increase in awareness about the importance of insurance which leads to a growth in demand for insurance products. People are now more aware of the risks associated with their lives, homes, businesses, and assets and seek insurance policies to protect them.

2. Digitalisation: The insurance industry has already embraced digitalisation. Digitalisation makes it possible for clients to purchase and manage their policies online. Insurance companies or Insurers also use digital tools such chatbots and AI-powered underwriting to improve customers' experience. Chatbots are the latest forms of insurance correspondence. Chatbots are computer programs that use AI to simulate conversations with human users. In the insurance industry, chatbots are used to provide customer service, answer questions, solve customers' confusion and even sell policies.

3. Personalisation: Nowadays, numerous companies focus on customers' needs and preferences and offer them insurance products accordingly. As a result, insurance companies now offer personalised products that satisfy customers' specific needs. For example, Companies offer insurance policies that cover specific illnesses, travel destinations, or home insurance that covers specific risks.

4. Telematics: Telematics is the branch of information technology. The use of telematics technology in insurance sector has grown in popularity in recent years. The programme collects data related to how, when, and where to drive to calculate our risk level. It also collects the data such as hard braking, speed and time.

5. Correspondence: With the rise of digital communication channels, insurance companies have shifted their correspondence with their clients from conventional methods to digital platforms. This includes e-mail, social media, and messaging apps, which provide faster and more convenient ways to interact with the clients.

Overall, we can see notable growth in the insurance industry in the 21st century, with a complete focus on digitalisation, personalisation, and customer-centricity. As a result, insurance correspondence has grown enormously to meet customers' changing needs in a fast-paced, digital world.



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## **11.5 DIFFERENCE BETWEEN INSURANCE AND BUSINESS CORRESPONDENCE**

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Insurance correspondence and business correspondence are separate branches of written communication used in different contexts. Insurance correspondence refers to written communication between an insurance company and its customers or policyholders. This may include letters, e-mails, or other written communication related to policy inquiries, payment claims, and other insurance-related queries and issues. Insurance and business correspondence are two different types of communication that serve different purposes.

On one hand, insurance correspondence refers to the exchange of information and documents related to insurance policies, payments, claims, and other insurance-related matters. It is usually between an insured party and an insurance company or between insurance companies. Insurance correspondence includes policy documents, premium payment notices, claims forms, and other related documents. On the other hand, business correspondence is correspondence between two or more businesses or individuals for commercial purposes. Business correspondence is done for various purposes, such as making inquiries, negotiating contracts, placing orders, and resolving disputes. Business correspondence should be clear, concise, and professional in tone and should follow standard business formatting and etiquette. Both types of communication are in written form. However, they differ in their content, purpose, and audience.

Insurance and business correspondence are two different concepts related to the fields of insurance and business communication, respectively. In order to understand in detail, here's a breakdown of their differences:

Insurance:

1. **Definition:** Insurance refers to a contract between an individual or an entity (the insured) and an insurance company (the insurer) that provides financial protection against potential risks or losses in exchange for premium payments.
2. **Purpose:** The primary purpose of insurance is to transfer the risk of financial loss from the insured to the insurer, providing a sense of security and protection.
3. **Coverage:** Insurance policies offer coverage for various risks, such as property damage, accidents, theft, liability, health-related expenses, and more.
4. **Nature:** Insurance is a specialized industry regulated by legal and financial frameworks, involving policies, premiums, claims, underwriting, and risk assessment.
5. **Documentation:** Insurance involves specific legal and contractual documentation, such as insurance policies, certificates of insurance, endorsements, and claims forms.

**Business Correspondence:**

1. Definition: Business correspondence refers to the exchange of written or electronic communication between individuals or organizations in a business context.
2. Purpose: The primary purpose of business correspondence is to facilitate effective communication within a business environment. It helps convey information, instructions, inquiries, requests, proposals, and other business-related matters.
3. Forms: Business correspondence can take various forms, including letters, emails, memos, reports, proposals, invoices, contracts, and other written documents.
4. Tone and Format: Business correspondence requires a professional and formal tone, following specific formatting conventions. It often includes greetings, salutations, subject lines, proper grammar, and adherence to business etiquette.
5. Content: Business correspondence covers a wide range of topics, such as sales and marketing communications, customer inquiries, order processing, project updates, internal memos, external collaborations, and more.

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**11.6 CHARACTERISTICS OF INSURANCE  
CORRESPONDENCE**

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Insurance correspondence typically involves written communication between an insurance company and its policyholders or other stakeholders, such as healthcare providers or regulatory agencies. Here are some common characteristics of insurance correspondence:

**Formal language:**

Insurance correspondence is typically written and should be written in a formal and professional tone, using standard grammar and vocabulary, keeping in mind the level of the reader. In insurance correspondence, it is essential to use formal language to bring about clarity, accuracy, and professionalism. We should use appropriate salutations and closings, clear and concise message, proper grammar, spellings, and punctuations, and polite and gentle language. Additionally, we should avoid excessive use of emotional language.

**Clear and concise communication**

Conciseness always saves time and energy of both the writer and the reader. Therefore, we should avoid technical terms or complex sentences that can confuse the policyholders. Instead, we should use language which is simple and easy to understand, and explain any industry-specific terms which are necessary.

**Accuracy and Attention:**

Accuracy and attention to detail are essential in insurance correspondence because insurance policies are legally binding agreements between the insurer and the policyholder. Therefore, any errors or omissions in correspondence can lead to misunderstandings,

disputes, and even legal issues. Sometimes while explaining various plans of insurance policies, the agents generally use such words as we will receive around ten lakhs at maturity. We have to pay a premium of almost 3,000 per month. "Almost", "Lumpsum", "nearly", and "perhaps" are these types of words that always mislead policyholders. Instead, exactness in information always leads clients to take specific actions quickly.

### **Compliance with regulatory requirements**

Compliance with regulatory requirements is a crucial aspect of insurance correspondence. Insurance companies are subject to various laws and regulations designed to protect consumers and ensure fair business practices.

1. **Provide accurate information:** Insurance companies must ensure that all information provided to customers is accurate and up-to-date. This includes policy details, coverage limits, and any other relevant information.
2. **Maintain confidentiality:** Insurance companies must comply with regulations regarding the privacy and confidentiality of customer information. Therefore, personal information should be kept secure and only shared with authorised individuals.
3. **Disclose charges:** All charges associated with insurance policies must be disclosed to customers. This includes premiums, deductibles, and any other costs. However, sometimes hidden charges are concealed or only disclosed once the customer's final decision or documentation process is made. The hidden charges of the insurance company surprise clients or customers and create an atmosphere of cheating and distrust between the insurer and the insured.
4. **Maintain accurate records:** Keep records of all customer correspondences, including e-mails, letters, and phone calls. This will help us to demonstrate compliance in the event of an audit or investigation.

### **Empathy and sensitivity**

Empathy and sensitivity are essential aspects of any communication, including insurance correspondence. It is important to show understanding and compassion when dealing with customers who have experienced a loss or are going through a difficult time. Likewise, when communicating with customers, it is essential to understand and acknowledge their needs and concerns and to show that we care about their situation.

1. **Use a compassionate tone:** Start correspondence with genuine sympathy for the customer's situation. Let them know that we understand how difficult it must be for them.

2. Offer support and assistance: Let the customer know we support them throughout the process. Provide clear instructions on what they need to do next and offer to answer any questions they may have.
3. Follow up: Follow up with the customer after the initial correspondence to see how they are doing and if they need further assistance. Again, this shows we care about their well-being and are invested in their experience.

By incorporating empathy and sensitivity into insurance correspondence, we can help build trust and rapport with customers and provide them with a positive experience during difficult times.

### **Personalisation:**

Personalisation is essential aspect in insurance correspondence as it can help to build a stronger relationship between the insurer and the insured. By personalising the communication, the insurer can demonstrate that they understand the individual's needs and are committed to meeting their specific requirements. By personalising insurance correspondence, we can show customers that we value customers and customer's interests and are committed to providing them with the best possible service. This can lead to increased loyalty and customer satisfaction, which can benefit both the insurer and the insured.

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## **11.7 SEVEN PRINCIPLES OF INSURANCE CORRESPONDENCE**

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1. Utmost Good Faith: Both parties (insurer and insured) must act in good faith and provide complete and accurate information to each other. The insured must disclose all relevant facts about the risk to the insurer.
2. Principle of Indemnity: Under this principle, the insured is entitled to receive compensation for the actual financial loss suffered, not to make a profit from the insurance policy.
3. Principle of Insurable Interest: The insured must have a legitimate interest in the property or person being insured. They must stand to suffer a financial loss if the insured object is damaged or lost.
4. Principle of Contribution: If the insured has taken out multiple insurance policies covering the same risk, they cannot claim more than the actual loss from all insurers combined. Each insurer will contribute proportionately to the total loss.
5. Principle of Subrogation: Once the insurer has paid a claim to the insured, they acquire the right to take legal action against any third party responsible for the loss. This allows the insurer to recover the amount they paid to the insured.
6. Principle of Loss Minimization (also known as Principle of Mitigation): The insured has a duty to take reasonable steps to minimize the potential loss or damage to the insured property or person. Failing to do so may affect the claim settlement.

7. Principle of Proximate Cause (not "Causa Proxima"): This principle helps determine the actual cause of the loss when there are multiple contributing factors. The insurer will consider the closest or most direct cause of the loss when assessing the claim.

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## **11.8 VARIOUS OBJECTIVES OF INSURANCE CORRESPONDENCE**

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Insurance correspondence can refer to various types of written communication between insurance companies, policyholders, and other parties such as TPA (Third Party Administrator) involved in insurance transactions. However, we have some common types of insurance correspondence, keeping in mind the objectives:

- ❖ Policy documents include the policy contract, certificate of insurance, and any other documents that outline the terms and conditions of the insurance coverage.
- ❖ Renewal notices: These are letters that insurance companies send to policyholders to inform them that their current policy is coming up for renewal and to provide options for renewing or changing coverage.
- ❖ Claim forms are documents that policyholders fill out to initiate a claim for reimbursement for a loss or damage covered by their insurance policy.
- ❖ Claim denial letters: These are letters that insurance companies send to policyholders to inform them that their claim has been denied, either partially or entirely.
- ❖ Premium notices: These are notices that insurance companies send to policyholders to inform them of upcoming payments due for their insurance coverage.
- ❖ Explanation of Benefits (EOBs): These documents summarise the amount the insurance company will pay for a specific medical service or treatment and the amount the policyholder is responsible for paying.
- ❖ Cancellation notices: These are letters that insurance companies send to policyholders to inform them that their insurance coverage is being cancelled or terminated at the policyholder's request or for other reasons.
- ❖ Underwriting decisions: These are letters that insurance companies send to policyholders to inform them of the results of the underwriting process, which determines the policyholder's eligibility for insurance coverage and the premium rate they will be charged.
- ❖ Correspondence with agents or brokers: These may include letters or e-mails between insurance companies and agents or

brokers who sell their policies regarding policy changes, premium rates, or other issues related to insurance coverage.

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## **11.9 ESSENTIAL PARTS OF INSURANCE LETTER WRITING**

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Insurance correspondence may include the following regular parts of the letter depending on the context and purpose of communication. However, parts of the letter may vary and can be modified depending on the subject matter and the type of letter. Here are some of the standard and most important parts of insurance correspondence:

Insurance correspondence may include the following regular parts of the letter depending on the context and purpose of communication. However, parts of the letter may vary and can be modified depending on the subject matter and the type of letter. Here are some of the standard and most important parts of insurance correspondence:

- **Header:** The header is also called heading, head address or letterhead. The header usually includes the name and address of the insurance company, e-mail address and website of the insurance company.
- **Date:** Date is a significant part of the letter as it helps to locate on which day it was written.
- **Reference number:** This is a unique number allotted to a particular letter which helps to track past communication.
- **Inside address**
- **Salutation:** The salutation is also called a greeting. The greeting may be formal or informal, depending on the relationship between the insurer and the insured. A polite greeting always attracts the attention of the customer.
- **Introduction:** This is the opening paragraph of the letter. The introduction is also called the introductory paragraph, which provides relevant background information of insurer or insured. It clarifies the context of the communication. This could be a claim, a policy update, or other relevant information.
- **Body:** This is the essential part of the letter as the body of the letter provides detailed information related to the purpose of the letter. It contains the main vital message to be communicated. It may include relevant information such as dates, amounts, deadlines of the premiums, asking for relevant documents for reimbursement processing, etc. For example, if it is a claim, the body would include the details of the claim and the reasoning behind the claim decision.
- **Conclusion:** This is the closing paragraph of the letter. The conclusion summarises the main points and provides any next instructions or steps to be followed.

- **Complimentary Close:** Complimentary close is a polite way to end the letter and may include the sender's signature and name and sometimes signature and name and designation. It may also include the title of the company with its complete correspondence details. Complimentary close is one of the most valuable parts of insurance letter as it authenticates the correspondence with signature. It is the responsibility of the sender to put a sign to authenticate the letter.
- **Enclosures:** In insurance correspondence, enclosure is not a regular part, but an irregular part. However, when a company asks for relevant documents to be submitted by the policyholder, enclosures is used to attach documents such as Aadhar card, Pan card, cancelled cheque and more. Thus, enclosures include a list of documents sent either by the insurer or the insured.
- **CC:** The simple meaning of Carbon Copy is to copy and paste the entire letter and to be sent to other individuals or departments. It includes receivers' names, designation and contact information.

For example, if an insurance company is sending a letter to a policyholder, a carbon copy of the same letter is also being sent to the policyholder's insurance agent or broker.

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## 11.10 WHY INSURANCE IS IMPORTANT

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Insurance is essential for various reasons, and the points you mentioned highlight some of its key benefits. Here's a more detailed explanation of why insurance is important:

1. **Risk Management:** Insurance is a crucial tool for managing risks in various aspects of life. Whether it's health insurance, property insurance, or life insurance, it provides protection against unforeseen events and reduces the financial burden that such events may bring. By spreading the risk across a large pool of policyholders, insurance companies can afford to compensate those who suffer losses, enabling individuals and businesses to recover more easily.
2. **Financial Security:** Insurance provides financial security and peace of mind to individuals and families. In case of an accident, illness, or any other covered event, insurance can cover medical expenses, property damage, or loss of income, depending on the policy. This ensures that individuals and families can maintain their standard of living and avoid falling into financial distress.
3. **Business Protection:** For businesses, insurance is vital as it protects them from potential losses that could be detrimental to their operations. Business insurance covers a range of risks, including property damage, liability, and business interruption. It allows business owners to focus on their core activities, knowing that they have a safety net in case of unexpected challenges.

4. **Promotes Economic Stability:** Insurance plays a significant role in promoting economic stability and growth. By providing financial support during crises, insurance helps individuals and businesses recover quickly, minimizing the overall impact on the economy. Additionally, insurance companies invest a portion of their premiums, contributing to the growth of the financial markets and the overall economy.
5. **Encourages Savings and Investment:** Certain types of insurance, such as life insurance and retirement plans, encourage individuals to save and invest for the future. Life insurance, for example, not only provides protection for the insured's family but can also serve as a long-term investment vehicle, accumulating cash value over time.
6. **Legal and Contractual Requirements:** In many cases, insurance is a legal or contractual requirement. For example, auto insurance is mandatory in most jurisdictions to protect both drivers and third parties in case of accidents. Similarly, mortgage lenders often require borrowers to have property insurance to safeguard the property's value and the lender's investment.
7. **Social Welfare:** Insurance can contribute to the overall welfare of society. Health insurance, for instance, ensures that people have access to necessary medical treatments without facing exorbitant costs. Similarly, life insurance provides financial support to families who have lost a loved one, helping them cope with the emotional and financial challenges.

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### 11.11 KEYWORDS

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Context- perspective or viewpoint

Correspondence – Conversation, communication

Insurer – A company which provides policy with specific terms and conditions

Insured- A person or entity getting secured under a specific policy

To be acquainted – to make familiar

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### 11.12 LET US SUM UP

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In conclusion, the efficient, effective, and faster insurance correspondence has played a crucial role in establishing a positive, long-lasting, and trustworthy relationship between insurers and the insured. We have witnessed how the insurance industry was initially limited to a few products and relied on written letters for correspondence. However, as time passed, the industry and its corresponding methods evolved significantly. Digitalized platforms and electronic communication have gradually replaced traditional letters in the insurance sector. Companies now leverage the benefits of technology to streamline processes, enhance customer experiences, and provide faster and more accurate insurance services. The integration of technology into insurance correspondence has



revolutionized the industry, enabling insurers to provide better services and build stronger relationships with their customers. With continued innovation, the future of insurance correspondence looks promising, ensuring a seamless experience for all parties involved.

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### **11.13 CHECK YOUR PROGRESS**

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1. Which of the following is NOT an objective of insurance correspondence?
  - a) To provide information to the policyholder
  - b) To promote the insurance company's products and services
  - c) To request payment of premiums
  - d) To handle claims efficiently
  
- 1 What is the purpose of an insurance claim letter?
  - a) To request a quote for insurance coverage
  - b) To inform the insurance company about a loss
  - c) To ask for an extension on insurance payments
  - d) To cancel an insurance policy
  
- 2 Which is NOT a good practice when writing an insurance correspondence?
  - a) Using clear and concise language
  - b) Providing relevant and accurate information
  - c) Using aggressive or threatening language
  - d) Keeping a professional and polite tone
  
- 3 What should be included in the body of an insurance claim letter?
  - a) A detailed description of the incident that caused the claim
  - b) The policy number and other relevant account information
  - c) A clear statement of the damages or losses incurred
  - d) All of the above
  
- 4 Which of the following is NOT a type of insurance correspondence?
  - a) Claims      b) Policy Renewals      c) Marketing      d) Investments
  
- 5 Which of the following is NOT a type of insurance policy?
  - a) Job insurance                      b) Car insurance
  - c) Life insurance                      d) Health insurance
  
- 6 How should insurance correspondence be written?
  - a) Using technical language and jargon to impress clients
  - b) Using informal language and slang to connect with clients
  - c) Using clear and concise language that is easy for clients to understand
  - d) Using persuasive language to convince clients to buy more insurance

❖ **Answer in brief:**

1. What is insurance correspondence?
2. What is the essential difference between Insurance and Business Correspondence?
3. Mention only various objectives of insurance correspondence.

Write a detailed note on the following questions:

1. What is the difference between Insurance and Business Correspondence?
2. Describe the history of Insurance correspondence.
3. Discuss the essential parts of Insurance Letter Writing.

**Answers:**

- 1) –B            2) – B            3) –C            4) – D            5) – D  
6)- A            7) - C

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### **1.14 BOOKS SUGGESTED**

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Dunn, Michael. *Insurance Correspondence: A Guide to Writing Effective Letters*. 2nd ed., American Institute for Chartered Property Casualty Underwriters, 2010.

Floyd, Elaine, and Don Durand. *The Insurance Professional's Practical Guide to Writing Effective Letters, Memos, E-mails, and More*. National Underwriter Company, 2012.

Turner, Harold. *The Principles of Marine Insurance - A Primer*. London, Cavendish Publishing Limited, 2002.

**:: STRUCTURE ::****12.0 Objectives****12.1 Introduction****12.2 History or background of book review****12.3 Who can write a book review?****12.4 Approaches for reviewing the book****12.5 Book Report vs. Book Review****12.6 Some Important Questions that can help the reviewer****12.7 Certain steps or processes for the book review****12.8 Desirable and undesirable characteristics of reviewing the book****12.9 Essential Objectives of the book review****12.10 Keywords****12.11 Let us sum up****12.12 Check your progress****12.13 Books suggested**

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**12.0 OBJECTIVES**

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The objectives are to be written in bulleted points. However, there are only four objectives visible in the paragraph. Therefore, there is a need to add more objectives.

- The present unit aims to comprehend what a book review is?
- The present unit also briefly describes book reviews' history and importance.
- The unit also focuses on the two approaches that can help review a book.
- The undertaken unit focuses on various steps or processes of reviewing a book which can be directed to any beginner reviewing a book.
- It also focuses on the desirable and undesirable characteristics of reviewing the book

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## **12.1 INTRODUCTION**

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A book review is a comprehensive analysis, interpretation, and description of a book. It goes beyond simply summarizing the content and delves into the book's style, significance, strengths, and weaknesses. Whether written by a reader or a professional critic, a book review aims to provide a critical evaluation that helps potential readers make informed decisions. A well-written book review typically begins with a summary of the central ideas presented in the book. This allows readers to grasp the main themes and arguments without revealing too many spoilers. The review then discusses the author's writing style and tone, assessing how effectively we convey their message and engage the reader. An essential aspect of a book review is its objective assessment of its strengths and weaknesses or merits and demerits. It means that the book review should not be subjective or contain personal opinions based on prejudices. This evaluation should be fair and balanced, providing the book's positive and negative aspects. A reviewer should support their judgments with evidence from the text, such as examples of well-developed characters, compelling plotlines, or weak pacing. Any argument, whether in favour or against the book, showing any merits or demerits, should be supported by various valid examples.

Furthermore, a book review often concludes with a recommendation for potential readers. Based on the reviewer's analysis and understanding of the book, we can suggest whether it is worth reading and who might enjoy it. This recommendation serves as a guide for readers seeking new books and helps them build their own opinions. Book reviews are commonly published in various mediums, such as newspapers, magazines, and online platforms. We are crucial in introducing readers to new books, generating interest, and facilitating discussions among literary enthusiasts. While reviews can express positive, negative, or mixed opinions, we must maintain fairness and objectivity in their assessments, avoiding prejudice or bias. A book review involves analysing and interpreting a book without being partial and critically evaluating its content, style, and significance. By providing a summary of central ideas, discussing the author's style, and assessing strengths and weaknesses, a review helps readers build opinions and make informed choices. The best book reviews conclude by analysing the reviewer's understanding and often make recommendations to potential readers.

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## **12.2 HISTORY OR BACKGROUND OF BOOK REVIEW**

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The history of reviewing books dates back to ancient times. The earliest examples of book reviews are found in the Ancient Greek and Roman periods, where critics would write commentaries on the works of famous poets and philosophers. However, it is essential to note that the concept and practice of book reviewing have evolved significantly over the centuries. In the Middle Ages, book reviews were mostly limited to religious texts. We were written by theologians and

scholars with profound knowledge of religious scriptures and would provide commentary on the Bible and other religious texts.

The invention of the printing press in the 15th century revolutionized the dissemination of books and information. The printing press had almost opened the scope of book review during the Renaissance Period. Henceforth book reviewing became more widespread due to the growth of printing and the rise of literary culture. Literary journals and literary critics played a pivotal role for readers simultaneously and became more prominent, offering unique opinions on works of literature and providing literary analysis.

In the 18th and 19th centuries, the publication of book reviews in newspapers and magazines cultivated a unique culture due to the growth of readers increased due to the rise of the novel and the publishing industry. So, it was when newspapers and magazines employed or hired professional book critics and reviewers to increase selling rates. However, the first modern book reviews appeared in the 18th century in publications such as *The Gentleman's Magazine* and *The Monthly Review*. The first one is *The Gentleman's Magazine* and the second is *The Monthly Review*. These reviews were often written by scholars and intellectuals who sought to provide readers with insightful commentary on new books and literature.

In the 20th century, book reviews continued to be an essential part of literary culture, with the growth of new media such as radio, television and the internet. In addition, the rise of academic blogs and online book review sites has made it easier for readers to share their opinions on new books and engage in literary criticism.

In the 21st century, book reviews have almost become everybody's cup of tea. It means anyone can review a book and post it on social media. Internet and social media almost changed the concept of reviewing a book. Today, book reviews remain an essential part of literary culture, and we continue to play an important role in informing and guiding readers about new and noteworthy books. The growth of the internet has led to the proliferation of book blogs and other online platforms where people can share their thoughts and opinions about books we have read. Nowadays, book reviews have become a vital part of the literary ecosystem. In short, the history of book reviewing spans thousands of years, evolving from commentaries on ancient works to establishing literary journals, newspapers, and the digital landscape. The internet and social media have made book reviewing more accessible and participatory, fostering a vibrant and diverse literary ecosystem in the 21st century.

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### **12.3 WHO CAN WRITE A BOOK REVIEW?**

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Book reviews can be written by anyone who has read a book and wants to share their thoughts and opinions. Book reviews can be written by professional critics, teachers, scholars, journalists, or even

passionate readers who enjoy sharing their views. Book reviews serve as a valuable resource for potential readers, providing insights into a book's content, style, and overall quality. By reading reviews, people can better understand what to expect from a book and make informed decisions about whether or not to read it. Book reviews are commonly published in various formats, including newspapers, magazines, and online platforms. Book reviews play a crucial role in the literary world, helping to promote books, generate discussions, and contribute to the overall discourse surrounding literature. It is also true that professors often assign book reviews as a practice for students. Writing reviews can help students develop critical thinking skills, analyse literature, and articulate their thoughts effectively. It allows them to engage with the material deeper and express their interpretations and evaluations of the book.

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## **12.4 APPROACHES FOR REVIEWING BOOK**

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There are several types of book reviews, such as summary reviews, opinion reviews, comparative reviews, academic reviews, consumer reviews, and professional reviews. However, there are only two general approaches for any book review.

- (1) Descriptive approach and
- (2) Evaluative approach

1. **Descriptive review:** A descriptive book review is a type of book review that aims to provide a comprehensive summary and analysis of a book's content, themes, characters, writing style and other essential elements. It also elaborates author's main objective behind writing the book. In a descriptive book review, the reviewer provides a detailed and objective account of the book's strengths and weaknesses without expressing personal opinions or judgments about the book. The goal is to give readers a clear understanding of what the book is about, the author's intentions, and how effectively the author has achieved those goals. In order to make descriptive book reviews effective, one may include quotes from the selected textbook to support the reviewer's analysis as well as comparisons to other works in the same genre or by the same author. It will significantly help new researchers to look at the particular book and its review to initiate any research work in this field.

Unlike a critical book review, which evaluates the book and offers an opinion about its quality or value, a descriptive book review focuses more on describing the book objectively without passing judgment or offering personal opinions. Instead, the goal is to provide readers with a clear idea of the book and what they can expect from reading it.

2. **Critical review:** A critical book review is beyond a simple summary of the book and offers a critical evaluation of its content, style, and themes. In a critical book review, the reviewer has twofold responsibility: to give a final judgement about a book. The sole purpose of a critical book review is to find and analyse-analyse the

book's strengths and weaknesses and to come to a final conclusion or an opinion about its quality or value.

In a critical evaluation, the reviewer focuses on one or two parameters and multiple ones, such as the author's writing style, plot, characters, themes and any other relevant aspects of the book. Moreover, he must cover the book's beginning, middle and end, climax, anti-climax, antagonist or protagonist. The present approach also examines how well the author has achieved their goals, whether the book is successful in conveying its message correctly and whether it has any flaws or limitations.

A critical review often involves comparing the book to other works in its genre or subject area and contextualising its historical or cultural significance. The reviewer may also discuss the book's relevance to current issues or debates.

The tone of a critical book review is sharper and blunter than the other approaches. The reviewer may offer both positive and negative criticism and support their opinions with evidence from the book. The goal is to provide readers with a mature and sound assessment of the book, to help them decide whether it is worth reading. For course assignments, students are expected to write a critical review.

It is worth noting that the different types of book reviews, such as summary reviews, opinion reviews, comparative reviews, academic reviews, consumer reviews, and professional reviews, can employ either the descriptive or evaluative approach or a combination of both, depending on the purpose and context of the review.

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## 12.5 BOOK REPORT VS. BOOK REVIEW

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A book report and a book review are both forms of written feedback about a book, but they serve different purposes and have distinct formats. Here's an overview of the differences between a book report and a book review:

**Book Report:** A book report is a summary and analysis of a book's content, usually written by students as an academic assignment. It focuses on providing an objective summary of the book's main plot, characters, themes, and other relevant details. Book reports are often assigned in schools to assess students' reading comprehension and their ability to analyze and synthesize information from the text.

**Key features of a book report include:**

1. **Objective summary:** A book report presents a factual overview of the book, highlighting key events and major plot points without offering personal opinions or evaluations.
2. **Structure:** A book report typically includes an introduction that provides basic information about the book, a summary of the plot, an analysis of the characters, a discussion of themes or motifs, and a conclusion.

3. Focus on content: The emphasis in a book report is on summarizing the book's content and demonstrating an understanding of its elements.
4. Academic nature: Book reports are often assigned as academic tasks, requiring students to demonstrate their ability to read critically, analyze a text, and communicate their findings effectively.

**Book Review:** A book review, on the other hand, is a critical evaluation of a book, written for a broader audience that may include readers, book clubs, or publications. Book reviews aim to provide an opinionated assessment of the book's strengths, weaknesses, and overall quality. They are typically written by professional critics, authors, or avid readers who want to share their perspectives on a book.

**Key features of a book review include:**

1. Subjective evaluation: Unlike a book report, a book review is subjective and reflects the reviewer's personal opinions and interpretations. It assesses the book's merits and shortcomings, offering a judgment of its quality.
2. Concise and engaging: Book reviews are often shorter and more focused than book reports. They aim to provide a concise and engaging analysis that captures the reader's attention and provides a sense of the book's value.
3. Contextualization: In addition to evaluating the book's content, a book review may also situate the work within a larger literary context. It may explore the book's relevance to other works, its genre, or the author's style and previous works.
4. Publication: Book reviews are commonly published in newspapers, magazines, online platforms, or dedicated book review journals. They are meant to inform potential readers and help them make informed decisions about which books to read.

In summary, a book report focuses on summarizing and analysing the content of a book, while a book review provides a subjective evaluation of the book's quality and may offer contextual information. Book reports are often academic assignments, while book reviews are intended for a broader audience and are often published.

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## 12.6 SOME IMPORTANT QUESTIONS THAT CAN HELP THE REVIEWER

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**Thesis or Argument:** The central thesis or main argument of the book is the primary claim or idea that the author presents to the reader. It serves as the overarching message or purpose of the book. To identify the thesis, you can look for the author's main point or the central idea that they want to convey. In assessing the book, you should determine whether the argument is clearly stated and if the research provided supports this thesis. Additionally, you can evaluate how the thesis compares or contrasts with your own knowledge and experiences.



**Topic:** The topic of the book refers to the subject matter or area of focus that the author explores. It is essential to determine if the author clearly articulates the subject and if they adequately cover it. Assess whether the book provides a balanced examination of all aspects of the subject or if it exhibits biases. Additionally, consider the approach the author adopts to explore the research problem, such as a topical, analytical, chronological, or descriptive approach.

**Evidence:** Evaluating the evidence the author uses to support their argument is crucial. Look for the sources of evidence the author employs and consider their appropriateness in proving the point. Assess whether the evidence is based on sound research methods or reliable information. Determine whether you find the evidence convincing and why or why not. Compare the author's information or conclusions with other books you've read, courses you've taken, or your previous assumptions to identify any conflicts.

**Structure:** The structure of the book refers to how the author organizes and presents their argument. Assess whether the argument follows a logical order of analysis and if it is cohesive. Identify the different parts that make up the whole, such as chapters, sections, or themes, and evaluate how they contribute to the overall argument. Consider whether the author's argument makes sense to you and whether it persuades you. Reflect on the reasons behind your assessment.

**Take-aways:** Determine how the book has helped you understand the research problem. Assess whether it has provided valuable insights, new perspectives, or expanded your knowledge on the subject. Consider whether you would recommend the book to others and the reasons behind your recommendation. Reflect on the book's strengths and weaknesses in achieving its purpose and influencing your understanding of the research problem.

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## 12.7 CERTAIN STEPS OR PROCESSES FOR BOOK REVIEW

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While there is no one-size-fits-all approach to writing a book review, following critical steps can help us craft a thoughtful and comprehensive review. Here are some significant steps we can consider when writing a book review:

### **Read the book**

Before writing a book review, we must read the book carefully and attentively from beginning to end. Taking notes is one of the most crucial steps to focus on essential details. By taking notes, we may have a long list of significant ideas, episodes and author's points of view in a book. Reading text is necessary for book review to be possible. It means we cannot judge a book by its cover. Instead, we

must have personal tastes, likings and dislikes, which may lead us to book reviews.

### **Determine the purpose of the review.**

Think about what is the sole aim of writing the review. What kind of information do we want to convey to the readers? Will it make any contribution to the readers? The purpose should be the prime focus in the reviewer's mind. Without any purpose, a book review is useless. Therefore, it should be pre-determined before making any book review. The book review should justify our sole purpose.

### **Introduce the book**

Start the review with an introduction that provides some background information about the book and the author. The introduction of a book offers an outline of the book. It includes basic information about the book, such as the title, the author's biographical sketch and the publication date. The introduction also summarises the book's theme, plot or central idea. We can also discuss which motivational force enabled the author to pen such a beautiful piece of art.

### **Evaluate the book**

Evaluation of the book is entirely based on our analysis and the criteria we think are essential for that particular type of book. For example, consider the writing style, plot, character development, pacing, and other elements relevant to the reader.

### **Support evaluation**

In order to justify our work, the reviewer has to use specific demonstrations from the book to support our evaluation. For example, the theme is not justified at the end of the book. In that case, the reviewer can give some examples of the episodes that are not well-knitted or coordinated well, or the climax should be intensified to uplift the stated problem. Secondly, if the reviewer feels that the growth and development of the protagonist character could be more robust, give examples of scenes or actions that failed to boost the potentialities of the characters.

### **Provide a conclusion**

The conclusion of a book review provides a final overview and judgement of any particular selected book. In addition, the conclusion includes a summary of our evaluation of a specific book. The conclusion summarises the overall impact of the book. It also contains valuable insights.

### **Edit and proof-read**

Finally, the reviewer should attentively read his/her review at once to ensure it is well proof-read and error-free. Then, try to make the review more transparent, concise, and practical for average readers. Finally, in order to save time and energy, the book review should be

edited by omitting unnecessary details and justified with the sole purpose.

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## **12.8 DESIRABLE AND UNDESIRABLE CHARACTERISTICS OF REVIEWING BOOK**

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### **Desirable Characteristics of Reviewing Books:**

#### **Objectivity:**

An objective book review aims to present an unbiased book evaluation. It avoids personal biases or preconceived notions and focuses on the book's merits and flaws. The reviewer should objectively base their judgments on the book's content, writing style, character development, plot, and other relevant aspects. It should be without any bias.

#### **Clarity:**

Clear and concise language helps readers to understand the reviewer's thoughts and opinions. A well-written review should communicate ideas effectively, using proper grammar, coherent structure, and appropriate vocabulary. It should be easily readable and avoid excessive jargon. Sometimes some book reviews are full of complex words or technical words, which often need to be clarified for readers. Despite having good elements in the review, readers usually need more time to finish the review. Instead, it should be accessible to all with a readable writing style.

#### **Insight:**

A review should go beyond summarizing the book's content. It should demonstrate a deep understanding of the author's intentions, themes, and literary techniques. By offering thoughtful analysis and interpretation, the reviewer helps readers gain a deeper appreciation and understanding of the book.

#### **Knowledge:**

A reviewer should understand the genre and subject matter to provide an informed critique. Familiarity with literary devices and conventions allows the reviewer to analyse the book's execution effectively. This knowledge enhances the review's credibility and provides readers with valuable insights.

#### **Balance:**

A balanced review considers the book's strengths and weaknesses. It acknowledges the positive aspects, such as engaging storytelling, well-developed characters, or insightful themes. It should also highlight shortcomings, such as weak plot points, inconsistent pacing, or underdeveloped ideas. This balanced approach helps readers form a well-rounded opinion. It should be well-balanced with merits and demerits, strengths and weaknesses.

#### **Constructive Criticism:**

Besides pointing out strengths and weaknesses, a good review should provide constructive criticism. It offers specific suggestions or recommendations for improvement, focusing on how the book could enhance its strengths or overcome its weaknesses. When identifying

weaknesses in a book, offer suggestions or recommendations on how the author could improve those areas. Constructive criticism is not meant to tear down the work but to encourage growth and development. Provide actionable advice or alternative approaches the author could consider in future works.

Thus, by incorporating these elements into a book review, a reviewer can provide a fair, insightful, and helpful evaluation that benefits both the author and readers.

### **Undesirable Characteristics of Reviewing Books:**

#### **Bias:**

Personal beliefs and biases often influence reviews of the book. Biased reviews can hinder the objectivity and fairness of evaluating a book. Reviewers must set aside personal beliefs and prejudices and objectively focus on the book's merits and flaws. By doing so, reviewers can ensure that their evaluations are based on the book's content rather than personal biases.

#### **Spoilers:**

Spoilers in reviews can be harmful to the reading experience of others. Revealing key plot points or twists takes away the element of surprise and discovery for potential readers. A good review should provide enough information to dispel readers' interest without giving away crucial details that would spoil the book's enjoyment. Unfortunately, some reviewers intentionally include major plot spoilers in their reviews without providing an adequate warning. This can spoil the reading experience for potential readers who prefer to independently discover the story's twists and turns.

#### **Insensitivity:**

Insensitive reviews may be dismissive or derogatory, and they can harm the author and potential readers by perpetuating stereotypes, biases, or misinformation. Reviewers must approach their task with empathy, respect, and an open mind. Reviewers should approach sensitive subject matter and themes with tact and sensitivity. It is crucial to avoid offensive language or insensitive comments that could hurt or dismiss the experiences of others. Constructive criticism can be offered without resorting to blunt or abusive language. A balanced tone can strengthen the reviewer's points while maintaining respect for the author and their work.

#### **Vagueness:**

Vagueness in reviews deprives readers of meaningful insights. Instead, assessments should be specific and detailed, offering clear explanations and examples to support the reviewer's opinions. By providing specific details about the book's strengths and weaknesses, readers can make more informed decisions about whether it aligns with their interests. Vagueness in reviews can be frustrating for readers, as it leaves them uncertain about the quality or relevance of a book. When a review is vague, it fails to communicate the aspects

that make a book valuable or lacking. For example, simply stating that a book is "good" or "bad" without further elaboration does not provide much guidance to potential readers. Instead of simply stating that a book is "good" or "bad," a specific and detailed review might elaborate on the reasons behind the evaluation.

### **Lack of Knowledge:**

Reviewers Should strive to understand the genre and subject matter we are reviewing. This allows us to provide informed criticism and insightful analysis, enhancing the value of their reviews for potential readers. To write unbiased and effective book reviews, reviewers should avoid personal beliefs and prejudices, refrain from spoilers, be sensitive to the subject matter, provide specific and detailed insights, and understand the genre and subject matter well. A lack of knowledge about the genre or subject matter can lead to inaccurate or unhelpful reviews. Therefore, by following guidelines, reviewers can contribute to a more helpful and reliable review culture.

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## **12.9 ESSENTIAL OBJECTIVES OF THE BOOK REVIEW**

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The essential objectives of a book review can vary depending on the purpose and context in which it is written. However, some common objectives of a book review include:

1. **Provide an Overview:** The review should offer a concise summary of the book's content, including the main plot, themes, and characters. This gives readers a general understanding of what the book is about.
2. **Evaluate the Writing Style:** Assessing the author's writing style is crucial. Commenting on the quality of the prose, the use of language, and the overall readability of the book helps potential readers gauge whether the writing appeals to their preferences.
3. **Analyse the Plot and Structure:** Examining the plot structure, pacing, and narrative techniques allows the reviewer to assess the book's coherence and effectiveness in engaging the reader. This objective involves discussing the book's strengths and weaknesses in terms of storytelling.
4. **Discuss the Themes and Ideas:** Exploring the underlying themes, ideas, and messages conveyed in the book is an important objective. This includes examining the depth of the book's exploration of its themes and how effectively they are conveyed.
5. **Critique the Characterization:** Analysing the development and portrayal of the characters helps readers understand their relevance, relatability, and complexity. The reviewer can comment on how well the characters are fleshed out and their impact on the overall story.
6. **Offer Personal Perspective:** Sharing personal opinions and impressions is a key objective of a book review. Readers often seek reviews to understand whether a book is worth their time and money, and the reviewer's perspective can provide valuable insights.

7. **Consider the Book's Audience:** Evaluating the book's target audience and assessing how well the book meets their expectations is essential. This objective involves considering whether the book is suitable for a specific age group or interest category.
  8. **Compare and Contrast:** In some cases, a reviewer may compare the book to other works by the same author or within the same genre. This objective helps readers situate the book within a broader literary context.
  9. **Provide Recommendations:** Finally, a book review should conclude with a recommendation or judgment on whether the reviewer believes the book is worth reading. This can include suggesting who might particularly enjoy the book or highlighting any potential caveats.
- By addressing these objectives, a book review aims to inform potential readers about the book's content, style, and merits, helping them make an informed decision about whether to read it.

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## 12.10 KEYWORDS

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<b>Bias</b>	a tendency towards pre-determined beliefs
<b>Everybody's cup of tea</b>	a job that all can do
<b>Genre</b>	a category of any art; for example, novel is called a genre for the art of literature.
<b>Insight</b>	a deep understanding of a particular situation or thing
<b>Literary blogs</b>	a blog that focuses on literature
<b>Social media</b>	Websites and applications that enable readers to share content easily
<b>Theologians</b>	Scholars who have a specialisation in the study of theology
<b>Well-knitted</b>	skilfully woven or bound together

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## 12.11 LET US SUM UP

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To sum up, the art of writing a book review holds immense significance. It serves as a gateway for readers to unravel the strengths and weaknesses of a literary work, guiding us towards a profound understanding of the author's creation. In this unit, we have explored the fundamental elements of a book review, such as the introduction, background information, the review process itself, and desirable and undesirable characteristics for evaluation. By cultivating the skills of careful reading, critical thinking, and effective communication, we can craft thoughtful and well-written book reviews that enhance our appreciation of a book and contribute to the broader literary conversation. Mastering the art of writing a book review empowers readers to investigate beyond the surface of a literary work and explore its intricacies. Through careful reading, critical thinking, and effective communication, reviewers can illuminate a book's strengths and weaknesses, offering valuable

insights to fellow readers. Writing a book review is an essential skill that can help readers understand a book's strengths and weaknesses. By providing a thoughtful and well-written book review, we can help other readers gain a deeper appreciation of the book while contributing to a broader literary conversation.

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## 12.12 CHECK YOUR PROGRESS

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1. What should be the purpose of a book review?
  - a) To summarise the entire book
  - b) To provide an opinion on the book's quality
  - c) To promote the book to potential readers
  - d) To critique the author's personal life
  
2. What should be the tone of a book review?
  - a) Objective and impartial
  - b) Sarcastic and humorous
  - c) Emotional and passionate
  - d) Formal and academic
  
3. What is the purpose of a book review?
  - a) To criticise the author's writing style
  - b) To summarise the book's plot
  - c) To express the reviewer's opinion on the book
  - d) To provide a historical context for the book
  
3. What should be the tone of a book review?
  - a) Objective
  - b) Subjective
  - c) Informative
  - d) Persuasive
  
4. What should be the length of a book review?
  - a) One sentence
  - b) One paragraph
  - c) One-page
  - d) It depends on the publication's guidelines

### Answer in brief:

1. Who can write a book review?
2. Which are the desirable characteristics of a book review?
3. Mention two primary approaches to the book review.

Write a detailed note on the following questions:

1. Describe the history of book review
2. Describe the process of book review in brief.
3. Discuss in detail two approaches to book review.
4. Describe important desirable characteristics of the book review.

### Answers:

- 1) -B      2) -A      3) -C      4) - A      5) -D

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### 12.13 BOOKS SUGGESTED

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- Glen, Heather. *The Book Review: From the Guardian to the New York Times*. Palgrave Macmillan, 2014.
- Grogan, William. *Understanding the Book Review*. Oxford University Press, 2017.
- Hartley, James. "The Process of Writing a Book Review." *How to Write a Book Review*, Cambridge University Press, 2008.
- Johnson, Ronna. "Writing the Review." *How to Write a Book Review*, edited by Jane Smith, Penguin Books, 2018.
- Murray, Donald M. "Writing Book Reviews." *Write to Learn: How to Write and Think Clearly about Any Subject at All*, Houghton Mifflin, 2004.
- Rosenberg, Geraldine. *The Art of Writing a Book Review*. Palgrave Macmillan, 2018.



<b>UNIT : 13</b>	<b>CORPORATE COMMUNICATION</b>
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**Upward Communication, Downward Communication, Diagonal Communication, Grapevine Communication.**

**:: STRUCTURE ::**

**13.0 Objectives**

**13.1 Introduction**

**13.2 Corporate Communication**

**13.3 Let Us Sum Up**

**13.4 Key Words**

**13.5 Check Your Progress**

**❖ Answers**

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**13.0 OBJECTIVES**

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In this unit, you shall learn about, Corporate Communication, Upward Communication, Downward Communication, Diagonal Communication and Grapevine Communication.

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**13.1 INTRODUCTION**

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Communication refers to the flow of formal and official communication through proper channels and routes. Formal communication follows a hierarchical structure and chain of commands. Employees are bound to follow formal communication channels while performing their duties. For example, when a manager instructs a subordinate on some matter or when an employee brings a problem to supervisor's attention, this act is known as formal communication. This kind of communication flows in various direction i.e. Downward communication, Upward Communication, lateral and diagonal communication. Let us discuss them one by one.

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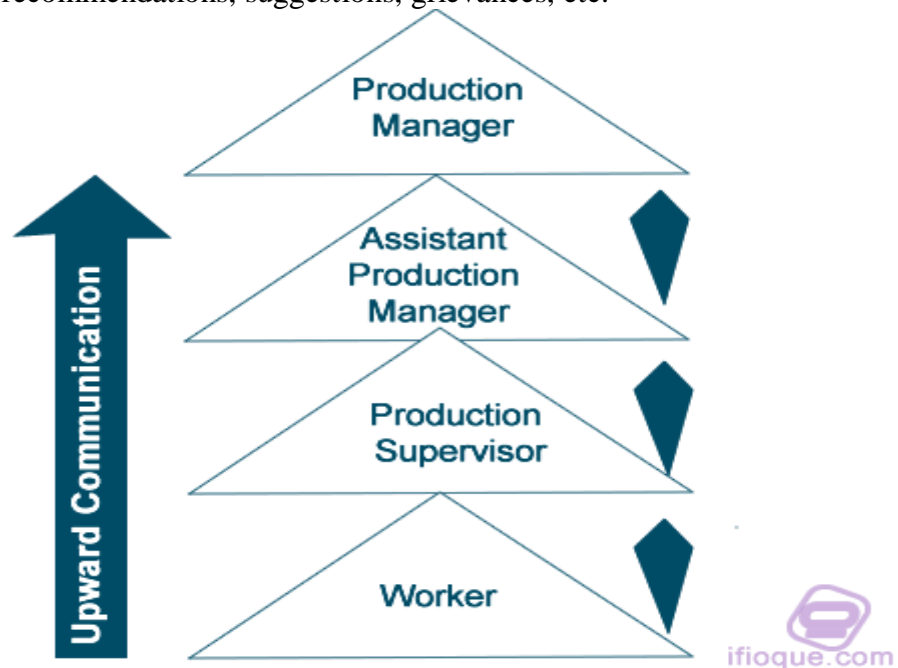
**13.2 CORPORATE COMMUNICATION**

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**1) Upward Communication:**

When the flow of communication moves from lower level hierarchy to the higher level hierarchy in the organization, it is known as

upward communication. When subordinates send reports to their superiors or to present their findings and recommendations at that time the communication flows upward. The flow of upward communication depends on organizational culture. In an open culture, it is possible to create environment of trust and respect. This is mainly because employees provide the input for managerial decision. An organization has a well defined structure like, workers, supervisors, officers, managers, unit head etc. When subordinates send reports to inform their seniors, the communication flows upward. This communication may take place in the form of reports, letters, recommendations, suggestions, grievances, etc.



Source: <https://images.app.goo.gl/G25BRDBrDbiZsKJa9>

### **Advantages and Disadvantages of Upward Communication**

#### **Advantages**

**Suggestions and Opinions:** By upward communication system, subordinate in organization takes necessary suggestions and opinions from superiors about the work-related issues of the organization.

**Motivation to employees:** In Upward communication, subordinates allow to express their attitude or opinion to upper-level staff. As a result, sub-ordinates are influenced to work more towards fulfilment of the target work.

**Suggestion:** In Upward Communication, employees are provided with positive and important suggestions that can help subordinates to reach their goals or objectives.

**Creating Healthy environment:** It helps to develop a constructive working situation in organization by creating a good relation among all employees.

**Harmony:** It creates a friendly environment in the organization which leads to a peaceful and harmonious relationship among the subordinates and superiors.

### Disadvantages:

**Changes of information:** There is a possibility that in upward communication subordinates may change their information. Due to this, top executive cannot take an accurate decision.

**Lack of Communication:** Sometimes subordinates don't send the information to their superior. So, the communication system may be disrupted.

**Inefficiency:** The main problem of upward communication is fear to superiors. Sometimes employees fear to communicate and share their ideas, constructive suggestions and opinions with the superiors.

**Indiscipline:** Sometimes employees communicate directly to superior by avoiding proper channel. Due to this, discipline is not maintained properly in organization.

**Flattery:** Sometimes, in order to convince the superior bosses, subordinates can take the help of flattery and due to this, they may conceal the true and provide partial information to top level.

**Risk of distortion of messages:** In this communication, subordinates may distort the message because they fear if they tell the original fact to their bosses, they may face some problems.

### 2) Downward Communication:

“When the flow of communication moves in downward direction from the higher level to the lower level hierarchy, is known as downward of communication.” It flows from higher authority to subordinate employee. For example when a HoD, informs, instructs, or advises their subordinates, the communication flows in downward pattern. This is generally used for routine information, task work, follow up of previous task, etc. This kind of communication increases awareness about the organization among subordinates and employees and enables HoD, to evaluate the performance of their subordinates. This form of communication may take place in the form of letters, circulars, notices, memos etc.

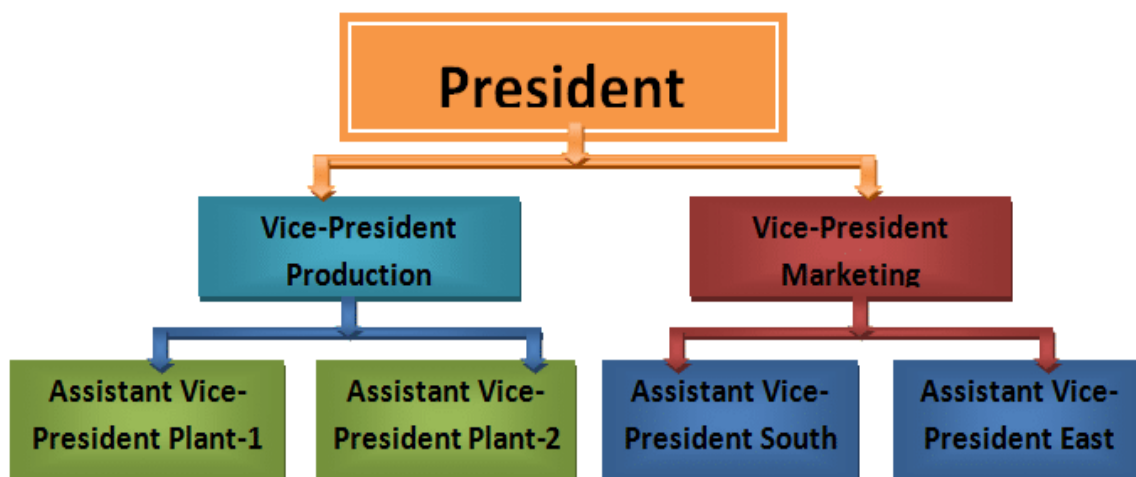


Fig: Flow of Downward Communication

Source: <https://images.app.goo.gl/whpMsjuP5kPTnzqX9>

### Advantages and Disadvantages of Downward Communication

**Increasing efficiency:** This communication provides essential guidance, orders, instructions and explanations of various complex

issues to the subordinates that ultimately amplify the efficiency of the employees.

**Plans and procedures:** In an organization, the top-level management develop the plans, policies, strategies, procedures etc. This communication plays a significant role in communicating those plans, policies, strategies' and procedures to the subordinate of the organization.

**Explaining the complex issues:** It is needed to explain plan, policies and procedures to the subordinates. In such situations, subordinate staff rely on downward communication to for necessary explanations and analysis.

**Orders and instructions:** This is the only means to circulate various orders, instructions, guidance, and advices to the subordinates. Without downward communication, organization is like a ship without shipman.

**Maintaining good relationship:** It helps to create and uphold good labor-management relationships in the organization. When executives communicate with their subordinates sincerely and courteously, it develops good interpersonal and inter-group relationships between management and subordinates. In turn, this will motivate the employees and ensure good labor-management relation in the organization.

#### **Disadvantages**

**Time-consuming:** In this communication, information flows through different levels of hierarchy. Thus, when information reaches to the lower level workers, it may have lost its significance.

**Lack of explanation:** Most of the times, downward communication contains messages without necessary explanation and clarification. For this reason, subordinates fail to understand the message correctly.

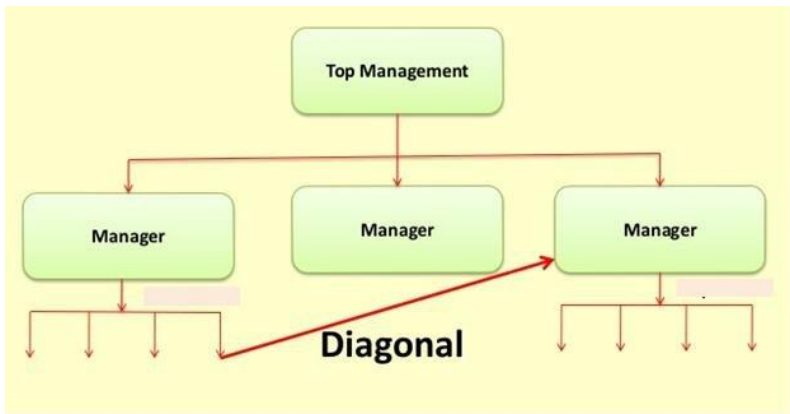
**Lack of feedback:** Lack of feedback is another major drawback of downward communication. Superiors and higher level authority hardly seek feedback from the subordinates. Due to negligence of the superiors, subordinates also seldom send feedback.

**Lack of enthusiasm:** Higher level authority send orders instructions and advices to the subordinates through downward communication. Therefore, delay in the downward flow of information unfavourably affects the enthusiasm of the employees.

### **3) Diagonal or Crosswise Communication:**

This kind of communication flows in all directions. For example, when a sales manager communicates directly with general manager of production department is known as diagonal communication. Usages of email communication, encourages crosswise communication. Any employee can communicate higher authorities via email. Since there is no specific line of command, diagonal communication is also referred to as crosswise communication.

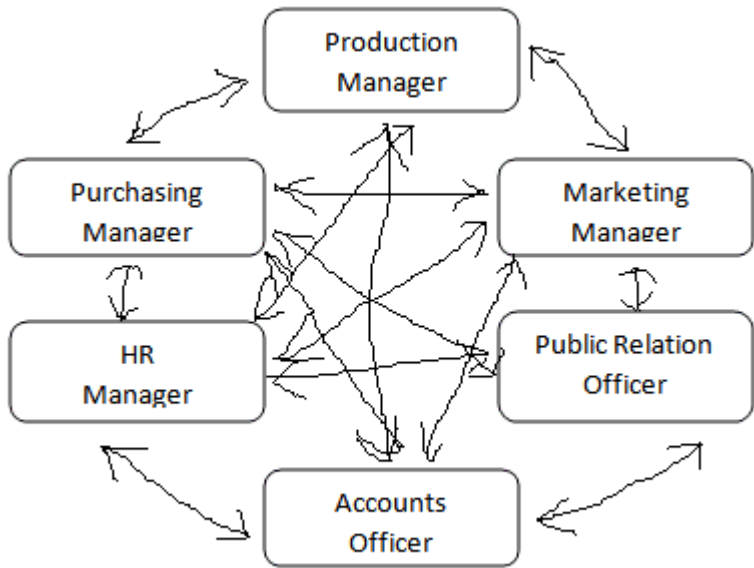
Formal communication plays vital role in any organization. All managerial and administrative activities involve communication. When you write reports, email, give instructions, etc. you are involved in the process of communication. Let us discuss various modes of formal communication.



Source: <https://images.app.goo.gl/vVFxCc8yyfJmRvpSA>

**4) Lateral or Horizontal Communication:**

This type of communication takes place among peer group or hierarchically equivalent employees. When the flow of communication moves in a lateral direction from people belongs to same hierarchical positions, this communication is known as horizontal network of communication. This communication is necessary to save time and to coordinate properly. This network enables people of same designation to communicate with each other. It enables the sharing of information with a view to explain the peer group activities. For example, marketing manager sends some survey results in the form of report to the quality manager for further action is known as lateral communication.



**Figure: The flow of Horizontal communication**

Source: <https://images.app.goo.gl/fM4YLtTr4bsTw6Eo9>

**5) Grapevine Communication**

Grapevine communication is communication held without following any structure in organization. It is also known as is informal communication. So, it can be described as a casual and unofficial communication system within the organization. One of the

advantages of grapevine communication is building interpersonal relationships.

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### 13.3 LET US SUM UP

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In this unit, you have learnt about various corporate communication.

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### 13.4 KEY WORDS

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<b>Certain</b>	specific but not explicitly named or stated.
<b>Previously</b>	at a previous or earlier time; before.
<b>Interact</b>	communicate or be involved directly.
<b>Facilitate</b>	make an action or process easy or easier.
<b>Casual</b>	relaxed and unconcerned.
<b>Spontaneously</b>	as a result of a sudden impulse and without premeditation.
<b>Appearance</b>	the way that someone or something looks.
<b>Produce</b>	make or manufacture from components or raw materials.

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### 13.5 CHECK YOUR PROGRESS

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#### Answer the following questions

- 1) What is Downward Communication? Explain
- 2) What is Upward Communication?
- 3) What is Grapevine Communication?
- 4) What is Diagonal Communication?

#### Choose the correct option from given below.

- 1) When the flow of communication moves from lower level hierarchy to the higher level hierarchy in the organization, it is known as. . . . .  
A) Upward Communication b) Downward Communication c) None of these
- 2) “When the flow of communication moves in the direction from the higher level to the lower level hierarchy, is known as. . . . .  
. . . . .  
A) Upward Communication b) Downward Communication c) None of these
- 3) Communication flows in all directions is known as.....  
A) Diagonal Communication b) Grapevine Communication c) Upward Communication

4) . . . . . communication takes place among peer group or hierarchically equivalent employees.

A) Lateral Communication b) Diagonal Communication c) Grapevine Communication

5) . . . . . communication is communication held without following any structure in organization.

A) Lateral Communication b) Diagonal Communication c) Grapevine Communication

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### **13.6 BOOKS SUGGESTED**

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- Sharma, R. C. & Krishna Mohan. *Business Correspondence and Report Writing*: Third Edition. Tata McGraw-Hill Publishing Company Limited, 2007.
- Rutherford, Andrea J. *Basic Communication Skills for Technology*: Second Edition. Pearson Education, 2007.
- Lesikar, Raymond V., & John D. Pettit, Jr. *Report Writing for Business*: Tenth Edition. McGraw-Hill, 1998.

**Answers:**

1- A, 2- B, 3- A, 4- A, 5- C,

**:: STRUCTURE ::****14.0 Objectives****14.1 Introduction****14.2 What is language?****14.3 What is communication?****14.4 Obstacles in language and communication****14.5 The study of communication – words and language****14.6 Key words****14.7 Let us sum up****14.8 Check your progress****14.9 Recommended Reading**

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**14.0 OBJECTIVES**

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The objective of the course is to:

- familiarize students with the basics of English language
- help them to learn to identify language structures for correct English usage
- explore the technical aspects of a language
- understand what is communication and its various types
- realise the various obstacles in successful language communication

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**14.1 INTRODUCTION**

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Though humans have most likely been conversing since homo sapiens originated in Africa 200,000 years ago, the study of language only dates back about three thousand years. The only other species that possesses the mental and physical abilities to verbalize thoughts, think in words, create, and communicate using the symbolic notation of experience known as language is still the human species. Similar to how breath is pulled without knowledge of the job of breathing or of the surrounding air, words are frequently utilized without the user being aware of their presence. A 'mother tongue' is not acquired through formal instruction.

Being fluent in a language is quite frequent without having to think about how it is put together or what keeps it from falling apart. It simply is. However, as therapy dissects the meaning of words used in the consultation room, it would benefit from a greater interest in how words are formed, the options available when creating speech, how a



child learns to speak, and how language manages to remain the same despite all the demands for change. In fact, linguists predict that over the course of 10,000 years, a language undergoes such radical change that the old form vanishes and is replaced by a new one, but the path from one to the other may still be traced.

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## **14.2 WHAT IS LANGUAGE?**

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Humans utilize language, a sophisticated and multidimensional form of communication, to communicate their ideas, engage with one another, and convey meaning. It is a fundamental capacity that is only found in humans and includes a number of components. The building blocks of language are words. They serve as symbols for particular ideas, thoughts, things, or behaviours. Words may be written or uttered. The rules and patterns of grammar specify how words are put together to form sentences and how the various components of a sentence relate to one another. Rules for word order, tense, agreement and other aspects of grammar are included.

Syntax is the arrangement of words in a phrase to create whole sentences. It lays out how sentences should be put together and what words should be used to convey the intended meanings. The meaning of words, phrases, and sentences is the subject of semantics. It investigates the relationship between words and the ideas they stand for as well as how sentences express meaning. The study of language use in context is a component of pragmatics. It emphasizes on the social and situational components of communication, including comprehending underlying meanings, figuring out tone, and taking the speaker's intentions into account.

The sounds employed in speech are the focus of phonology and phonetics. The physical characteristics of speech sounds are the focus of phonetics, whereas the use of sounds in a given language and the rules governing their pronunciation are the subjects of phonology. The study of word structure is known as morphology. It investigates how meaning-laden morphemes, which are smaller word building blocks, are combined to produce words. For instance, the morphemes "un-," "happy," and "-ness" make up the word "unhappiness." Writing systems are a mechanism to represent spoken language through symbols (letters, characters, or glyphs), and writing is a means through which many languages are also expressed in writing. Language is a dynamic, ever-changing system that differs from culture to culture and region to region. There are thousands of languages that are spoken throughout the world, and each has its own specific vocabulary, cultural context, and set of regulations. Language is a reflection of human ideas, culture, and society in addition to being a medium of communication. It is crucial to how people express themselves, exchange knowledge, interact with one another, and create complex civilizations.

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### **14.3 WHAT IS COMMUNICATION?**

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In order to effectively communicate, one must gather information from various sources; present ideas clearly and with purpose, do so in accordance with accepted norms, and be conscious of how others will respond to our actions. Government policies place a strong emphasis on teaching the curriculum while ignoring teachers' knowledge of how to structure conversations. The act of communicating involves transferring thoughts, feelings, ideas, information, and messages from one person or group to another. It is a crucial component of human interaction that goes beyond merely spoken or written communication.

Verbal communication is spoken word interaction. Face-to-face interactions, phone calls, video calls, and any other engagement in which language is used to convey ideas and concepts are all included. Information is communicated by written words in written communication. Examples include written correspondence such as letters, emails, messages, reports, and other text-based documents. The act of communicating nonverbally entails doing so without using words. This can include posture, eye contact, gestures, facial expressions, body language, and even face expressions. In a conversation, non-verbal cues frequently contribute significantly to the emotional and added meanings that are expressed.

Information can be presented visually by using diagrams, charts, graphs, and other visual aids. Presentations, promotional materials, and educational content frequently employ it. A system of communication called sign language makes use of hand and body gestures to express messages. The Deaf and hard-of-hearing communities are its main users. Digital communication techniques are now widely used as a result of the development of technology. This covers correspondence via the internet, social media, instant messaging, and other electronic channels.

A sender, a message, a medium or channel over which the message is sent, and a receiver are the traditional components of communication. When the intended message is correctly comprehended and accepted by the recipient, communication is effective. However, a number of issues, such as linguistic obstacles, cultural disparities, background noise, misunderstandings, and distractions, can affect communication. In order to ensure that the message is accurately understood and comprehended, effective communication frequently calls for not just clear expression but also active listening and response from the recipient. In almost every element of human existence, from interpersonal interactions to the workplace to education and healthcare, effective communication is crucial. It is essential for fostering understanding, settling disputes, exchanging information, and promoting cooperation and collaboration.

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### **14.4 OBSTACLES IN LANGUAGE FOR COMMUNICATION**

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However, others affect all kids. Some learning challenges are unique to certain students. The factors that affect advancement the

most are ethnicity, poverty, and season of birth, not gender. There is conflicting evidence about male and female brain differences. Another barrier to communication and language is bilingualism. Gujarati is a person's mother tongue, however English is utilized in schools. Children who are bilingual have greater language knowledge and understanding than monolinguals due to skill transference. Bilingualism is helpful if concepts have formed in the mother tongue. However, there are detrimental cognitive and emotional impacts if the mother tongue is not valued at school. First off, within two years of graduation, productive utilization is lost. Children are also unconfident in their ability to participate.

An abstract, meaningless, excessively academic, over assessed, discontinuous curriculum and a lack of knowledge about how to foster communication are challenges that all students must overcome. When academic prowess takes precedence over human qualities, the benefit of cooperative working methods is neglected. Furthermore, such programs downplay play and active learning in favour of long stretches of focused classroom instruction. Diversity in language can be a major barrier. When people do not speak the same language, effective communication is challenging. In multilingual and multicultural environments, this occurs frequently. Using the wrong words, expressions, or body language can cause misunderstandings. Differences in dialect, accent, or geographical variances can cause misunderstanding even among speakers of the same language. Communication can be influenced by cultural norms and beliefs. It is possible for what is regarded as courteous or appropriate in one culture to be interpreted differently in another, which can cause miscommunication or offense.

Professionals sometimes employ jargon and technical phrases in specialized disciplines that may not be familiar to others outside the industry. Effective communication with non-experts may be hampered as a result. Misreading non-verbal signs including body language, gestures, and facial expressions can result in misunderstandings. Conventions for nonverbal communication may vary among cultures. Environmental elements that make it difficult to hear or concentrate on the message, such as loud noises, inadequate lighting, or diversions, might obstruct efficient communication. Strong feelings like wrath, fear, or worry can make it difficult to communicate effectively. They might trigger defensive responses, defensiveness, or the difficulty to communicate adequately. Active listening and receiving feedback are frequently necessary for effective communication. The sender might not be aware of whether the message was understood if the recipient doesn't offer feedback or request further explanation. Communication can be significantly hampered by physical impairments like hearing loss or speech problems. Confusion might result from messages that are poorly written or unclear.

Communicators must be able to convey themselves succinctly and clearly. Professionals sometimes employ jargon and technical phrases in specialized disciplines that may not be familiar to others outside the industry. Effective communication with non-experts may be

hampered as a result. Misreading non-verbal signs including body language, gestures, and facial expressions can result in misunderstandings. Conventions for nonverbal communication may vary among cultures. Environmental issues that make it difficult to hear or concentrate, including loud noises, inadequate lighting, or distractions, might prevent successful communication.

Communication can be impacted by disparities in cognitive capacity or amount of knowledge. It's crucial to adjust communication to the understanding of the audience. People who live in a society where information is constantly being produced may experience information overload, which makes it difficult to efficiently receive and respond to all messages. An individual's capacity for effective communication may be hampered by ailments like aphasia, stuttering, or social communication difficulties. Technical problems in the digital age, such as slow internet connections, bugs in software, or device flaws, might prevent communication in virtual situations. Effective communication necessitates patience, empathy, active listening, and adaptability to overcome these challenges. Additionally, it can entail using plainer language, offering context, and being conscious of individual and cultural differences. In order for a message to be precisely and completely understood, both the sender and the recipient frequently need to cooperate.

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## **14.5 THE STUDY OF COMMUNICATION – WORDS AND LANGUAGE**

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It takes a variety of abilities to communicate. The following sub-areas are frequently regarded to be part of communication study. Phonology: Each language has a unique set of sounds, and the patterns that those sounds utilize to form words are known as phonemes. Babies mimic their mother tongue when they make these sounds in their chatter. The smallest unit of sound that may be recognized in language is called a phoneme. The study of language's sound patterns is the main goal of the linguistics subfield of phonology. It examines how sounds function within a linguistic system and deals with the systematic structuring of sounds in a given language or languages.

The smallest separate components of sound in a language are called phonemes. They serve as the fundamental pillars of a language's sound system. Because they might alter the meaning of words (e.g., "bat" vs. "pat"), the sounds /b/ and /p/, for instance, are regarded as different phonemes in English. A language's phonological norms are a set of guidelines or patterns that control how sounds are used. These guidelines specify how phonemes can be joined, how they alter in certain situations, and how they impact word pronunciation. Diverse phonological settings produce diverse phoneme variations, or allophones. They don't have a unique meaning; rather they are particular phoneme realizations in particular settings. For example, the /p/ sound in English can be pronounced differently in words like "pat" and "spin."

The division of sounds into syllables, the fundamental rhythmic building blocks of speech, is another subject of phonology. Syllables are made up of vowels and consonants, and each language has its own set of rules for how they should be structured. Phonology studies the patterns of intonation (the rising and falling patterns of pitch in speech) and stress (the emphasis placed on particular syllables or words). These components have the power to alter a sentence's meaning or nuance. The alterations or interactions between sounds in connected speech are described by these rules and patterns. Typical phonological processes include elision (sounds are deleted in everyday speech) and assimilation (sounds become more similar to surrounding sounds).

Because it aids in identifying the specific sound patterns that words have and how those patterns contribute to meaning, phonology is important to language. The phonological systems of different languages vary, which is why the sounds of one language might be very different from another. Phonological analysis is a tool used by linguists to better comprehend the arrangement and structure of sounds in languages and to spot patterns and guidelines that apply to sound systems in many languages. Phonology is a crucial aspect of linguistic research and is helpful for speakers and learners of a language in understanding and accurately producing the sounds of that language.

**Semantics:** The meaning attached to words and other utterances is known as semantics. Semantics deals with word meanings; however these might vary based on the utterance's structure and context. Semantics is a branch of linguistics that focuses on understanding how language conveys meaning. It is concerned with how language is interpreted and understood by individuals as well as how words, phrases, sentences, and texts express meaning. Semantics examines how words relate to the ideas or referents they stand for, as well as the structures and laws that control how meaning is communicated through language.

Semantics investigates how words are meant to be used. It examines how concepts are expressed in words and how those representations relate to the outside environment. It considers, for instance, how the word "dog" refers to a furry, four-legged animal sometimes kept as a pet. Some words have several different meanings or senses. Semantics examines how several meanings of a word relate to one another and how context influences the intended meaning. For instance, the term "bank" can be used to describe both a financial organization and a riverbank. The way that words and phrases refer to particular things, concepts, or entities is covered in this area of semantics. It investigates the connection between language terms and the things in the outside world that they allude to.

Semantics studies the relationship between words and phrases to create meaningful sentences. It examines the interactions between word meanings in context and how the meaning of a phrase is produced from the meanings of its constituent words. The truth conditions of sentences—the circumstances under which a sentence is regarded as true or false—are frequently taken into account in

semantics. It investigates the relationship between a sentence's meaning and the world it depicts. Semantics deals with the problem of linguistic ambiguity, which occurs when a phrase or word has more than one possible meaning. This might take the form of lexical ambiguity (words with different meanings) or structural ambiguity (sentences with multiple meanings).

Our understanding of language and communication is based on semantics. It offers insight into how humans perceive language in various settings and clarifies how language can transmit accurate and nuanced meanings. Semantics research is crucial for linguistic analysis, computer science's use of natural language processing, and disciplines like philosophy and cognitive science that investigate the nature of meaning and its function in human cognition and communication.

Pragmatics: The capability of speaking to achieve goals and to communicate intents. This can occasionally entail being conscious of etiquette and using words in an appropriate manner for the situation. Non-verbal communication may be used in pragmatics. The study of how context and social circumstances affect how people understand the meaning of language is the focus of the linguistics subfield of pragmatics. It focuses on how language is utilized in everyday communication, going beyond the study of word and sentence form and meaning (syntax and semantics).

Pragmatics examines how speech acts like requesting something, issuing an order, promising something, providing information, and expressing intentions are carried out. It looks at the various ways people utilize language to achieve their objectives. This idea refers to the meaning that is inferred secondarily from the conversational context. For instance, asking "Is it hot in here?" could be interpreted as a request to change the temperature. The study of pragmatics focuses on how listeners extrapolate meaning from words beyond their literal meaning. The study of pragmatics focuses on the presuppositions or assumptions that underpin speech. It looks at how presuppositions might influence communication and how certain information is assumed to be true in a dialogue.

The cooperative principle put out by philosopher Paul Grice is a topic of pragmatics. It implies that people tend to cooperate in conversations by adhering to particular communication tenets, such as the maxim of relevance (offering information that is pertinent to the discourse). The Gricean maxims—quantity (giving the appropriate amount of information), quality (being truthful), relevance (offering information that is pertinent to the conversation), and manner (being clear and concise)—are examined by pragmatics. Inferences or implicatures may result from violations of these rules.

Deixis, or language expressions that depend on context for interpretation (such as pronouns and demonstratives), is a topic of study in pragmatics. For instance, depending on who or what they refer to in a specific context, "he" or "this" may have several meanings. The situational and social context of communication is taken into account by pragmatics. In various contexts, the same words may have varying implications or meanings. The study of pragmatics

takes into account politeness techniques and the idea of "face," which refers to the positive social value one asserts for oneself when speaking. It looks at how language is employed in encounters to preserve decency and preserve face.

Understanding how language functions in interpersonal relationships requires a grasp of pragmatics. It clarifies how people comprehend ambiguous language, recognize sarcasm, understand indirect speech, and handle social communication nuances. It is essential in bridging the gap between words and phrases' literal meanings and the complex, nuanced meanings that surface in everyday speech. In addition to being pertinent to the study of intercultural communication, pragmatics is also useful in the domains of linguistics, psychology, sociology, and communication studies.

Syntax and morphology: The smallest unit of meaning in a language is called a morpheme. These can be complete words, like "cat," which is referred to as a "free morpheme" because it can be spoken on its own, or word fragments that indicate a grammatical function, like the plural "-s." These are known as "bound morphemes" because they frequently function as components of other words. Children must be taught the proper guidelines for using morphemes. Another set of linguistic principles that kids learn is called syntax, and it deals with the arrangement of words into sentences. The grammatical rules governing word order and morpheme use are referred to as "morphosyntax."

In order to produce speech that is grammatically correct, one must arrange the words in a sentence and ensure that they have the appropriate grammatical endings. In general, linguists use the term "grammar" to refer to norms governing the production and comprehension of speech, including the arrangement of sounds in speech. They frequently distinguish between morphology, which is the arrangement of grammatical elements that are related to words, and syntax, which are the rules concerning the sequence of words (for example, "the sat cat on mat" breaches the norms of English). However, for the sake of convenience, we shall refer to each of these features collectively as "grammar."

Definition of terms is one of the steps required when talking about a topic like language. 'Communication' and 'language' can occasionally be used interchangeably in common conversation. Occasionally, it's claimed that animals use language, including bees, dolphins, and monkeys. We'll use the term "language" to refer to a method of communication in which various components can be distinguished and the placement of these components affects the message's meaning. The majority of animal communication does not fit this description (for instance, a dog's growl transmits a threat, but there does not appear to be any particular order to the sounds).

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## 14.6 KEY WORDS

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<b>Bilingualism</b>	fluency in or use of two languages
<b>Cognitive</b>	relating to or involving the processes of thinking and reasoning
<b>Consonants</b>	a basic speech sound in which the breath is at least partly obstructed and which can be combined with a vowel to form a syllable
<b>Detrimental</b>	tending to cause harm
<b>Homo sapiens</b>	human beings
<b>Impairments</b>	the state or fact of a faculty or function being weakened or damaged
<b>Jargon</b>	special words or expressions used by a profession or group that are difficult for others to understand
<b>Linguistics</b>	the scientific study of language and its structure, including the study of grammar, syntax, and phonetics
<b>Morphemes</b>	a meaningful morphological unit of a language that cannot be further divided
<b>Multidimensional</b>	of or involving several dimensions
<b>Phonetics</b>	the study and classification of speech sounds
<b>Phonology</b>	the system of contrastive relationships among the speech sounds that constitute the fundamental components of a language
<b>Presuppositions</b>	a thing tacitly assumed beforehand at the beginning of a line of argument or course of action
<b>Semantics</b>	the branch of linguistics and logic concerned with meaning
<b>Trigger</b>	something that causes someone to feel upset and frightened because they are made to remember something bad that has happened in the past
<b>Underpin</b>	support (a building or other structure) from below by laying a solid foundation below ground level or by substituting stronger for weaker materials
<b>Vowels</b>	a speech sound which is produced by comparatively open configuration of the vocal tract, with vibration of the vocal cords but without audible friction, and which is a unit of the sound system of a language that forms the nucleus of a syllable



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## 1.7 LET US SUM UP

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Fundamental components of human contact and comprehension are language and communication. Humans employ language, a sophisticated and organized system of communication, to express meaning through words, symbols, and gestures. It is made up of words (vocabulary) and grammar (rules for putting words together) that allow people to convey their thoughts, feelings, and ideas. The act of communicating involves individuals or groups exchanging information, concepts, feelings, or thoughts. It can take place through spoken words, written material, visual symbols, or non-verbal indicators including body language and facial expressions. In conclusion, communication and language are vital aspects of our life that let us communicate our ideas, interact with others, and understand the intricacies of our social and cultural environment. Effective communication is vital for successful interpersonal relationships and plays a significant role in society and culture.

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## 14.8 CHECK YOUR PROGRESS

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**Choose the correct option:**

- 1) The smallest unit of sound is \_\_\_\_\_.  
a) phoneme    b) vocabulary    c) vowel    d) cognitive
- 2) Letters, emails, messages and reports constitute \_\_\_\_\_ communication.  
a) body language    b) nonverbal    c) verbal    d) facial expression
- 3) \_\_\_\_\_ is the arrangement of words in a phrase to create whole sentences.  
a) Grammar    b) Communication    c) Syntax    d) Phonology
- 4) \_\_\_\_\_ is the study and classification of speech sounds.  
a) Phonetics    b) Jargon    c) Morphology    d) Linguistics
- 5) Fluency in the use of two languages is known as \_\_\_\_\_.  
a) Coupling    b) Pairing    c) Metalingual    d) Bilingual

**Answer in brief:**

1. What is language?
2. \What is communication?

**Write a detailed note on the following questions:**

1. What are the obstacles in language and communication?
  2. Write a note on the study of communication.
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## 14.9 RECOMMENDED READING

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- *I Introduction: What Is Language?* - Cambridge University Press & Assessment, [assets.cambridge.org/97805218/52579/excerpt/9780521852579\\_excerpt.pdf](https://assets.cambridge.org/97805218/52579/excerpt/9780521852579_excerpt.pdf) f. Accessed 14 Oct. 2023.
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યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ  
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;  
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આત્મ,  
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?  
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;  
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ  
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે  
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;  
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર  
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે  
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;  
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,  
આવો કરીયે આપણ સૌ  
ભવ્ય રાષ્ટ્ર નિર્માણ...  
દિવ્ય રાષ્ટ્ર નિર્માણ...  
ભવ્ય રાષ્ટ્ર નિર્માણ



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