| Institute:	TECHNOCRATS INSTITUTE OF TECHNOLOGY
Branch:	MBA
Semester:	I
Section:	A
Subject Name:	COMMUNICATION SKILLS
Subject Code:	CP - 104
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INDEX

UNIT-1 INTRODUCTION OF COMMUNICATION

UNIT-1

INTRODUCTION OF COMMUNICATION SKILLS

Meaning and Nature of Communication:

The exchange of information or passing of information, ideas or thought from one person to the other or from one end to the other is communication. According to McFarland communication is, "a process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings." Newman and summer defined communication as "an exchange of facts, ideas, opinions or emotions by two or more persons."
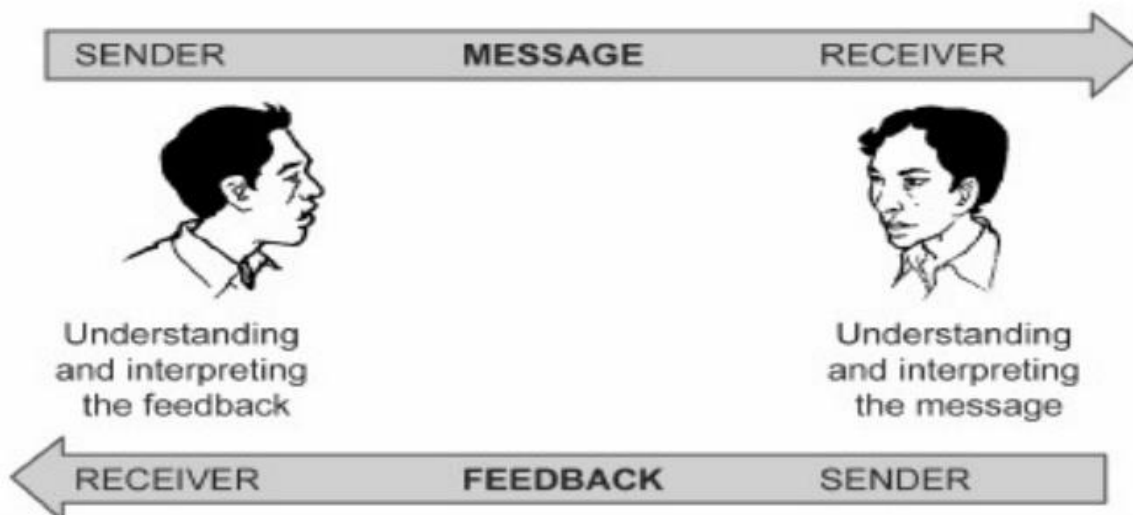
Communication is the process of passing information from one person to another. The purpose of communication understands of information. Whatever one wants to say to someone should be clearly understood by him else the very purpose of the communication would be defeated.

In an organization communication facilitates the flow of information and understanding between different people and departments through different media using all the channels and networks. This flow of information is vital for managerial effectiveness and decision making in general and for human resource manager in particular as he has to be in contact with the managers of various departments, employees and workers and trade union leaders.

Communication thus helps understand people better removing misunderstanding and creating clarity of thoughts and expression. It also educates people. The communication may be written or oral, formal, informal, and upward, downward, horizontal, diagonal, interpersonal, intrapersonal, interdepartmental, intra-organizational.

The communication brings people together, closer to each other. The communication is an important management function closely associated with all other managerial functions. It bridges the gap between individuals and groups through flow of information and understanding between them.

Information is the most vital aspect for communication. It is the information which is transmitted, studied, analyzed and interpreted and stored. The manager therefore has to spare time to collect, analyze and store the information for decision-making and routine day to day business.

Purpose of Communication:

Management is getting the things done through others. The people working in the organization should therefore be informed how to do the work assigned to them in the best possible manner. The communication is essential in any organization. The purpose of the communication can be summed up into the following:

1. **Flow of Information:** The relevant information must flow continuously from top to bottom and vice versa. The staff at all levels must be kept informed about the organizational objectives and other developments taking place in the organization. A care should be taken that no one should be misinformed. The information should reach the incumbent in the language he or she can understand better. The use of difficult words should be avoided. The right information should reach the right person, at right time through the right person.

2. **Coordination:** It is through communication the efforts of all the staff working in the organization can be coordinated for the accomplishment of the organizational goals. The coordination of all personnel's and their efforts is the essence of management which can be attained through effective communication.

3. **Learning Management Skills**: The communication facilitates flow of information, ideas, beliefs, perception, advice, opinion, orders and instructions etc. both ways which enable the managers and other supervisory staff to learn managerial skills through experience of others. The experience of the sender of the message gets reflected in it which the person at the receiving end can learn by analyzing and understanding it.

4. **Preparing People to Accept Change**: The proper and effective communication is an important tool in the hands of management of any organization to bring about overall change in the organizational policies, procedures and work style and make the staff to accept and respond positively.

5. **Developing Good Human Relations**: Managers and workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. This helps them to understand each other better. They realize the difficulties faced by their colleagues at the workplace. This leads to promotion of good human relations in the organization.

6. **Ideas of Subordinates Encouraged:** The communication facilitates inviting and encouraging the ideas from subordinates on certain occasions on any task. Honoring subordinates" ideas will further motivate them for hard work and a sense of belonging to the organization will be developed. It will provide them with the encouragement to share information with their superiors without hesitation. The managers must know the ideas, thoughts, comments, reactions and attitudes of their subordinates and subordinates should know the same from the lowest level staff of their respective departments.

Importance of Communication:

Effective communication is vital for efficient management and to improve industrial relations. In

modern world the growth of telecommunication, information technology and the growing competition and complexity in production have increased importance of communication in organizations large and small irrespective of their type and kind. A corporate executive must bein a position to communicate effectively with his superiors, colleagues in other departments and subordinates. This will make him perform well and enable him to give his hundred percent to the organization.

The following points can illustrate the importance of communication in human resourcemanagement:

1. **Base for Action:** Communication acts as a base for any action. Starting of any activity begins with communication which brings information necessary to begin with.

2. **Planning Becomes Easy:** Communication facilitates planning. Planning is made easy by communication. Any type of information regarding the human resource requirement of each department of the organization with their qualifications, the type and kinds of job etc. can be collected through communication which helps in human resource planning. Policies and programmes for their acquisition can be prepared and implemented. In the entire process communication plays a vital role, it also facilitates managerial planning of the organization.

3. **Means of Coordination:** Communication is an important tool for coordinating the efforts of various people at work in the organization.

4. **Aids in Decision-Making:** The information collected through communication aids in decision-making. Communication facilitates access to the vital information required to take decisions.

5. **Provides Effective Leadership:** A communication skill bring manager near to his subordinates and exchange ideas and submits appropriate proposals, knows their opinions, seeks advices and make decisions. This enables a manager to win confidence ofhis subordinates through constantly communicating with them and removing probable misunderstandings. In this way he leads his people to accomplish the organizational goal.

6. **Boosts Morale and Motivation:** An effective communication system instills confidence among subordinates and workers ensuring change in their attitude and behavior. The main cause of conflict and dissatisfaction is misunderstanding which can be removed through communication skills. The removal of misunderstanding makes manager and his subordinates understand each other and create good industrial relations. This boosts up the morale of the people and motivates them to work harder.

Principles of Communication:

Lack of effective communication renders an organization handicapped. So to have effective communication certain principles are to be followed. They are as follows:

1. **Clarity:** The principle of clarity means the communicator should use such a language which is easy to understand. The message must be understood by the receiver. The words used should be simple and unambiguous. The language should not create any confusionor misunderstanding. Language is the medium of communication; hence it should beclear and understandable.

2. **Adequacy and Consistency:** The communicator must carefully take into account that the information to be communicated should be complete and adequate in all respect. Inadequate and incomplete message creates confusion and delays the action to be taken.

    The adequate information must be consistent with the organizational objectives, plans, policies and procedures. The message which is inconsistent may play havoc and distort the corporate interests.

3. **Integration:** The principle of integration portrays that through communication the efforts of human resources of the organization should be integrated towards achievement of corporate objectives. The very aim of communication is to achieve the set target. The communication should aim at coordinating the activities of the people at work to attain the corporate goals.

4. **Economy:** The unnecessary use of communication system will add to cost. The system of communication must be used efficiently, timely i.e. at the appropriate time and when it is necessary. The economy in use of communication system can be achieved in this way.

5. **Feedback:** The purpose of communication will be defeated if feedback is not taken from the receiver. The confirmation of the receipt of the message in its right perspective from its receiver fulfills the object of communication. The feedback is essential only in case of written communication and messages sent through messengers. In case of oral type of communication the feedback is immediately known.

6. **Need for Communication Network:** The route through which the communication passes from sender or communicator to its receiver or communicate refers to communication network. For effective communication this network is essential. The managerial effectiveness will also depend upon the availability of adequate network.

7. **Attention:** The message communicated must draw the attention of the receiver staff and ensure action from him in the right perspective. The efficient, sincere and prompt manager succeeds in drawing the attention of his subordinates to what he is conveying.

It is the psychology of the people that they watch their superiors closely and then respond to their orders or instructions. Lazy and insincere superiors fail to garner support for themselves and their instructions usually are not taken seriously by their subordinates. Adhering to the above principles shall make communication effective, minimize the human relations problems and increase the overall efficiency.

Communications Process

Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:
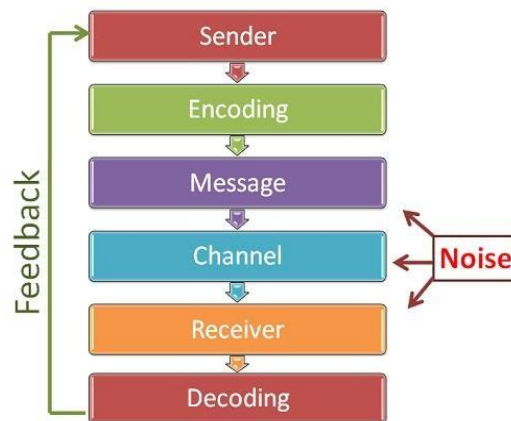
1. <u>Sender:</u> The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. <u>Message:</u> It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. <u>Encoding:</u> The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. <u>Media:</u> It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

5. <u>Decoding:</u> It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. <u>Receiver:</u> He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. <u>Feedback:</u> Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

8. <u>Noise:</u> It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.

Type of Communication:

A. Communication According to Organizational Structure:

1. **Formal Communication**:

Such a communication is that which is associated with the formal organization structure and the official status or the position of the communicator and the receiver. It travels through the formal channels officially recognized positions in the organization chart. Formal communication is mostly in black and white.

Thus, it is a deliberate attempt to regulate the flow of communication so as to ensure that information flows smoothly, accurately and timely. Formal communication is a deliberate attempt to regulate the flow of communication so as to ensure that information flows smoothly, accurately and timely.

We frequently come across the phrase „through proper channel". It emphasizes the essence of formal channel of communication. For example, when the General Manager issues instructions (because of his senior position in the organization), it is formal communication.

The forms of formal communication are as under:

   i.   Departmental meetings,
  ii.   Conference,
 iii.   Telephone calls,
 iv.   Company news bulletins,
  v.   Special interviews and special purpose publications and messages.

The main advantage of the formal communication is that the official channels enable the routine and standardized information to pass without claiming much of managerial attention. Essentially, executives and managers may devote most of their precious time on matters of utmost significance.

But at the same time, the weakness of formal communication should not go unaccounted. Communication through channel of command greatly obstructs free and uninterrupted flow of information.

2. Informal Communication:

Informal communication is also known as „Grapevine". It is free from all sorts of formalities because it is used on informal relationships between the parties, such as friendship, membership in the same club or association.

Persons at the executive levels also use informal communication when they find it difficult to collect information from the workers. Such communication includes comments, suggestions etc. It may be conveyed by a simple glance, gesture, smile or mere silence.

Managers and executives also favour the growth and development of informal network of communication off and on. This process, In fact, serves a very useful purpose in disseminating certain information which, in the general interest of the organisation, cannot be transmitted through the official channels.

Apart from that, it also offers the high and higher ups a clearer insight into what the subordinates think and feel. But at the same time, the weaknesses of the informal communication are also worth noting. It may be mentioned that this process very often tends to pass distorted, misinterpreted, and inaccurate and half- truth information and facts, depending on the circumstances and the message. But still, executives and managers cannot do away with informalcommunication.

B. Communication According to Direction:

1. Downward Communication:

Communication which flows from the superiors to subordinates is referred to as downward communication. In an organizational structure, the executives must exercise their powers to achieve the desired objectives which imply that they may be engaged in issuing orders, instructions and policy directives to the persons at the lower levels. This may be called downward communication. Under downward communication, immediate performance of a job isexpected.

Katz And Kahn Have Identified Live Elements of Downward Communication:

i. Specific task directives; Job instructions.
ii. Information designed to produce understanding of the task and its relation to other organizational tasks; job rationale.
iii. Information about organizational procedures and practices.
iv. Feedback to the subordinate about his performance.
v. Information of an ideological character to inculcate a sense of mission, indoctrination of goals.
vi. Communication from superior to subordinate can be face to face as well as through written memos, orders, job descriptions etc.
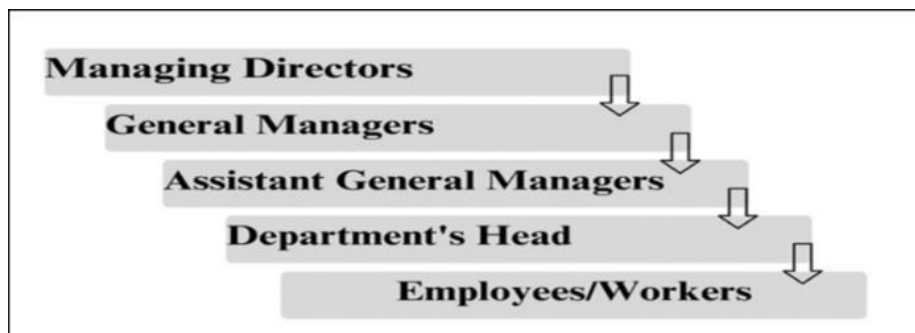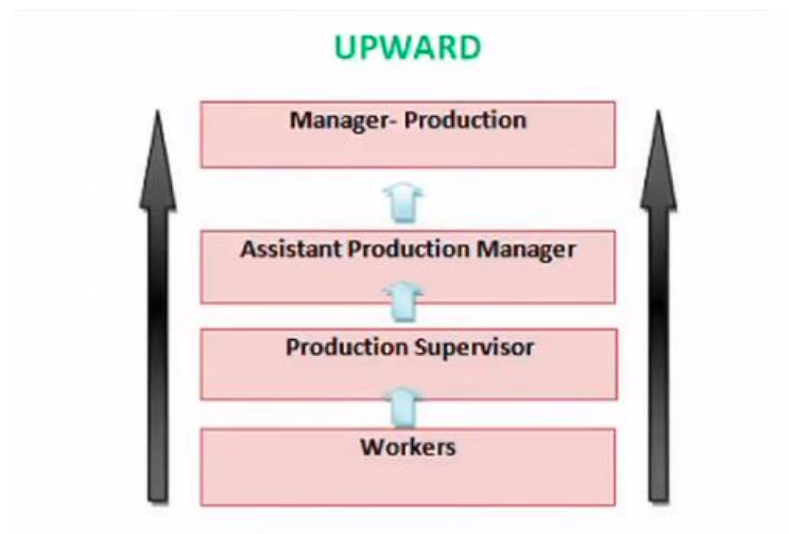

2. Upward Communication:

In an upward communication, the persons from the lower level are expected to have communication with those who are above them. It is just the reverse of downward communication. This sort of communication includes reactions and suggestions from workers, their grievances etc. Contents of upward communication are reports, reaction, suggestion statements and proposals prepared for the submission to the boss.

Upward Communication can be divided into four categories on the basis of what employee says:

1. about himself, his performance and problems,
2. about others and their problems,
3. about organizational policies and practices, and
4. about what needs to be done and how it can be done.

The main features of upward communication are:

i. it is condensed and summarised as it passes through various levels in the hierarchy. It gives feedback on the extent of effectiveness of downward communication. This feedback is used for improving communication effectiveness.

ii. It provides the management about the viewpoints, reactions, attitudes, feelings and morale of employees.

iii. It provides means of control.

iv. Finally, it gives information and date for decision making.

Upward communication may get distorted owing to the nature of superior- subordinate relationships. An employee is not likely to give any information which may affect him adversely. Moreover, he may transmit wrong information to impress his superiors. It flows through many media e.g. chain of command, suggestion boxes, personal contacts, attitude and morale surveys, grievance procedure, private lines, labour unions etc.

2. Horizontal Communication:

When the communication takes place between two or more persons who are subordinates of the same person or those who are working on the same level of organisation, the communication is known as horizontal (lateral) communication.

The communication between functional managers or among subordinates working under one boss, the communication between managers of various factories is the examples of such communication. Horizontal communication may be oral as well as written.

Horizontal Communication satisfies peoples" needs to know from their own peers without taking into account other levels in the organisation. It is really difficult for an organisation to function efficiently without such horizontal communication flows. Although the formal organisationdesign does not provide for such communication flows, it is needed for the coordination and integration of

diverse organizational functions.

Since organizational horizontal communication ordinarily do not exist in facilitation is left to individual managers. Peer to peer communication necessary for co-ordination and can alsoprovide social need satisfaction.

HORIZONTAL COMMUNICATION
Flow of Horizontal Communication
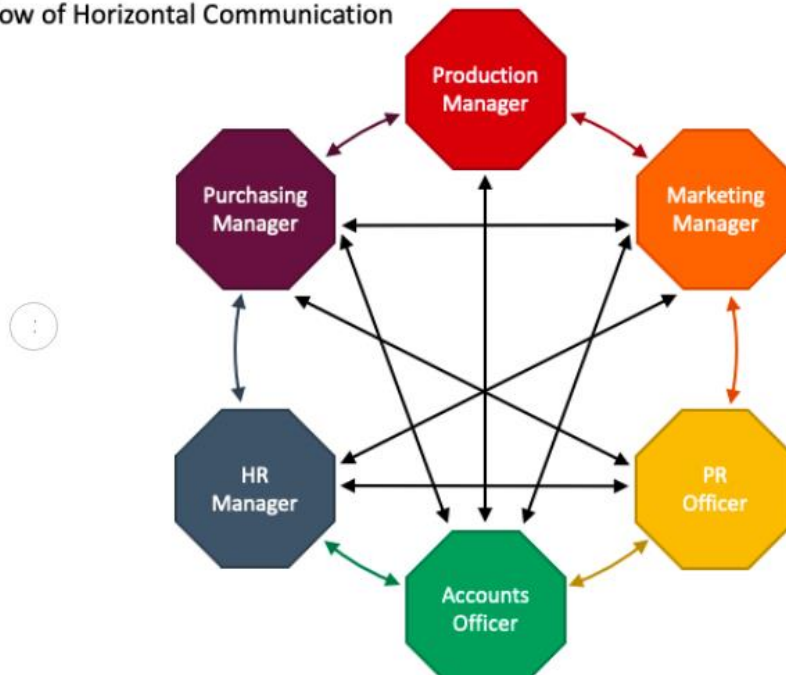
C. According to Way of Expression:

1. Oral or Verbal Communication:

Oral communication is a direct communication between two individuals. In oral communication both the parties i.e., sender and receiver exchange their ideas through oral words either in face to face conversation or through any mechanical or electrical device such as telephone,teleconference etc. When it is face to face, the person communicating can ask questions or

explanations or sometimes when the communication is not properly understood, he can clarify meaning.

Oral communication is generally possible where there can be either a direct contact or messageto be conveyed is not of permanent nature. Meetings and conferences, lectures and interviews areother media of such communication.

Oral communication enjoys certain advantages communication which may be enumerated as follows:

(i) Oral communication has the distinct advantage of being quick and prompt. Itprovides

the opportunity to both the transmitter and receiver of the message to respond directly.

(ii) Oral communication facilitates close contact and thus fosters mutual exchange of ideas, facts, understanding and cooperation.

(iii) Oral communication through direct contact undoubtedly inculcates in the subordinates a sense of self-importance which in turn acts as a motivating factor.

(iv) Oral communication further enables the superior to make a quick appraisal of subordinate‟s action and reaction to any message transmitted. This obviously helps the superior to minimise and avert conflicts, redesign plans and programmes according to the need of time and circumstances.

(v) The personality of the communicator is brought to bear in the communication process. This has good effect on the subordinates and they understand the communication properly.

(vi) It can bring a friendly and co-operative team spirit.

However, the following are the disadvantages of the oral communication:

(i) There is a possibility that the spoken words may not be clearly heard or understood.
(ii) It is not good for lengthy communications.
(iii) It requires the art of expressing accurately and appropriately, and listen to others emphatically.
(iv) It is inadequate where specific performance of policies and rules is needed.
(v) The inexperienced subordinates do not follow the facial expressions and the tone of manages voice.

2. Written Communication:

When the communication is reduced to black and white (writing), it is called written communication. This includes written words, graphs, diagrams, pictures, etc. Written communications are extensively used in organizations.

Sometimes, this form of communication becomes indispensible as in the case of rules, orders, schedules or policy matters etc. The circulars, magazines, notes and manuals are some common forms of written communication.

Barriers to Communication:

The importance of communication in modern business can hardly be over•-emphasized. This is why the managers usually spend a considerable portion of their time to communicate with others. But communication is not always as effective as it should be. Research has pointed out that almost 75% of all business communication fails to achieve the desired result. Certain external and internal forces impede the flow of communication. They interrupt or block communicationor prevent mutual understanding.

Communication may be vague and badly expressed. It may suffer from lack of clarity or poor retention. Barriers between people do not screen out all communications, rather they operate like filter to permit some communications but hold back others, thereby making communication inadequate.

Non-listening of the communication is a chronic problem. Many communications do not receive the attention they deserve. These limitations or causes of breakdown of communication channels are called „Communication Barriers".

Important Barriers to Business Communication:

Communication is impeded by various types of barriers. These may be classified into three categories:

> (A) External Barriers,
> (B) Organizational Barriers; and
> (C) Personal Barriers.

[A] External Barriers:

External barriers to business communication may be in the following forms:

1. **Semantic Barriers:** The words and symbols used to communicate the facts and feelings may have variety of meanings. Different people interpret the same message in different ways depending upon their education, experience, social and cultural backgrounds etc. The language of the sender may be incomprehensible to the receiver. Thus, words and symbols sometimes fail to convey the true meanings.

2. **Emotional or Psychological Barriers:** Emotional or psychological factors are the prime barriers in inter-personal communication. The following are some of the emotional barriers:

   i. Inattention: It is one of the major chronic psychological barriers. When the receiver does not pay complete attention to the message, communication becomes ineffective. A person may be pre-occupied with other important matters, or the message may be uninteresting or contrary to his/her expectations. These may cause lack of attention. It is a common phenomenon that people simply fail to react to bulletins, notices, minutes and reports.

   ii. Perceptual Barrier: Every individual has specific areas of interest. So, he/she may hear, read or see that part of the message which is valuable to him/her. People see what they want to see and consider it a reality. Some persons interpret the message in terms of their own viewpoint which may be misleading, thus perception leads to filtering of the message unconsciously.

   iii. Loss by Transmission and Poor Retention: When communication passes through various channels in the organization, successive transmissions of the same message are decreasingly accurate. It is said that in the case of oral communications about 30% of the information is lost in each transmission. Poor retention of the information is again a malady. It has been shown by the researchers that the employees retain about 50% information only, whereas the supervisors retain about 60% of it.

iv. Premature Evaluation: Communication is hampered when the receiver evaluates the message before getting the complete information. On several occasions, the managers start evaluating the information before reaching proper understanding. Decision is taken before knowing the full facts. Such a premature evaluation tends to inhibit the free flow of information and understanding and distorts the communication.

v. Undue Reliance on the Written Words: Written words are no substitute for sound face-to-face relationships. A written communication might fail to explain the purpose of order, procedure or directive. Written communication often tells what is to be done, but not why it should be done, and lacks the persuasive quality. Moreover, a written communication may be above the comprehension level of the reader and failure to ascertain the response to communication is also there. Hence, written media must be considered as supplementary to productive face-to-face relationships.

vi. Distrust of Communicator: It arises out of all ill-considered judgments or illogical decisions by the communicator. Repeated experience of this kind gradually conditions the receiver to delay action or act unenthusiastically, thus, making the communication unsuccessful, though apparently it is complete.

vii. Failure to Communicate: It is quite an accepted fact that the managers often fail to transmit the needed messages. This might be because of laziness on the part of the communicator or his/her false assumption that everybody knows it.

[B] Organizational Barriers:

Major organizational barriers may be as follows:

i. **Organizational Policy:** The general organizational policy regarding communication acts as an overall guideline to everyone in the organization regarding how he is normally expected to behave in this matter.

The policy might be in the form of explicit declaration in writing, or it has to be interpreted from the behaviour of organisation members, particularly people at the top. If this policy is not supportive to the flow of communication in different directions, communication flow would not be smooth and adequate.

ii. **Status Relationship:** In the formal organisation structure, superior-subordinate relationship may cause obstacle to free and frequent communications, more particularly in upward direction. A manager may not communicate to subordinates his/her weaknesses. The subordinates do not feel free to talk to the superiors.

They pass on only what the superiors would like to hear and hold back unpleasant facts. They may communicate to their superiors only those things which they expect would be appreciated by the latter. When a subordinate does not have trust in his superior, communication becomes less effective.

i. **Organizational Rules and Regulations:** Organizational rules and regulations affect the flow of communication by prescribing the subject-matter to be communicated and also the channel for

such communication. The rules may restrict the flow of certain messages and may leave many important ones.

On the other hand, communication through proper channel in a specified way prescribed by these rules delays it and works against the willingness of the persons to convey the message. This barrier is strongly operative in Indian public sector enterprises where observance of rules and regulations is rigid.

ii. **Complexity in Organization Structure:** In an organization, where there are a number of managerial levels, the number of filtering points is many. As a result, the process of communication gets delayed and the chances of communication getting distorted increase. Thisis truer in the case of upward communication, because the subordinate employees generally do not like to pass up the adverse criticism either of themselves or of their superiors.

The more complex the organization structure is, the more difficult it becomes to ensure that correct information is passed on to the right person at the right time through the right medium.

iii. **Organizational Facilities:** Organizational facilities provided for smooth, adequate, clear and timely flow of communication may take a number of forms such as meetings, conferences, complaint box, suggestion box, social and cultural gathering, etc. If these are not properly emphasized, generally people fail to make effective communication.

iv. **Information Overload:** The managers are overloaded with information from various sources. They may not always be able to regulate the flow of information. As a result, the effectiveness of communication is reduced. They may ignore or misinterpret some of the messages. Time pressures may also create communication problem.

[C] Personal Barriers:

As communication is basically an inter-personal process, there are also some personal factors which are responsible for blocking communication.

Personal barriers may be listed as follows:

1. **Barriers in Superiors:** The role of the superiors in communication is very vital. Because of their hierarchical relationships with the subordinates, they act as barriers in a number of ways discussed below:

   i. Attitude of Superiors: The attitudes of the superiors towards communication in general, or in any particular direction, affect the flow of messages in different directions. If this attitude is unfavorable, there is a greater possibility that messages would not flow adequately from and/or to the superiors.

   ii. Fear of Challenge to Authority: A person in the organisation always tries to get a higher position and prestige. As such, the managers generally try to withhold the information coming down the line or going up—as frequent passing of information may disclose their weakness.

   iii. Lack of Confidence in Subordinates: The superiors generally perceive (correct or otherwise) that their subordinates are less competent and less capable, they are not able

to advise their superiors or they may not have some information to convey.

iv. Lack of Time: The superiors feel—whether correct or otherwise—that they are over-burdened with the work and they have little time to talk to their subordinates.

v. Lack of Awareness: Sometimes the superiors may lack the awareness about the usefulness and significance of communication in different directions in general or particular subject-matter. In such a case, communication How is blocked.

vi. Ignoring Communication: Sometimes the superiors —consciously and deli•berately ignore the communication from their subordinates to maintain their importance. This works against the willingness of the subordinates to communicate.

2. **Barriers in Subordinates:** Vertical communication in either direction can take place only when the subordinates also actively participate in this process. There are various factors in the subordinates that adversely affect such active participation on their part.

Some of these are mentioned below:

i. Unwillingness to Communicate: Sometimes, the subordinates do not communicate upwards certain information because they are not willing to do so. If a subordinate feels that he/she is likely to be adversely affected by supplying particular information to his superior, he/she would not be willing to supply it. Information going up is utilized for control purposes and the subordinates would not be willing to give any information to their superiors about any unfavorable happening. If there is any compulsion to communicate, they would do the same after modifying the information in such a way so as to protect their own interest.

ii. Lack of Proper Incentive: Lack of motivation to communicate also refrains the subordinates from communicating upwards. If a novel suggestion by a subordinate does not evoke any attention from the superiors, he/she would not convey it.

Methods of Overcoming Communication Barriers:

Considering the importance of effective communication in the successful functioning of business organizations, it is essential on the part of the managers to overcome the different barriers to communication. Though it may not be possible to eliminate the communication barriers altogether, yet suitable managerial actions in this direction can minimize their effect.

The following methods are suggested to avoid the communication barriers:

1. **Full Information:** To make the communication effective, it is first of all necessary that the communicator should know completely and clearly what he intends to communicate.

2. **Mutual Trust:** Communication is intended for acceptance and desired action. Such acceptance is, to a great extent, influenced by trust and confidence in the motives and sincerity of the communicator. If trust is lacking, communication will fall short of its expected results. So, it is necessary that an environment of trust and confidence is established within the organization. This will encourage people to communicate honestly with one another.

3. **Appropriate Language:** The language used for communication should be such that it can be easily comprehended by the receiver. Most popular symbols, clear and precise language should be used for proper communication.

4. **Inter-Personal Relationship:** Proper inter-personal relationships must be developed between the superiors and the subordinates so that the latter may feel free and frank to transmit complete and correct information to the former. The superiors must appreciate useful criticisms and beneficial suggestions of the subordinates.

5. **Selection of Appropriate Channel:** The managers must be competent enough to select the most appropriate channel for sending messages. A rich channel such as face-to- face discussion or telephone should be used to send a complicated message. On the other hand, memos, letters or electronic mail may be used to send routine messages, because there is hardly any chance of misunderstanding.

6. **Mutual Understanding:** It is of considerable importance for both the senders and receivers to make a special effort to understand each other's perspective. By understanding others" perspectives, remarks can be classified, perceptions understood, and objectivity maintained.

7. **Empathy in Communication:** The way for effective communication is to be sensitive towards the receiver's needs, feelings and perceptions. The communicator should convey the message in such a way that the emotions and sentiments of the receiver are not hurt. When the sender of the message looks at the problems from the receiver's point of view, many of the misunderstandings can be avoided.

8. **Two-Way Communication:** Communication is a two-way process. Two-way communication brings two minds together—which is the basic core of any communication. It involves a continuous dialogue between the sender and receiver of the message. Upward communication can become a reality in the organization and effective if this fact is recognized.

9. **Supporting Words with Actions:** The most persuasive kind of communication is not what you say but what you do. The managers must make sure that their actions support the communication process. This will ensure the seriousness in communication.

10. **Examples and Visual Aids:** To fix the idea of communication in the receiver's mind, appropriate stories and word pictures may be used in appropriate situations to the understanding of the receiver. Further, visual aids through charts and diagrams can be advantageously used to stress particular points or ideas which may be difficult to describe properly by words.

11. **Good Listening:** Careful listening is essential for effective communication. By this process, one is not only giving chance to others to speak but gathers useful information for further communications. By concentrating on the speaker's explicit and implicit meanings, the manager can obtain a much better understanding of what is being said.

12. **Delaying Reaction:** It is a good practice for effective communication not to be influenced by immediate reaction of the first impression. Hasty reaction often results in ignoring the real implication of communication and experience shows that the delaying of action by the recipient becomes helpful in understanding the intended meaning of the communication.

13. **Strategic Use of Informal Communication (Grapevine):** A manager should use the informal channels of communication to supplement the formal communication system. For this purpose, he must understand the informal communication networks and should make their intelligent use to fill up the gaps in formal channels of communication.

14. **Evaluation:** There should be continuous programme of evaluating the flow of communication in different directions. This would highlight the problems in this area, identify their causes and thereby enable the adoption of suitable corrective action. The superiors should not be quick to evaluate the information before understanding itproperly.

7C's OF COMMUNICATION
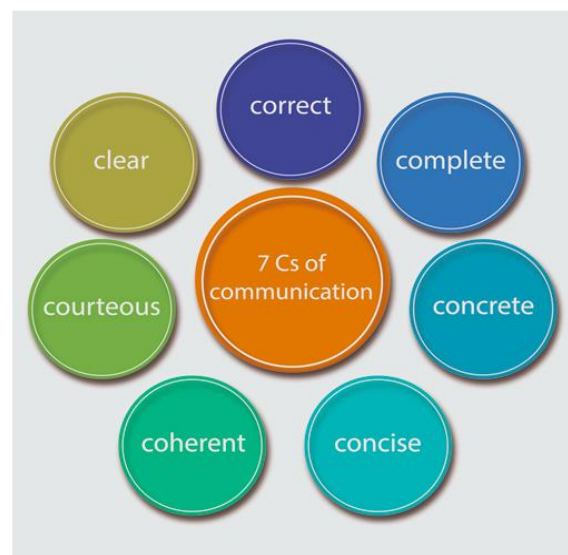
1. **Clear**
   • Clear objective
   • Ensuring what you're saying is communicated clearly and with no room for misunderstanding.
   • Use simple language and focus on core points of your message
   • Don't use idioms to prevent any confusion and ambiguity

2. **Concise**
   • Make it clear and to the point
   • Convey your points in a succinct and concise way.
   • Short sentences are more likely to keep the attention of the listener, so try to use as little words as possible to communicate your message.
   • Concise communication is non-repetitive, saves time, and is more comprehensible for the audience.

3. **Concrete**
   • Precise and backed by confidence as well as the use of supporting facts and figures.
   • Specific not vague
   •

4. **Correct**
   • Use suitable language for your specific message, and the best form of communication.

• Correctness also means keeping your language free of mistakes - grammatical, Spelling, sentence construction or other inaccuracies.

5. Coherent
- Coherent conversation makes sense and flows logically.
- Think carefully about the order of your points and how you can make it come across in an easy-to-understand way.
- It's important to be consistent with style and content when delivering multiple forms of communications.

6. Complete
- Make sure nothing is missing (does the message contain everything it need to address).
- Complete communication ensures the audience has all the information they need, and are able to easily come to the desired conclusion.
- Example
  - Providing a 'call to action' i.e. what you would like your audience to do after receiving the message?
  - Hyperlinks

7. Courteous
- Being polite built goodwill
- It's important to be polite and respectful of your audience.
- Ensure message is insightful
- Being friendly, considerate, and professional will make your communications much more effective.
- Be transparent, open, and honest, and be happy to answer any questions if applicable

Factors Affecting Communication
- Status/Role
- Cultural Differences
- Choice of Communication Channels
- Length of Communication
- Use of Language
- Disabilities
- Known or Unknown Receiver
- Individual Perceptions/Attitudes/Personalities
- Atmosphere/Noise/Distraction
- Clarity of Message
- Lack of Feedback

Theories of Communication

1. Theories of interpersonal communications
2. Theories of mass communication (message flow models)
3. Theories of communication distortion

1. Theories of Interpersonal Communications:

The Interpersonal Communication Theory, introduced by Yoesoep Edhie Rachmad in 2022, emerged from the need to understand and enhance interpersonal communication in various contexts. Effective communication is crucial for building strong and productive relationships,

whether in work environments, families, or communities. Amid rapid technological advancements and social changes, the ability to communicate effectively has become increasingly important. Rachmad developed this theory to provide guidance on improving interpersonal communication skills to achieve better interactions and more positive outcomes. Interpersonal Communication Theory defines interpersonal communication as the process of exchanging information, thoughts, and feelings between two or more individuals through verbal and nonverbal language. The core concept of this theory is that effective communication involves understanding, empathy, and appropriate responses to the conveyed messages. The theory emphasizes the importance of openness, clarity, and trust in building and maintaining healthy interpersonal relationships.

a. Psycholinguistic Theory
• Study of the interrelation between linguistic factors and psychological aspects
• Concerned with the mechanisms by which language is processed and represented in the mind and brain; that is, the psychological and neurobiological factors that enable humans to acquire, use, comprehend, and produce language.
• Involves: language processing – reading, writing, speaking, listening and memory.
  • Example
  • How words on paper are turned into meaning in the mind.
  • Lexical storage and retrieval – the way words are stored in our minds and used.
  • Application
  • Study of the relationship between language and society
  • Sociolinguists are interested in how we speak differently in varying social contexts, and how we may also use specific functions of language to convey social meaning or aspects of our identity.
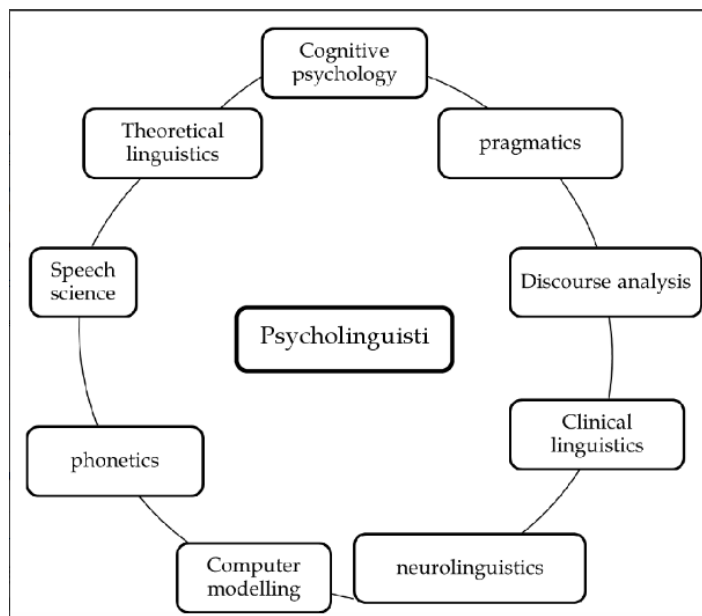
b. Sociolinguistic Theory
• In a society, the process of communication involves both personal factors and social factors or social context.
• The sociolinguistics is concerned with the relationship between variations in using language according to personal as well as contextual situations.

- In the sociolinguistics, any individual using a language must count on not only his knowledge of language competence, but also the pragmatic use of language in relation to varying characteristics of communication situations within cultural contexts.
- Application
- Study how social attitudes determine what is considered appropriate language use or inappropriate language use in a particular setting
- Study the grammar, phonetics, vocabulary, and other aspects of various sociolects

2. Theories of mass communication

- With the advancements in information technologies, there is expansion in use of mass media in the society.
- The social impact of mass media is gaining importance in social science especially Sociology and Social Psychology.

a) Theory of Individual Differences
- The theory predicts that individual differences in personality and cognitive ability variables, in Combination with learning experiences, lead to variability in knowledge, skills, and work habits that mediate effects of personality and cognitive ability on job performance.
- Varying communication behavior of a mass media audience.
- The psychological framework of the concerned person influences any individual response to a mass media message.
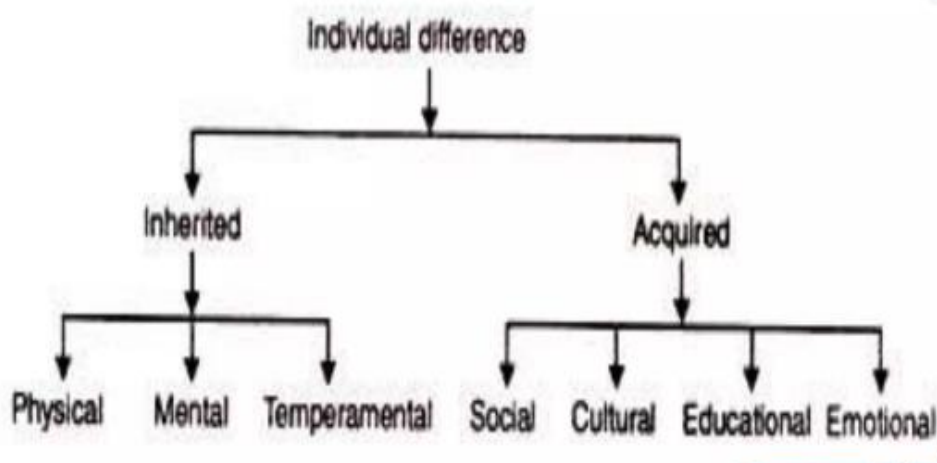

b) Theory of Social Categories
- Group individuals based upon social information.
- The "Big Three" are **sex, race, and age,** but numerous other dimensions are categorized as well, such as social status, occupation, and even perceptually ambiguous categories such as sexual orientation.
- Stimuli, behavior of broad social categories of people remain to be almost uniform/common to

given stimulus.
• The theory assumes that though there exists heterogeneity among people in a society, people with more or less similar characteristics or background are likely to exhibit similar behavior, leading to uniform response to mass media.
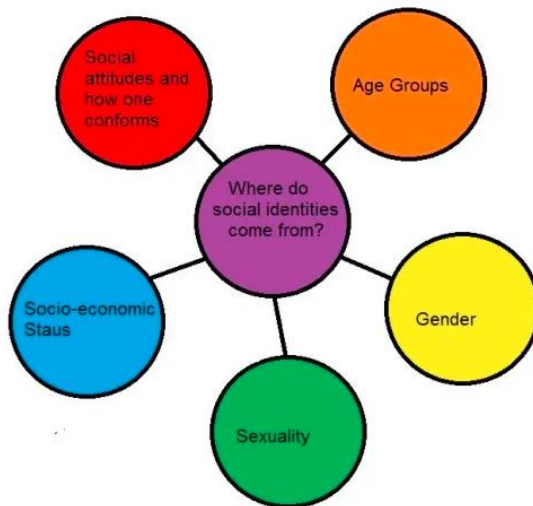
3. Theories of communication distortion

The theory of communication distortion states that the more communication there is, the more likely it is to be distorted. This is because more communication can lead to more misunderstandings, misinterpretations, and less concentration.

Communication distortion can occur when messages are altered or misinterpreted between people or groups. This can lead to conflicts or misunderstandings. Some common causes of communication distortion include: noise, cultural differences, language barriers, and technological glitches.

a) Theory of communication distortion
• The first one states that larger the volume of communication, larger would be the communication distortion.
• Increasing the volume of communication, increases more chances for misunderstanding, misinterpretation, less concentration and low priorities.

b) Theory of communication distortion in transit
• Emphasizes that messages pass through many layers in an organization.
• Therefore, repetition and reproduction of the same message is multiplied into many which reduces the efficiency of communication.
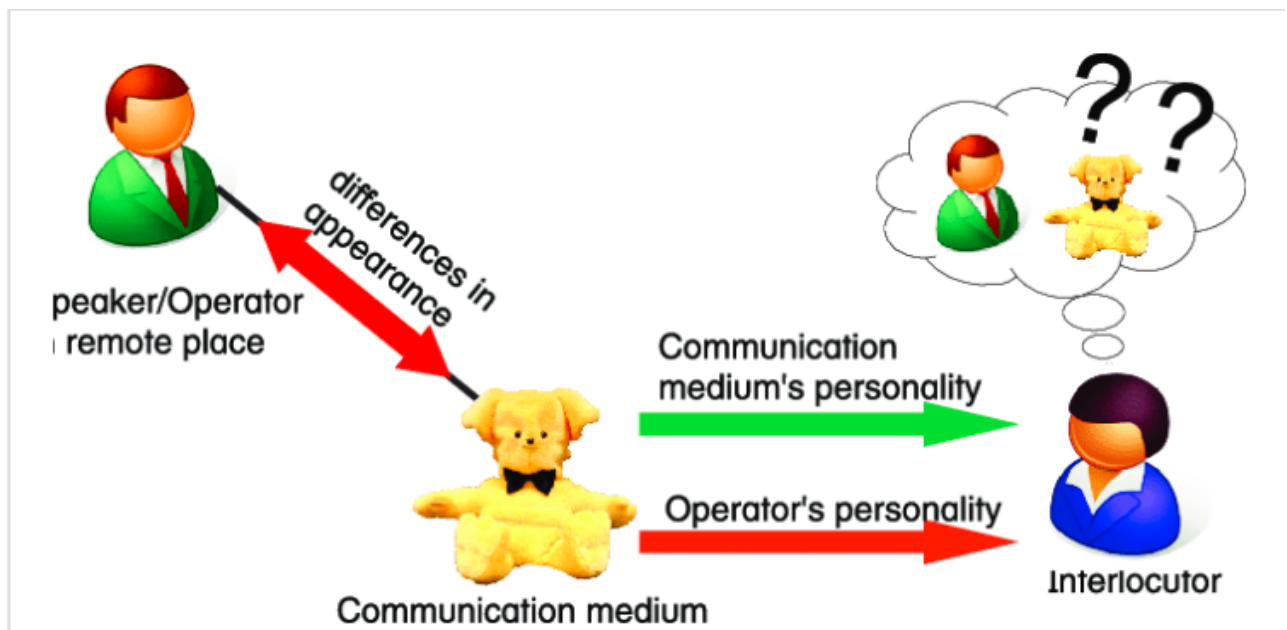
How to Improve Existing Level of Communication?

✶ Improve Language.
✶ Improve Pronunciation.
✶ Work On Voice Modulation.
✶ Work On Body Language.
✶ Read More And Listen More
✶ Interact With Qualitative People.
✶ Practice Meditation & Good Thoughts.
✶ Think And Speak.
✶ Do Not Speak Too Fast.
✶ Use Simple Vocabulary.
✶ Do Not Speak Only To Impress Someone.
✶ Look Presentable And Confident.

Institute:	TECHNOCRATS INSTITUTE OF TECHNOLOGY
Branch:	MBA
Semester:	I
Section:	A
Subject Name:	WRITTEN STRATEGIES
Subject Code:	CP - 104
Faculty Name:	PROF. LEENA CARPENTER

Letter Writing

A letter is a written message that can be handwritten or printed on paper. It is usually sent to the recipient via mail or post in an envelope, although this is not a requirement as such. Any such message that is transferred via post is a letter, a written conversation between two parties.

Types of Letters

Let us first understand that there are broadly two types of letter, namely Formal Letters, and Informal Letters. But then there are also a few types of letters based on their contents, formalities, the purpose of letter writing etc. Let us have a look at the few types of letters.

- *Formal Letter***:** These letters follow a certain pattern and formality. They are strictly kept professional in nature, and directly address the issues concerned. Any type of business letter or letter to authorities falls within this given category.

- *Informal Letter***:** These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives etc.

- *Business Letter***:** This letter is written among business correspondents, generally contains commercial information such as quotations, orders, complaints, claims, letters for collections etc. Such letters are always strictly formal and follow a structure and pattern of formalities.

- *Official Letter***:** This type of letter is written to inform offices, branches, subordinates of official information. It usually relays official information like rules, regulations, procedures, events, or any other such information. Official letters are also formal in nature and follow certain structure and decorum.

- *Social Letter*: A personal letter written on the occasion of a special event is known as a social letter. Congratulatory letter, condolence letter, invitation letter etc are all social letters.

- *Circular Letter*: A letter that announces information to a large number of people is a circular letter. The same letter is circulated to a large group of people to correspond some important information like a change of address, change in management, the retirement of a partner etc.

- *Employment Letters*: Any letters with respect to the employment process, like joining letter, promotion letter, application letter etc.

Letter Writing Tips

Now that we have learned the basics of communicating via letters and the types of letters as well, let us focus on some tips for the actual letter writing.

1] Identify the type of letter

This obviously is the first step of the letter writing process. You must be able to identify the type of letter you are to be writing. This will be dictated by the person the letter is addressed to and the information that will be conveyed through the letter. Suppose you were writing to the principal of your college to ask for leave, this would be a formal letter (Types of formal letters with samples). But say you were writing to your old college professor catching up after a long time. Then this would be a personal (informal) letter.

2] Make sure you open and close the letter correctly

Opening a letter in the correct manner is of utmost importance. Formal letters open with a particular structure and greeting that is formal in nature. Informal letters can be addressed to the person's name or any informal greeting as the writer wishes.

Even when closing the letter, it must be kept in mind what type of letter is being written. Formal letters end respectfully and impersonally, whereas informal letters may end with a more personal touch.

3] Establish the main intent of the letter

Once you start writing, make sure to get to the point as soon as possible. Especially in formal letters, it is important to immediately make clear the purpose of the letter.

4] Be careful of the language

A letter is always supposed to be polite and considerate. Even if it is a complaint letter, the point must be made in a careful and courteous manner. So it is necessary to use polite expressions and civil language in all types of letters.

5] Length of the letter

And the other important factor to be considered is the length of the letter you are writing. It should be kept in mind that formal letters are generally to the point, precise and short. Lengthy formal letters tend to not have the desired effect on the reader. The length of an informal letter is determined by the message in the letter and the relation to the recipient.

Business Letter

Business Letter is a letter which is used by organizations to communicate in a professional way with customers, other companies, clients, shareholders investors, etc. Business letter uses formal language and a specific format. Companies use it to convey important information and messages.

Business Letter Definition

A letter written for business purpose is a business letter. Inquiry letter, offer letter, orders letter, cover latter, notices, termination of employment are some of the business letters. Suppose a person wants to write any of these business letters. The main question is to how to write a business letter?

There is a pre-specified format for writing a business letter. There are some parts of a business letter and rules associated with them. Let us start to know how to write a business letter by knowing the parts of a business letter.

Parts of Business Letter

A business letter will be more impressive if proper attention is given to each and every part of the business letter.

There are 12 Parts of Business Letter

▪ The Heading or Letterhead
▪ Date
▪ Reference
▪ The Inside Address
▪ Subject
▪ Greeting
▪ Body Paragraphs
▪ Complimentary Close
▪ Signature and Writer's Identification
▪ Enclosures
▪ Copy Circulation
▪ PostScript

Need for a Business Letter

In business, letter writing is a major thrust area of communication. The modern goal of nations for a free global trade and the need to cut across national, linguistic and cultural barriers to promote trade have made the letter an important business tool.

A business letter serves certain important functions :

1. A business letter acts as a representative of the organization. It is an inexpensive substitute for a personal visit.

2. It seeks to provide information on subjects connected with business.
3. A business letter provides valuable evidence for a transaction and thus serves a legal purpose.
4. A business letter becomes a reference material to future transactions between organizations and individuals.
5. A business letter promotes and sustains goodwill.
6. A business letter motivates all the people involved in a business to a higher and better level of performance.
7. A business letter enlarges and enhances the business. We can elaborate each of the functions thus.

Types of Business Letters

On the job you might write the following common types of letters:

a. Sales Promotion letter designed to create interest in a product or service.
b. Letter of instructions outlining a procedure to be carried out by the reader.
c. Letter of transmittal (cover letters) to accompany reports and other documents that you will mail out.
d. **Letter of recommendations** for friends, fellow workers or past employees.
e. General business letters describing progress on a project, requesting assistance, ordering parts or tools, confirming meeting times, and so on.
f. Letter of inquiry, asking about the cost or availability of a product, requesting advice for solving a problem, soliciting comments about a job applicant and so on.
g. Complaint letters written to complain about disappointing service or faulty products and to request adjustment.

Sales Letters

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

Order Letters

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

Complaint Letters

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

Adjustment Letters

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

Inquiry Letters

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

Follow-Up Letters

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

Letters of Recommendation

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

Acknowledgment Letters

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

Cover Letters

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

Letters of Resignation

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company

The Do's of Business Letter Writing

1. Use a Professional Tone

Maintain tone throughout the letter. Address the recipient with respect and courtesy. Don't use slang or inappropriate language in your letter. Your tone should be according to the formality of the business relationship.

2. Address the Recipient Properly

Always start your letter with formal wording try to use "Mr." "Mrs." or "Dr." Followed by their last name. If you are unaware of gender try to research and use a generic salutation like "Dear Sir" or "Dear Madam".

3. Clearly State the Purpose

Get to the point in the opening paragraph. Clearly state the purpose of your letter, whether it's to introduce yourself, makes a request, provide information, or address an issue. Make it easy for the recipient to understand the reason for your communication.

4. Use a Structured Format

Always write letters in proper structure with a proper format. Always include contact information in the header, date, recipient address, formal salutation, the main body of the letter, and closing. Try to write it in proper paragraphs to ensure readability.

5. Be Concise and Direct

Brevity is key in business letter writing. Get your message across using as few words as possible while retaining clarity. Avoid unnecessary information or lengthy introductions. Stick to the essential points.

6. Proofread for Errors

Always proofread a letter before sending it to the receiver a letter with mistakes can demolish your image in the sender's mind and make your letter look unprofessional.

7. Personalize Your Communication

Whenever possible, personalize your letter. Use the recipient's name, and reference previous interactions or shared experiences. Personalization adds a touch of authenticity and can make your letter more engaging.

8. Use a Professional Closing

Close your letter with proper wording like "Sincerely"," Yours faithfully" or "Best regards".Always sign the letter with your name below the closing if you are writing a digital letter then use scanned or digital signatures to build a positive perspective.

9. Follow Up

If you are looking for a response to that letter clearly state that you are looking for a response to that letter and state your email or contact number where the receiver can send you a response back and keep in touch with you.

The Don'ts of Business Letter Writing

1. Avoid Overly Complicated Language

Keep your language as simple as possible because you are trying to convey your message not showcasing your vocabulary to the receiver a difficult vocabulary may not be understood by the receiver.

2. Don't Ramble

Don't write long paragraphs that are not related to your main point always remain stuck to the main topic and remain on that most people don't like to read long paragraphs. The recipient's time is valuable.

3. Don't Skip Proofreading

Failing to proofread your letter is a significant mistake. Typos and grammatical errors can undermine your professionalism and the impact of your message. Always double-check your writing.

4. Don't Neglect Proper Formatting

A business letter must be properly formatted so that recipients can have an idea through headings in the letter clear headings and a properly structured format makes it easy for the recipient to understand the letter.

5. Don't Use Informal Language

Avoid using unprofessional and slang words in your letter always try to use proper formal language in letters even if you have a friendly relationship with the recipient use formal language in letters.

6. Don't Overuse Technical Terms

If your letter involves technical terms or industry-specific language, ensure that you provide explanations or context for the recipient's benefit. Overusing technical terms without clarification can create confusion.

7. Don't Forget Contact Information

Always include your contact information in the letter. This makes it easy for the recipient to respond or reach out if needed. Neglecting to provide contact details can hinder effective communication.

8. Don't Send Without a Purpose

Your business letter must be concise and according to the main point a business letter without any concise and main point may be considered a waste of time always ensure that your letter has a well-defined objective.

Essentials of an Effective Business Letter

A Business letter is an important form of Written Communication. The principles of written communication discussed in great detail. Here is a short checklist for your quick guidance.

1. **Promptness:-** As a rule, respond to the letter the day it is received. If you need time, acknowledge the letter and indicate how soon you will be sending a specific reply.

2. **Knowledge of the Subject: -** This includes the knowledge of the past correspondence, if any, the requirements of the sender of the letter and the knowledge of the firm's policies.

3. **Appropriateness: -** Vary the tone and language of your letter according to the need of the occasion as well as the psychology of the reader.

4. **Accuracy, Completeness and Clarity: -** All facts, figures, statements, quotations, etc., must be accurately mentioned. It is a good practice to verify them before including them in your letter. If your are replying to an enquiry, make sure that you have touched all the points. If it is a message, it should be absolutely clear and unambiguous so that it accomplishes the purpose for which it is being sent.

5. **Courtesy: -** Courtesy implies that we seek favors politely and express our gratitude for the favors done to us.

6. **Tact: -** A quality that goes hand –in-hand with courtesy. Very important in handling complaints and adjustments, and letters seeking credit. The essence of tactfulness lies in retaining the goodwill of someone even though his request has been turned down.

7. **Persuasion: -** It means winning people to your point of view not by coercing them but by making positive suggestions and explaining that what you say is to their advantage.

8. **Conciseness: -** Don't load your letter with irrelevant details and unnecessary ifs and buts. The more concise your letter, the more effective it will be, for it will be clear. But it is a letter; don't make it a telegraphic message.

9. **Salesmanship: -** Every letter going from your desk should be the ambassador of your firm. It must carry a message. It must enhance your reputation.

10. **The 'You' Attitude: -** Write your letter constantly keeping before you the reader's point of view. Avoid *I's* and *We's* and include as many *you's* as possible.

11. **The Positive and Pleasant approach: -** Avoid *no's* and *sorry's*. They are unwelcome words. Instead, emphasis pleasant and positive things. Even 'no' can be written as 'another time', and 'sorry' can be reworded as 'I'll try'.

Business Letter Layout Example

Your Contact Information
Your Name
Your Address
Your City, State Zip Code
Your Phone Number
Your Email Address

Date

Recipient's Contact Information
Name
Title
Company Address
City, State Zip Code

Salutation
Dear Mr./Ms. Last Name:

Body of Letter

The first paragraph of your business letter should provide an introduction to why you are writing.

Then, in the following paragraphs provide more information and details about your request.

The final paragraph should reiterate the reason you are writing and thank the reader for reviewing your request.

Closing:
Respectfully yours,

Signature:
Handwritten Signature (for a hard copy letter)
Typed Signature

BUSINESS MEMO

A business memo is a short document used to transmit information within an organization. Memos are characterized by being brief, direct, and easy to navigate. They are less formal than letters but should maintain a professional, succinct style. Often, the purpose of a business memo is twofold: to identify a problem and propose a solution. Other times, memos may provide or request factual information.
A memo is used for *internal communication* between executives and subordinates or between officers of the same level. It is *never sent outside the Organization.*

A memo can be used
- To issue instructions to the staff,
- To communicate policy changes to the staff,
- To give/seek suggestions,
- To request help or information,
- To confirm a decision arrived at on the telephone,
- To intimate granting/withholding permission to do something,
- To seek explanation on some matter of conduct, etc.

The Memo Format
The memo format is different from that of a letter. Since a memo moves from one department to another or from one employee to another, it is essential to write the name of the person sending the memo and the name of the recipient and the designation or department of both the persons. It must also have reference numbers.

The word 'From' and 'To' are invariably used in a memo. There is no salutation, and the writer's signature is put without writing the subscription or complimentary close.

The memo is properly dated, is written in a direct style, and is as brief as possible.

The tone of a memo need not be very formal. Nor should it be informal that it loses all seriousness. The three factors to be kept in mind while considering the tone are:

1. Who is going to read the memo,
2. The subject matter of the memo, and
3. The company house style.

A memo is not very different from the letter; only, a memo being used within the organization, the formal aspects of the letter are dispensed with. But like a letter, it must be clear, concise, courteous, etc. Even in negative messages, courtesy should be observed as far as possible.

Sections of Memo Format:-

Heading
The heading section includes the name and address of the company, which is already printed in case of a letterhead. Just below the address section of the letterhead, the word 'Memo' or 'Memorandum' appears to make it clear that the message is being communicated through a memo.

Recipient
This section identifies the recipients. For example, if you are writing a memo to all the employees of the marketing department, it looks like – 'To: All Employees of the Marketing Department'.

Sender
This section specifies the name, designation and department of the person writing the memo. For example – 'From: B. Nagarajun, Assistant Manager, Sales'

CC or additional recipients
These are the recipients whom you do not directly address in the 'To' section but to whom you send a copy of the memo for the sake of information.

Date
All memos are required to invariably include the date of writing the memo. Indian companies usually follow the day-month-year format.

Subject line
The subject line gives the recipients a quick idea about the content of the memo. It is required to be brief and precise. For example – Subject: Training session for employees of the SEO department

Message body
This section states the message of the memo in a single or two-three short paragraphs. The message body is required to first state the purpose of writing the memo. It is required to then move on to elaborate the message. If the content of this section is long, you may also want to include a brief summary of the message. The message is required to conclude with a clear call to action, i.e., what action the recipients are expected to take.

Attachments (optional)
Some memos like those related to research, presentation and results may require additional data in the form of an attachment to substantiate the main message of the memo.

Memo Formats

Here are a couple of memo formats to help you write a professional memo:

Standard memo format

Following is a typical format for memos commonly used in a business setting:

Memorandum
To: [recipients' name]
From: [sender's name] [sender's title] [sender's department]
CC: [name of other recipients whom the memo is sent]
Date: [Day Month Year]
Subject: [summary in one line]
[Message body]

Internal memo format

Here is a format for an internal memo regarding postponement of New Year party sent to employees of a company:
Memo
To: All employees
From: Management (Swadisht Foods Ltd.)
Date: [Day Month Year]
Subject: Postponement of New Year Party

As you all know, we hold a New Year party every year on [day] of [month]. This year, the workload has been quite hectic in [month] due to Covid-19 pandemic and the resulting lockdown in the preceding months. Hence, the management has decided to postpone the New Year party for this year to the second Saturday of [month].

Please find the party details below:

Date: [day] [month] [year]
Time: [party start time] to [party end time]
Venue: [location details]
Dress code: [dress code details]
Special Events: [event details]

Please accept our sincere apology for having to make you wait for the New Year celebrations, but believe us, it would be worth the wait. Those interested in volunteering for the event may call [name of the person] on [mobile number].

Wish you all a Happy New Year in advance.

Memo Samples

Here are a couple of memo samples to help you understand how to write your own memo:

Sample memo letter to employee

Following is an example of a memo letter sent to an employee regarding disciplinary action taken against them:
Memo

TIT TECHNOCRATS

NBA ACCREDITED

26 Celebrating Years of Excellence

UNBEATABLE PLACEMENTS

Estd. : 1999

Autonomous Institute (by UGC, Govt. of India as per Clause 7.4)

To: Ranjit Yadav
From: T. Anuradha, HR Manager
Date: 11 January 2021
Subject: Suspension without pay for absence without notice

Please note that the company has decided to take disciplinary action against you for being absent from duty for 10 days without prior intimation. Keeping in mind earlier instances of unauthorised absence from work despite repeated warnings, management has decided to suspend you without pay for a period of one month with immediate effect.

We sincerely hope that you would cooperate with us and not take any unauthorised leave in future. Please note that repeated violation of company rules may result in termination. If you would like to appeal against this decision or have any questions regarding the action taken, please contact the HR department at the earliest.

Tips for Writing Effective Business Memos

Writing business memos requires proper formatting, professional tone and attention to detail. Here are some essential tips to keep in mind while writing a business memo:

1. **Subject:** Make your subject line as specific as possible. For example, if you are writing a memo to announce a holiday, consider naming the holiday in the subject line. Thus, the subject line of a memo from a school management announcing Diwali holidays is required to read 'Diwali holidays' instead of a generic phrase like 'Regarding holidays'.
2. **Formatting: -** Organize the memo into paragraphs so that the important information comes first. You may use double spacing between paragraphs, but always use single spacing between the lines within a paragraph. Paragraphs are required to start without any indentation. If required, you may include a bulleted points section in the main message. Keep the style minimalistic to avoid distraction. Use bold, italic and all caps only where necessary. A memo does not require a signature. At most, you can include your name in the header.
3. **Tone: -** Your tone would depend on the purpose of the memo. Since memos are mostly used for internal communication, you can keep the tone friendly. But, it is required to still sound professional although you need not be too formal. Maintain objectivity and ensure that the memo is free from personal bias. Note that memos often relate to company policies and procedures and can have a legal standing.
4. **Length: -** A memo is required to be clear and precise. Depending on the message of the memo, one or two short paragraphs are usually enough. But, if you require writing a longer message, ensure that the entire memo is not more than one page.
5. **Target audience: -** Always keep your audience in mind while writing a memo. All the recipients are required to be able to understand it without any difficulty. Spell out acronyms and abbreviations, and explain technical terms if you can not completely avoid them.
6. **Stationery: -** You can send a memo through email or paper. If you are writing or printing a memo on paper, make sure you use a company letterhead. If you require to use plain paper, consider A4 or letter-sized paper and print the company name and address in the heading.
7. **Purpose: -** Ensure that the memo is suitable for the purpose you are writing it for. You can use it as an effective management tool, e.g., to nullify a rumor or informal gossip about the company or its management. But, when it comes to giving someone feedback or suggestion, it would be more apt to do it privately instead of using a memo.

Advantages of the memo format

The memo form enjoys the following chief advantages:

- It is very brief. It is the no-frills communication. It includes nothing except the message in its

simplest form.

- *It is convenient.* The chief notations at the top give details about the addressee, the writer, the subject and the date. The memo number is also there. Major area on the page is left free for the message, which can be typed, or hand written.
- *it is inexpensive.* Since it is for use within the organization, no expensive stationery need to be used for it. If computer facilities are available, computer memos on the monitor would be still cheaper.
- *It can be used for future reference.* Depending upon its importance, a memo can be destroyed after being read, or field or stored on computer disc for future reference.

RESUME WRITING

A resume is an executive summary of your qualifications to perform a responsible role in the workplace. A resume is one page in length and contains your education, training, work, and life experience in relationship to your potential value to an employer or opportunity.

A resume is:

- A professional handshake
- An introduction to employers and evaluators. Be sure to check your grammar and spelling with many reviews
- An advertisement of your employability and career potential. Make your resume is attractive, easy to read, and market-savvy
- A document of achievement. Never misrepresent your qualifications, and always show learning, pursuit, and contributions
- A road map of your career growth and direction. Make it easy for employers to see chronology and patterns of development
- An interview prompts for recruiters. Highlight the achievements you want to talk about in an interview, and be prepared to discuss the achievements you highlight. For example, if you report that you are a member of the Finance Association, what will you say if the interviewer asks you to describe the association's benefits and activities?

BEGIN WITH YOUR TARGET LIST

As your job search becomes more immediate and competitive, you will need to focus carefully on what employers are looking for and organize your resume around the keywords in the target job description. Make it easy for the employer to find your qualifications by using the buzzwords and keywords that the employer uses in the position posting. Evaluate your current resume to see whether it mirrors the job description. If not, you will want to reorganize, re-emphasize, and reconfigure your resume material. It is important to tailor your resume to authentically align with the job description.
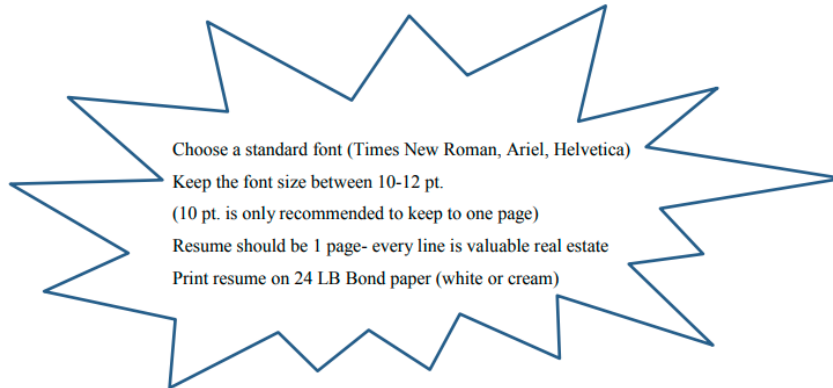
Tip: A good idea is to circle keywords in the target job listing that describe required and desired education, skills and experience.

Things to know before you get started:

• Your resume will be among a stack of resumes that will be viewed for no more than 30 seconds.
• Applicant tracking systems scan resumes for keywords that match the company's job descriptions. Use words in your resume that match the job description. If the keywords/skills are missing, your resume may be rejected.
• Don't be vague, you need to do more than simply list functions you had at a previous job. What did you accomplish? What problem did you solve? (See accomplishment worksheet)
• Don't lie or embellish the truth (employers will check your references)
• Rules of the English language are forgotten

o Avoid first person pronouns "I" "Me" or "We"
o Keep sentences short. Sentence fragments are acceptable.
• Assemble all personal and factual information before you construct your resume.
• Work on your resume one section at a time.
• Use a dictionary or thesaurus to avoid repetitive wording

Choose a standard font (Times New Roman, Ariel, Helvetica)
Keep the font size between 10-12 pt.
(10 pt. is only recommended to keep to one page)
Resume should be 1 page- every line is valuable real estate
Print resume on 24 LB Bond paper (white or cream)

Components of a good resume:

Personal Information
Your name, address, city, state, cell phone number and email address should be highly visible, centered at the top of the page. *Note: E-mail address and cell phone voicemail must be professional.

Objective (optional)
Not all employers require an objective. An objective identifies which position you are seeking. Place an objective on your resume when you are applying for a specific position.

Highlights of Qualifications
The qualifications section delivers an impact at the top of your resume – it's your first impression. The qualification statements should match your skills to the target job description. You want the employers to read the summary and say "we have to meet this person." Information in this section must be customized to fit each position you apply for. Place most important words first since the scanner may be limited in the number of words it reads. List hard skills not soft skills (see skills sheet).

Experience
Use separate headings for Internship and Work experience List in reverse chronological order, specifying employer name, city and state, job title, and dates of employment. Use action verbs (see sheet) to describe your tasks, hi-lighting your accomplishments and skills (review accomplishment sheet) and relating these to individual job requirements. If you have not completed an internship, you may consider adding a section titled "Career Related Experience".

Education
List all collegiate experiences (degree received) in reverse chronological order. Include school name, city and state, degree, anticipated graduation date, majors, minors, GPA (optional). You may also list relevant course work, Dean's List, and scholarships. Study abroad would also be listed under this section using the same format.

Activities
Employers have indicated that involvement in extracurricular activities demonstrates leadership, time management and organizational skills. The following is a list of activities that can be included in this section: organizations/associations, volunteerism, community involvement, and athletic teams, (if you have held a leadership position, be sure to include this with the activity). You may choose to have a leadership section if

you have several experiences.

References

"Reference available upon request," can be omitted. It is understood that you will supply references. Create a separate reference page and bring it with you to the interview. Include the reference name, title, organization/company name, business address, phone number, and email of each reference. Include only those persons who have agreed to serve as a reference for you. List all your personal information at the top of this page.

<div align="center">

BETTY BLUEJAY

477 Maple Drive, York, IL 60538

(630) 123-4567,bluejayb@net.elmhurst.edu

</div>

OBJECTIVE

    To obtain a position in the field of marketing utilizing my creativity and communication skills to enhance the organization.

HIGHLIGHTS OF QUALIFICATIONS
- Exceptional oral and written communication skills with experience in public speaking
- Demonstrated creativity by initiating and implementing programs for residence hall
- Strong time management and organizational skills balancing full academic schedule, active participation in campus community, member of Women's Tennis Team, and working part- time
- Enhanced global perspective and language fluency strengthened through living and traveling abroad for a semester

INTERNSHIP EXPERIENCE

Kendall Publishing Company, Elmhurst, Illinois

Marketing Intern (June 2012 – August 2012)
- Developed package insert program for a new product line
- Assisted Creative Services in the redesign of new package insert materials
- Collaborated directly with advertisers to increase sales of new inserts by 22%.

WORK EXPERIENCE

Gail's Office Supply, Oak Park, Illinois

Customer Service Staff (2009 - present, part- time during school breaks)
- Facilitate tracking of "Frequent Buyers" program creating new customer incentives
- Design in-store displays to market merchandise; complete sales analysis to determine effectiveness in marketing plans

Elmhurst College, Elmhurst, Illinois

Residence Assistant (August 2011 – May 2012)
- Planned, marketed and implemented educational and social programs within hall budget parameters
- Created "Shirts for Sticks" program which raised $3000 for local charities
- Led and administered functions in a coeducational residence hall housing approximately 200 students
- Provided informational counseling, assisted with crisis management, enforced campus policies, and conducted conflict mediation sessions

EDUCATION

ELMHURST COLLEGE, Elmhurst, Illinois

Bachelor of Science	Anticipated: May 2013
Major: Communications	Minor: Spanish
Concentration: Marketing	GPA: 3.75/4.00
Universidad De Barcelona, Barcelona, Spain	August –December 2010
IES Abroad-Barcelona Center	

ACTIVITIES
- Habitat for Humanity, Elmhurst College, Sept 2011- present Chairperson for spring trip to New Orleans to build homes
- The Speakers Club, Elmhurst, Illinois, September 2010 – present
- Bacchus Peer Educator, Elmhurst College, April 2010 – present
- American Marketing Association, Elmhurst College, August 2009 – present Creative Committee Chair for national Marketing Research competition
- Women's Tennis Team, Elmhurst College August 2009 – present   **RESUME SAMPLE**

Some essential elements of a resume include:

- **Contact information**: This should be near the top of your resume so that hiring managers can contact you.

- **Work experience**: List your work experience in reverse-chronological order, with your most recent experience at the top.

- **Education**: This shows that you have the background to do the job.

- **Skills**: Include skills that are relevant to the job, such as technical, soft, and computer skills.

- **Keywords**: Research keywords from the job description and include them in your resume. Many employers use applicant tracking systems (ATS) to review applications based on keywords.

- **Proofreading**: Read your resume carefully to correct any spelling or grammatical errors.

- **Customization**: Customize your resume for each industry you're applying to.

- **Chronological resume**: This is the most common resume format and is what employers expect to see.

- **Formal tone**: Use a formal tone in your resume.

- **Awards and certificates**: Include any accolades that impress the employer.

Importance of Resume:-

A resume is a crucial tool in the job search process, acting as a bridge between job seekers and potential employers. Here's why a resume is important:

1. First Impression
   - **Initial Screening**: Your resume is often the first interaction you have with a potential employer. It serves as your first impression and can determine whether you are invited for an interview.
   - **Showcases Professionalism**: A well-organized resume reflects your professionalism, attention to detail, and seriousness about the job application.

2. Highlights Skills and Qualifications
   - **Summarizes Your Experience**: It provides a concise summary of your education, work experience, skills, and achievements, allowing employers to quickly assess if you meet the job requirements.
   - **Showcases Skills**: The resume highlights specific skills that are relevant to the job you are applying for, helping employers see how you can add value to their organization.

3. Helps You Stand Out
   - **Differentiates You from Other Candidates**: A well-crafted resume helps you stand out in a competitive job market by showcasing your unique experiences, accomplishments, and strengths.
   - **Demonstrates Achievements**: Employers are interested in candidates who have a track record of success. By including quantifiable achievements, your resume can demonstrate your potential value to a company.

4. Essential for Job Applications
- **Required by Most Employers**: In most cases, a resume is a mandatory part of the job application process. Employers use it as a primary tool to shortlist candidates for interviews.
- **Acts as a Personal Marketing Document**: Your resume serves as a marketing tool, promoting you as the ideal candidate for the job by aligning your experiences and skills with the employer's needs.

5. Facilitates Career Advancement
- **Reflects Growth**: Keeping an updated resume helps you track your career progress, highlighting your growth, new skills, and major projects or roles undertaken.
- **Supports Promotions and New Opportunities**: An updated resume is useful not only for job changes but also when applying for promotions, freelance work, or networking opportunities.

6. Assists in Preparing for Interviews
- **Reference for Interview Preparation**: When preparing for an interview, a well-detailed resume can serve as a reference point to recall your achievements, responsibilities, and experiences.
- **Guides the Interview Discussion**: Employers often use the resume as a guide during interviews, asking questions based on the information presented.

7. Demonstrates Your Fit for the Role
- **Tailored to Job Descriptions**: Customizing your resume for specific job applications helps to highlight how your skills and experience match the requirements of the role.
- **Focuses on Relevant Experience**: A tailored resume emphasizes the most relevant parts of your background, making it easier for employers to see why you are a good fit for the position.

COVER LETTER:-
A cover letter is a short, personalized letter that you submit with your resume when applying for a job. It's a formal document that introduces you to the employer, highlights your qualifications, and explains why you're a good fit for the role.

A cover letter should:

- **Be concise**: A cover letter is usually 3 to 5 paragraphs long and 250 to 400 words.

- **Be clear**: Use examples to demonstrate your relevant skills, knowledge, and interests.

- **Be well-organized**: Present your key elements in a clear format.

- **Be tailored to the job**: Research the company and job description to identify the skills and traits they value.

- **Show your enthusiasm**: Explain why you're excited about the role and why you want to work for the company.

- **Provide context**: Give more context to your experience than your resume alone can offer.

- **Be specific**: Avoid general statements.

A cover letter is your first impression on potential employers, so it's important to make it stand out. A cover letter is a one-page document that you submit as part of your job application, alongside your resume. Its purpose is to introduce you and briefly summarize your professional background. On

average, your cover letter should be from 250 to 400 words long.

Importance of Covering Letter:-

A cover letter is an important part of a job application because it helps you stand out from other applicants and convince the hiring manager to interview you:

- **Shows your interest**: A cover letter demonstrates your enthusiasm for the role and the company.

- **Highlights your skills**: You can use your cover letter to explain how your skills and experience relate to the job requirements.

- **Shows your research**: You can demonstrate that you've researched the company and are aware of what you're applying for by referencing its history, culture, and achievements.

- **Makes a good impression**: A cover letter is often the first impression a hiring manager has of you.

- **Separates you from the crowd**: A cover letter can help you stand out from other applicants and make you more memorable.

- **Improves your interview performance**: Writing a cover letter can help you think about how to present your professional history and why you're a good fit for the job.

You should write a cover letter for every job application, even if it's optional. However, you should make sure to give your cover letter your full attention and avoid submitting a generic or poorly written one.