

# Eng201

## Short notes

### Composed By Amir

#### Lecture 1 to 22

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#### Introduction to the course:

The main objective of this course is to equip the students with skills that will enable them to communicate clearly and concisely in business situations.

#### Describe communication?

Communication is a process of sharing; include ideas, thoughts, feelings, and information etc. There are two categories of communication.

#### How many categories of communication?

There are two categories of communication:

1. Written communication
2. Oral communication

#### What is Written Communication?

In written communication include planning structure, and stylistic issues. In written communication we write memos, letters, short and long reports etc.

#### What is Oral Communication?

Oral communication is a type of communication that is communicating with spoken words.

#### Example:

Oral communication is conversations with friends and family and presentations.

#### What is informative speaking?

Informative Speaking has audience learning as its primary goal. An informative speech may explain a concept, instruct an audience, demonstrate a process or describe an event.

1. Individual or Group Report
2. Oral Briefing
3. Panel Discussion
4. Oral Critique

### **What is Persuasive Speaking?**

Persuasive speaking is used to influence what an audience thinks or does. Some of the goals of persuasive speaking include:

1. To reinforce the attitudes, beliefs, and values an audience already holds
2. To inoculate an audience against counter persuasion
3. To change attitudes
4. To motivate an audience to act

### **How many are Delivery Methods?**

There are at least four methods

1. Extempore
2. Impromptu
3. Memorization
4. Reading

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### **Write a Type of sentence?**

1. Simple
2. Compound
3. Complex

### **What is Simple Sentence?**

A simple sentence has a single subject and a single predicate.

### **What is Compound Sentence?**

Compound sentence expresses two or more independent but related thought

### **What is Complex Sentence?**

### **Type of letters?**

1. Job Application Letter
2. Acceptance Letter
3. Transmittal Letter
4. Inquiry Letter
5. Technical letter
6. Letter of recommendation

### **Write the element of letters?**

1. Heading
2. Date
3. Receipt address
4. Salutation (respected sir, dear etc)
5. Body
6. Closing
7. End notation

### **Difference between letter and memorandum?**

<b>Letter</b>	<b>Memorandum</b>
Letter are used to communicate outside the organization	Memorandum are used to communicate within the organization

### **What are the types of possible readers?**

1. Phantom Readers
2. Future Readers
3. Complex readers

### **What is Phantom Readers?**

Phantom Readers are most important readers may hidden from you. Written communication addressed to one person are used by others. These real but unnamed readers are called phantom readers.

### **What is Future Readers?**

While identifying your readers, you should keep in mind the possibility that your communication may be used weeks, months or even years from now. The readers who will be reading your document in future are your future readers.

### **What is Complex Readers?**

Complex readers are the readers consisting of diverse groups with widely varying backgrounds and responsible, each with a different agenda, each with a different way of functioning and communicating

### **What is The SEVEN C'S OF EFFECTIVE COMMUNICATION?**

To compose a written or oral message, you must apply certain communication principles. These are called seven C'S effective communication

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy

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### **Define Completeness?**

Your message is complete when it contains all the facts readers or listeners need for the reaction you desire. Communication senders need to assess their message from the eyes of the receivers to be sure they have included all the relevant information.

### **Define Conciseness?**

Conciseness is saying what you want to say in the fewest possible words without sacrificing the other C qualities. A concise message saves time and expense for both the sender and the receiver.

### **Define consideration?**

Consideration means preparing every message with the message receiver in mind. Consideration is very important in effective communication.

### **What is concreteness?**

Communicating concretely means being specific, definite, and vivid rather than vague and general. Often it means using denotative rather than connotative words.

### **Define Clarity?**

Construct effective sentence and paragraphs. Clarity is achieved through a balance between precise language and familiar language. When you have choice between a long word and a short word, choose the short and familiar word.

### **Define courtesy in 7C'S?**

Courtesy stems from a sincere you-attitude. It is not merely politeness with mechanical insertion of "please" and "thank you"; although, applying socially accepted manners is a

### **Define correctness?**

Correct communication has following features

### **Describe the reports?**

Reports are documents which present focused, relevant content to a specific audience. Reports are often used to display the result of an experiment, investigation, or an inquiry.

### **Define short report?**

The short, informal, report is usually submitted in the form of a letter or memorandum. The short report may range from short statement of facts, presented on a single page.

### **Define composition of business message?**

The composition process helps you gain control over your message, and it is flexible, not a fixed prescription of sequenced steps.

- Planning
- Composing
- Revising

### **Select appropriate channel and medium**

Selecting the appropriate channel and medium is very important.

- Oral medium
- Written medium
- Electronic medium

### **: What is Oral medium?**

Oral medium is best when you want immediate feedback. You use this medium when your message is relatively simple; you don't need a permanent record; you can assemble audience easily, and you want to encourage interaction.

### **What is written medium?**

Written medium is best when you don't need immediate feedback. Your message is detailed and complex. You need a permanent record and are trying to reach an audience over a large distance.

### **What is Electronic Medium?**

Electronic Message is best when you don't need immediate feedback, but you do need speed. You don't need a permanent record, but want to overcome time zone barriers.

### **Write the type of communication?**

**Answer:**

- Up word communication
- Down word communication
- Horizontal communication

### **What is direct request?**

Direct request works well when your request requires no special tact or persuasion

**Example:**

HKB's store managers are certainly interested in helping Levi's increase sales just as distributors are interested in filling the HKB order

**What is order letter?**

An order letter is also known as a PO or purchase order letter. It begins the paper trail of a specific purchase.

**What is Placing order?**

Orders letters are like good mail order forms, although they also provide more room for explaining special needs

**Requesting Claims and adjustments?**

You are entitled to request an adjustment whenever you receive a product or experience service that doesn't live up to the supplier's standards.

**What is credit requests?**

It is the type of request for credit made in accordance with procedures established or practices followed by the creditor for the type of credit requested.

**Writing a bad news messages?**

It's important to realize that some people interpret being rejected as a personal failure; being turned down for a job or for credit or even being rejected in less sensitive areas usually complicate people's lives.

**What is Indirect plan?**

Instead of beginning a business message with a blunt 'no' which might restrain your audience from reading or listening to your reasons, use the indirect plan to ease your audience into the part of your message.

**The indirect plan consists of four parts:**

- a. A buffer
- b. Reasons supporting the negative decision
- c. A clear, diplomatic statement of the negative decision
- d. A helpful, friendly, and positive close

### **What is direct Plan?**

A bad news message organized on the direct plan starts with a clear statement of the bad news, proceeds to the reasons for the decision, and ends with a courteous close.

### **Stating the bad news at the beginning has two potential advantages:**

- It makes a shorter message possible.
- The audience needs less time to reach the main idea of the message, the bad news itself.

**Regards: M.Amir**

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