

Unit: 9 Oral Communication

Oral Communication

Oral communication refers to the process of verbally expressing ideas, information, and emotions to others. It includes conversations, speeches, presentations, and discussions, both formal and informal.

Enhancing Oral Communication Skills

Improving oral communication requires a combination of content mastery, delivery skills, and awareness of the audience.

1. Audience Awareness

- Understand the audience's background, interests, and expectations.
- Adapt speech style, tone, and vocabulary accordingly.
- Use examples relevant to the audience.

2. Control of Language and Tone

- Use clear, simple, and precise language.
- Maintain an appropriate tone—formal or informal depending on the context.
- Avoid slang and jargon unless the audience understands them.

3. Brevity and Preciseness

- Communicate the message concisely without unnecessary words.
- Stay focused on key points.
- Avoid repetition unless used for emphasis.

4. Positive Body Language

- Maintain eye contact to show confidence.
- Use gestures to emphasize points.
- Stand or sit with good posture.
- Smile where appropriate to create a friendly atmosphere.

5. Effective Use of Visual Aids

- Use charts, graphs, images, and slides to make points clearer.
 - Ensure aids are visible and easy to understand.
 - Avoid overcrowding visuals with too much information.
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Telephone Conversations

Communication over the phone requires clarity, courtesy, and efficiency.

1. Telephone Etiquette

- Answer promptly and politely.
- Identify yourself and your organization.
- Listen carefully without interrupting.
- Speak clearly and avoid background noise.

2. Telephone Conversation Process

- **Opening:** Greet and introduce yourself.
 - **Purpose:** State the reason for the call.
 - **Discussion:** Exchange relevant information.
 - **Closing:** Summarize key points and end politely.
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Presentations and Speeches

Public speaking requires careful preparation and confident delivery.

1. Planning a Presentation

- Identify the objective.
- Analyze the audience.
- Research and organize content.
- Prepare supporting materials.

2. Organizing the Presentation

- **Introduction:** Capture attention and introduce the topic.
 - **Body:** Present main points logically.
 - **Conclusion:** Summarize and provide a call to action.
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Designing and Using Visual Aids

Visual aids enhance understanding and retention.

1. Types of Visual Aids

- **Charts and Graphs:** Show trends and relationships.
- **Diagrams:** Explain processes or structures.
- **Slides:** Present key points and visuals.
- **Videos:** Demonstrate real-life examples.

2. Designing Effective PowerPoint Slides

- Use minimal text (bullet points).
- Choose clear fonts and readable sizes.
- Use high-quality images and contrasting colors.
- Avoid excessive animations.

3. Delivering the Presentation

- Maintain eye contact and engage with the audience.
 - Speak at a steady pace.
 - Use visual aids smoothly without reading directly from them.
 - Encourage questions and feedback.
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Other Forms of Oral Communication

Oral communication takes place in various professional settings beyond speeches and presentations.

1. Business or (Team) Briefing

- Short and focused updates on a project or task.
- Usually involves team members.
- Should be structured for quick understanding.

2. Interviews

Interviews involve a structured conversation to assess a candidate or gather information.

Guidelines for the Interviewer

for

- Prepare questions in advance.
- Create a comfortable environment.
- Listen actively and take notes.
- Avoid bias or leading questions.

Guidelines for the Interviewee

for

- Research the organization.
- Dress appropriately.
- Answer questions clearly and honestly.
- Show enthusiasm and confidence.

Part - 2 Vision

Chapter 10 – Visual and Nonverbal Communication:

Visual and Nonverbal Communication

1. Nonverbal Communication

Nonverbal communication refers to the process of conveying messages without the use of words. It uses facial expressions, gestures, posture, eye contact, and other physical behaviors to express meaning.

A. Types of Nonverbal Communication

1. **Facial Expressions** – Show emotions like happiness, sadness, anger, surprise, fear, and disgust.
2. **Gestures** – Hand and arm movements that emphasize or replace verbal messages.
3. **Posture and Body Movement** – The way you sit or stand can reflect confidence, attentiveness, or nervousness.
4. **Eye Contact** – Indicates interest, confidence, and sincerity.
5. **Touch (Haptics)** – Physical contact such as handshakes, pats, or hugs.
6. **Proxemics** – The physical distance between communicators, indicating intimacy, formality, or authority.
7. **Appearance** – Clothing, grooming, and accessories influence perception.
8. **Paralanguage** – Tone, pitch, speed, and volume of speech.

B. Guidelines for Effective Nonverbal Communication

- Ensure nonverbal signals match verbal messages.
- Maintain appropriate eye contact.
- Use open and relaxed body posture.
- Avoid distracting movements or gestures.
- Dress appropriately for the situation.
- Be aware of cultural differences in nonverbal cues.

2. Visual Communication

Visual communication is the transmission of information through visual elements such as images, charts, diagrams, videos, and symbols.

A. Types or Forms of Visual Communication

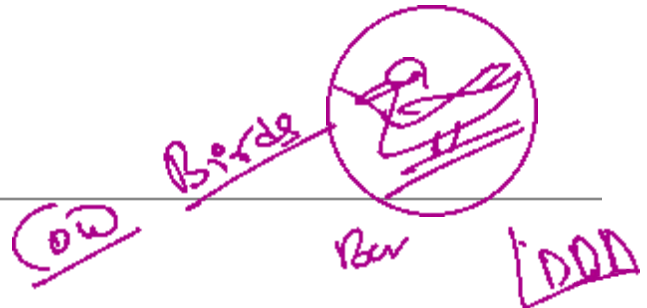
1. **Static Visuals** – Posters, photographs, diagrams, signs.
2. **Dynamic Visuals** – Videos, animations, multimedia presentations.
3. **Graphical Data** – Charts, graphs, infographics.
4. **Symbols and Icons** – Logos, road signs, pictograms.
5. **Slide Presentations** – PowerPoint or similar digital tools.

B. Importance of Visual Communication

- Improves understanding and retention of information.
- Simplifies complex ideas.
- Engages the audience's attention.
- Overcomes language barriers.
- Supports persuasive communication.
- Helps in quick decision-making.

C. Guidelines for Effective Visual Communication

- Keep visuals clear, simple, and relevant.
- Use high-quality images and readable fonts.
- Ensure proper contrast between background and text.
- Avoid overcrowding with too much information.
- Maintain a logical flow in visual presentation.
- Test visibility from different distances.



Chapter 11 – *Employment Communication* topics:

Chapter 11 – Employment Communication

1. Planning and Conducting a Job Search

Job search involves identifying suitable opportunities, preparing necessary documents, and applying strategically.

A. Identifying the Right Job

- Assess your skills, qualifications, and interests.
- Consider career goals and work environment preferences.
- Research industries and companies that align with your abilities.
- Evaluate job requirements against your strengths.

B. Searching and Locating Jobs

- **Online Platforms:** Job portals, company websites, LinkedIn.
- **Networking:** Professional contacts, career fairs, alumni associations.
- **Advertisements:** Newspapers, job boards, recruitment agencies.
- **Direct Applications:** Contacting companies directly with your résumé.

2. Résumé

A résumé is a concise document highlighting your qualifications, skills, and achievements.

A. Guidelines for Developing Effective Résumés

- Keep it clear, concise, and relevant.
- Tailor it to the specific job role.
- Use action verbs and measurable achievements.
- Maintain proper formatting and avoid errors.

B. Generating Information

Include:

- Personal details (name, contact information).
- Career objective or professional summary.
- Education and qualifications.
- Work experience (with dates, roles, and responsibilities).
- Skills (technical, soft skills).
- Achievements, awards, and certifications.
- References (if requested).

C. Organizing Your Résumé

- **Chronological:** Lists experience in reverse order (most recent first).
 - **Functional:** Focuses on skills rather than experience.
 - **Combination:** Mix of chronological and functional formats.
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3. Cover Letter or Job Application Letter

A cover letter introduces you to the employer and explains why you're the right fit for the job.

A. Guidelines for Writing an Effective Letter of Application

- Address it to a specific person when possible.
 - Start with a strong opening statement.
 - Highlight key skills and achievements relevant to the job.
 - Show enthusiasm for the role and the company.
 - Keep it one page, error-free, and professional.
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4. Job Application Interview

An interview is a formal meeting to assess a candidate's suitability for a role.

A. Preparing for a Job Interview

- Research the company and position.

- Practice common interview questions.
- Prepare examples that demonstrate your skills.
- Dress appropriately and bring necessary documents.

B. The Interview Process

- 1 • **Opening:** Greeting and introductions.
 - 2 • **Questioning:** Employer assesses skills, knowledge, and fit.
 - 3 • **Candidate's Questions:** Ask about role expectations and company culture.
 - 4 • **Closing:** Summarize qualifications and express interest.
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5. Follow-up Correspondences

- **Thank-You Letter/Email:** Send within 24 hours of the interview, expressing gratitude and reiterating interest.
- **Status Inquiry:** If you haven't heard back within the expected time.
- **Acceptance Letter:** Confirm acceptance of a job offer.
- **Regret Letter:** Politely decline an offer if not accepting

