

SECOND SEMESTER EXAMINATION 2009-10

PROFESSIONAL COMMUNICATION

Time : 3 Hours

Total Marks : 100

Note: Attempt all questions.

Q.1. Attempt any four parts of the following:

(5×4=20)

Q.1. (a) What are the features of technical writing? How could it be distinguished from literary composition?

Ans. Characteristics of Technical Writing:

Use familiar and easy words: Technical writing does not require using too many words or the use of roundabout expressions. Instead of using abstract words, familiar and simple words should be used.

Use of active voice: The subject is emphasized in an active voice instead of object. It will be clearer to the reader if the sentences are in active voice.

Avoid inaccurate expression: Brevity and accuracy are two major characteristics to technical writing. Use of inaccurate expression can defeat the purpose of technical writing.

Use of clear sentences: The word order of subject –verb –object should be followed.

Sentences should be of moderate length: sentences of technical writing should not be too short or too long.

Avoid old fashioned Phrases: we should not use old phrases which are out of the main stream line.

Differences between Technical & Creative Writing: Technical and creative writing are different in so many ways. Writing can be grouped into five basic types: technical, creative, expressive, expository, and persuasive. To help understand technical writing, it may help to compare it to the other types.

- **Technical writing** conveys specific information about a technical subject to a specific audience for a specific purpose.
- **Creative writing** is fiction—poetry, short stories, plays, and novels—and is most different from technical writing.
- **Expressive writing** is a subjective response to a personal experience—journals and diaries—whereas technical writing might be objective observations of a work-related experience or research.
- **Expository writing** “exposes” a topic analytically and objectively, such as news reports. Like technical writing, the goal of expository writing is to explain or reveal knowledge, but expository writing does not necessarily expect a response or action from the reader.
- **Persuasive writing** depends on emotional appeal. Its goal is to change attitudes or motivate to action.

	Technical Writing	Creative Writing
Content	factual, straight-forward	imaginative, metaphoric or symbolic
Audience	specific	general
Purpose	inform, instruct, persuade	entertain, provoke, captivate
Style	formal, standard, academic	informal, artistic, figurative
Tone	objective	subjective
Vocabulary	specialized	general, evocative
Organization	sequential, systematic	arbitrary, artistic

(b) **Discuss the organisational flow of communication.**

Ans. Directions of information within an organization:

1. Downward communication: It flows from a manager, down the chain of command. When managers inform, instruct, advise, or request their subordinates, the communication flows in a downward pattern. Such communication increases awareness about organization among subordinates and employees.

2. Upward Communication: When subordinates send reports to inform their superiors or to present their findings and recommendations, the communication flows upward. This type of communication keeps managers aware of how employees feel about their jobs, colleagues and the organization in general.

3. Lateral or Horizontal communication: This form of communication takes place among peer groups or hierarchically equivalent employees. Such communication is necessary to increase coordination and bridge the communication gap among various departments.

4. Diagonal or cross-wise communication: It flows in all directions and cuts across functions and levels in organization. Though this form of communication deviates from the normal chain of command, there is no doubt that it is quick and efficient.

So these are the directions in which information can travel within organization.

(c) **Explain the three levels of communication.**

Ans. Levels of communication:

Intrapersonal communication: Intrapersonal communication is the active internal involvement of the individual in symbolic processing of messages. The individual becomes his or her own sender and receiver, providing feedback to him or herself in an ongoing internal process. It can be useful to envision intrapersonal communication occurring in the mind of the individual in a model which contains a sender, receiver, and feedback loop.

Although successful communication is generally defined as being between two or more individuals, issues concerning the useful nature of communicating with oneself and problems concerning communication with non-sentient

entities such as computers have made some argue that this definition is too narrow

Interpersonal: This is often defined as what occurs when two people are engaged in a communicative exchange.

It includes:

A-Mutual recognition

B-Reciprocal exchange using available codes

C-creation and interpretation of meaning

D-Awareness of physical and social context

The assumption of personal and social roles
Some change of state, whether intellectual, emotional or physical

Some theorists argue that the participants must be in close physical proximity. Others disagree and include electronic links such as telephones. In most cases the exchange may take place through more than one channel – e.g. verbal + non-verbal.

The interpersonal sphere is often presented as the main way that we confirm or question our sense of self.

Social Communication: is a field of study that primarily explores the ways of communication studies". Communication is a field, of the consideration, analysis.

Mass communication: Mass communication is the term used to describe the academic study of the various means by which individuals and entities relay information through.

(d) **Discuss language as a tool for communication.**

Ans. Language as a tool of communication: Effective communication is made possible with the help of language. When we define language, the first thing that comes to mind is words.

Language employs a combination of words to communicate ideas in a meaningful way. By changing the word order in a sentence, you can change its meaning, and even make it meaningless.

How did words acquire their meanings? What, for example, is the connection between a wooden plank balanced on four legs and the word 'table'? The answer is that there is no obvious correlation between the symbol and its meaning, as language is arbitrary. When language first came into being, a community of people agreed to represent a certain object or idea by a specific sound or

symbol. In the very first words, there may have been some correlation between the symbol and the sense they may have been onomatopoeic. A few such words that still persist in the English language are buzz and murmur. In fact most words evoke certain meanings because people have agreed that the symbols (words) represent specific meanings. Thus language is directly dependent on people and cannot exist in isolation. It arose out of the human need to communicate. Primitive man communicated only with sign language and cries. Much later, as human beings became more interdependent and complex, language came into being. Of course, though it is accepted that language is universal, it cannot be denied that it is also specific to the individual. When you use it, you reflect your personality and your thoughts.

According to the ideas put forward by eminent linguists such as Noam Chomsky and Ferdinand de Saussure, language is:

- artificial
- restricted
- abstract
- arbitrary
- creative
- redundant

Language is Artificial : Language is created by people. It doesn't exist in isolation or outside the minds of people. It is created by human as they need it. Every symbol is attached to a particular thought or thing, called a referent.

There is a word 'AIDS', which did not exist until people were infected by this contagious disease. The process of how this word was created is easy to trace. But this is not always possible. For instance, the word 'nice' has changed its shades of meaning over a period of time. Irrespective of the etymology, more important is the fact that we select a word for use in a particular way from the limitless choices available. As noted before, there is no organic connection between a symbol and its meaning. Humans attach meanings to words as they need to and modify these meanings according to changing needs. This is why we say language is 'artificial'.

Language is Arbitrary : There is no direct relationship between a word and the idea or object it represents. People speaking a particular language accept the fact that certain symbols or

sounds will represent a particular thing. For example, a 'table' could have been called by any other name, but these people speaking English accepted that a piece of furniture with four legs and a wooden plank used for keeping things will be called 'table'.

Language has evolved as a cultural system of agreements in which words represent certain symbols or thoughts. Learning these agreements is part of learning the language.

Sometimes this arbitrary aspect of language causes problems. When a word undergoes a change that may not be universally accepted, it might not be understood clearly. For example, the word 'verbal' means 'spoken, not written' and also 'connected with words or using words'. The same word is used to represent two different realities.

To summarize, language keeps changing to include new concepts, and words can attach a number of specific and arbitrary meanings.

Language is Creative: Language is indeed very creative and we can marvel at its ability to generate so many words every day. Every year innumerable words are added to the dictionary. These words can be added by different processes: borrowing (the taking over of words from other languages like, 'alcohol' from Arabic and 'boss' from Dutch), constructing portmanteau words (words made by combining the sound and meaning of two different words; e.g., netiquette = net + etiquette, edutainment = education + entertainment), back formation (where a word of one type, usually a noun is reduced to a word of another type, usually a verb, like 'opt' from 'option', and 'emote' from 'emotion') etc. As the need arises, a word is created to explain that particular thought or process. As computers inundated offices, new words such as 'keyboard' and 'emoticons' came into being. Meanings of other words-such as mouse, virus, and boot were expanded or modified.

Language is Repetitive: Whatever language we use, it has the capacity for redundancy or repetition. This may either improve or impede effective communication. Look closely, for example, at this simple sentence:

A couple of girls are riding their bicycles.

How many signals in it indicate the presence of more than one person? The first two are the

plural nouns: girls and bicycles. The third is the agreement of the verbs is riding. The fourth and fifth are couple and their. We can accept that in this instance repetition of information makes the meaning clear.

On the other hand, excessive and unnecessary repetition, or redundancy, may lead to verbosity or wordiness without contributing to the meaning. For example, when you say 'All of you meet together to see me in the afternoon at 3 pm', you are using an excessive number of words to no purpose. Even if you leave out 'All of you' and 'afternoon', no confusion would arise. When redundancy is a problem, dispense with the words that are unnecessary.

Language is Recursive: Recursiveness is the characteristic of language which enables us to generate any number of sentences using the same basic grammatical templates. It also allows us to express any idea, thought, or feeling using the same finite vocabulary.

Recursiveness implies that there is no limit to the potential length of a sentence.

For example, consider the following statement:

This man who is wearing a crumpled suit, which he borrowed from me to wear to his interview, which was on Wednesday, which was the day it was raining

If we use our imagination, you can see that this sentence can continue to any length if we keep on adding qualifying clauses for every noun. This is because the recursive quality of language here enables you to keep repeating the relative clause pattern.

So we can conclude that these basic characteristics of language make it an effective means of communication.

(e) What are the Interpersonal and organisational barriers to effective communication?

Ans. Interpersonal: This is often defined as what occurs when two people are engaged in a communicative exchange.

It includes: —

A - Mutual recognition

B - Reciprocal exchange using available codes

C - Creation and interpretation of meaning

D - Awareness of physical and social context

The assumption of personal and social roles
Some change of state, whether intellectual, emotional or physical

Some theorists argue that the participants must be in close physical proximity. Others disagree and include electronic links such as telephones. In most cases the exchange may take place though more than one channel – e.g. verbal + non-verbal.

The interpersonal sphere is often presented as the main way that we confirm or question our sense of self.

(f) What is Technical communication? Mention the significance and characteristics of Technical Communication.

Ans. Technical communication is the process of conveying technical information through writing, speech, and other mediums to a specific audience. Information is usable if the intended audience can perform an action or make a decision based on it. Technical communicators often work collaboratively to create products for various media, including paper, video, and the Internet. Deliverables include online help user manuals, technical manuals, specifications, process and procedure manuals, reference cards, training, business papers and reports. Technical communication is sometimes considered a professional task for which organizations either hire specialized employees, or outsource their needs to communication firms. For example, a professional writer may work with a company to produce a user manual. Other times, technical communication is regarded as a responsibility that technical professionals employ on a daily basis as they work to convey technical information to coworkers and clients. For example, a computer scientist may need to provide software documentation to fellow programmers or clients. Technical communication is important to engineers mainly for the purpose of being professional and accurate. These reports supply specific information in a concise manner and are very clear in their meaning if done correctly.

Style: Good style makes the writing more interesting, appealing, or readable. Some changes are made by choice, not for correctness, and may include:

- shortening paragraphs
- rearranging paragraphs
- changing passive-voice sentences to an active voice

- shortening sentences
- defining terminology
- adding headings, lists, graphics

Features: Precision, Brevity, Directness, Plainness, Use Of Familiar Words, Clarity Of Thoughts, Moderate Length Of Sentences, Use Of Active Voice, Avoid Redundant Phrases, Logical Division Of Paragraph.

Q.2. Attempt any four parts of the following:
(5×4=20)

(a) Give the meaning of the following pairs of homophones:

counsel, council; gate, gait; need, knead; difference, deference; rain, reign.

Ans. counsel, council: Counsel (advice), assembly

gate, gait: Entrance, manner of walking

need, knead: Requirement, press into mass

difference, deference: Shower, rule

rain, reign: Dissimilarity, regard

(b) Give Synonyms for the following words: Abandon, Candid, Deliberate, fabricate, emolument.

Ans. Abandon - Give up, **Candid -** frank, **Deliberate -** intentionally, **fabricate -** produce, **emolument -** salary.

(c) Given Antonyms for the following words:

Scanty, Abundant, endanger, pacify, cautions.

Ans. Scanty - Sufficient, **Abundant -** scarce, **endanger -** safe, **endanger -** aggravate, **cautions -** careful.

(d) Describe briefly the requisites of a good sentence.

Ans: It must be correct and communicative,

* Must be clear,

* Avoid unnecessary length,

* Must have order and consistency

* Proper arrangement of subject and verb

and other parts sentences.

(e) Improve the following sentences:

(i) Each of us cleaned our own rooms.

(ii) One should be very attentive to his duty

(iii) Sachin scored only twenty five runs.

(iv) When not yet five his mother died.

(v) Either of these men may lose their temper at any time.

Ans. (i) Each of us clean his/her own rooms

(ii) One should be very attentive to one's duty.

(iii) Sachin scored twenty runs only.

(iv) When he was not yet five, his mother died.

(v) Either of these men may loose his temper at any time.

(f) What are the requisites of a good paragraph?

Ans. We can develop the central idea of a paragraph through various techniques but the five most commonly used techniques are:

1. Illustration: (providing examples to explain the main idea)

2. comparison and contrast (Bringing out similarities and differences to develop the idea)

3. cause and effect (explaining the reasons for the end result)

4. classification (breaking the idea into specific categories)

5. problem and solution (discussing the solutions to the problem posed).

Q.3. Attempt any four parts of the following:
(5×4=20)

(a) Define Reports and discuss their characteristics.

Ans. Report Writing: A technocrat's work is multidimensional, for he forms a part of the whole, and the part has to interact with other parts for its own sake as well as for the sake of the whole. Communication with superiors' colleagues and subordinates is continually going on: The writing of reports forms an essential part of this official, managerial and professional activity.

Definiton of Report: A Report can be defined as a systematic account of facts for information, analysis and action to achieve a definite business-objective.

A Report is a means of communication so commonly used that no definition of it can be complete. A scientist gives a report of the

observations made by him in the course of an experiment. An economic or financial report is a kind of account or audit. A newspaper report is the narration of an event. A Report might be simply a description, or a description with a comment or interpretation, or a description with analysis and recommendations. A report can be written just for the sake of information or for the sake of evaluation, or it might recommend some sort of action. Whatever might be the occasion, the scope and the purpose of a report, it must be factual, objective, orderly, and definitive.

Characteristics: A business report is a kind of technical writing. Therefore, it should have all the characteristics of a scientific document. It must be to the point, objective, factual, well-ordered, simple and clear.

Besides these general merits of any piece of writing for other than literary purposes, a report must have some characteristics of its own. Among these we can lay special emphasis on its being purposive, result-oriented, and organized.

- (i) Since a technical or business report is written with a clearly-defined objective in view, it must have purposive ness. Whatever data, illustrations, references etc are included in it, these must contribute to the purpose of the report. For example, if it is a report on the prospects of a certain product to be launched in the market, the writer of the report must collect all the information concerning the other products of that nature, their success or popularity, the marketing-conditions, the classes of people forming the population and their requirements and purchasing power, and so on. All these details are presented in the context of the purpose of the report. The writer has to decide how much is relevant.
- (ii) A report is written to produce some results. It helps in taking crucial decisions. Its findings guide the authorities to whom the report is sent to decide whether a certain step is to be taken or not, or what steps to take. It is, therefore, required to be objective and factual rather than personal. The interpretation must be based on accurately selected points without any preconceptions. If a report fails to perform this function, that is to lead to some definite results, it defeats its purpose. It is wastage of time and energy. Even a recommendation to appoint another committee to go into the matter in a wider

perspective or a narrower perspective is an achievement paving the way for further action. Therefore, most of the reports are concluded with recommendations.

- (iii) The third essential quality of a report is that it should be well-organised. A haphazardly prepared report does not help the reader of that report. Or, perhaps, it is more appropriate to say that a disorderly report is not readable. Reports are generally demanded by the people who either are too busy to go into the detailed aspects of a problem themselves, or lack the necessary technical know how to make a precise assessment of the situation.

Diction: As has been observed earlier also, the language of technical writing ought to be precise and it should not be figurative. Prolivity and circumlocution should be avoided, though conciseness should not be cultivated at the cost of intelligibility. Terminology of the subject concerned will naturally enter into the diction of a report on a specific subject in any field of technical or professional activity. Still the writer should respect the condition whether the report is to be perused by an expert in that field, who might be acquainted with those terms or by the readers in general who might not be acquainted with those terms. In later case, a glossary can make the report more readable.

Sentence: Sentences must not be unnecessarily lengthy. Though nobody can exactly prescribe the proper length of a sentence to be used in a report, a simple guideline can be followed. When a sentence appears to be too long and the meaning gets somewhat blurred by its length, it is better to break it up into two or more shorter sentences.

Paragraph: Similarly, the size of the paragraphs would vary from part to part of the report. Instead of measuring the size of the paragraph in terms of the words or the lines included in it, let us follow the principle of logic, unity and coherence. If the matter is relevant, and cannot be shifted to another paragraph, if it substantiates an idea or an argument, it is justified to be there in the same paragraph. One paragraph must contain the matter related with one point of the argument, or ones aspect of the subject. A topic sentence is a very useful device to help us in this respect. If we begin a paragraph with a topic sentence, the rest of the paragraph naturally

grows out of it, either by enumerating the examples, or by expounding the idea. If we conclude with a topic sentence, the foregoing part of the paragraph will consist of the facts that have led to this conclusion.

Coherence: Coherence binds the parts together and to the whole. Unity is strengthened and enhanced by coherence in a piece of writing. For example, when we are analyzing a subject, and we want to give a different turn to the argument, or to cite an exception to a general practice, we should begin the next sentence with 'However' or with 'In spite of this ...', or with 'on the other hand...' etc. This kind of beginning would bind the whole thing together and would not shock the reader with an abrupt turn. Even when it is not so sharp a turn in the argument, the sentences should be interconnected by using pronouns, connectives, and such phrases as 'Moreover', 'Besides', 'Therefore...' etc.

Viewpoint: A report can be presented either in the past tense or in the present tense. The occasion of the report would determine the time-viewpoint. If the report records the facts that have been found out after going into the details of an event in the past, the past tense appears to be the natural viewpoint. If a current problem is being investigated or an ongoing development is being evaluated, the present tense may sound better.

Besides the points discussed above, there are some other factors that shape the style of a report. Among these we can mention such considerations as the type of the report, the fact whether it is a long or a short report, the scope of its circulation, and whether it is a routine report or a specially instituted inquiry.

(b) Write a job application for the post of a software engineer in a reputed firm.

Ans.

Mr Ravi Tanwar

H.R.

Mentor Graphics,

Sector-18, Noida

12 August 2010

Dear Mr Ravi Tanwar

I am writing in response of your advertisement dated March 10 issue of Times of India for the post of software engineer, I believe that I have what you are looking for. I have recently completed a three course

sequence of Hamilton college of Microsoft World and have my B.Tech degree in computer science.

I am particularly proud of the order confirmation system I designed, which has sharply reduced the problem of late shipments and depleted inventories. Because "proven skills" are best explained in person, I would appreciate an interview with you. Please phone me any afternoon between 3 and 5 p.m. at (919) 220-6138 to let me know the day and time most convenient for you.

Thanking you

Sincerely,

Kuldeep Kumar

Enclosure: Resume

(c) Discuss the formal structure of a technical proposal.

Ans. Technical proposal: The word proposal is derived from the verb 'propose' that means 'to offer or put forward for consideration, as a suggestion, plan or purpose'. Oxford dictionary also defines the word 'proposal' as 'a formal suggestion or plan or the act of making a suggestion.' Meaning 'Proposal, thus, means 'something proposed: plan or scheme'. It is often defined as a plan or scheme that persuades its readers to accept the writer's ideas. In other terms, a proposal is a properly conceived idea or plan, an action-oriented report. But it is different from a report. The proposal is a suggestive plan of future task where the proposer aims at getting the acceptance or the approval of the authorities but a report deals with what has already been done. In brief, "a proposal is a special type of analytical report designed to get products, plans, or projects accepted by others."

Divisions/Parts / Structure or Format of Proposals: While writing a proposal, the writer should pay attention to the structure of a proposal. The main parts of a proposal are determined according to the type of the proposal, if it is solicited or unsolicited; or internal or external.

(i) **Cover:** It will protect the main text of the proposal from getting torn or harmed in any other way.

- (ii) **Frontispiece:** It generally has a figure, a photograph or a map etc. just to arouse the interest of the reader. Only bound proposals are likely to have it.
- (iii) **Title Page:** The title page is a more important part of the proposal. The title page contains the following information. All the information printed on the cover must be repeated. Besides that the title-page must have the information regarding the approval of the proposal the distribution list, the project or job number, and the name of the authority to which the proposal is submitted. The title-page should also be beautifully set. The title must be printed in capital letters leaving enough space on all sides. The date is to appear at the bottom of the page. The information on the approving authority can be printed on the left side in the lower part of the page.
- (iv) **Copy right:** In case a proposal is to be published, the notice of copyright should also be printed on the inner side of the title page. It can be followed by a note of warning too.
- (v) **Forwarding letter:** The forwarding letter can be just a 'covering letter', not a part of the report itself, addressed to the authority who would receive the proposal. It is only a formal statement of the submission of the report. The forwarding letter can also be an introductory letter. An introductory letter is like a preface. It allows the author to form a link with the reader. It can highlight the main points of the proposal. It prepares the reader of the proposal to peruse it in the right perspective by communicating the scope and the limitations of the work. The introductory letter can also acknowledge the help the author might have received from certain people during the preparation of the proposal.
- (vi) **Preface:** The preface will repeat some of the information given in the introductory letter. It also presents the proposal to the reader.
- (vii) **Acknowledgements:** When acknowledgements have not been recorded in the introductory letter or the preface, the author can mention them separately. He can simply give the names of the persons, with their designation, and the institutions that have helped him in the course of preparing the proposal and can also refer to the specific contribution of the persons whose names are being mentioned.
- (viii) **Table of contents:** A table of contents is required only when the proposal is a long one, and the reader of the proposal might need this help to locate the particular parts of the proposal. In a short proposal a table of contents would appear to be quite unnecessary. The sub-headings should be printed after leaving a broader margin than that left for the headings.
- (ix) **Illustrations and Tables etc:** If a proposal has used a number of illustrations and tables etc., a list of the same must be provided. It should also mention the page numbers on which these tables etc. are to be found. Thus it is printed almost in the same manner as the table of contents.
- (x) **Abstract and Summary:** While a short proposal does not require a summary of it to precede it, a longer-report must have its abstract or summary, or both so that the authorities, who have not sufficient time to go through the entire proposal, are able to gather the necessary information from its abstract or summary. An abstract is shorter and a more condensed gist of the text than the summary. However, both of them should contain the essential information. An abstract can be informative as well as descriptive; it should present a clear picture of the subject.
- (xi) **Introduction:** Introduction, as the name suggests, is that part of the proposal which introduces the proposal to the person who would be reading it. An introduction is important because the person reading the report might not be acquainted with the problem. An introduction not only informs the reader but also tells him what the background of the project is, how much of the work has already been completed, what the shape of the investigation has been, what methods and procedures have been adopted to collect the information and to analyze it.
- (xii) **The Technical Section:** In this section, the proposer highlights two things: problem and its solution. The writer should organize the proposal around four questions:
1. What is the problem?
 2. What is the solution?
 3. Can the solution be implemented?
 4. Should the solution be implemented?

(xiii) **The Managerial:** The managerial section describes the personnel who will work directly on the project. All details relating to those personnel are mentioned in this section. His qualifications, achievements and experience are described here.

(xiv) **The Financial Section:** It includes a chart of anticipated expenditure. The estimate should be realistic and complete. There should be a detailed account of the amount required for several items such as equipment, lab testing, salaries of the personnel, office contingencies and infrastructural facilities such as building, water, electricity, machines and so on.

(d) **How is a letter placing order organised? Write a letter placing order for 30 LCD Monitors in a business establishment.**

Ans.

Shiva Enterprises
Secor-18, Noida
12 July 2010
Sales Manager
LG Pvt Ltd.
Sector-90, Noida

Sub.-Order of 30 LCD.TV

Dear Sir,

We have got to know that LG India is the leading manufacturer of electronics goods.

We are group of committed man force working to achieve good wills of customers.

Our annual turnover is approximately Rs 90 Lakh.

Could you please supply 30 units of LCD TV. Please find below the specific configuration:

1. Size 42 Inch
2. USB Modem
3. Color -Black

Please do write us in case you need any further information. You may find us on Mob - 8885556666 or E-mail shiva@gmail.com.

Sincerely

Rajesh Kumar
Manager

(e) **Describe the general method of writing report, thesis and dissertation.**

Ans. Report: A report is a formal document

written for a specific audience to meet specific needs. It may contain facts of a situation projects, or process; an analysis and interpretation of the information or data, events and records, inferences or conclusion drawn from objective data or suggestion and recommendations. Report writing need a very serious attention and some methods need to be adopted. Firstly, prepare a rough draft of your report on the basis of the outline you have prepared from your available data. Secondly a report require a careful revision. Pay particular attention to the need for coherence, unity and logical ordering of ideas, accuracy in recording facts and figures, correlation of illustration with the text, and proper documentation and cross referencing. Concentrate on the subject matter. Your primary concern should be to put your thought and information on paper all other consideration should be subordinate to this object. Write the final draft to make it presentable.

Thesis: A thesis or a dissertation or a dissertation is a research report that presents data procured either by the original findings of the researcher or information gained largely from the printed or other sources like library, internet journals etc. The main function of thesis and dissertation or thesis is to add something in the existing knowledge of a specific field. To write a good thesis require some methods to be adopted by the researcher of a particular field. These are some methods to be followed during writing thesis or dissertation:

1. Selecting and identifying the problem.
2. Delimiting the problem, it means to specify the identified problem.
3. Discuss and determine the needs of the audience.
4. Collection of the source material about the identified problem.
5. Writing the first draft of the thesis / dissertation.
6. Writing the final draft of the thesis / dissertation.

(f) **Write a sales letter to promote the sales of a mobile phone.**

Ans. Voice Mobile Pvt. Ltd.
Sector -46, Noida

Dear Sir/Madam

We are a company who care the customers need and provide the best services among all

mobile companies. Voice Mobile is a name of trust, quality, features and a name which do not require any clarification. Our company is very keen to provide the mobile phones with good features and in affordable price. Now keeping this in eye we have launched a fully loaded mobile phone in best price. This is Voice Mobile 1122, 8GB memory support, cam, internet features.

These handsets are in three models and in vibrant colors. So rush to your near Voice Mobile store to grab your most awaited mobile phone. For any enquiry or to purchase you can contact toll free no -33228877 or you can write through E-mail- voicemobile@hotmail.com.

Connecting Dear Ones

Sincerely,

Ravi Kumar
Sales Manager

Q.4. Attempt any two parts of the following:
(10×2=20)

(a) **What is the importance of Kinesics (Body language) and Audience Analysis in an Oral presentation?**

Ans. Body language is important. Standing, walking or moving about with appropriate hand gesture or facial expression is preferred to sitting down or standing still with head down and reading from a prepared speech. Use audio-visual aids or props for enhancement if appropriate and necessary. Master the use of presentation software such as PowerPoint well before presentation. Do not over-dazzle audience with excessive use of animation, sound clips, or gaudy colors which are inappropriate for topic. Do not torture audience by putting a lengthy document in tiny print on an overhead and reading it out to them.

Speak with conviction as if we really believe in what we are saying. Persuade audience effectively. The material we present orally should have the same ingredients as that which are required for a written research paper, i.e. a logical progression from INTRODUCTION (Thesis statement) to BODY (strong supporting arguments, accurate and up-to-date information) to CONCLUSION (re-state thesis, summary, and logical conclusion).

We should not read from notes for any extended length of time although it is quite

acceptable to glance at our notes infrequently. We should speak loudly and clearly. Sound should be confident not mumble.

Maintain sincere eye contact with audience. One should look straight into the eyes of a person in the audience for 3 seconds at a time. A direct eye contact is required with a number of people in the audience, and every now and then glances at the whole audience while speaking. Eye contact is must to get them involved.

Speak to audience, listen to their questions, respond to their reactions, adjust and adapt. If what we have prepared is obviously not getting across to our audience, change the strategy mid-stream if we are well prepared to do so. Remember that communication is the key to a successful presentation. Pause allows us and our audience a little time to reflect and think. We should not race through the presentation and leave the audience, as well as our self, feeling out of breath.

Add humor whenever appropriate and possible. We should keep audience interested throughout the entire presentation. An interesting speech makes time fly, but a boring speech is always too long to endure even if the presentation time is the same.

When using audio-visual aids to enhance our presentation, be sure all necessary equipment is set up and in good working order prior to the presentation. If possible, have an emergency backup system readily available. Check out the location ahead of time to ensure seating arrangements for audience, whiteboard, blackboard, lighting, location of projection screen, sound system, etc. are suitable for our presentation.

Have handouts ready and give them out at the appropriate time. Tell audience ahead of time that we will be giving out an outline of our presentation so that they will not waste time taking unnecessary notes during presentation.

Know when to stop talking. Don't use unnecessary words in your written paper; you don't bore your audience with repetitious or unnecessary words in oral presentation. To end the presentation, summarize main points in the same way as we normally do in the CONCLUSION of a written paper. Remember, however, that there is a difference between spoken words appropriate for the ear and formally written words intended for reading. Terminate presentation with an interesting remark or an appropriate punch line.

Leave the listeners with a positive impression and a sense of completion. We should have the written portion of our assignment or report ready for our instructor if required.

(b) Write short notes on the following:
(i) Proxemics, (ii) Chronemics

Ans. Proxemics or Kinesics is the name given to the study of the body's physical movements. In other words it is the way the body communicates without words through various movements of its parts. Nodding our head, blinking our eyes, shrugging our shoulder, waving our hands & such physical activities are all forms of communication. Some kinesics behaviors are intended to communicate as when we nod our head for acceptance.

Chronemics or time dimension means time management. We must reach for the presentation at the right time. It is discourteous to keep audience waiting. It may affect their mood adversely. Then we have to respect the limit of time allowed for the presentation. We should manage to complete it within in time. The speaker should not encroach upon the time for questions too. Outlines and rehearsals can help us in this management of time.

(c) Discuss the Nuances of Voice Dynamics and explain the four modes of speech delivery in a presentation.

Ans. Paralinguistic Features: Paralinguistic communication is the study of voice and how words are said. When we open our mouths we reveal all kinds of things about ourselves that have nothing at all to do with the words we are uttering and manipulating the nonverbal elements of our message can completely change its meaning. Paralinguistic cues refer to everything having to do with speech for the words we actually utter. These may be a bit subtler other forms of nonverbal behaviors in communicating our intent. Certainly a booming, yelling voice is not subtle. However, a firm that conveys conviction is more nuanced than a pointing finger, big gestures, or the invasion of one's personal space. Vocal cues include:

Rate: How many words per minute? In the United States, people from the north-east speak with more rapidity than do Southerners and generally men speak faster than women. Rapid rates of speech (*and quickly coming up with a retort*) have been correlated with composure and

self-assurance.

Volume: How loud or soft is the voice? Researchers have found that confidence, assertiveness, and boldness are reflected in louder speech.

Pitch: Is the voice high or low in pitch? A high-pitched voice can sound squeaky and childlike. We associate lower pitches with greater credibility. More men are born with low-baritone or bass-pitched voices. They rarely use the highest level of pitch that women use.

Inflection: Inflection refers to variations in pitch. Imagine a storyteller reading a book to children. We would expect inflection. Too much inflection, however, in other contexts such as the business world can undermine credibility. In contrast, we are put to sleep by speakers who employ a monotonic voice, and they are perceived as less charismatic.

Quality: Quality generally refers to those vocal characteristics that allow us to differentiate one voice from another. Is the voice small, feminine, or tremulous; thin, throaty, or fronted (aloof); tense, flat, grating, nasal, harsh, or shrill? All of these represent different combinations of rate, pitch, and volume.

Q.5. Attempt any two parts of the following:
(10×2=20)

(a) Drawing your information from Aldous Huxley's *Easy*, compare the language of literature with the language of science.

Ans. The language of literature and science: The language created by a literary artist to convey meaning of human experience at all levels is that the scientist interprets a natural object like rose, lily or daffodil in the language of bio chemistry and genetics. The literary artist, on the other hand has nothing to do with the scientific interpretation of the natural object. His concern is with his private experiences or the private experiences of the other persons. He enjoys the beauty of these natural objects.

The scientific uses the vocabulary and syntax of common speech in order to say something with the greatest clarity. Sometimes, he uses new technical language or jargons to achieve his purpose. The literary artist creates such a language which is capable of conveying the multifarious significance of the human experience on private as well as public level

As a medium of literary expression and of scientific expression the common language is inadequate. Both aim at giving a pure sense to the word. But the purity of scientific language is different from the purity of literary languages.

(b) **Elucidate the following statement of Barry Commoner in his essay 'Science and Survival': 'The new hazards are neither local nor brief.'**

Ans. Science and Survival: There are different, contradictory views expressed by the scientists concerning the risky effects, on the health of people, of the polluting elements so widely scattered in the world. Among these polluting substances one can mention D.D.T., which has entered the human bodies; we have filled in the air some substances that affect the blood-circulation in the human body. In our haste to make nuclear bombs, we have exposed our bodies to strontium-90; and to kill mosquitoes chemically, we have inhaled D.D.T. If we analyze the data related with public health, these pollutants are really very dangerous. In the modern age these hazards have become more expansive and permanent. The whole world is experiencing the adverse effects of technology. The effects of radioactivity will be felt for several generations. Carbon-14 is not going to leave us for thousands of years. Fuel combustion produces so much carbon dioxide that the temperature is raised everywhere. Global warming would melt ice of the arctic regions and water might drown the entire earth.

In all investigations, we allow some margin for errors; now this margin has been shortened due to the huge destructive potential of technology. Boiler explosions were to be accepted as a part of the research that perfected the functioning of a steam engine. Some people can shrug away these concerns, saying that these hazards are not as dangerous as the risks to which all of us expose ourselves in the course of business of life. It is also the obligation of science to anticipate and to restrain man's encroachment on nature. It is our duty to rectify the defects of scientific research and the application of technology.

(c) **Explain the following passage with reference to the context:**

"The lifeless body on the highway was a mere number representing the operation of inexorable impersonal

laws and paying tribute to our genius for accurate measurement. One could not expect the response to have been otherwise. The closer an intellectual synthesis approaches the scientific ideals, the more completely with the human act lose its individual significance and the more fully will we remain detached from its human meaning. Where numerical formulations are involved, this effect become specially noticeable."

Ans. Reference with context: This passage has been taken from the essay "The Humanistic and Scientific Approaches To Human Activity" written by Moody E. Prior

The humanistic and scientific approaches to human activity indicate two different cultures.

Explanation: Scientific ordering inspire from individual experience, while humanistic ordering inspiring detachment from individual experience, while humanistic ordering inspires involvement. When the national council of America predicted the date of the one millionth deaths due to accident, nobody could feel the tragedy. They took it as a proof of their accuracy in calculations. So it happens; so we get totally absorbed by the scientific ideal, we leave no scope for human aspects.

Literature on the contrary, encourages our involvement in a unique individual experience, which tends to color our outlook on life. Unlike science which is neutral to emotional human values, literature involves us emotionally. Even when we don't agree with the author's philosophy, we can't remain untouched by the emotional content of the work.

Although a man of literature is not always more human and sensible than others; and a scientist is not as a rule, more logical and impartial than non scientist; its natural that continuous discipline of science and art would suitably, differently, even imperceptibly, influence our characters and view of life.

Science is more methodical in its dealing with human problems. Literature is more effective in exploring the universal significance of human experience. These two can't exchange their roles.