



Study Material

On

Course Title: Understanding Communication

Course Code: ENG106 or ENG208

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There is no potential conflict of interest.

Minor Elective for PG Students

SYLLABUS

Course Code	Course Name	Credits
ENG106 or ENG208	Understanding Communication	4
Course Objective: The course aims to- <ul style="list-style-type: none">• Introduce the students to the communication strategies• Facilitate students to interpret multiple modes of literary and performative texts with the help of communicative tools• Hone the Communicative Competence of the TESOL Speakers• Sharpen their communication competence through various audio-visual toolkits.		
Course Outcome: On completing this programme, the students will be able to- <ul style="list-style-type: none">• Know the various types of communication• Understand the modes and usage of communication• Apply the communicative techniques in current situation• Refine their Soft-skills and hone their personality development		
Units	Course Contents	
Unit- I	Communication: Definition, Types (Verbal and Non-verbal), Language as a tool of communication The flow of Communication Communication Networks	
Unit-II	Barriers to Communication Professional Communication Features of Professional communication Importance of Business/Technical Communication	
Unit-III	Basics of Pronunciation, Introduction to Sounds (IPA) Paragraph Writing: Methods, unity and coherence Reading Skills: Types, Strategies, Barriers	
Unit-IV	Official Communication: Letter, Memo, Notice and circular, E-mail, Job Application, CV, etc.	
Suggested Readings: Meenakshi Raman & Sangeeta Sharma. <i>Technical Communication- Principles and Practices</i> . OUP, 2015. Turner, Lynn H. <i>An Introduction to Communication Paperback</i> . CUP, 2023. Communication Skills by Dr. T. Ravichandran, Department of Humanities and Social Sciences, IIT, Kanpur (NPTEL) https://www.youtube.com/watch?v=cOruENyLNYI&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH English Language for Competitive Examinations By Prof. Aysha Iqbal (NPTEL) https://www.youtube.com/watch?v=6xFaxIwwq0s&list=PLqGm0yRYwTjSdCmTeXLJLJkHXmC6CbEw Better Spoken English by Prof. Shreesh Chaudhary, Department of Humanities and Social Sciences, IIT Madras. (NPTEL) https://www.youtube.com/watch?v=0AM35Nu5McY&list=PLbMVogVj5nJT3a24lj4KOkQCOElxcDQrs Understanding Creativity and Creative Writing by Prof. Neelima Talwar (NPTEL) http://www.digimat.in/nptel/courses/video/109101017/L01.html		

Unit-wise Study Material

Unit- I

What is Communication?

The English word 'communication' is derived from the Latin communis, which means common sense. The word communication means sharing the same ideas. In other words, the transmission and interaction of facts, ideas, opinions, feelings or attitudes is also called communication which is an essence of management. The basic function of management (planning, planning, staffing, supervision and management) cannot be done effectively without effective communication.

Communication is a two-way process which involves transferring of information or messages from one person or group to another. This process goes on and includes a minimum of one sender and receiver to pass on the messages. These messages can either be any ideas, imagination, emotions, or thoughts.

Communication is a Latin word which means "to share". There are different modes of communication available today. These include emails, chats, WhatsApp, Skype (conference calls), etc. Effective communication makes people's work easier and smooth.

Communication Process

Communication is an on-going process that mainly involves three components namely—sender, message, and recipient. The components involved in the communication process are described below in detail:

1. Sender:

The sender or contact generates the message and transmits it to the recipient. He is the source and the first contact

2. Message:

It is an idea, knowledge, opinion, truth, feeling, etc. produced by the sender and intended for reference.

3. Encoding:

The message produced by the sender is encrypted in a symbolic way such as words, pictures, touches, etc. before transfer.

4. The media:

This is how the coded message is conveyed. The message can be conveyed orally or in writing.

5. Recording:

It is a process of modifying the signals sent by the sender. After recording the message is received by the recipient.

6. Recipient:

You are the last person in the chain and the message you sent was sent. If the recipient receives the message and understands it correctly and acts on the message, only then the purpose of the communication is achieved.

7. Answer:

Once the recipient confirms to the sender that you received the message and understood it, the communication process is complete.

8. Noise:

Refers to any restrictions caused by the sender, message or recipient during the communication process. For example, incorrect telephone connection, incorrect coding, incorrect recording, careless recipient, incorrect understanding of message due to discrimination or inappropriate touch, etc.

Types of Communication

Verbal communication:

Communication occurs through verbal, verbal or written communication that conveys or conveys a message to others is called oral communication. Verbal communication is the use of language to convey information verbally

or in sign language. Verbal communication is important because it works well. It can be helpful to support verbal Non-verbal communication Any non-verbal communication, spoken words, conversation and written language is called.

There Are Certain Measures Which Enhance This More Effectively

- **Firm and Confident Voice:**

Firm and confident communication reflects the personality of the person. It gives more certainty of completing any task. So always be confident so that your ideas are more precise and specific.

- **Active listening:**

A good listener always tends to listen to everyone's perspective or viewpoints. Active listening helps in identifying each one's problem or thoughts in a more clear way.

- **Ignore Filler Words:**

While giving a presentation, avoid using filler words such as yeah, like, so, etc. It might be distracting to your audiences. Try not to use them in official conferences or meetings.

Non-verbal communication:

It occurs with signs, symbols, colours, touches, body or facial features. Insignificant communication is using body language, body language and facial expressions to convey information to others. It can be used both intentionally and deliberately. For example, you may have a smile on your face when you hear an idea or a piece of interesting or exciting information. Open communication is helpful when you are trying to understand the thoughts and feelings of others.

Here are Certain Categories Where Non-Verbal Communication are Briefed Up

- **Positive Body Language:** Always carry a positive body language where you can carry your confidence for performing any task. This type of communication gives support to your verbal talks and makes you more open to any kind of jobs.
- **Imitate non-verbal communication you find useful:** Some facial expression or body language can be found helpful in an interview. If an interviewer has positively nodded his head, it gives a clear positive sign in a closed way, i.e. non-verbal communication.

Modes of Communication

- **Formal Communication:**

Formal Communication refers to communication that takes place through legal channels in an organization. That kind of communication takes place between managers or employees of the same class or between high and low and vice versa. It may be oral or written but a complete record of that communication is kept in the organization.

- **Informal Communication:**

Informal communication is defined as any communication that occurs outside of the official channels of communication. Informal communication is often referred to as the 'vine' as it spreads throughout the organization and on all sides regardless of the level of authority.

Language as a tool of communication

Language is essentially a means of communication among the members of a society. In the expression of culture, language is a fundamental aspect. It is the tool that conveys traditions and values related to group identity. The purpose of this paper is to show that a common language is one of the most important features of a community and the ceaseless use of the same language is the most certain proof of the historical continuity of a community of people. This function is

strongly related to the social nature of a language, whereas there are interdependency and mutual conditionality relations between language occurrence and a society with its inherent culture. We are going to take into account several aspects of language such as speaking and writing while also keeping in mind that the study of language is a multidisciplinary endeavour. Communication takes place not only orally, but also in writing. For instance, writing, a relatively recent invention, has a great importance for a language whereby it plays an important role in the preservation of language realities.

Language is Artificial: Language is not something natural. It has been created by people. Human speech came into existence and meaning is attached to words. It does not exist in isolation and every symbol is attached to a particular thought or thing, called a referent. Quite often, there is no connection between the symbol and the thing.

Example: UNESCO (United Nations Educational, Scientific and Cultural Organization) as a name came to be recognized only after the organization was founded after World War II.

Language is Restricted: Thoughts, when translated into language, lose some of their meaning in the process. This is because of the restrictive nature of the language. Sometimes it is difficult to express one's feelings as words have limited expression which is the reason for the restriction. Sometimes we cannot find words to express our feelings. It is important that the language be used as accurately as possible.

Language is Abstract: It is an important feature as it makes generalization possible. The abstraction in language makes it possible to categorize, making it easier to analyse new information. An existing word takes many similar ideas. The users associate meaning with words and symbols, which are expanded to include similar or other objects.

Example: Shirt, trousers, t-shirt, etc. can all be generalized under the category-clothes.

Language is Arbitrary: There is no direct relationship between a word and the idea or object it represents. Language keeps evolving to include new concepts and words. Language has evolved as a cultural system of agreements in which each word was agreed upon to mean something or a group of similar things. For example, there is no relationship between the word 'chair' and the idea it represents.

Language is Creative: Language is creative in the sense new words are added in the course of time. This is necessary because of social, cultural and technological changes. Hence, it is imperative that language should be able to encompass and give meaning to new inventions. New words are added every year to English language and find a place in the updated versions of popular dictionaries.

Example: Telephone, mobile, I-pod, etc. are the recent additions to English as these instruments were not known two centuries ago.

Language is Repetitive: Language suffers from redundancy or repetitions. In the same sentence, there can be more than one word that refers to a plural noun. While in some cases it would seem necessary, in other it adds to wordiness.

Example: There are many boys seated on the chairs. (Many, Boys and Chairs indicate the presence of more than one.)

Language is Recursive: All languages contain some basic templates (structures) in grammar. These structures can be used for a variety of expressions and sentences. One can generate any number of sentences using the same basic grammatical templates. The same structure can be repeated to make different sentences. Also, there is no limit to the potential length of a sentence.

The Flow of Communication

An organisation follows the five flows of communications:

- **Downward Flow:**

In this, communication flows from the higher level to lower level, i.e. communication carried out by the head of the organisation to the subordinates like providing feedback, giving job instructions etc.

- **Upward Flow:**

Communication which flows to the higher level of the organisation is upward communication. Subordinates use upward flow to transfer their grievances and performances to their seniors.

- **Lateral/Horizontal Communication:**

It takes place where communication happens between the same level of the hierarchy that is communication between colleagues, managers or between any horizontally equivalent members of the organisation. It benefits employees to perform coordination among the tasks, time-saving, solving problems of employees of other departments or conflicts within the department.

- **Diagonal Communication:**

Communication which takes place between the manager and employee of other work departments is known as diagonal communication.

- **External Communication:**

Communication which takes place between the manager and external group likes vendors, suppliers, banks, financial institutions and many more. For example, the Managing Director would be meeting with the bank manager to get the bank loan or some other financial work.

Communication Networks

A communication network is a system that describes how information flows within an organization. It's made up of regular patterns of relationships between people, and information usually doesn't flow freely.

Here are some examples of communication networks:

Wheel network

A leader or supervisor passes information down to employees. This network is best suited for small organizations.

Chain network

Information passes down the company hierarchy, from one person to the next. Information can deteriorate as it moves down the chain.

Circle network

Employees communicate with those who are next to them in the organization. This is similar to a physical arrangement where employees can only communicate with their immediate neighbours.

All-channel network

There is no direct leader, and everyone can make decisions. Communication flows freely.

Circuit network

Two people communicate continuously, with one person sending messages and the other providing feedback. This forms a loop or circuit. Network connectivity can be wired or wireless. Wired connectivity requires cables, which limits its range.

Questions for practice: [from Unit-I only]

- i. Define Communication, with its types, in your own words.
- ii. Comment on Language as a tool of communication.
- iii. What is the flow of communication? Discuss with suitable examples.
- iv. Communication Networks play an important role in an organisation. Comment.

Unit-II

Barriers to Communication

Communication barriers are obstacles that can prevent effective communication between people. These barriers can be anything that misrepresents or prevents someone from communicating during the process.

There are many barriers to effective communication, including:

Physical barriers

Obstacles that make it difficult to exchange information, such as faulty equipment, excessive noise, or physical boundaries

Emotional barriers

Negative feelings about people, places, or situations that can lead to emotions like fear and mistrust

Language barriers

Difficulties in communication due to linguistic barriers

Cultural barriers

Misunderstanding of cultural concepts, which can harm morale and decrease productivity

Psychological barriers

Mental and psychological issues that can limit communication, such as stage fear, speech disorders, phobia, or depression

Hierarchical barriers

Rigid organizational structures that limit open communication between different levels of employees

Perceptual barriers

Internal biases that influence how we perceive people, ideas, or events

Attitudinal barriers

Obstacles that arise from individuals' attitudes, biases, or preconceived notions

Few Communication Barriers

One sometimes wants to connect with one thing, but he is actually saying something else that he did not intend. This type of event in communication behaviour is known as the "Arc of Distortion". The distortion may be the result of some error in any of the communication channels. These barriers to communication are also known as "barriers".

Some of the barriers to communication:

- Lack of proper style, feedback.
- Content is not related to customer requirements.
- Failure to maintain dual communication.
- Bad weather.
- Lack of horizontal flow of ideas.
- Availability of technical coordinators.
- Semantic Problems.
- Lack of leadership.
- Lack of enthusiasm.
- Lack of support from heads of institutions.

There are certain barriers which create hindrance in building up communication over the time period.

- **Personal Barriers:**

Communication takes place between receiver and sender. It's a two-way process which should be clear. In case message formation went wrong, it gives a wrong and unclear message to the recipient. The receiver might get the wrong perspective while receiving a message. Therefore the message should be written effortlessly.

- **Systematic Barrier:**

If any machine or electronic errors occur by any means or in any unforeseen situation, it may affect the importance of communication.

Professional Communication

Professional communication is the practice of exchanging information, ideas, and perspectives in a professional setting, whether it's verbal, written, visual, or digital. It's an essential skill for success in the workplace and can also be important in other areas of life.

Communication is commonly defined as the transmission of information. Its precise definition is disputed and there are disagreements about whether unintentional or failed transmissions are included and whether communication not only transmits meaning but also creates it. Models of communication are simplified overviews of its main components and their interactions. Many models include the idea that a source uses a coding system to express information in the form of a message. The message is sent through a channel to a receiver who has to decode it to understand it. The main field of inquiry investigating communication is called communication studies.

Here are some tips for professional communication:

Be clear and concise: Use the 7 Cs of communication as a checklist: clear, concise, concrete, correct, coherent, complete, and courteous.

Be respectful: Use appropriate language and salutations.

Be aware of non-verbal cues: Pay attention to body language.

Be timely: Respond promptly.

Be culturally sensitive: Consider the diversity of learning styles, communication abilities, and cultural differences.

Proofread: Review your written communications for grammatical and spelling errors.

Be organized: Make it easy for others to read your correspondence.

Be proactive: Take a proactive approach.

Be flexible: Be understanding and flexible if you don't get an immediate response.

Professional communication is important in many fields, including:

Athletics and sports; the arts; Health and family care; New media; Small business and entrepreneurship; Consulting; Education; Spiritual services; Medicine; Law

Importance of Professional Communication

Communication plays a vital part in building up a strong relationship across the world, either in organisational structure or outside of it. It is an essential pillar for people in sharing the ideas, delegating responsibilities, management of a team, building up a healthy relationship, etc. Effective communication is necessary for managers in the organisation for planning, organising, leading and controlling. Managers of the organisation are dedicated enough in communicating throughout the day in various tasks performances. They spent the whole time communicating face-to-face or over the phone to their colleagues, subordinates and the clients. Managers also use written communication in the form of Emails, memos, daily reports and so on. Effective communication is a successful building block of the organisational structure.

1. Communication Foundation:

The manager explains to the employees the goals of the organization, the methods of their success and the interpersonal relationships between them. This provides communication between the various staff and departments. Therefore, communication serves as the basis for collaboration in the organization.

2. Functional:

The manager coordinates the individual and physical aspects of the organization in order to run it efficiently and effectively. This integration is not possible without proper communication.

3. The Basis for Making Decisions:

Good communication provides information to the manager that helps them make decisions. No decisions could have been made without knowledge. Thus, communication is the basis for making the right decisions.

4. Improves Management Ability:

The manager transfers targets and issues instructions and assigns tasks to subordinates. All of these factors are involved.

Here the Importance of Communication Can Be Briefed As Follows

- Good communication encourages motivational skills.
- It is a mode of information in the decision-making process.
- Communication emphasises socialising within or outside the organisational structure.
- It helps in controlling the process. Employees have to follow the organisation rule, code of conduct and other company policies.

Features of Professional Communication

Professional communication refers to the oral, written, visual, and digital forms of delivering information in the context of a workplace. Effective professional communication is critical in today's world. Most problems in an organization arise as a result of poor communication. Effective communication ensures a smooth flow of ideas, facts, decisions, and advice. This way, employees eliminate hindrances in achieving the organization's target.

On the other hand, poor communication may lead to the loss of time, money, opportunity, energy, and even good will in any enterprise. It is, therefore, essential to understanding the various features of professional communication. As a result, you will be able to foster growth and development in the organization. This article lists some of the most critical features of professional communication.

1. Accuracy

Accuracy is one of the most vital features of professional communication. The relayed information needs to be correct. Inaccurate information cannot be viewed as credible. It significantly undermines the reputation of any organization. It may also attract litigation. Additionally, anyone who relays incorrect information also risks losing their credibility.

Apart from the accuracy of the content conveyed, effective professional communication also needs to be accurate even in simple things such as grammar, spelling, and punctuation. Even one mistake has the potential to lead to miscommunication between parties. Consequently, this may lead to financial losses for the business.

2. Clarity and Brevity

Communication needs to be brief and to the point. Professionals don't have time to read long circulars and letters littered with superfluous information. They will feel more comfortable with short letters designed to convey the message quickly.

Additionally, the information therein needs to be clear and free from any ambiguity. Therefore, a professional communicator needs to be conscious of the

objective of their communication. This way, they avoid ambiguity which breeds miscommunication.

3. Distinctiveness

Communication in the professional world is done with a particular goal in mind. Generic professional communication will not achieve the intended objective. One needs to be specific to communicate effectively. The more specific the message is, the more the target audience is likely to understand it and the more it meets the desired objective.

Any communication in an organization should only deal with one particular subject at a time. This is the only way to reach effective results. Dealing with multiple issues at a time has the potential to create chaos and confusion. This is a threat to sound management.

4. Segmentation

When it comes to professional communication, employees in any organization, even the small ones, will have different needs, interests, and desires. Therefore, communication needs to be tailored to meet the specific needs of the target audience for it to have the desired effect or impact.

Communication in any organization needs to be segmented for specific departments. For example, writing one letter to all the departments and individuals may not be an effective way of communicating. The communicator should tailor the information to particular departments. Additionally, communication should be handled by an individual specialized in the workings of specific departments especially when expert knowledge is required.

5. Continuity

Continuity is also one of the most crucial features of professional communication. Communication must always be present in an organization. Without it, a company cannot claim to exist. As blood circulation is critical to a living body so is communication to a company. Managers should, therefore, ensure that communication is adequate and flowing smoothly in all directions.

Whenever there is a breakdown in communication, a misunderstanding arises leading to unfavourable hostility, conflict, and attitudes. Therefore, communication needs to be continuous. It should move up, down, and sideways to ensure that all concerned parties remain in the loop and are participating actively.

6. Internal and External Fields

Communication in an organization is primarily internal. It is an essential component in administrative function and is targeted to employees and other members belonging to a company. A public notice informing members of an annual general meeting in an organization is an example of internal communication. Internal communication may be either vertical or horizontal.

Communication may also go beyond the borders of an organization. When it extends to external parties who aren't necessarily members of the company, it is referred to as external communication. Such communication is usually intended to maintain relationships between external parties and the organization. It has a broad coverage and occurs less frequently than internal communication.

8. Multi-Channel

Communication can be achieved through a wide variety of channels to ensure that it reaches audiences in different forms of settings. There are many channels to choose from including meetings, print, and bulletin boards. These fall under the category of traditional forms of professional communication. The new electronic means of communication are email, social media, smartphone, and chat app.

Many factors should inform the choice of the medium used to communicate. The communicator should consider the nature of the communication, the sense of urgency, and the distance between them and the recipient.

Thus, it is concluded that effective communication is critical to any organization. It is, therefore, imperative to understand the essential features of professional communication. Communication needs to be accurate, brief, to the point, continuous, specific, and segmented. It can either be internal and external. Moreover, we can channel it through a wide variety of mediums including print, oral, and electronic. Communicators in the professional world have a lot of tools at their disposal and should choose which ones to use carefully. They should factor the essential features of professional communication and take their audience and intended goals into consideration before making decisions to ensure that their efforts pay off.

Importance of Business/Technical Communication

Business communication

Business communication is the exchange of information and ideas within and outside a company, for professional purposes. Business communication can include written, verbal, visual, and non-verbal methods. Some examples of business communication include: emails, letters, contracts, video conferencing, and satellite communication.

Business communication is important for many reasons, including:

Building relationships

Effective communication helps build trust and a positive workplace culture.

Improving customer service

Businesses can better serve their customers by understanding their needs and wants.

Meeting goals

Clear communication helps businesses achieve their goals by reducing mistakes and misunderstandings.

Promoting creativity

Good communicators are more open to sharing ideas without judgment.

Improving morale

Employees feel more valued and heard when they are well-informed, which can lead to higher morale and job satisfaction.

Eliminating communication silos

Good communication can help eliminate communication silos, which are divisions within a company that don't share information.

Improving productivity

Good communication can boost productivity by eliminating communication silos and promoting collaboration.

Sharing critical data

Business communication allows businesses to share critical data with customers, vendors, and other stakeholders.

Building brand awareness

Business communication can help build brand and product awareness.

Technical communication

Technical communication, on the other hand, can take many forms, including written documents, presentations, videos, and online content. When creating technical communication, it's important to consider the audience's needs, knowledge level, and expectations. The purpose of the communication should also guide the structure and content.

The language of technical communication is clear, concise, and accurate. The main goal, or purpose, of technical communication, is to help communicate important information as effectively as possible so that people can do their jobs better and consumer goods can be more convenient.

Technical communication is important because it helps make information clear and accessible, which can lead to a number of benefits, including:

Efficiency

Technical communication can help create a more efficient working environment by providing the right information at the right time. For example, technical procedures and illustrations can help users complete tasks more quickly and accurately.

Cost-effectiveness

Technical communication can be more cost-effective than other methods of communication. For example, a company can send a newsletter invite to subscribers via email instead of printing and mailing invitations.

Improved customer relationships

Technical communication can help create more valuable customer relationships.

Advancement of the economy

Technical communication can help advance the economy by ensuring research and development, safeguarding design and manufacturing, and protecting consumers.

Questions for practice: [from Unit-II only]

- i. What are barriers to communication in organizational structure?
 - ii. Define professional communication with an emphasis on its significance in the techno-global era.
 - iii. Throw light on Features of Professional communication
 - iv. Differentiate Business and Technical Communication with suitable examples.
 - v. Comment on importance of Business/Technical Communication
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Unit-III

Basics of Pronunciation

Some questions with its answers to clear the doubts of the students.

Q1. Why is it important to pronounce words correctly?

Ans. - To communicate well when you speak, you need to know how to pronounce words correctly. Correct pronunciation will help you express yourself in a clear and confident manner. It will also help others to understand your words easily.

Q2. Write any two pairs of words which are pronounced in the same way but have different spellings?

Ans. - Son - Sun, Sail - Sale

Q3. What is the best way to learn correct pronunciation of words?

Ans. - The best way to learn pronunciation of words is to listen carefully.

Q4. How do we pronounce words?

Ans. - We use sounds to speak. Every word is made up of one or more sounds. We put these sounds together to pronounce words.

Q5. What is phonetics? Explain giving example.

Ans. - Phonetics is the study of the sounds that we make when we speak. For example, the word dog is made of three sounds put together: d-o-g. Speak the word aloud as shown in Hindi to help you pronounce it correctly.

Q6. Why does a word's spelling not always match its pronunciation?

Ans. - The English alphabet has 26 letters, from A to Z. But each of these letters can be pronounced in different ways in different words. We use 26 letters to write in English. But, we use 44 sounds when we speak English. So, there is no one to one correspondence between letters and sounds. This is why a word's spelling does not always match its pronunciation.

Q7. List the three basic types of sounds that all English words are made of?

Ans. - The three basic types of sounds that all English words are made of are - i. Vowels ii. Diphthongs (combination sound of two vowels) iii. Consonants

Q8. What are Diphthongs give example.

Ans. - We make a diphthong sound when we combine two vowels. Diphthongs start as one vowel sound and go to another. For example, the sound 'ou' in the word "house" is a diphthong or a combination.

Introduction to Sounds (IPA)

The **International Phonetic Alphabet (IPA)** is a phonetic notation system that uses symbols to represent speech sounds in different languages. The IPA was created to help people pronounce words in any language by providing a unique symbol for each sound, or phoneme, in a word. The IPA is used by lexicographers, foreign language students and teachers, linguists, speech-language pathologists, singers, actors, constructed language creators, and translators.

There are 44 (20 vowels and 24 consonant) sounds in English Phonetics.

Vowels

The English language has 20 vowel sounds, which can be categorized as short vowels, long vowels, and diphthongs. Here are some examples of vowel sounds and the words they appear in:

Short vowels: /ɪ/-pit, /e/-pet, /æ/-pat, /ʌ/-cut, /ʊ/-put, /ɒ/-dog, /ə/-about

Long vowels: /i:/-week, /ɑ:/-hard, /ɔ:/-fork, /ɜ:/-heard, /u:/-boot

Diphthongs: /eɪ/, /aɪ/, /ɔɪ/, /əʊ/, /aʊ/, /ɪə/, /eə/, /ʊə/

List of Pure Vowels with Examples:

The 12 vowel sounds in English have been provided below with examples to help you understand.

Vowel Sounds	Examples
/ʌ/	cut, butter

/ɑ:/	park, far
/æ/	bat, fan
/ɒ/	goggles, fog
/ɔ:/	more, warn
/ɜ:/	bird, worm
/e/	pet, ten
/ə/	vendor, monitor
/ɪ/	sit, pin
/i:/	theme, fleet
/ʊ/	cook, put
/u:/	flute, boon

Diphthongs

Diphthongs are speech sounds formed by the combination of two vowel sounds. They do not resemble the speech sound of either vowel sound, instead form an entirely new speech sound.

List of Diphthongs with Examples

Given below is a table with the eight diphthongs in the English language. Go through the examples given for each diphthong to clearly understand what the phoneme sounds like.

Diphthongs	Examples
/aɪ/	fight, write
/aʊ/	plough, cow
/eə/	their, chair
/əʊ/	soak, rodent
/eɪ/	fate, pain
/ɪə/	here, cheer
/ʊə/	poor, sure
/ɔɪ/	toy, exploit

Consonants

The 24 Consonant Sounds in English

Consonant Sounds	Place of Articulation	Manner of Articulation	Examples
/p/	Bilabial	Plosive	pet, top
/b/	Bilabial	Plosive	bat, tub
/m/	Bilabial	Nasal	mat, palm

/w/	Bilabial	Approximant	wind, always
/f/	Labio-dental	Fricative	front, leaf
/v/	Labio-dental	Fricative	vase, advise
/θ/	Dental	Fricative	think, teeth
/ð/	Dental	Fricative	this, with
/t/	Alveolar	Fricative	trunk, what
/d/	Alveolar	Fricative	dose, ward
/s/	Alveolar	Fricative	save, case
/z/	Alveolar	Fricative	zest, doze
/n/	Alveolar	Nasal	neat, win
/l/	Alveolar	Lateral	like, will
/r/	Alveolar	Approximant	rest, torch
/ʃ/	Palato-alveolar	Fricative	shoes, cushion
/ʒ/	Palato-alveolar	Fricative	beige, measure
/tʃ/	Palato-alveolar	Affricate	catch, patch
/dʒ/	Palato-alveolar	Affricate	badge, judge
/j/	Palatal	Approximant	yoke, yonder
/k/	Velar	Plosive	keep, poke
/g/	Velar	Plosive	game, bag
/ŋ/	Velar	Plosive	sing, wing
/h/	Glottal	Fricative	heap, cohort

Paragraph Writing: Methods, unity and coherence

A paragraph (from Ancient Greek 'parágraphos' means 'to write beside' is a self-contained unit of discourse in writing dealing with a particular point or idea. Though not required by the orthographic conventions of any language with a writing system, paragraphs are a conventional means of organizing extended segments of prose.

The crafting of clear, coherent paragraphs is the subject of considerable stylistic debate. The form varies among different types of writing. For example, newspapers, scientific journals, and fictional essays have somewhat different conventions for the placement of paragraph breaks.

Paragraphs should have both coherence and unity. A paragraph with unity develops a single idea thoroughly and links it to the rest of the paper. Paragraph coherence is achieved when sentences are ordered in a logical manner and when clear transitions link sentences.

Unity in Paragraph:

- Develop a paragraph around a major idea. Express this idea in the topic sentence.

- Make the relationship between the main idea of the paragraph and the thesis of the paper clear. Don't assume that the reader will "get it." Spell it out for him/her.
- Support the main idea of the paragraph with details.
- Create separate paragraphs for those details that explore your topic from different perspectives.
- Eliminate sentences that do not support the main idea. Alternately, you may revise the main idea to include those sentences. Look at the following examples from a paper that has the thesis: "Despite the amount of foreign aid pouring in, social conditions in Zeeland remain bleak because the aid is used for military purposes."

Example 1 (without unity)

Robert Bee wrote, "The Zeeland massacre illustrates the need for greater control and vigilance." This is related to the thesis. Some 20,000 people disappeared from the villages. Financial mishandling can lead to great misfortune. Corruption in the government was exposed repeatedly to no avail. A police force, under orders to eliminate suspected terrorists, grabbed political dissidents and their families.

Example 2 (unified)

The pogrom of May 3, 1987 exemplifies how foreign aid funds were appropriated for repressive rather than social development purposes. On that day, some 20,000 people were abducted from villages in the countryside, charged as traitors and summarily executed. Then governor-for-life Zeely Zeelafsun had recently used \$5 billion in aid to create a standing paramilitary police force. Without some restrictive control over the aid, human rights organizations were unable to prevent the build-up and unleashing of this disaster. Robert Bee, the director of the Development as Freedom Foundation wrote, "The Zeeland massacre illustrates the need for greater control and vigilance."

Coherence in Paragraph:

Decide on an order for your sentences that will best develop the paragraph's main idea. Your supporting sentences are raw materials. They will not make sense to a reader unless they are put in order.

This order could be based on several factors:

Chronological sequence. This is useful for describing a sequence of events.

Modified chronology. Sometimes a major idea presented early in a paragraph can be supplemented with necessary background information.

Spatial position of different objects. This method is useful for description.

'Conversation' between different experts. By moving between a series of key positions, a writer can establish a sense of dialogue and develop a complex argument.

Logical form of argument. Some form of logical proof, like a syllogism, can serve as the basis for order. Once you have put your sentences in order, express the connections between them with transitional words or phrases. Think of these as signposts to guide the reader through your paragraph. They should be clear.

Reading Skills: Types, Strategies, Barriers

Reading skills are the abilities that allow people to interact with and understand written language. Reading skills can help improve literacy skills, and are important for effective communication. They can also help people learn how to perform tasks, such as cooking or using an appliance. Reading skills are complex and are acquired through systematic instruction and practice. Reading with a purpose can help readers focus their attention and direct information towards a goal. Reading is generally defined as a process that helps us to decode, decipher and identify the words in print, articulate, speak and pronounce the words in print.

Types:

They include a variety of skills, such as:

Vocabulary: Understanding words by linking them to oral vocabulary.

Comprehension: Being aware of the cognitive processes involved in reading.

Fluency: Improving vocabulary and sentence construction.

Attention: Absorbing information from the text.

Working memory: Retaining information from the text.

Reading skills include comprehension, strategies, and techniques:

Comprehension

The ability to understand what is read, including the main message, facts, and causes of events. Readers with strong comprehension can use what they've read to answer questions, write opinions, or create new things.

Comprehension strategies

Mental tools that help readers understand what they've read by performing activities before, during, or after reading.

Prediction

Making a prediction about a story based on the title and other clues, such as illustrations.

Comprehension monitoring

The ability to know when you understand what you're reading and to use strategies to improve your understanding when it's blocked.

Phonemic awareness

The ability to notice, think about, and work with the individual sounds in spoken words.

Previewing text

A strategy for processing difficult text by adjusting reading speed and guessing the meaning of unknown words.

Reading techniques

Skimming, scanning, intensive reading, and extensive reading can help you absorb and analyse information more effectively.

Some barriers to reading skills include:

- Lack of attention
- Poor retention
- Loss of confidence
- Shyness
- Motivation
- Attitudes
- Self-efficacy
- Self-concept

Questions for practice: [from Unit-III only]

- i. Why is it important to pronounce words correctly?
- ii. List the three basic types of sounds that all English words are made of.
- iii. What is phonetics? Explain with suitable example.
- iv. Discuss the significance of unity and coherence in paragraph writing.
- v. What are certain barriers in reading skills? How to overcome the same?

Unit-IV

Official Communication: Letter, Memo, Notice and Circular, E-mail, Job Application, CV, etc.

Official Communication:

Official communication, also known as formal communication, is the exchange of information between people in a professional setting that follows certain rules and procedures. It's a controlled way of communicating that helps to maintain a healthy workplace environment and ensure smooth information flow. Official communication helps to: Establish a clear hierarchy, Ensure team accountability, and Cut down on misunderstandings.

Here are some characteristics of official communication:

- **Rules and procedures**
Official communication follows a set of rules, standards, and processes that are predetermined by the organization.
- **Chain of command**
Official communication follows the organization's chain of command, with higher-ranking employees often sending messages to lower-level employees.
- **Code of conduct**
Official communication adheres to a code of conduct that includes specific formats, language conventions, and professional etiquette.
- **Communication channels**
Official communication uses predefined communication channels, such as emails, memos, business letters, reports, presentations, and meetings.
- **Tone**
Official communication has an overall formal tone.

Letter Writing

Letters are often preferred for confidential correspondence because they are more difficult to falsify than emails. They also provide a permanent physical record of communication. Letter writing is a way to communicate a message directly to a person or organization. Here are some tips for writing a letter:

Format

The format of the letter depends on whether it is formal or informal. For example, formal letters are usually left-aligned, while informal letters are more casual.

Content

The content of the letter depends on the purpose of the letter. For example, a letter to a friend might be about recent events or everyday topics, while a letter applying for a job might include your resume and relevant experience.

Structure

The structure of a letter typically includes the following:

Sender's information: The sender's name, address, phone number, and email address

Date: The date the letter was written

Recipient's information: The recipient's name, title, company, addresses, and contact information

Salutation: A greeting, such as "Dear Sir or Madam" or "To Whom It May Concern"

Body: The body of the letter, which should be written in a standard paragraph format

Complimentary close: A closing statement, such as "Sincerely" or "Yours faithfully"

Signature: The sender's signature, written in block letters

SAMPLE Letter Writing

Ganesh
5, SS Street
Charan Nagar
Lucknow 223701

Date: 8th September, 2024

To,
The Editor
The Hindu
Connaught Place, New Delhi-100001

Subject: Repair of the road in Charan Nagar—regarding.

Dear Sir/Ma'am,

I would like to bring to your kind notice that the people in and around Charan Nagar have been facing difficulties in travelling back and forth because of the bad condition of the roads there. We have appealed to the Municipality, but there has not been any response on the issue so far.

As our appeals to their office have had no effect, we believe that perhaps a mention in the media would be of great help. Since the beginning of the last month, the roads in Charan Nagar have been almost impassable. The surface is badly broken up by the heavy rains, and on a dark night, it is positively dangerous for vehicles to pass that way. Moreover, there are tons of road metals on both sides of the road, which leave very little room in the middle. The residents of the area have been inconvenienced in this way for weeks.

The situation is becoming worse. There have been multiple accidents happening due to this condition. I request you to highlight the seriousness of the matter in your newspaper so that the road may be properly repaired without further delay by the officials of the concerned department.

Thanking You
Yours sincerely,
Signature

GANESH

Memo Writing

What is a memo?

A memo, short for memorandum, is a way to inform a group of people about a specific problem, solution, or event. A memo should be brief, straightforward, and easy to read. It informs recipients and provides an action plan with specific next steps.

You may send a memo as a paper letter, fax, or PDF attached to an email. Although the widespread use of email essentially replaced memos in many circumstances, memos are still helpful for some important messages.

How to format a memo

If you are sending a memo via email, it should be formatted as a PDF. This retains the style you've applied to the document. Traditionally memos use twelve-point font for the body and fourteen- to sixteen-point font for the headings. Keep the font and design simple.

A memo should include the following:

Heading: This section specifies who the memo is to (your audience) and from (you or your department), and it includes the date and a subject to describe what it's about.

Introduction: This is your opening paragraph that highlights the purpose of the memo and provides an overview on what the memo is about.

Background: Here, you want to provide clear, specific context around the problem you're aiming to solve.

Recommendations: This is where you'll list the specific tasks or milestones you plan to complete in order to address the problem you've identified.

Discussion: This is the meat of your memo sandwich – it's where you'll justify your recommendations with supporting details that map back to your problem statement.

Closing: This section creates space for a call to action for your readers. What do you want them to do after reading your memo? State that here.

Necessary attachments: This is where you can include any supporting documents to back up your research and recommendations.

SAMPLE MEMO

Feedback Memo.

Sample feedback memo – company benefits program

To: All Employees

From: Jennifer Benson, HR Manager

Date: August 16, 2023

Subject: Feedback for 2024 Company Benefits Program

As company leadership, we request your feedback regarding our current benefits program.

Our current benefits program is up for renewal at the end of the year. We will be defining our 2024 program according to the following timeline:

August 16-30 – collect employee feedback

September 5-15 – evaluate employee feedback

September 18-29 – evaluate program gaps and research needs

October 2-27 – conduct employee focus groups

November 1-22 – finalize plan offerings

November 27 – introduce new program along with open enrollment options

Please complete the included 2023 benefits survey by Friday, September 1.

Additionally, if you are interested in participating in a focus group, please indicate appropriately within the benefits survey.

Thank you for your participation in improving our benefits program!

Attachment: 2023 benefits survey

Notices and Circulars

Notices and circulars are both documents that are used to communicate information, but they have different purposes and characteristics:

Notices

Short, formal announcements or advertisements that are used to inform or remind people of something. Notices are often used to announce meetings, deadlines, or important events. They are designed to communicate specific information quickly and efficiently.

Circulars

Formal written communications that are sent to multiple people to share information or instructions. Circulars are often used to announce new products,

policies, or leadership changes. They are ideal for sharing information with a large audience, such as employees or members of an organization.

Difference between Notices & Circulars:

Notices	Circulars
Used to communicate specific information to a limited group of people within an organization or external stakeholders	Used to communicate important information to a wide range of people within an organization or external stakeholders
Typically issued by a specific individual or department	Typically issued by upper management or a department head
Can be used to announce meetings, deadlines, or other specific events or information	Can be used to announce policy changes, updates on company performance, or other important information
Typically distributed to a specific group or individual	Typically distributed to all employees or stakeholders
Often include brief and specific information	Often include detailed information or instructions

NOTICE WRITING

A notice is written in the following format:

- **Name of the organization:** The name of the organization that is issuing the notice
- **Title:** The title of the notice should be "Notice"
- **Date:** The date the notice was issued
- **Heading:** A brief introduction to the subject of the notice
- **Body:** The main content of the notice, which should be short and informative
- **Signature and designation:** The name and designation of the person who wrote the notice, in block letters

If you are asked to prepare a NOTICE regarding the winter vacation along with some instructions, here is a sample you can refer to.

St. Joseph Senior Secondary School, Varanasi	
NOTICE	
Reference No. 12/2024	Date: 15/012/2024
Winter Vacation	
Dear Students/Parents,	
The school will remain closed from December 25th to January 2nd 2025 for winter vacation. The last day of attendance would be 24.12.2024. Parents are asked to pick up the students from their classrooms after the exams on the last day.	
Signature of the Principal	
PRINCIPAL	

CIRCULAR WRITING

Circular writing is a style of writing used to communicate information to a large group of people. Circulars are often used by companies and organizations to share messages, notices, new policies, and rules.

Here are some tips for writing a circular:

Format: Follow a professional writing format and include a head, opening, body, and closing.

Content: Include all relevant details, but keep the letter concise.

Language: Use simple and basic English so that most people can understand it.

Tone: Use an appropriate tone that connects with readers.

Information: Only share authorized information.

Proofreading: Proofread the letter before sending.

Some other characteristics of circular letters include:

Wide circulation: Circulars are a medium of mass communication that can propagate information to many people at once.

Attractiveness: Circular letters are presented in an appealing style to capture people's attention.

Courtesy: Circular letters are presented in a considerate manner.

Call for action: Circular letters motivate readers to take a specific action.

If you are asked to prepare a Circular regarding the Announcing a New Company Plan. Here is a sample you can refer to.

ABC Private Limited, New Delhi

Circular

To: All Employees

From: James

Date: February 2nd, 2022.

We need to reflect on our achievement of being a part of Xylo Industries last year to enthuse ourselves in determining our following ambitions in the future. As a result, I'd want to share with you my thoughts and plans on a topic that I believe will be vital to all of us in the next years.

Productivity

I'm sure you're all aware of the efforts being made around the country to boost productivity. We have made significant capital investments to improve our position over the last few years. Productivity, on the other hand, is dependent not only on the purchase of more efficient equipment but also on each employee's willingness to think of new methods to use resources more efficiently.

Marketing and Sales

You may be aware that our Target Sales programme has assisted us in increasing sales by more than 18%. Although this is a satisfying result, it is insufficient. Furthermore, I am confident that there are numerous things we can do to improve our situation. As a result, I've set a target of a 30% rise in sales for the coming year. I hope you share my enthusiasm as we put these plans into action. Indeed, if they are to be successful, you must actively participate in reaching this goal.

Sincerely,

Signature

.....

Xyz

CEO

E-mail Writing

How to Write an Email?

Email writing is an essential part of professional communication. It is not easy to get people to respond to your emails if they do not feel interested in your message or proposal. This is exactly the reason why you should learn to write good emails. Be bold. Get to the point right away. The best email communication is the one that is simple and clear.

There are a few tips you have to keep in mind when you sit down to write emails. Emails can be casual or professional, just like informal and formal letters. The format of the email changes according to the kind of email you are writing. However, accurate grammar and spelling are aspects that are to be taken seriously.

When you start writing an email,

- Make sure you type in the right email ID. Always check with the receiver for the exact **email address** because even a full stop that is not part of the email address can land your email with the wrong person, or the mail would simply bounce.
- The **Subject** line is the next most important factor you should carefully consider because that is the first thing anyone receiving the email would see. It also determines if the receiver would want to open the mail. 'The from line is what recipients use to determine whether to delete an email. The subject line is what motivates people to actually open the email.' said Loren McDonald. Spend double the time you spend on drafting the body to draft the subject.
- See to it that your **Salutation or Greeting** is appropriate to the receiver/s. The greeting builds a rapport.
- The **Body** of the email states what the email is about. Be clear with what you want your receiver to know. Make sure you have everything you want to convey drafted in simple terms. Do not use colloquial language or long unwinding sentences. Try not to repeat words or use clichéd terms. Make your message positive, even if you're turning down an offer. If you have to follow, do it before they remind you to. Keep it short. Use standard font style and size. Do a final spelling/grammar check/proofread.

- Finally, **Sign off** the email on a polite note and proofread it before hitting send. The closing should feel genuine; only then will the receiver want to respond.

Formal Email Writing Format Samples

Email on Seeking Information Regarding Course Details

To: Recipient's email ID

Subject: Regarding Course Details.

Dear Sir,

I have passed the B.Sc. degree examination with Electronics as the main subject. I intend to have a course in Computer Science and would like to know the details of the courses taught at your institution. Could you please send me a copy of your prospectus?

Yours faithfully,

Your name

XYZ

Job Application

A job application letter typically includes the following components:

Header: Your name and contact information, and the hiring manager's address

Opening paragraph: Introduce yourself and your application

Body paragraphs: Explain why you're a good candidate and what motivates you to apply

Closing paragraph: Include a call to action for the employer

Signature and attachments: Include your signature and a list of any attachments

Here are some tips for writing a job application letter:

Research the company

Understand the company's culture, values, and the specific requirements for the role.

Key Points

Address key points from the job description and how you can apply your experience and knowledge to the role.

Be concise

Keep your letter focused and to the point, and avoid unnecessary details. Use short paragraphs and bullet points if needed.

Keep it brief

Limit your letter to one page or less, but include all the important details.

Use a good salutation

Address the hiring manager by name, if possible. You can find their name in the job listing, on the company website, or by contacting the company.

Start with a hook

In the first paragraph, grab the hiring manager's attention. Don't start by stating that you're applying for the job—they already know that.

Sample Job Application for the Post of High School English Teacher

28 C, K K Nagar

Varanasi—264045

12th January, 2024

To,
The Principal
D A V Matriculation Higher Secondary School
Lucknow—200012

Subject: Job application letter for the post of High School English Teacher.

Dear Mr. Sishir Kumar,

I am writing to you to express my interest in the job opening for the post of High School English Teacher in your prestigious institution. I have reviewed the roles and responsibilities in the job description you have posted on the naukri.com. dated 09/01/2022.

I am an MA English graduate. I have also completed my Masters in Education. I have a teaching experience of three years at the Indian Public School, Coimbatore. I have handled students from Class VI to X. I have experience in teaching the IGCSE syllabus. I have also been a part of the curriculum development team. I am looking for better opportunities where I can use my skills and expertise to help and mould students and their communication skills. I believe that I can do well and play a good role in providing quality education.

I have attached my resume and experience certificate for your kind perusal. Looking forward to hearing from you.

Thank you for taking the time to review my application.

Yours sincerely,

LINDA RODRIGUES

Curriculum Vitae (CV)

Singular: Curriculum Vita

Plural: Curriculum Vitae

A Curriculum Vita (CV) is a document that provides a detailed profile of an applicant for a job. When writing a CV, you can consider the following tips:

- **Format:** Choose a format that works for you, such as chronological or functional.
- **Fonts:** Use a professional font like Calibri or Arial in a dark colour.
- **Language:** Use active verbs to describe your skills and achievements.
- **Organization:** Make your CV easy to scan by using short sentences and bullet points.
- **Content:** Include relevant skills and achievements that match the job description.
- **Personal statement:** Write a brief summary that highlights your skills, experiences, and career goals.

- **Work experience:** List your work experience in reverse-chronological order, starting with your most recent position.
- **Research experience:** Include the date, institution, position, and a short description of your research.
- **Achievements:** Provide high-impact descriptions of your achievements, using facts, figures, and timescales.

Example of a Professional CV Format

Juhi Philip

Sales Manager

23, Jobin Chowk, Mumbai - 301019

0971 2754858

juhip@email.com

linkedin.com/me/juhiphilip

May 5, 1989

Married

Indian

Summary

Enthusiastic automotive sales manager with 10+ years of experience. Voted Salesperson of the Year in 2015, consistently increased automotive sales by over 15% annually. Eager to join Patel Aps Company to motivate your sales teams and lead them to victory.

Experience

Sales Manager

Dara and Sons LLC, Mumbai

Nov 2018-Present

- Prepared daily work schedules and assigned tasks to 20+ employees, scheduled deliveries, and enforced company policy.
- Actively monitored 10+ key performance metrics of the sales team, identified challenges, and created new solutions by applying proven problem-solving techniques.
- Inspired team performance daily using proven behavioral-based coaching, motivation, and management methodologies, leading to a 25% increase in employee engagement.
- Recognized for increasing sales revenue by 15% in the first 60 days.

Area Sales Representative

Tekpillar, Mumbai

Sep 2014-Oct 2018

- Visited and developed sales outlets based on order placement and merchandising standards.
- Assisted in the training of 15+ new sales associates, adapting feedback and adhering to company policies.
- Voted Salesperson of the Year in 2015.
- Led sales team to exceed sales targets by 15% each year.

Education

Master of Marketing Management

JBIMS, Mumbai

May 2012- September 2014

CGPA: 9.85

BA in Financial Management

MITWPU, Puna

May 2009- September 2012

CGPA: 97%

Skills

- Management skills
- Strategic planning
- Communication skills
- Relationship building
- Problem-solving
- Reporting Skills

Languages

- Hindi: Native
- English: Bilingual
- French: Advanced
- Spanish: Basics

Interests

- New technologies
- Mobile apps
- Psychology

Reference:

- On request

Date:

Place:

Signature

[Full Name]

Questions for practice: [from Unit-IV only]**i. Write short notes on the following: (150-200 words)**

- Official Communication
- Importance of Letter writing
- Memo
- Difference between Notice and circular
- Contents of E-mail
- Format of Job Application
- CV

ii. Write a Letter to the Editor of any newspaper about a road of your locality that needs to be repaired. (Invent necessary details).*****END*****