

# **SRINIVASAN COLLEGE OF ARTS & SCIENCE**

*(Affiliated Bharathidasan University, Tiruchirappalli)*

**PERAMBALUR – 621 212**



## **Department of Computer Science & Information Technology**

### **COURSE MATERIAL**

**Subject : Communication & Personality Development**

**Subject Code : 16SNMEVC2**

**Class : II B.Sc CS & IT**

**Semester : IV**

## UNIT – I

### **PERSONALITY DEVELOPMENT:**

Personality development includes activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations.

When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations.

Personality development includes activities that develop talents, improve awareness, enhances potential and looks to improve the quality of life. It involves formal and informal activities that put people in the role of leaders, guides, teachers, and managers for helping them realize their full potential.

Hence, it can be concluded that the process of improving or transforming the personality is called personality development.

### **SIGNIFICANCE OR IMPORTANCE OF PERSONALITY DEVELOPMENT:**

Most people underestimate the importance of having a pleasing personality. Majority think it just means being born good-looking, that there isn't anything much to do about it. But this is not true. The scope of personality development is quite broad. It includes knowing how to dress well, social graces, grooming, speech and interpersonal skills. Whatever your career, these are very important skills that will promote your objectives.

To better appreciate its importance, some of the key benefits of developing your personality include the following:

#### **a. Confidence:**

Personality development gives more confidence to people. When you know you are appropriately attired and groomed, this makes you less anxious when meeting a person. Knowing the right things to say and how to conduct yourself will increase your confidence.

#### **b. Credibility:**

Personality development makes people more credible. Despite the saying that you don't judge a book by its cover, people do tend to judge people by their clothing and how it is worn. This

does not mean buying expensive clothes. We all know people who look shabby in expensive clothes.

There are also people who look great even if their attire is inexpensive. Because of this, you must know what to wear and you must be aware of other aspects of enhancing your physical features.

**c. Interaction:**

Personality development encourages people to interact with others. Studies have consistently shown that people communicate more openly with people they are comfortable with. If your hygiene and social graces are unrefined, then expect to have a much harder time connecting with people.

**d. Leading and Motivating:**

Personality development enhances the capacity to lead and motivate. A person with a winning personality will be able to motivate better. People are less likely to get bored, and our ideas will have more credibility. We can lead better if we project an aura of confidence and credibility. **e.**

**e. Curiosity:**

A single wrong word can destroy a business relationship. Knowing the right things to say shows both respect and intellectual sophistication. This is especially the case if you are dealing with foreigners or if you conduct business outside the country. The right thing to do in our country could be horrible blunders in a different culture. These are the soft skills that may break or make a deal.

**f. Communication skills:**

It improves your communication skills. People are more receptive to what you say if they are impressed with your personality. Verbal communication skills are also part of personality development; improving your speech will strengthen the impact of your message.

You cannot win by talent and hard work alone. Personality development is a crucial ingredient that you must obtain. Most of the people you see as models of great personality have taken a lot of effort in developing their natural features.

## **SELF-ESTEEM**

### **DEFINITION:**

Self-esteem is how we value ourselves; it is how we perceive our value to the world and how valuable we think we are to others. Self-esteem affects our trust in others, our relationships, and our work – nearly every part of our lives.

### **HIGH or POSTIVE SELF ESTEEM:**

Positive self-esteem gives us the strength and flexibility to take charge of our lives and grow from our mistakes without the fear of rejection.

### **Symptoms and Signs of High Self-Esteem:**

Some of the outward signs of high self-esteem:

- ❖ Confidence
- ❖ Self-direction
- ❖ Non-blaming behaviour
- ❖ An awareness of personal strengths
- ❖ An ability to make mistakes and learn from them
- ❖ An ability to accept mistakes from others
- ❖ Optimism
- ❖ An ability to solve problems
- ❖ An independent and cooperative attitude
- ❖ Feeling comfortable with a wide range of emotions
- ❖ An ability to trust others
- ❖ A good sense of personal limitations
- ❖ Good self-care
- ❖ The ability to say no

## **Advantages of High Self-Esteem**

There is a direct relationship between people's feelings and their productivity. High self-esteem is evident in respect for one's self, others, property, law, parents and one's country. The reverse is also true.

### **Self-esteem:**

- ✓ Builds strong conviction.
- ✓ Creates willingness to accept responsibility.
- ✓ Builds optimistic attitudes.
- ✓ Leads to better relationships and fulfilling lives.
- ✓ Makes a person more sensitive to others' needs and develop a caring attitude.
- ✓ Makes a person self-motivated and ambitious.
- ✓ Makes a person open to new opportunities and challenges.
- ✓ Improves performance and increases risk-taking ability.
- ✓ Helps a person give and receive both criticism and compliments tactfully and easily.

### **LOW SELF ESTEEM:**

Low self-esteem is a worst condition that keeps individuals from realizing their full potential. A person with low self-esteem feels unworthy, incapable and incompetent. In fact, because the person with low self-esteem feels so poorly about him or herself, these feelings may actually cause the person's continued low self-esteem.

### **Symptoms and Signs of Low Self-Esteem:**

- ✓ Negative view of life
- ✓ Perfectionist attitude
- ✓ Mistrusting others – even those who show signs of affection
- ✓ Blaming behaviour
- ✓ Fear of taking risks
- ✓ Feelings of being unloved and unlovable
- ✓ Dependence – letting others make decisions
- ✓ Fear of being ridiculed

## **INCREASING OUR SELF ESTEEM:**

Feelings of low self-esteem often build up over a lifetime, and letting go of ingrained feelings and behaviours is not an easy task. It may take time, hard work, and it may require professional counselling. But there are some simple, positive thinking techniques that can be used to help improve self-esteem. These are called affirmations.

Using affirmations to stop negative self-talk is a simple, positive way to help increase self-esteem. Affirmations are encouraging messages we can give ourselves every day until they become part of our feelings and beliefs. Affirmations work best when a person is relaxed. But since people are often upset when they are giving themselves negative self-messages, they may need to counter negative messages with positive ones.

For example, replace the message *“I made a stupid mistake, and I am no good at this job,”* with *“Yes, I made a mistake but I have learned from it, and now I can do a better job.”*

Begin each day by looking in the mirror and giving us a positive message. The following affirmations can help you to work toward a positive self-image:

I respect myself and others

I am lovable and likable

I am confident, and it shows

I am creating loving, healthy relationships

I am a good friend to myself and others

I accept myself just as I am

I look great

Life is good, and I like being a part of it

## **PERSONALITY HAVING LOW SELF ESTEEM**

They are generally gossip mongers.

They have a critical nature. They criticize as if there is a contest going on and they have to win a prize.

They have high egos they are arrogant and believe they know it all. People with low self-esteem are generally difficult to work with and for. They tear down others to get a feeling of superiority.

They are closed minded and self-centred.

They constantly make excuses--always justifying failures.

They never accept responsibility--always blaming others.

They have a fatalistic attitude no initiative and always waiting for things to happen.

They are jealous by nature.

They are unwilling to accept positive criticism.

They become defensive.

They are bored and uncomfortable when alone.

## DIFFERENCES BETWEEN HIGH SELF ESTEEM AND LOW SELF

S.no	High Self-Esteem Personality	Low Self-Esteem Personality
1	Talk about ideas	Talk about people
2	Caring attitude	Critical attitude
3	Humility	Arrogance
4	Respects authority	Rebels against authority
5	Courage of conviction	Goes along to get along
6	Confidence	Confusion
7	Concerned about character	Concerned about reputation
8	Assertive	Aggressive
9	Accepts responsibility	Blames the whole world
10	Self-interest	Selfish
11	Optimistic	Fatalistic
12	Understanding	Greedy
13	Willing to learn	Know it all
14	Sensitive	Touchy
15	Solitude	Lonely
16	Discuss	Argue
17	Believes in self-worth	Believes in net worth only
18	Guided	Misguided
19	Discipline	Distorted sense of freedom
20	Internally driven	Externally driven
21	Respects others	Looks down on others



## **SELF ESTEEM:**

### **INTERPERSONAL RELATIONSHIP**

A strong bond between two or more people refers to interpersonal relationship. Attraction between individuals brings them close to each other and eventually results in a strong interpersonal relationship.

#### **Forms of Interpersonal relationship**

An interpersonal relationship can develop between any of the following:

- Individuals working together in the same organization.
- People working in the same team.
- Relationship between a man and a woman (Love, Marriage).
- Relationship with immediate family members and relatives.
- Relationship of a child with his parents.
- Relationship between friends.

Relationship can also develop in a group (Relationship of students with their teacher, relationship of a religious guru with his disciples and so on).

#### **Seven Essential Skills to build Strong Inter Relationships:**

##### **1. Relaxing Optimistically:**

If we are comfortable around others, they will feel comfortable around us. If we appear nervous, others will sense it and withdraw. If we are meeting someone for the first time, brighten up as if we've rediscovered a long-lost friend. A smile will always be the most powerful builder of rapport.

##### **2. Listening Deeply:**

Powerful listening goes beyond hearing words and messages; it connects us emotionally with our communication partner. Listen to what the person is not saying as well as to what he or she is saying.

Focus intently and listen to the messages conveyed behind and between words. Listening with our eyes and heart is important. Noticing facial expressions and body postures is also an enhanced listening.

### **3. Feeling Empathetically:**

Empathy is the foundation of good two-way communication. Being empathetic is seeing from another person's perspective regardless of your opinion or belief. Treat their mistakes as you would want them to treat your mistakes. Let the individual know that you are concerned with the mistake, and that you still respect them as a person. Share their excitement in times of victory, and offer encouragement in times of difficulty. Genuine feelings of empathy will strengthen the bond of trust.

### **4. Responding Carefully:**

Choose emotions and words wisely. Measure your emotions according to the person's moods and needs. Words can build or destroy trust. They differ in shades of meaning, intensity, and impact. What did you learn when listening deeply to the other individual? Reflect your interpretation of the person's message back to them. Validate your understanding of their message.

### **5. Synchronizing Cooperatively:**

When people synchronize their watches, they insure that their individual actions will occur on time to produce an intended outcome. Relationships require ongoing cooperative action to survive and thrive.

### **6. Act Authentically:**

Acting authentically means acting with integrity. It means living in harmony with your values. Be yourself when you are with someone else. Drop acts that create false appearances and false security. When you act authentically, you are honest with yourself and others. You say what you will do, and do what you say. Ask for what you want in all areas of your relationships. Be clear about what you will tolerate. Find out what your relationship partners want also. Being authentic creates mutual trust and respect.

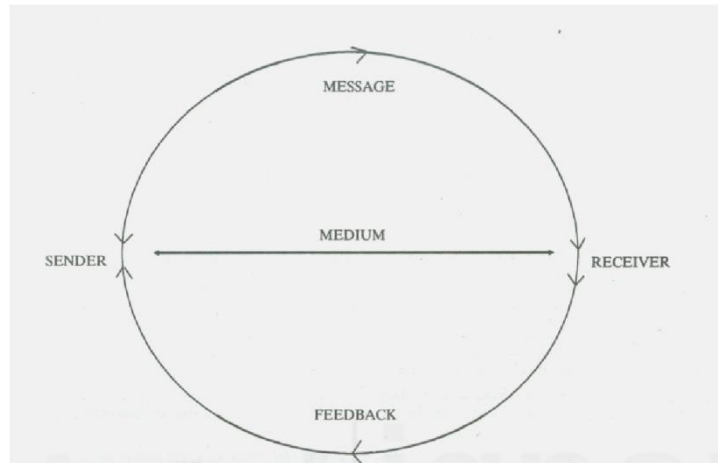
### **7. Acknowledge Generously:**

Look for and accentuate the positive qualities in others. Humbly acknowledge the difference that people make to your life. Validate them by expressing your appreciation for their life and their contributions. If you let someone know that they are valuable and special, they will not forget you. Showing gratitude and encouragement by words and actions will strengthen the bonds of any relationship.

## UNIT – II

### COMMUNICATION SKILLS:

Communication is the activity of conveying information. The word communication has been derived from the Latin word 'communis', meaning to share. It basically involves a sender, a message and a receiver.

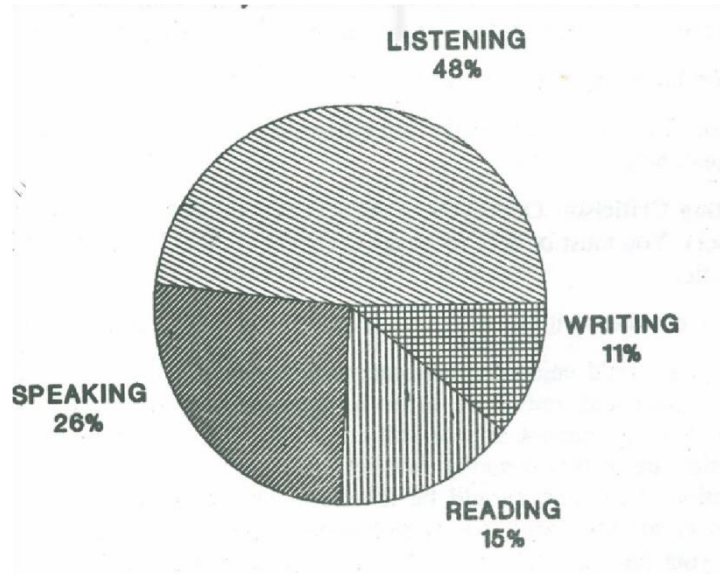


Communication is giving, receiving or exchanging ideas, data, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.

Personal appearance, another important way in which your personality comes across is when you communicate with each other. The word communication is derived from the Latin term *communicare* or *communico* both of which mean to share. Therefore-communication is a process of sharing, . transferring, or exchanging information, ideas, views and feelings between two or more persons. Communication is the very essence of human interaction. In any sphere of life, it is difficult to get along without communicating with others. In the service industry, it is just impossible. If you look at Figure 1, you will observe that in order to make communication effective, there must be a •sender' and a 'receiver'; a message, a medium, and a feedback. The . sender sends the message to the receiver through a medium which may be oral, written or non-verbal. Similarly, the receiver responds to the sender's message by giving feedback to the receiver. This ensures that the receiver has: - • received the message, and • either understood the message or has not understood the message, so she/he requires a clarification. Without feedback, communication is incomplete.

## LISTENING AND SPEAKING

Experts estimate that we spend about 11% of our time in writing, 15% in reading, 26% in speaking and 48% in listening (see Figure 2). But are you really listening? In the hospitality industry, it is essential to listen first and then to speak because listening involves hearing and understanding. When you listen first, you are then able to speak effectively because you have properly understood what the listener wants. Thereby your effort is to give total satisfaction to your customers



Human nature being what it is, people are often prejudiced and biased. It is evident in the manner in which they communicate. This acts as a barrier and adversely affects your communication. Some of the common barriers are:

1) **Preconceived Notions:** At times you prejudge people before they speak, thus allowing your opinions and ideas of them to come in the way of what they are trying to say.

2) **Words:** Many words in English and in other languages have different meanings relating to the context of what is being said. You must be careful not to use words that may cause confusion in the receiver's mind. So use words that are simple and easily understood.

3) **Poor Listening Skills:** Listening means understanding the speaker, not only hearing her/his words. So listen to what is being said. In fact, one of the pitfalls which people are prone to is mental dissipation or subconscious mind wandering. The only way to overcome this kind of mind wandering is through a determined effort to listen carefully.

4) **Stereotyping:** This is placing people into blocks and forming opinions about them e.g. Tourists want drugs; Businessmen are crooks; Workers create trouble, Politicians are shrewd;

Youth are irresponsible. Take a positive approach towards people and what they say, and avoid such preconceived notions.

5) Emotions or Feelings: Anger, hate, jealousy, worry, sorrow could influence peoples judgment and prevent them from thinking seriously and fairly. Hence, while on job avoid these negative feelings.

6) Wrong Channels or Medium: This is giving long messages over the phone or detailed messages verbally. The receiver may forget or get confused. Always be crisp and to the point.

7) Poor Verbal Skills: This is like speaking too fast or too slow, too loud or too soft or keeping a monotonous tone of voice. Often you are unable to articulate properly because your lips and facial muscles are tight To be an effective speaker, your lips, facial muscles and articulating organs must all be flexible.

8) Confusing the Message: This is speaking without thinking of what you really want to say. This can confuse the receiver.

9) No Rapport with Listeners: Unable to arouse the listeners interest due to lack of involvement of the listener in the subject is another barrier.

10) Unconvincing: The speaker is, at times, not convinced about the subject or not sure about the facts or the purpose of the occasion. In fact, in this industry, as perhaps in most jobs, you must be aware of the rules and procedures and be able to explain and justify them. Sometimes you may feel that certain rules are being violated by a guest in a hotel for instance. How would you deal with this situation? A certain degree of firmness and professionalism should be used to deal with such matters. In fact you canbe both polite as well firm at the same time, For example see this conversation:

"You are breaking rules you can't do this, we will throw you out of the hotel" (bad).

"Well sir, This is not acceptable to the management. Please don't do it, it might lead to unpleasantness" (good).

## **Accepting Criticism:**

Often you or the services you offer may be criticized by your customers. You must be able to accept criticism without being over-defensive or over apologetic. In order to avoid these pitfalls there are several things that you might attempt to do. First of all you should enjoy communicating with others. At the same time you need to improve your poise and confidence. In the beginning you need to be conscious of the need to improve, yet you cannot appear self-conscious. Also remember, that the skills of communication are to be constantly developed and you keep learning through experience and interaction. Your aim should be to effectively communicate your ideas clearly, confidently, creatively, interestingly and persuasively, To be able to achieve this, you" must know your job well, be sure of the rules and procedures and be well informed. In the tourism industry, you are constantly interacting with all sorts of people, including foreigners. They may need information about our country, its politics, people and culture.

So make it a point to read the daily newspaper, magazine section of newspapers, travel magazines and other promotional literature from the tourist departments. There is no harm in picking up books that train you to be a better listener and speaker. These books will give you certain points to self-improvement:

- develop a keen mental attitude,
- know and understand the people you have deal with,
- make your conversation polite, clear and interesting,
- enunciate your words clearly,
- be persuasive, forceful and direct without being authoratative, and
- empathise, i.e. develop the capacity for participating in the other person's feelings or ideas. In fact, this may be the most important ingredient for successful communications.

## **SPEAKING :**

The manner in which you use your voice not only helps you to develop your personality but also improve your customer relations. Here are some hints on how to use your voice effectively.

- 1) **Volume** Just loud enough for your customers to hear. Not too loud for everyone else nearby to hear nor too soft for your customers to strain themselves.
- 2) You have to speak at the speed at which your customers can hear and understand what you are saying. If it is fast, they might have difficulty trying to catch up; if it is slow, it's boring.
- 3) You should from time to time as the situation demands, change the pitch and tone of your voice. In this way you will command your customer's attention.
- 4) **Enthusiasm** If you genuinely like your customers it will reflect in your voice. This will in turn involve your customer in whatever you are saying. You cannot speak correctly unless you breathe correctly. Diaphragmatic breathing is the key to a pleasant and a well projected voice. Without diaphragmatic breathing, it is impossible to control your voice or to utilize its full range.

## UNIT – III

### **GROUP COMMUNICATION:**

Families, friendship circles, work teams, committees, and sports teams are all examples of groups. Individuals belong to many types of groups. The quality of people's everyday lives depends in important ways on the groups to which they belong. Much of the work and many of the decisions that shape the world depend on the actions that groups take. Groups are important because they influence the way in which people experience and understand the world. The study of group communication helps further the understanding of how groups function in influencing individuals and society. Additionally, the study of groups can lead to innovations in such things as technology, government, and organizational policy.

#### **Defining a Group**

To understand groups, there must be some way of determining what makes a collection of people a group. The number of members can be used to distinguish groups from other forms of social behaviour, such as crowds, organizations, and interpersonal relationships. Groups, which are obviously bigger in size than interpersonal relationships but smaller than crowds or organizations, typically have around five members (but can be as large as twenty members). This supports the theory that the ideal decision-making group consists of five members (plus or minus two). While it is useful, the number of members does not capture exactly what makes a collection a group.

A group is not a crowd or a mob. As with crowds (such as those that gather for sporting events or around the scene of an accident), groups focus their attention on particular matters of interest. Unlike crowds, groups are more than just a collection of individuals. People come together in groups to accomplish a set of goals and to work together to accomplish those goals. Crowds disperse once the event that draws their attention is over, but a group remains intact.

A group is not an organization. As with organizations (such as business firms or school districts), a group has rules and expectations that help members accomplish shared goals. Unlike organizations, groups do not develop a bureaucracy to organize members and do not hire managers to enforce the rules. Instead, members of small groups typically know each other, develop informal rules and norms, and monitor each other's behaviour.

A group is not an interpersonal pairing of two individuals. As with interpersonal relationships (such as those between friends, parents and children, or co-workers), group members interact with each other and influence each other at a personal level. Groups,



however, include at least three people who have a common relationship and develop a sense of mutual belonging that differs from any interpersonal relationship that might exist between any two given members of the group.

Because the number of members is just a useful starting point for understanding groups, it is important to understand that a collection becomes a group only when the members

- (1) share a goal,
- (2) hold expectations over each other about participating in and belonging to the group,
- (3) create identities for the group and its members, and
- (4) influence each other and develop strategies and tactics to control each other and maintain the group.

Group discussion is an important activity in academic, business and administrative spheres. It is a systematic and purposeful interactive oral process. Here the exchange of ideas, thoughts and feelings take place through oral communication. The exchange of ideas takes place in a systematic and structured way. The participants sit facing each other almost in a semi-circle and express their views on the given topic/issue/problem.

#### **Importance of group communication:**

It is an effective tool in problem solving, decision making and personality assessment. GD skills may ensure academic success, popularity and good admission or job offer. Thus it is important to be able to take part in a GD effectively and confidently. Participants should know how to speak with confidence, how to exhibit leadership skills and how to make the group achieve the goals. The panel which normally comprises of the technical and HR (Human Resource) experts of the company will observe and evaluate the members of the team. The rules of the GD – the time limit, panel's expectations etc are explained after the initial introduction by the panel, soon after the topic or case to be discussed is given to the group members. The panel does not interfere during the discussion, it only observes. The panel at its discretion may provide some time to think over the topic or may ask them to start immediately. Each candidate is supposed to express their opinion either supporting or against the topic. The discussion carries on till the panel signals termination. It is left to the discretion of the panel to extend or cut short the given time.

## **The objective of GD:**

To check your team playing skills.

You have to understand the other persons' point of view, while making your point and ensure that your team as a whole reaches a solution or agreement that is both feasible and accepted by all team members.

There are four major areas of evaluation in selection GDs:

1. Subject knowledge,
2. Oral communication skills,
3. Leadership skills and
4. Team management.

## **Subject Knowledge:**

Participants must possess a thorough understanding of the topic on which they are supposed to speak. You must prepare yourself to talk on a wide range of subjects. Be abreast of the current events, national and international affairs, burning social and economical topics, scientific and environmental issues, key newspapers' controversial topics and any experience that may be expected of an educated person. As a member of the group, you are expected to contribute substantially to the discussion

The greater your knowledge of the subject, the more enthusiastic and confident you will be during the discussion. Once you have understood the topic or issue, you should be able to generate ideas as well as organize them so that you present it well. You will have the ability to analyze facts or information in a systematic way. A person putting forward new ideas that may work will be accepted as the natural leader of the group. The panel will observe the ideas put forward, their originality, the depth of analysis and their relevance to the topic. Problem solving skills are essential and do not hesitate to give solutions. Your approach to the case study will be observed keenly by the evaluators.

## **Oral Communication Skills:**

If subject knowledge is important, **communication skills is more important as without expression, the knowledge is of no use.** As the exchange of ideas in a group discussion takes place through speech, one of the pre-requisites of success in a GD is the ability

to speak confidently and convincingly. Good communication skills include active listening, clarity of thought and expression, apt language and proper non verbal clues.

### **Listening Skills:**

One of the weaknesses of most human beings is that we love to listen to our own voice rather than listen to others. Listening is as important as speaking in a

GD, unless you listen, you cannot contribute to the stated purpose of communication. It is extremely important to listen very carefully, only then you will be able to pick up the thread of discussion and continue. Only active participation as a listener in a group makes a person a good leader. A leader is identified by the panel.

### **Clarity of thought and expression:**

**Clarity** is the art of making yourself clear to the audience. Only when your expressions are clear, you can convince your team and the panel. More than words, it is the tone in which they are spoken that conveys the message. You should not be too loud or too soft. A lively and cheerful voice with appropriate modulations will attract the audience. Proper articulation of words, achieved through phonetic accuracy is very essential slang, and artificial accents are to be avoided.

### **Apt Language:**

The flow of language must be smooth. Use simple language and avoid long winding sentences. Appropriateness of language demands that there should be no errors of grammar. Do not use unfamiliar phrases and flowery language. Be precise. Be polite and courteous.

### **Proper non verbal clues:**

Non verbal clues include eye contact, body movements, gestures and facial expressions. The panel very keenly watches the non verbal behavior of the team. They generally evaluate the body language cues of the team to determine personality factors such as nervousness, cooperation, frustration, weakness, insecurity, self confidence, defensiveness, etc. A candidate who appears professional is more likely to be noticed by the panel. A confident posture, appropriate facial expressions and meaningful eye contact with the team will create a good expression.

**Team behavior:**

Your group behavior is reflected in your ability to interact with the other members of the group. You must be mature enough to not lose your temper even if you are proved wrong. You must be patient and balanced.

Your success in a GD depends on how well you play the role of initiator, information seeker, information giver, procedure facilitator, opinion seeker, opinion giver, clarifier, summarizer, social-supporter, tension reliever, compromiser, attacker, humorist and dominator.

The selection panel notes the differences in the amount of participation of the members. They observe the silent spectators, the ever dominating but not contributing much, member who participates actively exhibiting his knowledge and the moderate ones. Your ability lies in analyzing the problem well and making others to endorse your view. Finally while appreciating others point of view, you should effectively present yours without contradicting other's opinions. Your ability in convincing the team is your success.

**Leadership Skills:**

The success of any team depends to a larger extent on its leader. The panel evaluates a candidate's personal skills which allow him to prove himself as a natural leader in the GD. Though there is no appointed leader in a GD, a leader emerges. Assertiveness, emotional stability, objectivity, self-confidence, decision making, discretion, initiative, good communication skills, patience, persuasiveness and adaptability are some of the leadership qualities that are immensely useful in proving oneself as a natural leader in GD. A good leader should neither be very authoritative nor submissive but must be democratic. Such leaders see to it that all the members in the team participate and when there is a problem, try to deal with it amicably. Leaders should know how to deal with the 'bull dozers', who make noise but do not have any logic.

**Expectations of the Panel:**

You should have the following qualities:

- Team player
- Reasoning
- Leadership
- Flexible

- Assertiveness
- Initiative
- Creativity (out of the box thinking)
- Inspiring ability
- Listening
- Awareness

### **Phases in a GD:**

- Initiation/introduction
- The central group discussion
- Summarization/conclusion

### **What to do in a GD?**

- Speaking is important; do not sit silently. Speak freely.
- Do not monopolize the conversation or talk too much.
- Give everyone a chance to speak.
- Maintain eye contact with everyone in the group.
- Show active listening skills.
- Do not interrupt anyone while they are speaking.
- Keep the topic on track and don't be irrelevant.
- Encourage someone who is silent to talk.
- Do not argue with anyone.
- Do not debate with anyone, while the group looks on.
- Do not repeat what has been said; be attentive; try to develop on ideas expressed or give out new ideas.
- Clarify your doubts and then proceed.
- Be brief.
- Do not commit grammatical errors while talking.

## **Interpersonal relationship skills:**

Interpersonal Relationship is a close association or acquaintance between two or more people. Interpersonal relationship can also be defined as the social association, connection or affiliation between two or more people.

An interpersonal relationship is the nature of interaction that occurs between two or more people. People in an interpersonal relationship may interact overtly, covertly, face-to-face or even anonymously.

### **Importance of Inter-personal Relationship:**

- ✓ Inter-personal relationships enhance respect and regards.
- ✓ Inter-personal relationships ensure common goal .
- ✓ Inter-personal relationships ensure Inter-dependence.
- ✓ Inter-personal relationships ensure Transparency.

### **Skills that can promote Inter-personal Relationship:**

The various skills that can promote inter-personal relationship include:

- **Respect /cheerfulness:** for any relationship to work out well, the people involved must learn to respect one another and be cheerful at all times.
- **Tolerance:** For any relationship to last, people must learn to tolerate one another.
- **Patience/ Endurance:** Anybody involved in any kind of inter-personal relationship should learn to be patient and endure in any situation.
- **Honesty:** Honesty is a key to a successful relationship; Partners of any form of interpersonal relationship should learn to be truthful and honest to each other for a lasting relationship.
- **Appreciation and contentment:** Friends should learn to appreciate one another for any little assistance rendered and should learn to be contented with the little things that they have.
- **Forgiveness:** To avoid hatred, friends in inter-personal relationship should forgive one another for any offence or else such relationship will not last. Counting and recording mistakes will not help any type of relationship.

## UNIT – IV

### DIFFERENT TYPES OF INTERVIEWS:

#### **Phone Interview**

The phone interview is a screening device meant to eliminate candidates and narrow the pool of applicants for personal interviews. It is useful to have notes nearby. You will sound more prepared if you don't have to search for information. Make sure you also have paper and a pen so that you can take notes and write down any questions you might have. Be prepared to think on your feet. Pauses to think seem longer when the interviewer is not physically in your presence. Since you cannot use body language, it is important to use vocal inflections as a substitute.

#### **One-to-One Interview**

In a one-to-one interview session, one interviewer is speaking with one candidate. This is the most common type of interview. It has already been established that you have the skills and education necessary for the position. The interviewer wants to see if you will fit in with the company and how your skills will complement the rest of the department or unit. Your goal in a one-to-one interview is to establish rapport with the interviewer and show how your qualifications will benefit the company.

#### **Behavioral Interview**

A behavioral interview is designed to provide the employer with another glimpse of your abilities. Sometimes you can fudge your way through an interview; this is more difficult to do in a behavioral interview situation. Here, employers are asking for specific examples of how you did things, or handled certain situations. The thought process behind these questions is, past performance is a good predictor of future actions.

#### **Committee Interview**

In a committee interview you will face several members of the organization who will be actively involved in the hiring decision. When answering questions from several people, speak directly to the person asking the question. It is not always necessary to answer to the entire group. In some committee interviews, you may be asked to demonstrate your problem-solving skills. The committee might outline a situation and ask you to formulate a

plan that deals with the problem. You need not develop the ultimate solution, the interviewers are simply evaluating how you apply your knowledge and skills to a real-life situation.

### **Group Interview**

The group interview is usually designed to illustrate the leadership potential of prospective managers and employees, who will be dealing with the public. Final candidates are gathered together in an informal, discussion-type interview. A subject is introduced and the interviewer will start a discussion. The goal of the group interview is to see how you interact with others and how you use your knowledge and reasoning skills to win over others. If you perform well in the group interview, it is usually followed later by a more extensive interview.

### **Second Interview - Site Visit**

In a second interview, you will be invited to visit the actual location of the organization. One purpose of this interview is to provide you with an opportunity to meet other staff members. A second reason is to allow more people to interview you at greater depth to determine whether you are a good match. The visit may take part of a day, an entire day, or perhaps even longer. When an organization offers to pay your expenses to travel to the interview, be prudent in submitting costs. Your choice of moderate rather than luxurious accommodations, food, and transportation will reflect your good judgment.

### **Lunch Interview**

The same guidelines apply in lunch interviews as those for typical site interviews. This type of interview may appear to be more casual, but remember it is a business lunch and you are being evaluated carefully. Use this type of interview to develop common ground with the interviewer. Follow the interviewer's lead in both selection of food and in etiquette. It is best not to order alcoholic drinks or smoke, even if offered by the interviewer.

### **Structured Interview**

In a structured interview, all candidates are asked the same questions for the interviewer's ease in evaluating applicants. If there is important information that you have not conveyed by the end of the interview, present your additional qualifications when asked if you have any questions or anything to add. Usually the interviewer will make written notes of your answers.



## **Video Conferencing**

Video conferencing is often used as a more personalized version of the telephone interview. Recruiters conduct live, face-to-face interviews with applicants via personal computers equipped with cameras and speakers. You would use the same strategies as if you were meeting in person. Clothing, body language, and dialogue typically should not differ. Your goal is still an invitation to meet personally for a second interview at the organization's location.

## **DIFFERENT ROUNDS IN INTERVIEW:**

### **Facing the personal (hr& technical) interview:**

An interview is a physical interface between the interviewer and the interviewee with the objective of assessing the interviewee's potential for a purpose.

Remember that your interaction with the company official is a formal one. This should be evident in your manner and clothes. One should not show a sloppy attitude or try to be humorous. In terms of knowledge, you should show your awareness of your field (make sure you revise your text-books) and awareness about the world (by reading newspapers and magazines). Be thorough in your approach and make sure you prepare for the interview in a comprehensive manner.

Start preparing for your interviews well in time so that you have enough time to review your subject knowledge and increase general awareness. The degree or the level to which you are prepared is an important factor. A compromise on this front could mean a lifetime compromise on your career.

Recruitment processes generally follow two rounds of interviews.

These two interview rounds are as follows:

### **Technical Round:**

Technical interviews go beyond personal interviews as they test the subject learning of the candidate. What have you learnt during the four years in an engineering college? Can you clearly explain some important concepts? Can you apply these concepts in the practical world? These are some of the questions that are tested in the technical part of the interview process.

Interviewers will try to ascertain the level of your seriousness during the technical interview. You may be asked to explain certain things you have learnt during college. At times, you may be even asked to draw diagrams or solve questions during the interview. It is a viva where you have to demonstrate your learning. Go over your text-books carefully and revise the concepts that you may have learnt in the first or second year. Do not leave out anything. Or at least some common concepts must be absolutely clear. If you are a mechanical engineer, for example, make sure you know all the ratios correctly.

Carry copies of your project work that you may have done and also show your comfort level in the work done. Do not, if asked, say that you did not know much about the project or that it was just a theoretical one and that there are no applications of it. In case you have not taken it seriously, take a look now. Demonstrate that what you have done was important to you and it also has wider application. But then also keep in mind that if you do not know an answer, do not bluff. Accept your shortcoming and simply say, "I don't know sir."

### **HR Round:**

In the HR Interview, many students face difficulties, simply because they have not thought about their ambitions and about themselves. Before you appear for campus placement interviews, it is advisable that you introspect and know yourself. Be articulate as to where you see yourself in 10-20 years. Describe your dream and ambition clearly. Do not show that you are taking up the job merely to gain experience and will shift as soon as you get a better one. Give a thought to your goals and be clear in your mind. If you are not convinced about these, how will you convince anyone else about your future?

An interviewer generally tests your communication & interpersonal skills, your intelligence, enthusiasm, maturity, flexibility, and leadership skills. He/she can also test your problem solving skills. Also, an interviewer wants to know how much knowledge you possess beyond your respective core field.

### **PSYCHOMETRIC TESTS:**

Psychometric tests are a standard and scientific method used to measure individuals' mental capabilities and behavioural style. Psychometric tests are designed to measure candidates' suitability for a role based on the required personality characteristics and aptitude (or cognitive abilities). They identify the extent to which candidates' personality and cognitive abilities match those required to perform the role. Employers use the information collected from

the psychometric test to identify the hidden aspects of candidates that are difficult to extract from a face-to-face interview.

Once the Human Resources manager, or person/s in charge of hiring, ascertains that you have fulfilled the initial requirements for the position by reviewing your resume, they will then send out a letter with specific instructions for sitting the psychometric test. The prime objective of this is to identify at an early stage those job applicants who are unlikely to fill the requirements of the position on offer and consequently narrow the applications further.

Some job applicants believe that the psychometric test is not a good measure to assess their real abilities, personality traits, and suitability for the job. However, the psychometric tests are statistically examined, and are constructed to be objective and unbiased. This is done by using standard methods of assessment so that everyone is presented with the same questions and instructions for completing them.

Psychometric tests are very reliable in predicting candidates' performance, and in most cases the test report provides an accurate evaluation of the applicant. However, this doesn't say that with a good preparation you can't improve your suitability for a job.

## **MOCK INTERVIEW:**

### **Definition:**

Mock Interview is an imitation interviewing session of an actual interview, which can be conducted by anyone who has little knowledge about the respective industry of candidate's interest. The interview tries to emulate an actual interview as closely as possible and aims to provide the candidate with relevant experience. With such a session, the candidate can learn and react to situations that are expected to happen during the real interview. Generally, these sessions are videotaped, as the candidate is shown with the tape once the interview is completed. Such interviews can be organized by career services for freshers, or by alumni, or even by friends and relatives.

### **Importance of Mock Interview:**

The main focus of the mock interview is to figure out self-knowledge, industry knowledge, behavioural competencies, skills proficiency, and more such aspects of the

candidate. It is an excellent tool to practice for an interview for freshers, due to its worth even few experienced professionals prefer a mock interview before they finally go for the genuine interview round.

### **The Importance of Body Language During an Interview:**

#### **Don't:**

- Scratch or rub your head or back of your neck. You'll look disinterested, distracted and uncomfortable.
- Drum with your fingers or fidget with your hands on the table in front of you. It will make you appear easily distracted.
- Rub your nose, eyes or the side of your face. It will make you look shifty or dishonest.
- Fold your arms in front of your chest. You'll come across as arrogant and unfriendly.
- Rock back and forth or slouch down in on your chair. You'll look lazy and uninterested.
- Cross and re-cross your legs repeatedly. You'll come across as nervous and uncomfortable.
- Do:
- Compose yourself prior to entering the interview. Find a mirror, straighten your clothes, and check yourself over for good appearance.
- Stand up before greeting and shaking hands with your interviewers.
- Use a firm handshake and make eye contact while greeting and saying goodbye to your interviewers.
- Only take a seat at the interview table once you've been invited to.
- Sit up straight, keep your hands above the table and ensure you can align yourself to make eye contact and speak clearly with all interviewers.
- Express enthusiasm throughout your interview through positive gestures such as nodding, agreeing and smiling when appropriate.
- Keep it together, right up until you're well clear of the building, and only then remove ties, loosen collars or change out of interview shoes.
- Positive body language comes from feeling confident, which you can only do if you're equipped to show off your skills and ask the right questions. Sufficient preparation is the crucial first step in projecting the right body language.

## **Individual Role in Group Discussion:**

- The Group discussion is a task, which is generally aimed at understanding and evaluating candidate's behavior in a group. Through this method, interviewers can compare and assess a candidate's knowledge, communication, and mental strength. It is quite obvious through the name that Group discussion involves more than one members and it happens within a group. There could be different kind of participants in the group in terms of the roles that they play. Some of them are:
- Starting point: You will notice that in the group, there will be some member who likes to initiate. One who is confident enough to start the discussion and set the tone right at the very first beginning is called the initiator. This position is a bit risky. If you are the one who is starting the discussion you have to be extra conscious. But do not think that if you have begun the discussion, you will keep your mouth shut during the whole conversation. You have to be active throughout the discussion.
- Clear Facts: Few members of the group will be data driven. They provide precise data and facts and support their statement with statistics. They provide all the data in a logical manner and make their point stronger with facts. But it is also true that with only data you cannot win a discussion. You have to believe in those figures and put your mind enough to interpret it well. And yes...all your facts should be clear and truthful.
- Controller: Some members in the group like to control the discussion. They think whatever they are saying should be approved by others as well which may or may not be the case. Others in the group can very well disagree to the point you are putting forth.
- Moderate Referee: This category of the people acts as a coordinator. They ensure that each member gets sufficient time and chance to speak. When an argument gets heated up, they try to keep them calm and bring to a normal discussion by helping others putting across their words. This person is generally a good listener but might not be taken very favorably by others lest he should take all the leadership.
- Born Leaders: They are born to lead. They do not have to put in much effort to lead a team. Their voice, their calm head, their gestures say it all. They do not fall in the trap of arguing rather support their points by strong logic, facts, and adequate examples. They have the ability to manage the flow of discussion and give it a right

direction. Towards the end, a leader summarizes the entire discussion and squeeze out the conclusion.

- **Provocative:** This person considers himself All in All. They give orders to others in the group and want everyone to act according to them. Sometimes they are annoying and provoke others with a high pitch or irritating voice. They eat up time of others by saying something which is not so relevant to the topic. They are poor listener and cannot comprehend what other's points are.
- **Fault Finder:** There are some group members who intentionally find fault in everything that the other person is saying. They have objection on anything and everything about other's pint of view. They criticize almost every other point. □
- **Followers:** This is just contrary to the above-mentioned category – fault finder or criticizer. This category of people generally agree and support other's point. They show their agreement by nodding their head or with some other gesture which normally means that they cannot agree more to the point. This kind of people generally do not score well as they do not show their own significant points and logics and merely depend on other's views
- **Question Mark:** This kind of people, always question others. He/she sometimes irritate other group members by questioning even for a simple understood fact. Rather than putting their own opinions, they tend to interrogate and raise a question in other's points.
- **Stopwatch:** These kinds of people are quite interesting to observe. During the discussion, they just do not get swayed by the flow of topic, rather keep a check on every other aspect, such as how much time has passed, how much time is still left, who all have had the chance to give their opinions and who have not, etc. They are keen to maintain the order and dignity. But it is better for these category people to come up with their own impactful views.
- **Aggressive:** These members easily get annoyed and get antagonistic at times. They care less about other's points, sentiments, feelings, and values. They attack verbally in their counterparts and harsh in their tone.
- **Audience/Viewer:** They do not have their own substantial views and opinions. They hardly speak up and hardly make any difference. They just see and listen what others are speaking and never put their own views forward.
- **Indecisive:** This category of people are unlikely to get selected as they are very much indecisive and having a fickle mind. They sometimes contradict their own

words and statements. They are unable to express their ideas in an organized manner. They also get too emotional during the conversation and unnecessarily divert the topic from the main point. They agree or disagree with anyone and everyone.

- Capturer: This kind of people record every point what others are saying. They take down notes and facts, details, etc. They can be referred later on when someone in the group has forgotten any point.
- The Settler: They can be referred as Harmonizer and can find a mid-way of any problem. They avoid extremes and contribute in releasing tension within the group when an argument heats up.
- Gist Maker: This defines the position as someone who summarized the entire discussion and draws some valid conclusion through the topic of group discussion.
  - Blockhead: This kind of group members does not take any initiative to present their views. They are lacking innovative or rather any ideas, opinions and logical views.

They do not contribute any positively to the group.

- Each of these roles is a part of a Group discussion and plays an important role within that. Their behavior and the role they are playing can talk a lot about their personality, mindset and their thinking.

## UNIT – V

### **Role-playing**

Role-playing is a classic method for teaching communication skills. To use this technique, students act out skills after discussing them. For example, appropriate posture or body language. Role-playing should always focus on full group participation and mutual respect

Role-play develops communication and language skills. Develops social skills when learners collaborate with others and work as a team. created by them. Allows learner to act out and make sense of real-life situations

### **Key Benefits of Role-play in English Language Learning :**

Role-play develops communication and language skills

Develops social skills when learners collaborate with others and work as a team.

- ✓ Encourages learner to express their ideas and feelings in a relaxed environment created by them. Allows learner to act out and make sense of real-life situations.
- ✓ Allows learner to explore, to experiment and to investigate real life situations and language used in various circumstances. It develops listening skills and speaking skills.
- ✓ Builds confidence level of team members which in turn can help them in their day-to-day roles. It helps the students in critical thinking. They can transcend and think beyond the confines of the classroom setting. Helps learners to learn about different cultures
- ✓ It develops creativity and imagination.
- ✓ Helps them in creative problem-solving and also helps them in handling difficult situations. Teaches lessons that are needed in society like competition and cooperation.
- ✓ Allows for the interaction between classmates, and peers. Also develops learners' awareness of themselves and others. They learn to empathize with others by taking on the role of a character. It will enable each learner to understand different perspectives of the world



## **Steps involved in Role-play :**

Step 1: Identify the Situation

Step 2: Add Details

Step 3: Assign Roles

Step 4: Act Out the Scenario

Step 5: Discuss What You Have Learned

## **One-to-one communication :**

One-to-one communication occurs when one person speaks with or writes to another individual. One-to-one communication also occurs when care professionals meet with and talk to each other or with partners, relatives or friends of people receiving care. **Face-to-face communication** is the distinction of being able to see the other party or parties in a conversation. It allows for a **better** exchange of information since both speaker and listener are able to see and interpret body language and facial expressions

### **One-to-one communication Skills:**

- ✓ Listening. Being a good listener is **one** of the best ways to be a good communicator. ...
- ✓ Nonverbal **Communication**. Your body language, eye contact, hand gestures, and tone of voice all color the message you are trying to convey. ...
- ✓ Clarity and Concision. ...
- ✓ Friendliness. ...
- ✓ Confidence. ...
- ✓ Empathy. ...
- ✓ Open-Mindedness. ...
- ✓ Respect.

## **6 benefits of one-on-one meetings (1-on-1s)**

- ✓ They strengthen relationships between leaders and their teams. ...
- ✓ They improve productivity. ...
- ✓ They build team loyalty. ...
- ✓ They benefit everyone. ...
- ✓ They deliver meaningful, personalized feedback. ...
- ✓ You can check-in on goals, and clearly align on progress and next actions to attain goals.

## **BODY LANGUAGE:**

### **Definition:**

"Body language is the unconscious and conscious transmission and interpretation of feelings, attitudes, and moods, through: body posture, movement, physical state, position and relationship to other bodies, objects and surroundings, facial expression and eye movement, the process of communicating what you are feeling or thinking by the way you place and move your body rather than by words"

The study of body language is known as kinesics, which is derived from the Greek word kinesis, meaning motion.

### **Importance of Body Language:**

When one expresses his/her feelings, it has been said that 55% of the communication consists of body language. 38% is expressed via the tone of voice or intonation and amazingly only 7% is communicated via words. This means that we express most of our feeling (93%) in a non-verbal way and our words only convey 7% of what we are saying or expressing.

Body Language is a significant aspect of modern communications and relationships. Body Language is therefore very relevant to management and leadership, and to all aspects of work and business where communications can be seen and physically observed among people.

Body language is also very relevant to relationships outside of work, for example, in families and parenting, behaving with friends, etc

Communication includes listening. In terms of observable body language, non-verbal (non-spoken) signals are being exchanged whether these signals are accompanied by spoken words or not.

### **Factors of Body Language:**

Body language is not just about how we hold and move our bodies.

Body language potentially (although not always, depending on the definition you choose to apply)

- ✓ [encompasses:
- ✓ how we position our bodies
- ✓ our closeness to and the space between us and other people and how this changes
- ✓ our facial expressions
- ✓ our eyes especially and how our eyes move and focus, etc
- ✓ how we touch ourselves and others
- ✓ how our bodies connect with other non-bodily things, for instance, pens, cigarettes, spectacles and clothing
- ✓ our breathing, and other less noticeable physical effects, for example our heartbeat and perspiration

Body language tends not to include the pace, pitch, and intonation, volume, variation, pauses, etc., of our voice.

Voice type and other audible signals are typically not included in body language because they are audible 'verbal' signals rather than physical visual ones, nevertheless the way the voice is used is a very significant (usually unconscious) aspect of communication, aside from the bare words themselves. Similarly breathing and heartbeat, etc., are typically excluded from many general descriptions of body language, but are certainly part of the range of non-verbal bodily actions and signals which contribute to body language in its fullest sense.

More obviously, our eyes are a vital aspect of our body language. Our reactions to other people's eyes - movement, focus, expression, etc - and their reactions to our eyes - contribute greatly to mutual assessment and understanding, consciously and unconsciously.

Our interpretation of body language, notably eyes and facial expressions, is instinctive, and with a little thought and knowledge we can significantly increase our conscious awareness of these signals: both the signals we transmit, and the signals in others that we observe.

Doing so gives us a significant advantage in life - professionally and personally - in our dealings with others. Body language is not just reading the signals in other people.

**Negative body language includes:**

- ✓ Folded arms.
- ✓ Tense facial expression.
- ✓ Body turned away from you.
- ✓ Poor eye contact.

**Positive body language includes:**

- ✓ Open body position (arms unfolded).
- ✓ Upright posture.
- ✓ Relaxed and open facial expression.
- ✓ Arms hanging relaxed by the sides.
- ✓ Regular eye contact.

## **Public Speaking**

Positive body language can also help you to engage people, to mask **presentation nerves**, and to project **confidence** when you speak in public. Here are a few tips that can help you to do this:

### **Have a positive posture.**

Sit or stand upright, with your shoulders back and your arms unfolded and at your sides or in front of you. Don't be tempted to put your hands in your pockets, or to slouch, as this will make you look disinterested.

### **Keep your head up.**

Your head should be upright and level (see figure 12). Leaning too far forward or backward can make you look aggressive or arrogant.

**Practice and perfect your posture.** You'd practice your presentation beforehand, so why not practice your body language, too? Stand in a relaxed manner, with your weight evenly distributed. Keep one foot slightly in front of the other – this will help you to maintain your posture,

**Use open hand gestures.** Spread your hands apart, in front of you, with your palms facing slightly toward your audience. This indicates a willingness to communicate and to share idea. Keep your upper arms close to your body. Take care to avoid over expression, or people may pay more attention to your hands than to what you're saying.



SCAS\_CS & IT