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**Programme: M.A.,HUMAN RESOURCE MANAGEMENT**

**Course Title : Communication Skill for Manager**  
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**Unit-V**  
**Forms Of Communication**

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# The Telephone in Communication

## •Importance of the Telephone:

- Fast, direct, and personal communication tool.
- Used for both formal and informal communication.

## •Key Points for Effective Telephone Communication:

- **Be Prepared:** Know the purpose of the call.
- **Speak Clearly:** Use a friendly, professional tone.
- **Listen Actively:** Ensure the other party feels heard.
- **Take Notes:** Record important information during the conversation.
- **End Politely:** Summarize action steps and confirm any follow-up.

# Handling Complaints and Grievances

## •Understanding Complaints and Grievances:

- **Complaint:** Dissatisfaction with a product or service.
- **Grievance:** A more formal complaint, often related to workplace issues.

## •Steps to Handle Complaints and Grievances:

- **Listen Actively:** Give the customer or employee your full attention.
- **Empathize:** Acknowledge their feelings.
- **Apologize if Necessary:** Apologize for the inconvenience caused.
- **Offer Solutions:** Provide a resolution or alternative.

# Answering Enquiries

## •Effective Enquiry Handling:

- **Be Prompt:** Respond to inquiries quickly to maintain trust.
- **Provide Accurate Information:** Ensure your response is correct and clear.
- **Maintain Professionalism:** Be polite, courteous, and respectful.
- **Clarify the Request:** If unclear, ask questions to better understand the enquiry.
- **Follow-up:** Offer additional assistance if needed, ensuring the customer's needs are fully met.

# Interviews

## •Purpose of Interviews:

- To assess qualifications, skills, and cultural fit (in job interviews).
- To gather information or opinions (in journalistic or research interviews).

## •Key Steps in Conducting an Interview:

- **Preparation:** Review the candidate's resume or the interview topic beforehand.
- **Questioning:** Use open-ended questions to gather detailed responses.
- **Active Listening:** Pay attention and follow up on interesting points.
- **Closing:** End with a thank you and outline the next steps.

# Interview Techniques

- **For Interviewers:**

- **Structured Questions:** Ensure consistency across interviews for comparison.
- **Behavioral Questions:** Use questions that explore past behavior as an indicator of future performance.
- **Non-verbal Cues:** Observe body language and other non-verbal signals.
- **Active Listening:** Listen more than you speak and avoid interrupting.

# Suggestions for a Successful Speech

## •Preparation is Key:

- **Know Your Audience:** Understand their expectations and background.
- **Organize Your Thoughts:** Structure your speech logically (Introduction, Body, Conclusion).
- **Practice:** Rehearse your speech several times to gain confidence.

## •Delivery Tips:

- **Start Strong:** Capture the audience's attention right away.
- **Maintain Eye Contact:** Engage your audience with direct eye contact.
- **Vary Your Tone:** Avoid a monotonous tone; vary your pitch and speed.
- **Use Pauses:** Use pauses for emphasis and to give your audience time to digest information.

# Qualities of a Good Speaker

**Confidence:** Speak with conviction and self-assurance.

**Clarity:** Articulate your ideas clearly and concisely.

**Engagement:** Maintain interest through storytelling, humor, or interesting facts.

**Authenticity:** Be yourself; authenticity helps build trust with your audience.

**Listening:** Be responsive to feedback and questions during the speech.



# Summary

- **Effective Communication is Key:** Whether oral or written, communication impacts your professional and personal success.
- **Tools and Techniques:** From the telephone to teleconferencing, choosing the right medium for your message is crucial.
- **Good Speaker Qualities:** A strong speaker connects with the audience, conveys messages clearly, and engages effectively.

### **Model Speech Example 1**

- Topic:** The Importance of Communication in the Workplace

- Outline:** Introduction (Importance), Body (Impact on collaboration and productivity), Conclusion (Encouragement for improvement).

### **Model Speech Example 2**

- Topic:** Overcoming Challenges in Modern Communication

- Outline:** Introduction (Current communication issues), Body (Digital divide, misunderstandings), Conclusion (Solutions and adaptation).

## **Word Processors in Communication**

- **Definition:** Software used for writing, editing, and formatting text documents.
- **Benefits:** Easy editing, formatting, spell check, and accessibility.
- **Examples:** Microsoft Word, Google Docs.

## **Telex Communication**

- **Definition:** Telecommunication system for sending written messages over long distances.
- **Usage:** Previously used for business and government communication.
- **Current Status:** Replaced by fax and email.

## **Fax Communication**

- Definition:** A method of sending documents via telephone lines.
- Pros:** Quick delivery of hard copy documents.
- Cons:** Limited to paper-based communication, quality issues.

## **Email Communication**

- Definition:** Electronic mail for sending and receiving digital messages.
- Benefits:** Speed, convenience, and global reach.
- Best Practices:** Clear subject lines, concise language, professional tone.

## **Teleconferencing**

- **Definition:** Communication through audio or video across distances.
- **Benefits:** Saves time, reduces costs, allows collaboration.
- **Tools:** Zoom, Skype, Google Meet, Microsoft Teams.

## **Choosing the Right Communication Tool**

- **Factors to Consider:**
  - Urgency of message.
  - Formality.
  - Target audience.
  - Available technology.

## **Challenges in Modern Communication**

- Issues:** Miscommunication, technical failures, language barriers, cultural differences.
- Solutions:** Clear messaging, regular feedback, and adaptability.

## **Interview Techniques**

- Purpose:** Assessing candidates or gathering information.
- Types of Interviews:** Structured, unstructured, and semi-structured.
- Tips**

## **Handling Complaints and Grievances**

•**Approach:** Active listening, empathy, and problem-solving.

•**Steps:**

- Listen actively.
- Acknowledge the issue.
- Offer solutions.
- Follow up.

# Answering Enquiries

- **Clarity:** Provide clear, concise, and accurate information.
- **Politeness:** Be courteous and respectful, even if the question seems simple.
- **Tone of Voice:** Ensure a friendly and helpful tone.
- **Follow-Up:** Offer to assist further if needed.



# Tips for Ensuring the Success of an Interview

- **Be Authentic:** Be yourself; honesty creates trust.
- **Stay Positive:** Focus on your strengths and how they align with the role.
- **Ask Questions:** Show interest in the role and the organization by asking thoughtful questions.
- **Follow-Up:** Send a thank-you email after the interview.

# Suggestions to Ensure the Success of a Good Speech

- **Know Your Audience:** Tailor your message to the audience's interests and understanding.
- **Structure:** Have a clear introduction, body, and conclusion.
- **Practice:** Rehearse to improve delivery and reduce anxiety.
- **Engage Your Audience:** Use eye contact, ask questions, and involve them in your speech.

# Qualities of a Good Speaker

- **Confidence:** Speak with authority and clarity.
- **Clarity:** Avoid jargon and use simple, understandable language.
- **Engagement:** Capture the audience's attention and maintain it throughout.
- **Empathy:** Understand the audience's needs and respond accordingly.
- **Adaptability:** Be able to adjust your speech based on audience feedback.

## Conclusion and Key Takeaways

- **Summary:** Effective communication is essential in personal, professional, and global contexts.
- **Final Thought:** Mastering different forms of communication enhances relationships and productivity.