Personality Development and Communication Skills

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– Editors –

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Preface

It is our pleasure to bring book for students and faculties of university on various soft skills.

Personality defined by many authors but the literal meaning of word personality derived from the term persona the mask used in make up by actors in the Roman theatre. In psychology personality refers to a person's unique and relatively stable qualities that characterize behaviour pattern across different situations and over a period of time. There are distinguishing personality traits, like temperament, trait, disposition, character, habit and values.

Self awareness, motivation will act as catalyst for developing positive attitude. Personality will develop when we will think on right direction. For improving our personality one should start perceiving our attitude towards friends, colleagues and relatives. Ones we focused on self monitoring, it will definitely inculcate positive vibrations in our mind.

The book an edited volume fills the gap by inviting contributions from experienced teachers and trainers; we tried to put their inputs at one glance. There is need to collect experiences from learned faculties for the benefit of students and other teachers. We shall welcome the feedback from readers.

We acknowledge to our respective organization(s) for support and encouragement for completing this task.

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Contents

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Chapter 1

Personality Development

M.C. Ahire and Vilas Chavan

Introduction

Personality is how a person responses to ideas, reacts to inconvenient situations and interacts with others in favourable and/or in adverse situations. In other words, personality is generally the genuinely inbuilt and relatively enduring patterns of thought, feeling and behaviour. It is the unique characteristics that constitute an individual. Personality defines an individual's psychological traits, characteristics, motives, habits, attitudes, beliefs and points of view.

What Constitutes Personality?

Personality is the product of heredity, the socio-economic, socio-political and the natural environments in which one grows, the situations that generate responses and self-awareness.

Heredity

Heredity is what one brings with oneself from the time of one's conception. Heredity refers to those factors that were determined at conception. Physical structure, facial attractiveness, gender, temperament, muscle composition and reflexes, energy level, and biological rhythms are characteristics that are generally considered to be either completely or substantially influenced by who your parents were, that is by their biological, physiological and inherent psychological makeup.

Background

Environment here can be described as the background that nurtures and

influences oneself or one's personality. The factors that influence and maneuver one's personality formation are the culture in which one is raised, one's early conditioning, the values and norms among our family, friends and social groups, and other influences that one experiences. The environment in which one finds oneself in or gets exposed to plays a significant role in determining our personalities.

Circumstances

A third factor, the circumstances, influence the effects of heredity and background on personality. An individual's personality although generally stable and consistent, does change in different circumstances. The varying demand of different circumstances displays different shades of one's personality. Therefore, it is imperative to avoid being judgemental about personality patterns in isolation because personality patterns are the products of different factors that shape one's personality.

Self Awareness

Factors that influence one's judgment, decisions and interactions with other people are one's motivations, preferences, personality and understanding and being aware of these personal factors is called self-awareness. Carl Jung says, "Who looks outside, dreams; who looks inside, awakes." Without any awareness of what one is, it is quite difficult for one to improve oneself. In order to become different from what one is, one must have some awareness of what one is. To begin such an inward journey, one must recognize what constitutes oneself and what gives one certain identification. In this context, the most familiar ego identifications stem from possessions, social status and recognition, education, knowledge, the work one does, physical appearance, special abilities, family history, belief systems, and more often than not, one's nationalistic, racial, religious and other collective identifications.

As one develops the ability to understand oneself, one comprehends as to how one feels in a circumstance and as to why one feels so and what kind of an impact it could have on one's response to in that particular circumstance or situation. Understanding oneself requires a committed and constant monitoring of one's subconscious prejudices and biases that determine one's judgments and decisions. Self-awareness comprises one's feelings and thoughts, interests, strengths and limitations, values, skills, goals, abilities, leadership orientation and preferred communication style.

Self-awareness Benefits

Self-awareness or self-knowledge is the starting point for effectiveness at work. Machiavelli, the astute author and statesman, wrote, "To lead or attempt to lead without first having knowledge of self is foolhardy and sure to bring disaster and defeat." Self-awareness has many benefits. A few among them are:

    ☆ Being a good Team Player/Family member by understanding oneself in relation to others

☆ Improves decision making by developing and implementing a sound self-improvement program

☆ Guides in setting appropriate life and career goals

☆ Strengthens relationships with others Provides a greater understanding of the value of pluralism and diversity

☆ Strengthens one's ability to increase productivity

☆ Increases one's ability to contribute to the common benefits of one's institution, community and family.

In others words, it helps one to know what one is good at and choose a career one enjoys. Personal unhappiness and professional failures are the results of being dependant on the thoughts or beliefs of others in terms of what is good for us. Identifying one's strengths, weaknesses, likes and dislikes on one's own saves much regret and time.

Self-awareness is important for students as well as the teachers. As one continues to grow in self-awareness, one's academic performance tends to improve for it increases one's productivity. This is because one can relate and understand one's subjects better and thus will be capable of reducing the potential of failure. Usually this kind of students and teachers will be open to feedback and make positive modifications to personal behaviour so as to create trusting and productive academic environments.

Self-awareness is also a crucial component in understanding the institution in which one is studying or working, as each of them can be thought of as an instrument for assessment and change. By asking oneself, a series of questions one can diagnose one's situation and develop some solutions to problems one's institution or one is experiencing. Doing this requires strong self-awareness of one's emotional reactions, initial perceptions, biases and judgments. Lack of self-awareness can lead to poor decisions, to an unrealistic notion of one's competencies and to even academic failures.

Self-Awareness Acquisition

The process of identifying and recognizing our weaknesses, strengths, biases, attitudes, values and perceptions involves several steps that enhance our self-awareness. A few of these steps could be scrutinizing personal experiences, looking at ourselves through the eyes of others, self-disclosure, acquiring diverse experiences and increasing our emotional intelligence.

Self-analysis involves a person to be an observer and the observed simultaneously. It requires people to examine themselves as an object in an experience or event. It requires a person to step back and observe the positive and the negative impact that may have influenced behaviours, attitudes, thoughts or interactions. Self-analysis is a complex process, yet it is a necessary skill for synthesizing information relevant to academic, professional or personal

effectiveness. The self-analysis process should begin with reflection on and exploration of thoughts and feelings associated with effective events. By reflecting on these feelings and thoughts, one can obtain new perspectives relevant to their lives based on these learning experiences. From obtaining new knowledge and perspectives, one can become more effective by implementing new behavioural and cognitive changes in future situations. One of the means to gain insight about oneself is through reflecting on, examining and analyzing one's behaviour, personality, attitudes and perceptions.

Behaviour is the way in which one conducts oneself; the way in which one responds and acts. One's behaviour is influenced by one's feelings, judgments, beliefs, motivations, needs, experience and opinions of others. Patterns of behaviour develop through our reactions to events and actions over a period of time. Behaviour consists of four components namely, motivation, manner of thinking, manner of response, and communication.

Motivation

The drive to pursue one action over another. Being aware of one's core drives that prompt one positively or negatively can help you understand the roots of one's behaviour and make adjustments as necessary to modify one's behaviour.

Manner of Thinking

It is the way of processing the various inputs the brain receives. Being aware of how one takes in and makes sense of information can help one understand how one makes judgments or decisions that lead to choosing a particular behaviour or course of action over another.

Manner of Response

The way one responds and the course of action one applies in a given situation. Being aware of how one expresses one's response or reaction to the things that happen to and around oneself can help one understand the alternatives available to oneself when certain events arise.

Manner of Communication

The way in which one communicates and shares ideas, opinions and feelings with others. Being aware of how one talks and works with others can help oneself understand how one's preferred style meshes with those with whom one works and lives.

Personality is the product of the reasonably established set of characteristics, tendencies and temperaments that have been formed by heredity and by social, cultural and environmental factors. These traits determine how one interacts with and reacts to various situations and people. Some of the aspects of personality are believed to be a result of nature–those traits with which one is born, while the other characteristics of our personality are said to be the products of one's environment–

those factors that one acquires through exposure to certain circumstances, people events and experiences in one's own life.

Amicability, belligerence, dominance and timidity and so on are enduring characteristics that describe an individual's attitude and behaviour and are said to be personality traits. Most of these traits have been found to be quite stable over time. This means a person who is cold and uncaring in one situation is likely to behave similarly in other situations. The "Big five" model is a powerful instrument because it organizes numerous concepts into a "short list" of just five factors that are representative of the characteristics that can be linked with satisfaction and success. The Big Five has five primary components: extroversion, amicability, emotional stability, conscientiousness and openness to experience.

Extroversion

Represents the degree to which an individual is social or reclusive, outgoing or shy, assertive or passive, active or inactive and talkative or taciturn. A person who rates high for first traits in these pairs is extroverted, while someone who rates high for second traits is introverted. Extroversion or introversion, in itself, is not necessarily bad, but extremes at both the ends of the spectrum can be equally dysfunctional. A person who is too outgoing could be perceived as overbearing and a person who is too reserved would lack the skills to relate to others.

Amicability

Measures the degree to which a person is friendly or reversed, cooperative or guarded, flexible or inflexible, trusting or cautious, good natured or moody, softhearted or tough and tolerant or judgemental. Those scoring high on the first element of these paired traits are viewed as more amicable, friendly and agreeable and easy to work with, whereas, those scoring high on the second element of these paired elements are quite disagreeable, displeasing and unlikeable and difficult to work with. Being too agreeable could cause a person to be too accommodating; however these weaknesses might lead others to take advantage of the person.

Emotional Stability

Characterizes the degree to which a person is consistent or inconsistent emotionally and how one reacts to certain events, reacts impulsively or weighs options before acting and takes things personally or looks at a situation objectively. Those who rate high on emotional stability are viewed as generally calm, stable having a positive attitude, able to manage their anger, secure, happy and objective. Those who rate low are more likely to be anxious, depressed, angry, insecure, worried and emotional.

Conscientiousness

Represents the degree to which an individual is dependable or inconsistent, can be counted on or is unreliable, follows through on commitments or is generally perceived to be careful, thorough, organized, persistent, achievement oriented,

hardworking and persevering. Those who score lower on this dimension are more likely to be viewed as inattentive to detail, uncaring, disrespectful, not interested or motivated unorganized, apt to give up easily and lazy.

Openness to Experience

Characterizes the degree to which people are interested in broadening their horizons or limiting them, learning new things or sticking with what they already know, meeting new people or associating with current friends and co-workers, going to new places or restricting themselves to known places. Individuals who score high on this factor tend to be highly intellectual, broad minded, curious, imaginative and cultured. Those who rate lower tend to be more narrow-minded, less interested in the outside world and uncomfortable in unfamiliar surroundings and situations. Professionals who are open to experience are more willing to reflect on feedback for personal development.

Self-Monitoring

It is the tendency to adjust our behaviour relative to the changing demands of social situations. The concept of monitoring our own personality can help us come to grips with both those qualities we view as positive and those we would like to change. By being aware of the role of self-monitoring, we can assess our own behaviours and attitudes; diagnose those elements we are satisfied with, and identify and develop plans for addressing those aspects we want to change. When self-monitoring, it is important to want to set personal standards in accordance with certain accepted norms. High self-monitors are very sensitive to external cues and constantly adapt their true selves to conform to a situation or set of expectations. Low self-monitors are more consistent, displaying their feelings, attitudes and behaviours in every situation

Attitudes are evaluative statements or learned pre-dispositions to respond to an object, person or an idea in a favorable or unfavorable way. Attitudes are narrow in scope. They can vary from situation to situation. Strong attitudes can have an impact on professional and personal relationship. Our attitude can determine whether we think positively and take control of a situation or think negatively and feel helpless to change or respond to a situation. Our attitude is an important component of our ability to be productive at work. Our attitudes can influence people around us. Being aware of our own attitudes and making choices, about which attitude to display to others, are very important to us as individuals or as managers. Our attitude can affect our behaviour as well as our interaction with others. Our friends, family members, co-workers and others are definitely influenced by our thought and feelings towards situations. As teachers it is also important to recognize that our students are affected by the attitudes we display towards them and towards the work that needs to get done. A teacher's attitude is a large factor in how students feel about their academic performance. If a teacher is upbeat most of the time and supportive of his or her students and colleagues, they

would generally respond well and work hard to produce the desired results. On the other hand if a teacher is cynical and belittling his or her students and colleagues, the morale of them would suffer and ultimately the expected outcomes would also be quite discouraging.

Perceptions

Perception describes the process by which individuals gather sensory information and assign meaning to it. When we encounter a person or situation, we use our senses to absorb various inputs. Next our brains select aspects from stored information in order to process and organize these inputs. Finally our brains interpret and evaluate the person or situation. Individual perception may not always be consistent with reality. It is only the perceiver's interpretation of reality. Our perceptions are influenced by many factors, such as our culture, environment, heredity, the media, peers, past experiences, intelligence, needs, emotions, attitudes and values. Perception can be the result of multiple causalities. As human beings we tend to form perceptions based on our biases. If we are not aware of our biases and do not check our understanding with others, we might miss out on important information and situations by relying on distorted perceptions. Some of the more common filters are stereotyping, selective perception, projection expectation and interest.

Other's Perceptions about us is also viewed to be important, as we can understand how we are shaped by others opinions of us. This concept is referred to as social mirroring. By seeing ourselves through others' eyes we can learn about our strengths and also about areas in which we can improve. Learning to read accurately how others see us enhances our "self-maps" our images and judgments of our self.

Self-disclosure

Another means of self-awareness is through self disclosure. That is sharing our thoughts, feelings and ideas with others without self-deception, without distortion. Talking to others allows sharing our feelings and responses. Self-disclosure is a key factor in improving self-awareness; one must disclose information and interact with others to further clarify one's perceptions.

Diverse Experiences

Another way of increasing self-awareness is through acquiring multiple experiences in diverse situations and with different people. As one encounters new situations, one uses skills and acquires new ones, meet people and develop friendships, see new places and learn first hand about things one might have only read about. Being open to experiences broadens one's horizons. It helps the individuals to see themselves in a new light while giving them new information about themselves and their ability to interact with the world. This boosts their confidence level and encourages them to reach out to further our experiences even more.

Positive Personality Traits

1. Accepting Responsibility
2. Being considerate
3. Counting the interest of others too
4. Being careful use of words
5. Never criticizing, complaining and condemning
6. Always being kind and gentle
7. Being positive about other people's behaviour8. Being a good listener
9. Being enthusiastic
10. Being honest and sincere in appreciation
11. Accepting mistakes made and mending them
12. Never being argumentative
13. Avoiding gossip
14. Turning promises into commitment
15. Being grateful but not expecting gratitude
16. Being dependable and loyal
17. Avoiding grudges on others
18. Practicing honesty, integrity and sincerity
19. Practicing humility
20. Being very understanding and caring
21. Practicing courtesy on daily basis
22. Developing a sense of humor
23. Never being judgmental and sarcastic
24. To have a friend be a friend
25. Showing Empathy

Developing Positive Personality

Psychologists say that there are a few strategies to develop a positive and an affirmative personality. They are subconscious programming of the mind, Reinforced/Conscious Programming of the Mind, Defensive Approach, Imaginary Anchoring, Body Language Approach, and Dominos Effect and so on.

Subconscious Programming

The subconscious mind is something like a computer. When you first purchase a computer you have the hardware that allows it to function the way it was intended. There is a box containing the CPU, the monitor, keyboard, mouse, CD or DVD drive, and the hard drive. Everything is there and in place but without

the operating system that computer is worthless. The operating system is a set of written code, or instructions that controls all the hardware in the system. As soon as the operating system is installed in the computer, suddenly it works and now it is ready for whatever purpose was when one turned it on. Besides, one can add more programming to it so that it can perform all kinds of different functions besides the basic one it had come with. When one performs a task, one is doing it without thinking about what the computer is doing. However, the computer is constantly sending electronic signals back and forth to facilitate the user to use that software. The user is not conscious of it, but it works.

The mind works the same way. We have the conscious mind, which as stated before is our current state of awareness. This is where we receive images and hear sounds that are interpreted as thoughts in our consciousness. If we compare the consciousness to the computer, the conscious would be a text editor. We bring it up on our screen and start typing a document. As we type the words on the screen, we are constantly making decisions as to what to say, if the format is right, the spelling is correct, *etc.* In our brain, our consciousness is the decision maker to a degree. It takes in all our input and tells the subconscious when to go to work to process that input. After the subconscious mind does what it needs to do, the conscious mind reacts to the results the subconscious mind produces then decides what to do next and feeds that information to the subconscious for processing.

If you compare the subconscious mind to the computer, it is the operating system. It contains all our memory, habits, beliefs, personality, and more. The subconscious mind also controls the body. It will store information and act on it. The subconscious acts on whatever it is given by using predefined instructions, just as an operating system does, that basically tells it what to do and how to do it. Of course, the body itself is the output of the computer, or the screen. It responds to the programming by doing or reacting to what was intended by the subconscious mind. And what is awesome about this whole endeavour is that it does all this automatically.

Reinforced Programming/Conscious Programming

Over our lifetime, beginning very early in childhood as in the computer, we accumulate mounds of software; programming us to act and think a certain way, as defined by the culture we grew up in, our parents, our friends, and the media and so on. We acquired this conditioning automatically. We did not ask to be programmed. It is a given. Just like the computer hard drive itself has no say in which programs the user puts on it, we did not choose which ones were thrown onto us.

The challenge here is that the innocence of the human mind cannot determine whether a program (conditioning) is beneficial or detrimental to its well being. Our hardware (the mind) easily installs these programs without hesitation or discernment. We may observe this in our automatic, unconscious reactions to certain situations or people and think 'That wasn't very nice, I wish I could have responded differently to that…'.

The reality of the matter is that we can wish all we want, but if we are still running the same outdated programs in our subconscious mind then we will continue to see the same result. Certain thoughts and actions will repeatedly pop-up without us consciously choosing them. At times, it is as if we are being run on auto-pilot. When we see our computer consistently giving us the results which are not desirable, we decide that it is time for an upgrade. We can do the same thing with our consciousness.

What is necessary in this instance is to uninstall these automated 'software' programs. A useful tool that works for computers is the anti-virus program. The function of the anti-virus program is to search the hard drive for unneeded or harmful programs, viruses, or outdated software. Once the anti-virus program has identified all useless programs, it deletes them and reboots the computer. The result is a fresh operating system that runs faster and more efficiently.

This is a helpful analogy when describing the subconscious mental patterns we encounter in our lives. There are many approaches to cancelling subconscious mental conditioning: various meditative techniques, self help programs and other methods. One of the most beneficial ways is remarkably similar to the antivirus software program. It involves observing the thoughts which manifest in our minds and identifying beliefs which are no longer serving us.

The tricky thing when exploring consciousness is that we are dealing with energies which we cannot see and which are hard even to feel. However we can observe the signs that there are programs running in our minds which are outdated. These signs come in the form of the thoughts we think. Once we can observe that negative thoughts are occurring within us we can rest assured that they are coming from subconscious programming which needs to be addressed.

With observation, we can see that these negative thoughts are stemming from a limiting belief we bought into, often times long ago and without knowing any better. We actually thought that if we believed it, then it would help us to be happier. Sometimes there is regret over this and an unwillingness to let go of it. This is when we must remember that we had no say over this belief when we bought it. When it is realized that holding onto negative thoughts and feelings is actually making us sick, we can be courageous enough to forgive ourselves and let it go.

We can apply this technique of searching ourselves for limiting beliefs and bad programming to all areas of our lives and at all times. We can apply this unceasingly to the thoughts which run through our heads. We do not need to be run by that which no longer serves us. We can start to reprogram the mind on a deep level and consciously choose to positively condition ourselves. With practice and vigilance, this technique helps to clear away everything which obscures our true Self. We are not what we think of ourselves; we are not our thoughts. Once the clouds of disillusionment fade away, what is revealed is our radiant Self. And it is this True Self which was there all along.

At this point, it is good to know what auto suggestion is. Auto suggestion is a statement made in the present tense, of the kind of person one wants to be. Auto suggestion is like a commercial about "Super You", or "Future Super You" for yourself what you want to be or achieve. They influence both the conscious and subconscious mind in the long run shaping one's personality and attitude. Auto suggestions are the conscious way to programme the subconscious mind for positive traits. It is the effective method of voluntary development of positive traits and attitudes. Auto suggestion should be mixed with emotions. All such reinforced/conscious programming which have been emotionalized (giving feeling) and mixed with applied faith; begin immediately to translate themselves into physical or real equivalent. Auto suggestive thoughts which are mixed with any of the feeling of emotions constitute a "psychomagnetic" force which attracts other similar or related thoughts. The subconscious mind is like a fertile garden in which weeds will grow in abundance if the seeds of more desirable crops are not sown therein. Auto suggestion is the agency of control through which an individual can voluntarily feed his subconscious mind on thoughts of creative/positive nature or by neglect permit thoughts of a destructive nature to find their way into the rich garden of mind. So caution should be taken while programming our mind for positive traits only.

Defensive Approach

One of these types of approach is protest or deny the negative traits at its very beginning of entering the subconscious store. And the second is to consciously avoid this type of environment or situation. In real life situation it is very difficult because it may lead to confrontation and argument or inaction. Another problem in this is that most of us have some negative traits previously in our store house due to our past experience and conditioning.

Imaginary Anchoring

While watching a picture we anchor the Hero, placing ourselves in place of hero. Similarly we can anchor Great men in imagination and let them shape our personality. Another is the Invisible Counselling Committee comprising great personalities of your choice. We can counsel from these great minds at times or situation. What decision or action he would have taken in my situation. Winston Churchill the war time British Prime Minister was following this principle. He had his Imaginary Counselling Committee by the side of his Chamber. Many great decisions he used to take by following these principles.

Physical Action/Body Language Approach

In general it is the positive practice or experiencing desired traits whether the desired perfection achieved or not. It is generally said that our personality traits control our body language. But it is a fact that the reverse is also true. This means we can change our negative traits towards positive traits by consciously practicing the body language for positive traits.

Direct Exposure to Good Personalities or Environment

Here the direct environment is the driving force in shaping the personalities. When one constantly remains in direct contact with great personalities it would enrich his own to be the one. Similarly the organization culture and structure also many times influences ones personality. Sometimes it is the guiding principle for job satisfaction/recruitment. Caution should be taken while programming your mind for positive traits only because these processes give results for negative traits also. Mahatma Gandhi and Adolf Hitler both successfully applied these principles but one positively and other negatively.

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Chapter 2

Communication Skills

M.C. Ahire and Thomas A. Vivian

Introduction

Communication is a two way processes. A message cannot reach anybody unless there is a sender. A sender encodes a message and sends it across to the receiver who decodes the message. Many a time, the receiver decodes the received message the way he wants. He is least concerned about the intention of the sender. What is more, in whether a sender voluntarily sends a message or not, the receiver keeps on decoding and interpreting everything that he wants to decode. Facial expressions, body postures, attire and even the size of house one lives help in decoding what the receiver or the beholder wants to decode. Even silence is interpreted. Therefore, special communication skills are to be mastered and mastery is achieved with diligent practice.

This chapter provides you with an overview of communication and introduces you to the main elements in the communication process. It also highlights the importance of writing clear, positive messages and offers you some basic tips and guidelines on this form of communication so that you may become more proficient in the kind of writing needed at home as well as at the college and workplace. You will also learn about some of the common pitfalls which may impede the effectiveness of written communication.
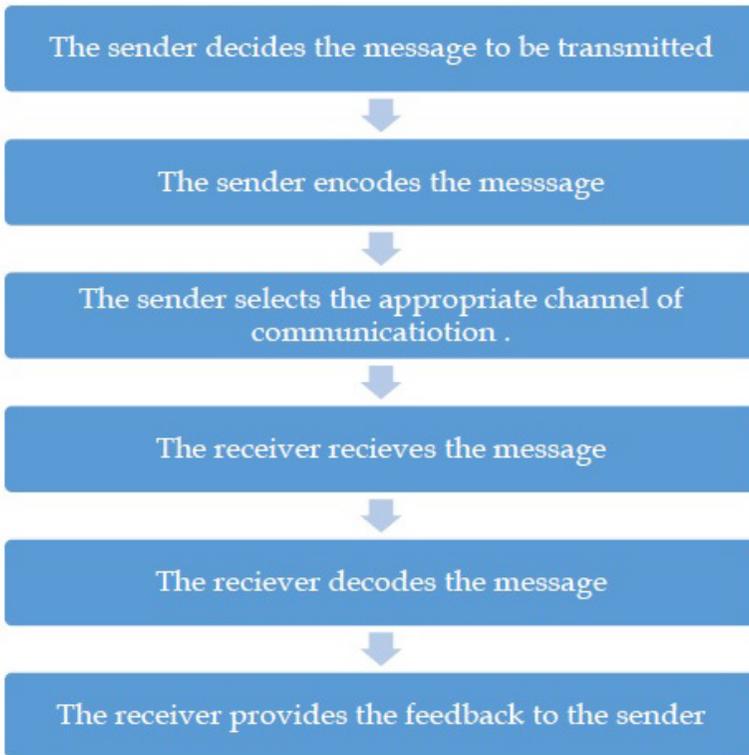
What is Communication?

Communication is a learned skill. However, while most people are born with the physical ability to talk, not all can communicate well unless they make special

efforts to develop and refine this skill further. Very often, we take the ease with which we communicate with each other for granted, so much so that we sometimes forget how complex the communication process actually is.

Elements of Communication

Sometimes one wonders as to why some people communicate so well while others fail to get their message across. The success of it is in mastering the process of communication and in constant practice. What are the aspects that make it so successful and effective? Communication has been defined as the act of sending, receiving or exchanging information, ideas and opinions so that the 'message' is completely understood by both parties. The illustration below shows clearly that in a communication process, there must be a sender who speaks or sends a message, and a receiver who listens or receives the message.

The sender decides the message to be transmitted

The sender encodes the messsage

The sender selects the appropriate channel of communicatiotion .

The receiver recieves the message

The reciever decodes the message

The receiver provides the feedback to the sender

The sender sends a message with a certain intention in mind. The receiver of the message tries to understand and interpret the message sent. He then gives feedback to the original sender, who in turn interprets the feedback. This process, repeated continuously, constitutes communication.

Clearly, there are several major elements in the communication process: a sender, message, channel, receiver, feedback, and a context. There is both a speaker's

intention to convey a message and a listener's reception of what has been said. Thus, listening skills are just as important as speaking skills in order for communication to be effective. This means that if you want to get your message across accurately, you need to consider these three things:

- ✫ The message;
- ✫ The audience or receiver; and
- ✫ How the message is likely to be received.

A message is only considered successfully communicated when both the sender and the receiver perceive and understand it in the same way. If this does not happen, then there may be a breakdown in communication, which may ultimately stand in the way of you realizing your goals, either personally or professionally.

Factors Affecting Communication

As mentioned earlier, effective communication is a two-way process but there are a number of factors which may disrupt this process and affect the overall interpretation and understanding of what was communicated. Myriad problems can pop up at different stages of the communication process. These can relate to any of the elements involved the sender, message, channel, receiver, feedback and context. It is therefore important to understand some of the factors that affect communication so that you can try to get your message across with minimal misunderstanding and confusion. Below are some possible problem areas that may turn out to be barriers to effective communication:

Status/Role

The sender and receiver of a message may be of equal status within a hierarchy (*e.g.* managers in an organization) or they may be at different levels (*e.g.* manager/ employee, lecturer/student, business owner/clients). This difference in status sometimes affects the effectiveness of the communication process.

Cultural Differences

Cultural differences, both within or outside the organization (for example, inter-departmental dealings and communication with outside organizations or ethnic minorities) may impede the communication process.

Choice of Communication Channels

Before you choose your communication channel, you should ask yourself whether the channel is appropriate for a particular purpose and the person/ receiver you have in mind. Sending messages via inappropriate channels can send out wrong signals and end up creating confusion.

Length of Communication

The length of the message also affects the communication process. You need

to be sure that it serves the purpose and is appropriate for the receiver. Is the message too long or too brief?

Use of Language

Poor choice of words or weak sentence structure also hampers communication. The same goes for inappropriate punctuation. The two sentences below illustrate clearly how different placement of punctuation can change the entire meaning of a sentence:

Disabilities

Disabilities such as impaired sight, dyslexia and poor mental health can also be barriers to good communication, and should be taken into consideration when evaluating the effectiveness of the communication process. You may need to use hearing aids, sign language, magnifying systems, and symbols to alleviate problems caused by disabilities.

Known or Unknown Receiver

Whether the receiver is known or unknown to you also plays a major role in determining the effectiveness of your communication. A known receiver may be better able to understand your message despite having insufficient information as both of you probably have common experiences and a shared schemata. An unknown receiver, on the other hand, may require more information and time to decode the message.

Individual Perceptions/Attitudes/Personalities

Sometimes, the method of communication needs to take into consideration the receiver's personality traits, age and preferred style. The elderly and children, for example, have different communication needs and preferences when compared to young adults. Is the receiver of your message a visual, auditory, or kinesthetic sort of person? How do you think they will react to your message? Can you adapt your communication style to suit theirs?

Woman, without her man, is nothing.

Atmosphere/Noise/Distraction

Our surroundings can sometimes pose as barriers to effective communication. A noisy place (a party, for instance) usually puts a strain on oral communication as both the sender and the receiver need to put extra effort to get the message across and ensure that it is understood clearly and correctly.

Clarity of Message

Is the message conveyed in a clear or ambiguous manner?

Lack of Feedback

Feedback is important as it enables confirmation of understanding to be made

by both parties. The lack of feedback can sometimes create problems as it can lead to uncertainty and confusion. When choosing the most appropriate channel of communication, you should heed the following:

    (a) Consider all aspects of the communication process (interpretation, understanding, feedback).

    (b) Think carefully about possible barriers.

    (c) Evaluate the complexity of the message and decide how it might be best conveyed.

    (d) Ask yourself these questions:

        ☆ Who? Characteristics of the receiver(s)

        ☆ Why? Purpose of the communication

        ☆ What? Content of the message

        ☆ How? Oral, written, visual or a combination of all three

        ☆ Where? Location of the meeting

        ☆ When? Timing/time limit/expected response time

    (e) Determine whether you are meeting or writing to the people concerned. Is the communication via face-to-face interaction, telephone, letter, e-mail, memo or a report?

    (f) Decisions about the most appropriate channel of communication also depend on factors such as cost, time, confidentiality, convention, urgency and whether written documentation is required.

Defining Written Communication

As mentioned earlier, communication can be oral or in written form. What is the difference between these two main types of communication? Oral communication involves conveying ideas, thoughts or information via a spoken language. In written communication, however, information is exchanged using written symbols, that is, via words and sentences. Written communication is the sharing and exchanging of written symbols between individuals or groups. It is also the presentation of ideas in a coherent manner in written form.

Written communication can take place via:

    ☆ Letters

    ☆ Faxes

    ☆ Email

    ☆ Reports

    ☆ Memos and

    ☆ Advertisements

You can acquire good writing skills through extensive reading, note-taking and listening. In order to communicate effectively via writing, you need to have a sound grounding in grammar and vocabulary so that you can present ideas, together with supporting details, in a unified and coherent manner.

Why Written Communication?

The next question that arises is: "Why do we need to communicate in written form? Why is there a need to document our work or keep written records? The answers to these questions are many and varied. For one thing, once you put something into writing, the message is there for posterity, so that others can read it again and again, whenever they like. This is especially useful for research purposes where you need to build up on existing pools of knowledge.

Writing also means that information can be stored and transferred from individual to individual and group to group without relying on memory. Through the written word, records can exist independently of the writer. The written document also helps you to keep abreast of development in whatever project you are involved in as it provides an avenue not only for the sharing of ideas or opinions, but also for the presenting and defending of viewpoints. Written communication can also serve as a form of acknowledgement; proof that something has been done in case verification is needed later. Sometimes, documenting work helps to clarify thoughts and thinking processes as it allows you to mull over things slowly, at your own pace. It is "thinking made public". So, what must be documented? Any idea, logic, argument or phraseology derived from an outside source must be documented. In academic writing, you must give credit for all borrowed materials, for example, quotations, references, information from primary and secondary sources, facts, data, statistics, opinions, ideas and interpretations which you have gathered from your reading and research. Such material must be acknowledged and cited, irrespective of whether you have paraphrased, summarized or quoted directly. The only exception is what is loosely termed "general knowledge" or "common knowledge", which is information or ideas generally known and accepted by everyone, including the writer and the audience. You must cite and document all ideas and arguments borrowed from an outside source.

Tips on Written Communication

Writing is a complex process. There is no short cut to being a good writer. If you want to write well, you need to first of all, read extensively. You must read not just books on writing but magazines, websites, newspapers, newsletters and others anything that you can get your hands on. Do not be overly concerned with grammar and spelling when you first start out. You can always fix those later. What is important is to put your thoughts down on paper first.

The Writing Process

Successful written communication requires careful thought and planning.

It should contain comprehensive information about a specific subject and yet be clear, correct and easy to read. A well-written piece of work requires you to pay attention to the following three stages in the writing process:

1. Planning
2. Writing
3. Editing

1.   Planning

To write a good report, you need to plan what you want to say. After you have decided on what you want to say, list down all the points and arrange them in a logical and suitable sequence. This approach will ensure the clarity of your message and help you to avoid omitting relevant details. "We all use language to communicate, express ourselves, get our ideas across and connect with the person to whom we are speaking. The act of communication many times depends heavily on relationship with the receiver too: When a relationship is positive, it is easy to communicate and when it is negative, communication might miserably fail!

2.   Writing

The writing stage requires careful planning. It includes a pre-writing stage where you gather all the information necessary to ensure that there is substance to your writing. Start writing in simple and plain language and move from something concrete to something more abstract and expressive. In order to improve your writing skills, you need to practise writing in the target language every day until you are able to express yourself clearly and meet the needs of your reader. Once you start writing, the words, sentences, paragraphs and lay-outs become writing tools which you can use to convey your message concisely, courteously, and confidently. Adopt a plain, straightforward style when writing as this makes your work easy to understand and reduces the chances of misunderstanding arising from ambiguity.

3.   Editing

The third stage in the writing process is editing. It is crucial to check for grammatical errors and ensure that there is smooth language flow. The longer the report, the more editing is usually required. It can be useful to get someone else to read through the written piece for you.

Pitfalls to Avoid

Basically, there are four types of errors that you must try to avoid in written communication.

(a)   Confusing Language

Confusing language refers to words that mislead the reader and cause communication breakdown. It may also result in barriers being erected between

the writer and the reader. Avoid words which are ambiguous, bombastic, vague, sexist, exaggerated, inflated and archaic. Remember to write in plain, good English.

(b) Verbosity

Verbosity means the use of too many words, so much so that they interfere with understanding. If verbosity persists, it may antagonize, confuse, and bore the reader. For example,

> *The stability and quality of our financial performance will be developed through the profitable execution of our existing business, as well as the acquisition or development of new businesses. (*Too long, too wordy, passive voice.)

> *We will improve our financial performance not only by executing our existing business more profitably but by acquiring or developing new businesses.* (Better, shorter, active voice.)

(c) Poor Sentence Structure

Poor sentence structure often leads to fragmented writing and choppy sentences that impede understanding. Try to keep your sentence(s) short and concise to ensure that they are correct, logical and easy to understand. Word order is important for meaning. Remember that words should be structured in such a way that those which precede should be in accordance with those that follow.

(d) Information Overload

Information overload means giving so much information till you feel overwhelmed and confused. This may cause frustration and cast doubts on the writer's credibility. Therefore, as a writer, you must decide on the type of information required and present this to produce a clear, concise and relevant piece of written work.

Challenges in Written Communication

Although some people are intimidated by writing, there are times when writing is perceived as the best way to communicate and to get your message across. Some people consider written communication to be more effective and concrete as there is less room for errors and mistakes than other forms of communication like oral communication.

New Technologies

Written communication, however, poses challenges such as spelling, grammar, punctuation, style of writing, and actual wording. Thankfully, today's technology makes writing memos, reports, letters, and proposals a breeze by providing tools that can check and even correct misspelt words and incorrect grammar. Unfortunately, these tools are not foolproof and will require your attention. Currently, you can

even send messages electronically via e-mails or networking technologies such as SMS. Irrespective of the form that written communication takes, you need to adhere to certain accepted norms when communicating; otherwise, others might not be able or want to communicate with you.

When Others Fail to Respond

In order to get messages conveyed effectively, you must understand what your message is, who you are sending it to, and how it will be perceived. You must also be able to carefully consider the circumstances surrounding your communication such as the situation, context, culture, and whether it is formal or informal. Sometimes, people may not respond to your communication for the following reasons:

✰ Their own poor writing skills (for example, language deficiencies)

✰ Too much information in the text/message

✰ Too many grammatical errors and mistakes

✰ Barriers between the sender and receiver (cultural, status, role)

✰ Message is not clear or precise

✰ Wrong choice of delivery channel/format

✰ Past experiences (*e.g.*, treatment received)

✰ Documents not structured, messy or not laid out well

Asking the Right Questions

If a channel of communication is blocked or has come to a standstill, you may need to pause a moment, and re-evaluate the situation. You have to find out where things have gone wrong. One way to start doing this is by posing questions to yourself:

✰ Where did it go wrong?

✰ Why was the message not understood or misinterpreted by the receiver?

✰ Was the timing bad?

✰ Did I use the correct channel to deliver the message?

✰ Are there many errors or mistakes in the document?

The answers to these questions may shed some light on where the communication had gone wrong. In order to make it easy for others to understand your communication and respond accordingly, you should make sure that you provide the following:

✰ A clear indication of your purpose

✰ Accurate and objective information

✰ Appropriate headings and sub-headings

✰ A suitable order of information

✩ Concise and precise instructions

✩ Desired action clearly spelled out

Upon receiving the written communication or report, the reader should understand the contents of the report clearly; know precisely what action needs to be taken; how to do it; when to do it; and in what manner it should be done.

Recap

This chapter highlights the importance of communication, its meaning, and the relationship between the message, sender and receiver. Communication is defined as the giving, receiving or exchanging of information, opinions or ideas so that the message is completely understood by everybody involved. A two-way process, communication comprises the following elements: the sender, message, channel, receiver, feedback, and context. Barriers to effective communication include status and roles, cultural differences, choice of communication channel, length of communication, disabilities, use of language, individual perceptions, noise and distraction, clarity of message, and feedback. There are three important stages to producing good written communication namely, Planning, Writing and Editing. The pitfalls to avoid in written communication are using confusing language, verbosity, poor sentence structure, and information overload. People sometimes fail to respond to written forms of communication for various reasons, for instance, the message is not clear, the language is weak or there is too much information. The receiver of any written report should be able to understand the contents of the report, know precisely what action needs to be taken, how to do it and in what manner it should be done.

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Chapter 3

Writing Reports

M.B. Gund and Swapnil Fulsawange

Introduction

One of the components of communication is writing. There are different types of writing such as Reports, Journal Articles, Letters, Notices, and Minutes *etc.* This chapter seeks to describe the process of writing a scientific report. Reports can be of different kinds such as Scientific Report, Journalistic Report, and Report of any Committee *etc.* The most important purpose of any writing, especially a report is that it is *written to be read* by someone else. This is the central goal of report-writing. A report which is written for the sake of being written has very little value.

Before you start writing your report, you need to have in mind the *intended audience*. The short-term purpose of your report is meant for reading by yourself, by your instructor, and perhaps by your evaluation committee. The broader possibility is that your report is readable by your peers or your juniors or others in general. This has greater value since someone else can continue on your work and improve it, or learn from your work. In the best case possibility, your report is of publishable quality. That is, readable and useful for the technical community in general.

How to Get Started?

To begin with take a top-down approach to writing the report. This can proceed in roughly three stages of continual refinement of details.

1. First write the section-level outline,
2. Then the subsection-level outline, and

3. Then a paragraph-level outline. The paragraph-level outline would more-or-less be like a presentation with bulleted points. It incorporates the flow of ideas.

Once you have the paragraph-level flow of ideas, you can easily convert that into a full report, by writing out the flow of ideas in full sentences.

While doing the paragraph-level outline, think also about (a) figures, (b) tables, and (c) graphs you will include as part of the report at various stages. You will find that many things can be better explained by using simple figures at appropriate places.

Another thing to nail-down while doing the paragraph-level outline is the terminology. For instance, names of various protocols/algorithms/steps in your solution *etc.* The overall approach also includes multiple stages of refinement, and taking feedback from others peers/advisor/instructor).

Paragraph Writing

As we are discussing report writing which essentially consists of introduction, review of literature, methods, procedures, processes, data, results, tables, figures, graphs, diagrams, scope, ideas, insights, inferences, *etc.*, it is better here to understand as to how a paragraph constructed and what constitutes a paragraph. Most of all the components of a report are divided into several paragraphs for readability and for the ease of understanding while reading.

There is no hard-and-fast rule for the length of a paragraph: it can be as short as a sentence or as long as it has to be. But each paragraph should contain only one developed idea. A paragraph often begins with a topic sentence which sets the tone of the paragraph; the rest amplifies, clarifies, or explores the topic sentence. When topics change new paragraphs begin. Paragraphs are organized to develop your argument along. Each paragraph should build on what came before, and should lay the ground for whatever comes next. Mastering *transitions* can make a very big difference in your writing. As a matter of style, it is customary to indicate new paragraphs in most prose by indenting the first line (three to five spaces), with no skipped lines between paragraphs. Business memos and press releases tend to skip a line and not indent.

Developing a Paragraph

☆ The paragraph is a series of sentences developing one topic.

☆ The topic of a paragraph is stated in one sentence. This is called the topic sentence.

☆ The rest of the paragraph consists of sentences that develop or explain the main idea.

Consider this Example

*"**Through the centuries rats have managed to survive all our efforts to destroy them**. We have poisoned them and trapped them. We have fumigated, flooded, and burned them. We have tried germ warfare. Some rats even survived atomic bomb tests conducted on Eniwetok atoll in the Pacific after World War II. **In spite of all our efforts, these enemies of ours continue to prove that they are the most indestructible of pests.**"*

☆ A topic sentence may be developed by giving examples

☆ A topic sentence may be developed by giving details

☆ A topic sentence may be developed by telling an incident

Every sentence in a paragraph should support the main idea expressed in the topic sentence. The concluding or clincher sentence either restates the topic sentence in different words or it summarizes the idea developed in the paragraph.

Connecting Sentences within the Paragraph

Chronological Order	*Objects in Relation to One Another*	*In Order of Importance*
first	next to	however
meanwhile	in front of	furthermore
later	beside	as a result
afterwards	between	in fact
finally	behind	yet

Types of Paragraphs

☆ **The narrative paragraph:** tells a story

☆ **The persuasive paragraph:** tries to convince the readers

☆ **The descriptive paragraph:** describes something

☆ **The expository or explanatory paragraph:** gives information or explains something

☆ Most writing has an **introductory paragraph** or an introduction of a few paragraphs, and a conclusion of a few paragraphs or **concluding paragraph**. The introduction and conclusion are, of course, supported by **body paragraphs**. A typical body paragraph develops, supports, or elaborates a given topic sentence. Most paragraph structures longer than 1-2 sentences have common elements.

☆ For example, **expository paragraphs** have three important elements common to most paragraphs: *flow or unity* (a clear connection to the rest of the essay and placed in a meaningful way among the other paragraphs;

development (detailed, specific support or elaboration of the main idea); and *coherence* (each sentence clearly relates to the previous and next sentence in an understandable and sensible manner). **Persuasive paragraphs** focus on developing a strong argument that would convince someone who disagrees with the writer's position.

☆ **Narrative paragraphs** have similar features of flow (or unity) and coherence. However, the development might be more related to the action or events narrated in the paragraph than to supporting an argument. Coherence in a narrative paragraph usually comes from the chronological order of the "story" or narrative. Similarly, a **descriptive paragraph** might find its development through giving a series of sensory details or of abstract ideas that describe an object (or concept or theory), rather than through support. These two types of paragraph - narrative and descriptive - differ only slightly in these respects from expository paragraphs, but the differences are still important.

Summary

While the structure of the Paragraph is getting discussed, it is worth considering the process of writing summaries because what a concluding sentence does to a paragraph is the same with a summary of a text. While the clincher sentence summarizes a paragraph, summary is the crux of the entire text.

Proper Citation

The summary begins by citing the title, author, source, and, in the case of a magazine or journal article, the date of publication and the text.

Thesis Statement

The overall thesis of the text selection is the author's central theme. There are several aspects to an effective thesis statement:

1. It comprises two parts: a) the topic or general subject matter of the text, and b) the author's major assertion, comment, or position on the topic.
2. This central theme is summarized clearly and accurately in a one sentence thesis statement.
3. The thesis statement does not contain specific details discussed in the text.
4. The thesis statement is stated at the beginning of the summary.

Supporting Ideas

The author supports his/her thesis with supporting ideas. Use the following basic guidelines when summarizing supporting ideas:

1. Cover all of the author's major supporting ideas.
2. Show the relationships among these ideas.

3. Omit specifics, such as illustrations, descriptions, and detailed explanations.

4. Indicate the author's purpose in writing: to inform, to persuade, or to entertain. If the passage is a persuasive piece, report the author's bias or position on the issue.

5. Omit all personal opinions, ideas, and inferences. Let the reader know that you are reporting the author's ideas.

Grammar and the Mechanics of Writing

Grammar and related concerns ensure that, as a writer, you communicate clearly to your reader. The following are particularly important:

1. Restate the ideas in your own words as much as possible. Avoid direct quotations.

2. Use transitional words for a smooth and logical flow of ideas.

3. Edit and re-write your work.

4. Check your grammar, punctuation, and spelling

Length

The length of a summary depends on how long the original document is.

Steps in Writing a Summary

Initially, summary writing can seem like a challenging task. It requires careful reading and reflective thinking about the article. Most of us, however, tend to skim read without focused reflection, but with time and effort, the steps listed here can help you become an effective summary writer.

Read the article or the text and Reread the Article.

☆ Divide the article or the text to be summarized into segments or sections of ideas. Each segment deals with one aspect of the central theme. A segment can comprise one or more paragraphs. Mind you, news magazine articles tend to begin with an anecdote. This is the writer's lead into the article, but does not contain the thesis or supporting ideas. Typically, a feature lead does not constitute a segment of thought.

☆ Label each segment. Use a general phrase that captures the subject matter of the segment. Write the label in the margin next to the segment.

☆ Highlight or underline the main points and key phrases.

☆ Write a one-sentence summary for each segment of thought on a separate sheet of paper.

☆ Formulate a central theme that weaves the one-sentence segment summaries together. This is your thesis statement.

✮ In many articles, the author will state this directly. You may wish to take his direct statement of the thesis and restate it in your own words.

✮ Quite at times, in news magazine articles, the thesis is often suggested through the article's title and sub-title. In other articles, you may have to write your own one-sentence thesis statement that summarizes this central theme.

Write Your First Draft

✮ Begin with a proper citation of the title, author, source, and date of publication of the article summarized.

✮ Combine the thesis statement and your one-sentence segment summaries into a one-to-two-paragraph summary.

✮ Eliminate all unnecessary words and repetitions.

✮ Eliminate all personal ideas and inferences.

✮ Use transitions for a smooth and logical flow of ideas.

✮ Conclude with a "summing up" sentence by stating what can be learned from reading the article.

Edit Your Draft

Check your summary by asking the following questions:

✮ Have I answered the who, what, when, why, and how questions?

✮ Is my grammar, punctuation, and spelling correct?

✮ Have I left out my personal views and ideas?

✮ Does my summary "hang together"? Does it flow when I read it aloud?

✮ Have someone else read it. Does the summary give them the central ideas of the article?

Now you are ready to write your final draft of the summary. Generally in the scientific reports the summary is written at the end of the report. However, in certain committee reports or judgments of courts of law, the summary is generally provided at the beginning itself.

Structure of a Report

The following are roughly the structure of a report. Note that these are just *guidelines*, not *rules*. You have to use your intelligence in working out the details of your specific writing.

The Title

It is the most-read part of a report. This attracts the attention of the readers to your writing. The title should reflect what you have done and should bring out any eye-catching factor of your work, for good impact.

The Abstract

It must be short. Generally, it must be a paragraph of about 250 words or so. The abstract should contain the essence of the report, based on which the reader decides whether to go ahead with reading the report or not. It can contain the following in varying amounts of detail as is appropriate: main objective, motivation, main point of methodology, essential difference from previous work, and some significant results.

Introduction

Most reports start with an introduction section. After title and abstract, introduction and conclusions are the two most read parts of a report. This section should answer the following questions.

- ☆ What is the setting of the problem? That is the *background*. In some cases, this may be implicit, and in some cases, merged with the motivation below.

- ☆ What exactly is the problem you are trying to solve? This is the *problem statement*.

- ☆ Why is the problem important to solve? This is the *motivation*. In some cases, it may be implicit in the background or the problem statement itself.

- ☆ Is the problem still unsolved? This constitutes the statement of *past/ related work* crisply.

- ☆ Why is the problem difficult to solve? This is the statement of *challenges*. In some cases, it may be implicit in the problem statement. In others, you may have to say explicitly as to why the problem is worthy of a research experiment, or a semester project, as the case may be.

- ☆ How have you solved the problem? Here you state the essence of your *approach*. This is of course expanded upon later, but it must be stated explicitly here.

- ☆ What are the conditions under which your solution is applicable? This is a statement of *assumptions*.

- ☆ What are the main results? You have to present the main *summary of the results* here.

- ☆ What is the summary of your contributions? This in some cases may be implicit in the rest of the introduction. Sometimes it helps to state contributions explicitly.

- ☆ How is the rest of the report organized? Here you include a paragraph on the *flow of ideas* in the rest of the report. For any report beyond 4-5 pages, this is a must.

The Introduction

It is nothing but a shorter version of the rest of the report, and in many cases

the rest of the report can also have the same flow. Think of the rest of the report as an expansion of some of the points in the introduction. Which of the above bullets are expanded into separate sections (perhaps even multiple sections) depends very much on the problem.

Background

This is expanded upon into a separate section if there is sufficient background which the general reader must understand before knowing the details of your work.

Past/Related Work (Review of Literature)

It is common to have this as a separate section, explaining why your experiment or work you have done is something novel. Here, you must try to think of *dimensions of comparison* of your work with other work. For instance, you may compare in terms of functionality, in terms of performance, and/or in terms of approach. Even within these, you may have multiple lines of comparison – functionality-1, functionality-2, metric-1, metric-2, *etc.*

Although not mandatory, it is a good presentation style to give the above comparison in terms of a *table*; where the rows are the various dimensions of comparison and the columns are various pieces of related work, with your own work being the first/last column.

While in general you try to play up your work with respect to others, it is also good to identify points where your solution is not so good compared to others. If you state these explicitly, the reader will feel better about them, than if you do not state and the reader figures out the flaws in your work anyway.

Another point is with respect to the *placement* of related work. One possibility is to place it in the beginning of the report (after introduction/background). Another is to place it in the end of the report, just before conclusions. This is a matter of judgment, and depends on the following aspect of your work. If there are many reports of past work related very closely to your work, then it makes sense to state upfront as to what the difference in your approach is. On the other hand, if your work is substantially different from any past work, then it is better to put the related work at the end. While this conveys a stronger message, it has the risk of the reader wondering all through the report as to how your work is different from some other specific related work.

Technical Sections

The main body of the report may be divided into multiple sections as the case may be. You may have different sections which delve into different aspects of the problem. The organization of the report here is problem specific. You may also have a separate section for statement of design methodology, or experimental methodology, or proving some lemmas in a theoretical paper.

The technical section is the most work-specific, and hence is the least described here. However, it is necessary to mention the following main points:

Outlines/Flow

For sections, which may be huge with many subsections, it is appropriate to have a rough outline of the section at the beginning of that section. Make sure that the flow is maintained as the reader goes from one section to another. There should be no abrupt jumps in ideas.

Use of Figures

The cliché "a picture is worth a thousand words" is appropriate here. Spend time thinking about pictures. Wherever necessary, explain all aspects of a figure and do not leave the reader wondering the connection between the figure and the text.

Terminology

Define each term/symbol before you use it, or right after its first use. Stick to a common terminology throughout the report.

Results

This is part of the set of technical sections, and is usually a separate section for experimental/design papers. You have to answer the following questions in this section:

a. What aspects of your system or algorithm are you trying to evaluate? That is, what are the questions you will seek to answer through the evaluations?
b. Why are you trying to evaluate the above aspects?
c. What are the cases of comparison? If you have proposed an algorithm or a design, what do you compare it with?
d. What are the performance metrics? Why?
e. What are the parameters under study?
f. What is the experimental setup? Explain the choice of every parameter value (range) carefully.
g. What are the results?
h. Finally, why do the results look the way they do?

The results are usually presented as tables and graphs. In explaining tables and graphs, you have to explain them as completely as possible. Identify trends in the data. Does the data prove what you want to establish? In what cases are the results explainable, and in what cases unexplainable, if any? While at it, you have to describe every row/column. Similarly while describing a graph, you have to describe the x/y axes. If necessary, you have to consider the use of log-axes. If you are presenting a lot of results, it may be useful to summarize the main take-away points from all the data in a separate sub-section at the end (or sometimes even at the beginning) of the results section.

Future Work

This section in some cases is combined along with the "conclusions" section. Here you state aspects of the problem you have not considered and possibilities for further extensions.

Conclusions

Readers usually read the title, abstract, introduction, and conclusions. In that sense, this section is quite important. You have to crisply state the main take-away points from your work. How has the reader become smarter or how has the world become a better place because of your work?

Refinement

No report is perfect, and definitely not on the first version. Well written reports are those which have gone through multiple rounds of *refinement*. This refinement may be through self-reading and critical analysis, or more effectively through peer-feedback (or feedback from advisor/instructor).

Things to Remember

☆ Start early; do not wait for the completion of your work in its entirety before starting to write.

☆ Each round of feedback takes about a week at least. Therefore, it is good to have a rough version at least a month in advance. Given that you may have run/rerun experiments/simulations (for design projects) after the first round of feedback, for a good quality report, it is good to have a rough version at least two months in advance.

☆ Feedback should go through the following stages ideally: (a) you read it yourself fully once and revise it, (b) have your peers review it and give constructive feedback, and then (c) have your advisor/instructor read it.

While Scientific Reports can be the sum of various experiments conducted Journal Articles and Scientific Papers are usually based on a single experiment with or without replication of the same at different locations or seasons. As in the scientific reports, journal articles and scientific papers too share the same structure.

Why Write Journal Articles?

1. Publication of various academic and research scientific papers is a way to communicate, stay abreast, exchange ideas, *etc.*, with the academia, in particular.

2. More often than not, there is an increasing pressure from administrators and others that you push yourself to publish your work.

3. Personal growth, enhanced self-discipline, personal lifelong learning, and career enhancement come from the publication process by knowing

others will benefit from your work and that you can feel connected to the profession.

4. It is important to your field and discipline that you help create new ideas, advance theories, describe your emerging techniques, challenge widely held views, and influence others with your growing knowledge base.

5. You serve your profession, your field, and knowledge in general by adding to it.

Writing Journal Articles

1. In order to get an article published you first must write one (the biggest stumbling block for many prospective authors).

2. Study the timeliest topics in the field – uniqueness, future minded-ness, and current interests are usually the best bet.

3. Study the related periodicals. All of them provide clues to the type of content areas or topics being accepted. **Main point**: Select the one seemingly best suited for your manuscript.

4. Use a **short**, dynamic cover letter – point out the value of the article to readers of that journal, but do it professionally, and -mention adherence to their stylistic guidelines.

5. Study the techniques of writing and the writing techniques ex-pected for a specific journal. Note, too, that wordiness is not appreciated in this day of rising printing and postage costs.

6. When ready, write the first draft without worry about correctness and exact wording, let it rest for a few days, -then rewrite and polish it. Also remember to ask others to read it – seek feedback, especially at first.

7. The lead to an article is very important – it needs to grab a reader's attention, -so spend a lot of time in the development process.

8. Submit a perfect copy to the journal; it should be word-processed, clean, stylistically appropriate, *etc.*

9. Never submit a manuscript to more than one publisher at a time; however, three articles or more are possible on each major idea and if you receive a rejection, submit each manuscript to at least two more journals before abandoning that particular idea.

10. Keep writing, keep trying!

Adhering to Stylistic Guidelines

It is crucial that you understand and adhere to the stylistic guidelines required by any periodical to which you intend to submit a manuscript. Many editors will simply return a manuscript and request that it be redone according to their stylistic requirements before resubmitting it. In addition, some reviewers will question

the overall care with which you completed your writing effort if you violate the style expectations. Most periodicals publish their stylistic requirements regularly, make them available upon request, or display them online. Look for those clues necessary to understand what is expected, such as the type of articles published, any statements about submission expectations, the types of headings used, how references are formatted, *etc.*

The Process of Writing

1. There are four stages to a successful writing process: Pre-writing, text development, revising, and editing (see the next section).

2. The three most important characteristics of a successful writer are personal commitment to hard work, self-discipline, and perseverance.

3. Always seek comments about your manuscript from at least two people who will provide honest feedback; then utilize such feedback to improve your work.

4. A successful writer acquires and uses a variety of writing resources.

5. You should visualize yourself both as a writer and as involved in the process of writing an article.

6. Identify the kinds of writing you like to do and that you do well. Use this understanding as a foundation on which you build your publication efforts.

7. You need to determine the tone, mood, and emphasis that your article will take.

8. Think about a subject for your writing in various ways to fully explore an article's possibilities.

9. You should determine who your primary audience is. A journal's stylistic guidelines often provide such information.

10. Have a clear purpose for your article. Write this purpose down if you can.

11. Be a critic of your own writing, be as objective as possible, but be fair with yourself.

12. Designate a regular part of each week for your writing and establish deadlines for completing aspects of the writing process. **Discipline yourself** to meet your schedule of deadlines.

13. Design an environment for your normal writing that is compatible and conducive to success.

14. You should understand well the manuscript submission process that is expected by the journal to which you will send your article.

15. The paragraph is the primary organizing unit from which most writing evolves.

16. The basic structural elements of your writing include phrases within sentences.

17. An introductory section should grab the reader's attention while establishing writing authority.

18. Edit your article by looking for problems in word usage, grammar, spelling, and clarity.

19. Believe in the value of what you are writing about in terms of making a difference for readers.

20. Timeliness of the subject matter about which you are writing is important to most journals.

21. Be sure to match the perspective you are taking with the appropriate journal. Many journals restrict their articles to only a few perspectives.

22. Two important references for technical support are a dictionary (hard copy or online) and appropriate stylistic manual.

23. Pay special attention to subject-verb agreement, as the most common grammatical problem is lack of agreement.

24. Over time you need to develop a style of writing that is your own.

25. Avoid the over use of jargon or technical language in your article unless the audience level dictates such use.

26. There are several text effectiveness criteria you should apply to each article, ranging from the value or timeliness of content to the tone or readability of your word.

Four Stages of Good Writing

The following four stages are emphasized in Hiemstra and Brier (1994). Most authors of books and articles on professional publishing and writing usually omit step one, but it is crucial in creating a successful finished product.

1. Prewriting

   ☆ Find ideas, reviewing appropriate literature, brainstorming with colleagues, and thinking about your daily work problems

   ☆ Analyze prospective periodicals and understanding their stylistic requirements and expectations

   ☆ Determine who is your audience

   ☆ Establish your purpose in writing

   ☆ Make good use of information or data

   ☆ Commit to carrying out appropriate planning activities.

2. Text Development

   ☆ Determine a good introduction or lead

☆ Work on the body (heart) of the article

☆ Write in paragraphs and sections and including good transitions between sections

☆ Develop convincing conclusions, making appropriate recommendations, and creating a stimulating ending

3. Revising as Appropriate

☆ Revise as needed

☆ Seek critiques from at least two colleagues

☆ Reread and rework your own writing

☆ Always think about communicating with your reader clearly and precisely

4. Final Editing

☆ Carry out appropriate editing and proofing (see the section on careful proofing)

☆ Ensure there is technical correctness

☆ Use your spell checking and grammar checking software (some software possibilities are listed the "Reading Suggestions" section, although most word processing software provides some related help here)

☆ Look for consistency throughout

Obtaining a Better Manuscript at Stage Four

1. Write it!
   a. Don't worry about tight editing initially
   b. "Let it flow out" (Stages one to three)
2. Let it sit for at least two days after finishing that first draft
3. Then do the first of perhaps several sweeps: For example. Check for spelling errors, then check for grammar errors, look for good transitions between sections. Look for consistency in style and word use throughout, *etc.*
4. Print out this second draft or work with it on screen
5. Repeat steps 3 and 4 as necessary
6. Print out for submission or email to the editor what usually will be a much improved manuscript

Common Problems Among Manuscripts

Following is a summary of several problems that are common among manuscripts submitted for possible publication.

1. Sentences with incorrect grammatical structure.
2. Incorrect punctuation marks or grammatical protocols.
3. Too long or overly complicated sentences
4. The use of incorrect or inconsistent heading styles.
5. Incorrect or inconsistent seriation marks.
6. Using stylistically incorrect or inadequate citational information.
7. Using inadequate transitional words or sentences at the beginning or concluding paragraphs in a section.
8. Overusing articles (a, an, the) in a sentence or even a paragraph
9. Lack of parallelism (plural/singular inconsistencies, lack of verb integrity, *etc.*).
10. Changing the tense periodically (must maintain the established tense).
11. Unclear antecedents for pronouns that are used (too far away from antecedent, another noun in-between, *etc.*).
12. Too many superfluous adjectives and adverbs.

Common Errors while Writing

Lack of Agreement between Noun and Verb

Wrong: The older adults seems capable of learning throughout life

Better: The older adult **seems** capable of learning throughout life OR The older adults **seem** capable of learning throughout life

Incorrect or Inconsistent Headings

Wrong: Major headings centered one time but left justified the next time

Better: Be consistent – APA 5th edition, has specific rules on 1st order, 2nd order, 3rd, *etc.* Using too many articles (a, an, the, *etc.*) in a sentence.

Wrong: The sample size and the methods used to assure the correct sample size suggest that, with caution, the findings may serve as the basis for understanding the level of participation by the older adults.

Better: The sample size and selection method suggest that, with caution, study findings may serve as a basis for understanding older adult participation levels.

Incorrect Pronoun and Noun Agreement

Wrong: Jones and Smith (1990) found disagreement among the subjects. He noticed, for example, that older adults spent more time with expressive ideas.

Better: Jones and Smith found disagreement among the subjects. They observed that older adults spent more time with expressive ideas.

Too Many Prepositional Phrases in a Sentence

Wrong: These findings contribute to an understanding of the participation of older adults in education by identifying differences and demonstrating an awareness of learning needs.

Better: These findings contribute to an understanding of older adult participation in education by identifying differences and potential learning needs.

The Title

Any article's title should identify the contents as clearly and as concisely as possible. Titles usually are stated in the form of a phrase, although it is not unusual for a colon to separate two phrases. Following are some normal things to avoid in selecting your title:

Don't Trivialize your Main Problem, question, or thesis.

Trivial: Better ethics for higher education

Better: An interdisciplinary code of ethics for higher education

Don't oversell the methodology used if it was primarily a means to a greater end.

Weaker: Survey of public education in Syracuse, New York

Better: Need for reorganization of public education in Syracuse, New York [could add something like the following if necessary: Results from a survey of teachers and administrators]

Use descriptive titles that reveal appropriate information and attract interest in the article.

Weaker: Change in older adults

Better: A framework for describing change among older adults

Avoid including useless or nonessential words. Use what is necessary to peak the reader's interest.

Clumsy: The history of the Arya Samaj's impact on Indian education

Better: History of the Arya Samaj's movement in Indian education

Clumsy: The relationship of athletic participation to male violence in society

Better: Athletic participation and male violence [could add something like the following if necessary: Impact on society]

Don't use words that are or could be taken as synonyms for each other.

Wrong: Growth and development of computer technology in science and technology education

Better: Growth of computer technology in science education

Avoid the use of boastful words or terms that beg readers to believe in the writer's credentials.

Clumsy: A critical analysis of the teaching techniques used in teaching reading to elementary children

Better: Effective techniques for teaching elementary children to read

Clumsy: A professional study of the instructional design requirements for nuclear energy training

Better: Nuclear energy training's instructional design requirements

Avoid using time or place locators that are too specific unless absolutely necessary for depicting a study within some little understood context.

Clumsy: History of African-American and White race relations in several southern states during the sixties

Better: History of race relations in the South [could add something like the following if necessary: A "sixties" retrospective -or- something like: The sixties]

Avoid catchy titles that seem to imply the article will lead eventually to a bestselling novel or trade book.

Catchy: The Salt City shakers: Computer enhancement of the Central New York fault line ["Salt City" is a nickname for Syracuse, NY]

Better: Earthquake potential in Central New York: Computer enhancements

Resist wordy titles, the temptation to oversell an idea, or the desire to serve as a missionary for your passion.

Clumsy: A study of the effectiveness of Pro Literacy's Learning Place with undereducated adults in Syracuse, New York

Better: The Learning Place in Syracuse, New York: A Pro Literacy initiative

Avoid misleading words or terminology with a double meaning.

Wrong: Reliable procedures for collecting information concerning socio-economic levels of rural adults [here it is not known if reliable means accurate or consistent]

Better: Procedures for gathering socio-economic information in rural areas

Chapter 4

Letter Writing

Mukund B. Gund and Swapnil Fulsawange

This exercise will help you write business letters required in many different situations, from applying for a job to requesting or delivering information. While the examples that are discussed specifically are the application letter and cover letter, this handout also highlights strategies for effective business writing in general.

Principles to Keep in Mind

Business Writing is Different

Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be crisp and succinct rather than evocative or creative; it stresses specificity and accuracy. This distinction does not make business writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context.

When you write a business document, you must assume that your audience has limited time in which to read it and is likely to skim. Your readers have an interest in what you say insofar as it affects their working world. They want to know the "bottom line": the point you are making about a situation or problem and how they should respond.

Business writing varies from the conversational style often found in email messages to the more formal, legalistic style found in contracts. A style between these two extremes is appropriate for the majority of memos, emails, and letters. Writing that is too formal can alienate readers, and an attempt to be overly casual

may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter's content is clear and that you have proofread it carefully.

Pronouns and Active Versus Passive Voice

Personal pronouns (like *I*, *we*, and *you*) are important in letters and memos. In such documents, it is perfectly appropriate to refer to yourself as *I* and to the reader as *you*. Be careful, however, when you use the pronoun *we* in a business letter that is written on company stationery, since it commits your company to what you have written. When stating your opinion, use *I*; when presenting company policy, use *we*.

The best writers strive to achieve a style that is so clear that their messages cannot be misunderstood. One way to achieve a clear style is to minimize your use of the passive voice. Although the passive voice is sometimes necessary, often it not only makes your writing dull but also can be ambiguous or overly impersonal. For example, consider the same point stated in passive voice and in the active voice:

PASSIVE: The net benefits of subsidiary divestiture were grossly overestimated. [Who did the overestimating?]

ACTIVE: The Global Finance Team grossly overestimated the net benefits of subsidiary divestiture.

The second version is clearer and thus preferable.

Of course, there are exceptions to every rule. What if you are the head of the Global Finance Team? You may want to get your message across without calling excessive attention to the fact that the error was your team's fault. The passive voice allows you to gloss over an unflattering point–but you should use it sparingly.

Focus and Specificity

Business writing should be clear and concise. Take care, however, that your document does not turn out as an endless series of short, choppy sentences. Keep in mind also that "concise" does not have to mean "blunt"–you still need to think about your tone and the audience for whom you are writing. Consider the following examples:

A.   After carefully reviewing this proposal, we have decided to prioritize other projects this quarter.

B.   Nobody liked your project idea, so we are not going to give you any funding.

The first version is a weaker statement, emphasizing facts not directly relevant to its point. The second version provides the information in a simple and direct

manner. But you don't need to be an expert on style to know that the first phrasing is diplomatic and respectful (even though it is less concise) as compared with the second version, which is unnecessarily harsh and likely to provoke a negative reaction.

Business Letters: Where to Begin

Reread the description of your task (for example, the advertisement of a job opening, instructions for a proposal submission, or assignment prompt for a course). Think about your purpose and what requirements are mentioned or implied in the description of the task. List these requirements. This list can serve as an outline to govern your writing and help you stay focused, so try to make it thorough.

Next, identify qualifications, attributes, objectives, or answers that match the requirements you have just listed. Strive to be exact and specific, avoiding vagueness, ambiguity, and platitudes. If there are industry- or field-specific concepts or terminologies that are relevant to the task at hand, use them in a manner that will convey your competence and experience. Avoid any language that your audience may not understand. Your finished piece of writing should indicate how you meet the requirements you have listed and answer any questions raised in the description or prompt.

Application Letters and Cover Letters

Many people believe that application letters and cover letters are essentially the same. For purposes of this exercise, though, these kinds of letters are different. The letter of application is a sales letter in which you market your skills, abilities, and knowledge. A cover letter, on the other hand, is primarily a document of transmittal. It identifies an item being sent, the person to whom it is being sent, and the reason for its being sent, and provides a permanent record of the transmittal for both the writer and the reader.

Application Letters

When writing an application letter, remember that you probably have competition. Your audience is a professional who screens and hires job applicants–someone who may look through dozens or even hundreds of other applications on the day she receives yours. The immediate objective of your application letter and accompanying resume is to attract this person's attention. Your ultimate goal is to obtain an interview.

As you write your application letter, be sure you complete three tasks: catch the reader's attention favourably, convince the reader that you are a qualified candidate for the job, and request an interview.

Application Letter Checklist

- ☆ Identify the job by title and let the recipient know how you heard about it.
- ☆ Summarize your qualifications for the job, specifically your work experience, activities that show your leadership skills, and your educational background.
- ☆ Refer the reader to your enclosed resume.
- ☆ Ask for an interview, stating where you can be reached and when you will be available. If your prospective employer is located in another city and you plan to visit the area, mention the dates for your trip.
- ☆ If you are applying for a specific job, include any information pertinent to the position that is not included in your resume.

To save your reader time and to call attention to your strengths as a candidate, state your objective directly at the beginning of the letter.

Example: *I am seeking a position as a manager in your Data Center. In such a management position, I can use my master's degree in information systems and my experience as a programmer/analyst to address business challenges in data processing.*

If you have been referred to a company by one of its employees, a career counselor, a professor, or someone else, mention that before stating your job objective.

Example: *During the recent ICT Summit in New Delhi, one of your sales representatives, S.R. Dubey, informed me of a possible opening for a manager in your Data Center. My extensive background in programming and my master's degree in information systems make me highly qualified for the position.*

In subsequent paragraphs, expand on the qualifications you mentioned in your opening. Add any appropriate details, highlighting experience listed on your resume that is especially pertinent to the job you are seeking. Close with a request for an interview. Proofread your letter carefully.

Two sample letters of application are presented below. The first letter (Sample #1) is by a recent college graduate responding to a local newspaper article about the company's plan to build a new computer center. The writer is not applying for a specific job opening but describes the position he seeks.

The second letter (Sample #2) is from a college senior who does not specify where he learned of the opening because she is uncertain whether a position is available.

Sample #1

Raman Ranjan
A 4. Nethaji Apartments
S. C. B. Road
Pune
August 08, 2019

To

The Human Resources Director

IndiaSoft, Inc.

1063 V.S. Road

Pune 411 001

Sir,

I just read an article in the *News and Views* about Mr. Phadtre's new computer center at Pune. I would like to apply for a position as an entry-level programmer at the center.

I understand that Mr. Kalokhe produces both in-house and customer documentation. My technical writing skills, as described in the enclosed resume, are well suited to your company. I am a recent graduate of College of Agriculture and Technology in Aurangabad with a Bachelor's Degree in ICT in Agricultural Sciences. In addition to having taken a broad range of courses, I served as a computer consultant at the college's computer center where I helped train users to work with new systems.

I will be happy to meet you at your convenience and discuss how my education and experience match your needs. I am available at 020-25534133 or at arpatil15@gmail.com.

Yours Sincerely,

Arun Patil

Sample #2

<div align="right">

Arun Patil
A 4. Sai Apartments
Bundgarde Road
Pune

August 08, 2019

</div>

To

IndiaSoft, Inc.

1165 V.S. Road

Pune 411 001

Sirs,

I am seeking a position in your engineering department where I may use my training in computer sciences. I would like to be a part of the department that developed the Online Seed Selection Systems. But am unsure whether you have a current opening.

I expect to receive a Bachelor of Science degree in ICT in Agricultural Sciences from College of Agriculture and Technology, Aurangabad in June 2020 and by that time I will have completed the Computer Systems in Agriculture. Since September 2015, I have been participating, through the College, in the Professional Training Program at Computer Systems International in Mumbai. In the program I was assigned to several staff sections as an apprentice. Most recently, I have been a programmer trainee in the Engineering Department and have gained a great deal of experience in computer applications. Details of the academic courses I have taken are included in the enclosed resume.

If there is a position open at IndiaSoft, Inc., please let me know whom I should contact for further information. I look forward to hearing from you soon. I may be reached at 020-25531433 or at arpatil15@gmail.com.

Yours Sincerely,

Arun Patil

Cover Letters

As mentioned previously, application letters and cover letters are not the same. A cover letter identifies an item being sent, the person to whom it is being sent, and the reason for its being sent. A cover letter provides a permanent record of the transmittal for both the writer and the reader. In a cover letter, keep your remarks brief. Your opening should explain what you are sending and why. In an optional second paragraph, you might include a summary of the information you are sending. A letter accompanying a proposal, for example, might point out sections in the proposal that might be of particular interest to the reader. The letter could then go on to present a key point or two explaining why the writer's firm is the best one for the job. The closing paragraph should contain acknowledgements, offer additional assistance, or express the hope that the material will fulfill its purpose.

The following are examples of cover letters. The first letter (Sample #1) is brief and to the point. The second letter (Sample #2) is slightly more detailed because it touches on the manner in which the information was gathered.

Sample #1

Your Company Logo and Contact Information

August 01, 2019

To

The Chief Engineer

Mukund Chemical Company

Bhandup

Sir,

Enclosed is the final report on our installment of pest control equipment at the Mumbai Chemical Company, which we send with their permission. Please do not hesitate to call me for any clarification or suggestion at 020-255331433 or at arpatil15@gmail.com.

Sincerely,

Arun Patil

Technical Services Manager

Enclosure: Report

Sample #2

Your Company Logo and Contact Information

August 03, 2019

To

The Chief Engineer

439 M. G. Road

Pune 411 001

Sir,

Enclosed is the report estimating our Water Consumption for the year as requested by the Deputy Manager, on July 15, 2019.

The report is the result of several meetings with the Manager of Plant Operations, and her staff and an extensive survey of all our employees. The survey was delayed by the transfer of key staff in the section. We believe, however, that the report will provide the information you need to estimate the installation of Aqua II Water Saving System.

We would like to thank Mr. Tanaji Sarup of the ATI for his assistance in preparing the survey. If you need more information, please let me know.

Sincerely,

Arun Patil

New Projects Office

arpatil15@gmail.com

Enclosure: Report

Presentation Skills

M.C. Ahire, Avinash Kolge and M.R. Patil

Introduction

Presentation skills are required in almost every field. Presenting information clearly and effectively is a key skill to get your message or opinion across. Presentation of ideas in the academic world or business proposals in the business arena or any schemes or projects in the field of administration effective presentation is a vital requirement. Whether you are a student, administrator or executive, if you wish to start up your own business, apply for a grant you may very well be asked to make a presentation. Such a presentation can be a very intimidating prospect. Delivering an inspirational or captivating presentation requires a lot of preparation and work. You should probably first spend some time developing your presentation skills. A high-quality preparation lays the groundwork for making an effective presentation and therefore alleviates the initial fears.

Effective Presentation

Effective presentation requires certain commitment and demands willingness and conviction of what you want to present. A few points culled out from the experiences of a host of successful people from different walks of life are given below:

1. Show your Passion and Connect with your Audience. It is hard to be relaxed and be yourself when you are nervous. But time and again, the great presenters say that the most important thing is to connect with your audience, and the best way to do that is to let your passion for the

subject shine through. By being honest with the audience about what is important to you and why it matters, you can convince the audience and the audience will respond.

2. Focus on the needs of the audience. Your presentation needs to be built around what your audience is going to get out of the presentation. As you prepare the presentation, you always need to bear in mind what the audience needs and wants to know, not what you can tell them. During the presentation you also need to remain focused on the response of the audience, and proceed accordingly. You need to make it easy for your audience to understand and respond.

3. Keep it Simple. Concentrate on your core message. While planning your presentation, you should always keep in mind as to what is the key message or key points for the audience to take away. Very briefly you should be able to communicate that key message. Some experts recommend a 30-second 'elevator summary', that can be written on the back of a business card, or say it in no more than 15 words. It is important to keep the core message focused and brief. Anything that does not contribute to that core message must be avoided.

4. Smile and make eye contact with your audience. This sounds very easy, but a surprisingly large number of presenters fail to do it. If you smile and make eye contact, you are building rapport, which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people. To help you with this, make sure that you do not turn down all the lights so that only the slide screen is visible. Your audience needs to see you as well as your slides.

5. Start Strongly. The beginning of your presentation is crucial. You need to grab your audience's attention and hold it. They will give you a few minutes' grace in which to entertain them, before they start to switch off if you are dull. So do not waste that on explaining who you are. Start by entertaining them. Try a story or an attention-grabbing and relevant image on a slide.

6. Remember the 10-20-30 Rule for Slide shows. This is a tip from Guy Kawasaki of Apple. He suggests that slide shows should:

   ☆ Contain no more than 10 slides;

   ☆ Duration no more than 20 minutes; and

   ☆ Use a font size of no less than 30 point.

   The last one is particularly important as it stops you from trying to put too much information on any one slide. This whole approach avoids the dreaded 'Death by Power Point'. As a general rule, slides should be the sideshow to you, the presenter. A good set of slides should be no use without the presenter, and they should definitely contain less,

rather than more, information expressed simply. If you need to provide more information, create a bespoke handout and give it out after your presentation.

7. Tell Stories. Human beings are programmed to respond to stories. Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story. Think about what story you are trying to tell your audience, and create your presentation to tell it. To effectively tell a story, focus on using at least one of the two most basic storytelling mechanics in your presentation: Focusing on characters – People have stories; things, data, and objects do not. So ask yourself "who" is directly involved in your topic that you can use as the focal point of your story.

   For example, instead of talking about the products of your company (tractors, ploughs *etc.*), you could focus on specific characters like the farmers for whom the products are intended and who want easy to till and affordable machines and implements. You could talk about the engineers who went out of their way to design the most cost-effective tractor imaginable. A story needs something to change along the way. So ask yourself "What is not as it should be?" and answer with what you are going to do about it or what you did about it. For example, Did hazardous road conditions inspire you to build a rugged, all-terrain jeep that any family could afford? Did a complicated and confusing food labelling system lead you to establish a colour-coded nutritional index so that anybody could easily understand it?

8. Use your Voice Effectively. The spoken word is actually quite an inefficient means of communication, because it uses only one of your audience's five senses. That is why presenters tend to use visual aids, too. But you can help to make the spoken word better by using your voice effectively. Varying the speed at which you talk, and emphasizing changes in pitch and tone all help to make your voice more interesting and hold the attention of the audience.

9. Body language does communicate. It has been estimated that more than three quarters of communication is non-verbal. Your tone of voice as well as your body language is crucial to getting your message across. Make sure that you are giving the right messages and avoid crossed arms, hands held behind your back or in your pockets, and pacing the stage. Make your gestures open and confident, and move naturally around the stage, and among the audience too, if possible.

10. Relax, breathe and enjoy your presentation. If you can bring yourself to relax, you will certainly present better. If you can actually start to enjoy yourself, your audience will respond to that and engage better. Your

presentations will improve exponentially and so will your confidence. If you find presenting difficult, it can be hard to be calm and relaxed about doing it. One option is to start by concentrating on your breathing. Slow it down, and make sure that you are breathing fully. Make sure that you continue to pause for breath occasionally during your presentation too. This will give you some 'quick wins' that will help you improve your presentations, and if you are already an experienced presenter, hopefully take them from good to great.

What is a Presentation?

A presentation is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. A presentation can also be used as a broad term that encompasses other 'speaking engagements' such as making a speech at a wedding, or getting a point across in a video conference. A presentation requires you to get a message across to the listeners and will often contain a 'persuasive' element. It may, for example, be a talk about the positive work of your organization, what you could offer an employer, or why you should receive additional funding for a project. To be effective, step-by-step preparation and the method and means of presenting the information should be carefully considered.

The formal presentation of information is divided into two broad categories: Presentation Skills and Personal Presentation. These two aspects are interwoven and can be described as the preparation, presentation and practice of verbal and non-verbal communication.

The Key Elements of a Presentation

- ✫ Making a presentation is a way of communicating your thoughts and ideas to an audience and many of our articles on communication are also relevant here, see: What is Communication? for more.
- ✫ Consider the following key components of a presentation:
- ✫ Context
- ✫ Ask yourself the following questions to develop a full understanding of the context of the presentation.
- ✫ When and where will you deliver your presentation?
- ✫ There is a world of difference between a small room with natural light and an informal setting, and a huge lecture room, lit with stage lights. The two require quite different presentations, and different techniques.
- ✫ Will it be in a setting you are familiar with, or somewhere new?
- ✫ If somewhere new, it would be worth trying to visit it in advance, or at least arriving early, to familiarize yourself with the room.
- ✫ Will the presentation be within a formal or less formal setting?

✩ A work setting will, more or less by definition, be more formal, but there are also various degrees of formality within that.

✩ Will the presentation be to a small group or a large crowd?

✩ Are you already familiar with the audience?

✩ With a new audience, you will have to build rapport quickly and effectively, to get them on your side.

✩ What equipment and technology will be available to you, and what will you be expected to use?

✩ In particular, you will need to ask about microphones and whether you will be expected to stand in one place, or move around.

✩ What is the audience expecting to learn from you and your presentation?

✩ Check how you will be 'billed' to give you clues as to what information needs to be included in your presentation.

All these aspects will change the presentation.

What Helps you to Decide your Presentation Method?

In making a decision about your presentation method, you have to take into account several key aspects. These include:

✩ The facilities available to you by way of visual aids, sound systems, and lights.

Obviously you cannot use facilities that are not available. If you are told that you will need to present without a projector, you're going to need to decide on a method that works without slides.

✩ The occasion.

A formal conference of 200 people will require a very different approach from a presentation to your six-person team. And a speech at a wedding is totally different again. Consider the norms of the occasion. For example, at a wedding, you are not expected to use slides or other visual aids.

✩ The audience, in terms of both size and familiarity with you, and the topic.

If it's a small, informal event, you will be able to use a less formal method. You might, for example, choose to give your audience a one-page handout, perhaps an info-graphic that summarizes your key points, and talk them through it. A more formal event is likely to need slides.

✩ Your experience in giving presentations.

More experienced presenters will be more familiar with their own weak points, and able to tailor their preparation and style to suit. However, few people are able to give a presentation without notes. Even the most experienced speakers will usually have at least some form of notes to jog their memory and aid their presentation.

✫ Your familiarity with the topic.

As a general rule, the more you know about it, the less you will need to prepare in detail, and the more you can simply have an outline of what you want to say, with some brief reminders.

✫ Your personal preferences.

Some people prefer to 'busk it' (or 'wing it') and make up their presentation on the day, while others prefer detailed notes and outlines. You will need to know your own abilities and decide how best to make the presentation. When you first start giving presentations you may feel more confident with more detailed notes. As you become more experienced you may find that you can deliver effectively with less.

Different Methods of Presentation

	Very Formal	*Formal*	*Informal*	*Very Informal*
Suitable occasion	Large conference	Smaller conference or group where you don't know the audience	Smallish group, probably internal, but not all known to you	Small team meeting where you know the other participants
Purpose	Provide information to a large number of people	Provide information, but also get reaction	Provide information, hear reaction, respond; possibly discuss	Provide information, or generate discussion
Stand or sit?	Stand	Stand	Stand or sit	Probably sit
Present from where?	A lectern	The front of the room.	Either within the group or from the front	Your place at a table, or within the group
Visual aids	Yes, slides controlled from the lectern. Can also use video or other multimedia.	Yes, slides, but kept fairly simple.	Yes, but keep them to a minimum.	Perhaps a one-page summary of your key points.
Sound systems/ microphone	Yes	Yes	Probably not	No

	Very Formal	*Formal*	*Informal*	*Very Informal*
Type of room	Large conference hall	Conference room or meeting room	Meeting room or office	Meeting room or office
What will you have to provide in advance?	Copy of your slides	Copy of your slides	Handout of some sort	Nothing expected
Audience interaction	A formal question session afterwards is usual	Formal questions, but you may get interruptions during your presentation	Fairly interactive; up to you to handle questions or discussion during the session	Likely to be very interactive if you allow.

What method you choose is largely dictated by the occasion and its formality: very formal tends to go with a larger audience, whose members you do not know well. Your role is likely to be much more providing information, and much less about having a discussion about the information. It is not going to be possible, for instance, to present to 200 people from a chair as part of the group, because most of your audience will not see or hear you. You need to apply common sense to your choice of presentation method.

Audience Participation

While much of your presentation method will be dictated by the event, there is one area where you have freedom: audience interaction with you and with each other.

It is perfectly feasible, even in a large conference, to get your audience talking to each other, and then feeding back to you. In fact, this can work very well, especially in a low-energy session such as the one immediately after lunch, because it gets everyone chatting and wakes them up. It works particularly well in a room set out 'café-style', with round tables, but it can also work in a conference hall. The key is to decide on one or two key questions on which you'd welcome audience views, or on which audience views could improve your session. These questions will depend on your session, but it's always more helpful to invite views on:

   ☆ Something that you haven't yet decided; or
   ☆ Something that the audience is going to do themselves.

For example, you might ask people to talk to their neighbour and identify one thing that they could do to put your speech into action when they return to work

and/or home. You can then ask four or five people to tell you about their action points.

The Importance of Iteration

You will probably find that deciding on the presentation method means that you need to change or amend your presentation. For example, if you want to include some audience participation, you will need to include that in your slides, otherwise, you might well forget in the heat of the moment. Fortunately, revisiting your presentation in light of decisions about how you will present is probably a good idea anyway. It will enable you to be confident that it will work in practice.

Presenter

The role of the presenter is to communicate with the audience and control the presentation, including the control of your audience, especially if you want some kind of interaction.

Audience

The audience receives the presenter's message(s).

However, this reception will be filtered through and affected by such things as the listener's own experience, knowledge and personal sense of values.

Message

The message or messages are delivered by the presenter to the audience. The message is delivered not just by the spoken word (verbal communication) but can be augmented by techniques such as voice projection, body language, gestures, eye contact (non-verbal communication), and visual aids. The message will also be affected by the audience's expectations. For example, if you have been billed as speaking on one particular topic, and you choose to speak on another, the audience is unlikely to take your message on board even if you present very well. They will judge your presentation a failure, because you have not met their expectations.

Reaction

The audience's reaction and therefore the success of the presentation will largely depend upon whether you, as presenter, effectively communicated your message, and whether it met their expectations. As a presenter, you don't control the audience's expectations. What you can do is find out what they have been told about you by the conference organizers, and what they are expecting to hear. Only if you know that can you be confident of delivering something that will meet expectations.

Method

How will the presentation be delivered? Presentations are usually delivered direct to an audience. However, there may be occasions where they are delivered

from a distance over the Internet using video conferencing systems, such as Skype, Zoom. It is also important to remember that if your talk is recorded and posted on the internet, then people may be able to access it for several years. This will mean that your contemporaneous references should be kept to a minimum.

Impediments

Many factors can influence the effectiveness of how your message is communicated to the audience. For example background noise or other distractions, an overly warm or cool room, or the time of day and state of audience alertness can all influence your audience's level of concentration. As presenter, you have to be prepared to cope with any such problems and try to keep your audience focused on your message.

Preparing a Presentation

Preparation is the most important part of making a successful presentation. This is the crucial foundation and there should be no short-cuts. Preparation is the single most important part of making a successful presentation. This is the crucial foundation and you should dedicate as much time to it as possible avoiding short-cuts. Not only will good preparation ensure that you have thought carefully about the messages that you want (or need) to communicate in you presentation but it will also help boost your confidence.

The elements of presentation preparation:

- ☆ The objective
- ☆ The subject
- ☆ The audience
- ☆ The place
- ☆ Time of day
- ☆ Length of talk

The Objective

You have been asked to speak to a group of people. First, ask yourself 'why?' What is the purpose of the presentation, what is the objective, what outcome(s) do you and the audience expect? It is useful to write down the reason you have been asked to present so you can use this as a constant reminder while you prepare the presentation. There are many reasons for giving a presentation or talk, but never lose sight of your objective as determined when you were asked and accepted the invitation.

The Subject

The subject of what you are going to talk about comes from the objective but they are not necessarily one and the same thing. For example: The subject may be

given to you by an inviting organization. You may be knowledgeable in particular field.

The subject may be entirely your choice within certain limitations.

The Audience

Before preparing material for a presentation, it is worth considering your prospective audience. Tailoring your talk to the audience is important and the following points should be considered: (1) The size of the group or audience expected. (2) The age range - a talk aimed at retired people will be quite different from one aimed at teenagers. (3) Gender - will the audience be predominantly male or female? (4) Is it a captive audience or will they be there, out of interest? (5) Will you be speaking in their work or leisure time? (6) Do they know something about your subject already or will it be totally new to them? Is the subject part of their work? (7) Are you there to inform, teach, stimulate, or provoke? (8) Can you use humour and if so what would be considered appropriate? (9) The Place. It is important to have as much advance information as possible about the place where you are going to speak. Ideally, try to arrange to see the venue before the speaking event, as it can be of great benefit to be familiar with the surroundings. It does much to quell fear if you can visualize the place while you are preparing your talk. Additionally, it would also give you the opportunity to try out your voice.

The Time

Often there will be no flexibility in the time of day that a presentation is made. If you do have a choice of when to give your presentation - consider the following points: Morning: The morning is the best time to speak because people are generally quite alert. However, late morning may start to present problems as people begin to feel hungry and think about lunch. Afternoon: Early afternoon is not an ideal time to make a presentation since after lunch people often feel sleepy and lethargic. Mid afternoon is a good time, whereas at the end of the afternoon people may start to worry about getting home, the traffic or collecting children from school. Evening or Weekend: Outside regular office hours, people are more likely to be present because they want to be rather than have to be there. There is a higher likelihood of audience attention in the evening, providing of course that the presentation does not go on for too long when people may have to leave before the presentation has finished.

Length of Talk

Always find out how long you have to talk and check if this includes or excludes time for questions. Find out if there are other speakers and, if so, where you are placed in the running order. Never elect to go last. Beware of over-running, as this could be disastrous if there are other speakers following you. It is important to remember that people find it difficult to maintain concentration for long periods of time, and this is a good reason for making a presentation succinct, well-structured and interesting. Aim for 45 minutes as a maximum single-session presentation.

Organizing the Presentation Material

Irrespective of whether the occasion is formal or informal, you should always aim to give a clear, well-structured delivery. You should know exactly what you want to say and the order in which you want to say it. Clarity of ideas and good organization should result in a lively, logical and compelling message. Regardless of whether your presentation is going to be delivered formally, such as at work or informally, for a club or perhaps a Best Man's speech, you should always aim to give a clear, well-structured delivery. Having thought about and planned a good structure will also help to alleviate any nervousness you may be feeling in the build up to your talk. Clarity of ideas and good organization should help result in a lively, logical and compelling message, delivered in a confident and professional way

Organizing the presentation material may include:

☆ Clarity of thought (the ideas).

☆ Selecting the main points.

☆ Deciding whether to illustrate.

☆ Introduction and conclusion.

Clear Thinking (The Ideas)

Keeping your objectives in mind, write down all the points you wish to make, irrespective of order.

Select Your Main Points

The Talk/Presentation should be Divided into Three Sections

☆ Introduction (beginning)

☆ Main Content (middle)

☆ Conclusion (end)

A Useful Structure would be the Following

☆ Tell the audience in the introduction what your subject is and how you have organized the presentation (by stating the key elements).

☆ Then tell them the details of the key elements and/or messages (by expanding and qualifying the key points in more detail and providing supporting evidence).

☆ Then tell the audience what you have just told them (by summarizing the key points, concluding with the main subject again).

☆ Work on the main content first.

☆ From your notes decide on the most important things that need to be said. If you have too much material, be selective.

As a Guide

☆ 3 key points are sufficient for a 10-15 minute presentation.

☆ 6 key points are sufficient for a 30 minute presentation.

☆ 8 key points are sufficient for a 45 minute presentation.

Arrange the key points in logical order and expand them with supporting material - discussion, argument, analysis and appeal. If you are hoping to persuade people then it is advisable to address potential objections within the presentation so that you present a reasoned, well-balanced view.

Decide Whether to Illustrate

Most talks benefit from personal anecdotes, real-life situations or hypothetical examples to bring them to life. If the presentation is short and informal it is probably not necessary to use any visual aids. Use visual illustrations if anything requires expanding, clarifying or simplifying. Illustrations of any type should be relevant and fully explained. Bear in mind that a talk will last longer if visual aids are used. PowerPoint or other presentation software is often used to support a presentation, although care needs to be taken to ensure that this technology aids the presentation and does not detract from the main essence of your talk. Do not use visual aids or PowerPoint just for the sake of it or to show off your technological prowess, there is nothing more distracting than whizzy and pointless PowerPoint animations in a presentation.

Introduction and Conclusion

The introduction should give a preview of what you are going to say and should gain the attention of the listeners with a statement of purpose. Make it clear whether you wish to accept questions as they arise during the presentation, thereby breaking your flow and risk being side-tracked, or will invite questions at the end.

The conclusion should repeat the main points but this time try to use different words and summarize the main point and argument. End decisively, so that no-one is in any doubt that your presentation is finished. This is also the time to ask the audience whether they have any questions.

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Chapter 6

Interviews and Interview Techniques

M.C. Ahire and A.B. Gaikwad

Interviews are occasions and opportunities to persuade and convince the employers about our skills, knowledge and our expertise that would be of immensely beneficial to them and to us. Since it is an opportunity for enhancing our career, position and status, we must be honest with our own selves while preparing for interviews.

Before the Interview

Step 1 - Find out as much as you can about the Interview Situation

The number of interviewers? Are they interviewing for an immediate decision or will it go to a second interview? How many people are being interviewed? Do you have the job specification or a sufficient outline?

Step 2 - Research the Company

Everyone enjoys having others take an interest in them and companies are no exception. A short period spent researching on the internet will pay dividends at the interview. Get an overview of the company - its main products or services and its main customers. Focus your attention on the sector of the company related to the position you have applied for. If it is a job in Marketing, you could look at their marketing campaigns and product launches. If it is a job in Sales, you could familiarize yourself with their products and market areas. Learn enough to be able

to talk comfortably about the company and to be able to explain why this is THE company you MUST work for!

Step 3 - Familiarize Yourself with your Own CV

Practice talking out loud and conversationally about your work history to date. Focus on your achievements and the contributions you made to each role you have been in. Match your experience to the job specification and become comfortable with explaining how you will fit in. If there are any new areas that you don't have experience in, think about how you will rise to the challenge and get to the point where you can explain this with confidence.

Familiarize yourself with the dates on your CV. If there are gaps on your CV, be ready to talk about them in ways that show you filled your time constructively. If you have exaggerated a few minor details on your CV, make sure you can talk about them easily.

If you happen to be the one person out of four who invents things on their CV, then a word of caution for you. Employers are now becoming aware of the common areas that people do lie about; some even employ specialist agencies to vet candidates. The penalties of being caught can mean being refused the job or being fired if you've already started work. Depending on what you have invented, there could be legal complications too.

Step 4 - Practice the Interview

A quick online search will bring you a huge collection of practice interview questions. Many sites provide sample answers too. Always input your own direct experience into the sample answers so your interview is honest and flows with integrity.

As a rule, you should not say anything negative about your past work experience, even if your last boss was the worst on earth. There is always a positive reframe that you can use to show yourself in a good light. "My boss hates me and criticizes everything I do" can be turned into "My boss makes challenging demands and through him I learnt to improve..". This is a true statement because you will have learnt something through working with him.

Step 5 - Be a Good Listener

Throughout the interview, you'll receive clues on how to proceed with your answers. For example, if the Interviewer asks more than once about how you deal with difficult people, you can be sure that this is important to him and you will do well to reassure him on this. Bring in examples from your background and from your CV.

Avoid simply quoting rehearsed answers to any interview question that is asked. Listen instead to the question and allow the flexible and adaptable side of you to quickly sift through the information in your mind and customize your answer to the question you are being asked.

Step 6 - Visualize your Success

This vital step helps your brain prepare to expect success. As your brain gets used to the idea of sailing through the interview, the confidence shows in your physiology, in the decisions you make and in the way you approach the interview on the day.

Imagine the day as a movie in your mind with you as the star. See yourself in detail leaving the house, making your way to the interview. Really step into the role and see and feel the detail. Take this image right the way through to the interview itself, going through it, seeing yourself interacting and answering the questions, right the way through to leaving at the end. Rehearse this movie as often as you can in your mind, improving upon it each time. If you saw yourself stumble over an answer, replay it until you are happy with the way you answer. Do this until you are completely satisfied with your performance. Then, replay it again for the sheer enjoyment!

Step 7 - Dress for Success

There is no need to spend a lot of money on a new suit, but do wear something smart, clean, tidy and appropriate. You know how you make snap decisions about people you see on the train and on the street? People make those decisions about you too. Research suggests that interviewers know at a subconscious level within 30 seconds of meeting you whether or not they want to offer you the job! Give them a good first impression. Arrive on time. Arrive tidy without multiple bags and cases. Arrive without anything lingering on your breath.

Step 8 - Plan your Route

Make sure you know where you have to go. If you can, do a dry run the night before so you know how to get there and can plan where you will spend time if you arrive too early.

Arriving between 5-10 minutes early for the interview is acceptable and allows you time to collect yourself. Arriving late is a sin!

Step 9 - Smile

It is interview time and there is nothing more for you to do. If you are feeling last minute nerves or even desperation because you really need this job, you need to lose the air of vulnerability that this gives you. Focus your attention outside of yourself. Imagine someone in a position of authority you knew a long time ago but have now lost touch with. Someone who had time for you and you liked and respected them. Imagine that person appear in front of you now. How would you smile at them? Smile that smile now and feel how that smile sits on your face, in your eyes and in your body. This is the perfect level of professional warmth to take into the interview with you.

At the Interview

Be polite. Say "Please" and "Thank you", let the interviewer speak first and direct the interview.

Think about what questions might be asked before entering the interview. For instance, if the job requires special skills, think about what you will say to show that you have experience in those areas. Many employers will ask general questions such as:

"Tell me about yourself."

"What do you consider your biggest strength and weakness to be?"

"Why do you think you're the best candidate for the job"

"Tell me about the experiences you've had in this field."

"What do you expect to get paid?"- find out before the interview if there is a fixed pay schedule or if you are going to be expected to negotiate for your salary.

"If I were to ask people who know you, what would they say your worst quality is?"- Always give a quality that is actually good in an employee, like "work too much!"

Always have three questions ready to ask at the end of the interview. This shows the employer that you are interested in the job and that you have thought about important issues related to getting hired. Examples are: What is expected of employees in this position, if that has not already been discussed. What are the hours required for the job. What benefits are offered.

Practice makes perfect or at least leads to improvement. Practice with a friend and record your responses so you can replay the interview and see how well you did. Prepare answers to commonly asked interview questions. Doing so will help you analyze your background and qualifications for the position.

During the interview try to remain as calm as possible. Ask for clarification if you are not sure what's been asked and remember that it is perfectly acceptable to take a moment or two to frame your responses so you can be sure too fully answer the question.

Follow the interview with a professional letter to the employer, thanking them for the opportunity to interview, summarizing some key aspects of what was discussed, and asking about the status of the position. This reminds them of you and shows your interest. Be sure to check for any spelling and grammar errors before you send it!

Behavioural Interview

It is an interview based on discovering how the interviewee acted in specific employment-related situations. The logic is that how you behaved in the past will predict how you will behave in the future *i.e.* past performance predicts future performance.

In a traditional interview, you will be asked a series of questions which typically have straight forward answers like "What are your strengths and weaknesses?" or "What major challenges and problems did you face? How did you handle them?" or "Describe a typical work week."

In a behavioural interview, an employer has decided what skills are needed in the person they hire and will ask questions to find out if the candidate has those skills. Instead of asking how you would behave, they will ask how you did behave. The interviewer will want to know how you handled a situation, instead of what you might do in the future.

Behavioural interview questions will be more pointed, more probing and more specific than traditional interview questions:

- ☆ Give an example of an occasion when you used logic to solve a problem.
- ☆ Give an example of a goal you reached and tell me how you achieved it.
- ☆ Describe a decision you made that was unpopular and how you handled implementing it.
- ☆ Have you gone above and beyond the call of duty? If so, how?
- ☆ What do you do when your schedule is interrupted? Give an example of how you handle it.
- ☆ Have you had to convince a team to work on a project they weren't thrilled about? How did you do it?
- ☆ Have you handled a difficult situation with a co-worker? How?
- ☆ Tell me about how you worked effectively under pressure.

Follow-up questions will also be detailed. You may be asked what you did, what you said, how you reacted or how you felt.

What's the best way to prepare? It is important to remember that you won't know what type of interview will take place until you are sitting in the interview room. So, prepare answers to traditional interview questions.

Then, since you do not know exactly what situations you will be asked about if it is a behavioural interview, refresh your memory and consider some special situations you have dealt with or projects you have worked on. You may be able to use them to help frame responses. Prepare stories that illustrate times when you have successfully solved problems or performed memorably. The stories will be useful to help you respond meaningfully in a behavioural interview.

Review the job description, if you have it, or the job posting or ad. You may be able to get a sense of what skills and behavioural characteristics the employer is seeking from reading the job description and position requirements.

During the Behavioural Interview, if you are not sure how to answer the question ask for clarification. Then be sure to include these points in your answer: A specific situation, the tasks that needed to be done, the action you took, the results *i.e.* what happened.

It is important to keep in mind that there is no right or wrong answers. The interviewer is simply trying to understand how you behaved in a given situation. How you respond will determine if there is a fit between your skills and the position the company is seeking to fill. So, listen carefully, be clear and detailed when you respond and, most importantly, be honest. If your answers aren't what the interviewer is looking for, this position may not be the best job for you anyway.

Question-Answer

When you walk in the room, the very first impression you make on the interviewer can have a great influence on the rest of the interview. It is important that you introduce yourself, shake hands, and are friendly.

The first question is often a "breaking the ice" (establish a rapport) type of question. Don't be surprised if the interviewer asks you something like: How are you today? Did you have any trouble finding us? What do you think of the weather lately?

Don't be surprised by the friendly tone. The interviewer wants to put you at ease (help you relax). Answer the question without going into too much detail. The language you use should be simple but polite.

Talking about your experience and credentials (qualifications) is the most important part of any job interview. Your qualifications include your education from High School on and any special training you may have done in the past. Your experience is any work that you have done that is directly or indirectly related to the job you are applying for.

Work experience is by far the most important topic of any job interview. Therefore, it is important to explain what experience you have in detail. Generally, employers want to know exactly what you did and how well you accomplished your tasks. This is not the time to be modest. Be confident, and talk freely about your accomplishments in past employment, if any.

Most importantly, you will need to demonstrate your qualifications and skills, which are required for the job you are applying for. The job skills that you have acquired in the past may not have been for the same exact job. Therefore, it is important to show how the capabilities you do have relate to the job you are applying for.

You only have a few minutes to show how good you really are. By using the precise sentences and being confident can help you make the best impression possible. Here are some typical questions and suggested answers:

Tell me about yourself: What the hiring manager really wants is a quick, two- to three-minute snapshot of who you are and why you are the best candidate for this position.

What is your long-range objective? The key is to focus on your achievable objectives and what you are doing to reach those objectives. Then go on to show by your examples what you are doing to reach your goals and objectives.

How has your education prepared you for your career? This is a broad question and you need to focus on the behavioural examples in your educational background which specifically align to the required competencies for the career. Focus on behavioural examples supporting the key competencies for the career. Then ask if they would like to hear more examples.

Are you a team player? Emphasize teamwork behavioural examples and focus on your openness to diversity of backgrounds. Talk about the strength of the team above the individual. And note that this question may be used as a lead in to questions around how you handle conflict within a team, so be prepared.

What is your greatest weakness? Talk about a true weakness and show what you are doing to overcome it.

If I were to ask your boss or professors to describe you, what would they say? Ask any prior bosses or professors in advance. And if they're willing to provide a positive reference, ask them for a letter of recommendation. So be prepared in advance with your letters of recommendation.

What qualities do you feel a successful manager should have? It is suggested that you focus on two issues: Leadership and Vision. Then give an example of someone who has touched your life and how their impact has helped in your personal development.

Sample Questions

Interviews are always stressful - even for job seekers who have gone on countless interviews. The best way to reduce the stress is to be prepared. Take the time to review the "standard" interview questions you will most likely be asked. Also review sample answers to these typical interview questions.

Then take the time to research the company. That way you'll be ready with knowledgeable answers for the job interview questions that specifically relate to the company you are interviewing with.

Questions about Work History

Name of company, position title and description, dates of employment

What were your expectations for the job and to what extent were they met?

What were your starting and final levels of compensation?

What were your responsibilities?

What major challenges and problems did you face? How did you handle them?

Which was most/least rewarding?

What were the biggest accomplishment/failure in this position?

What was it like working for your supervisor?

Why are you leaving your job?

Why were you fired?

Questions about You

Describe a typical work week.

How many hours do you normally work?

How would you describe the pace at which you work?

How do you handle stress and pressure?

What motivates you?

What are your salary expectations?

What do you find are the most difficult decisions to make?

Do you prefer to work independently or on a team?

Give some examples of team work.

What type of work environment do you prefer?

Describe a difficult work situation/project and how you overcame it.

How do you evaluate success?

Questions about the New Job and Company

What interests you about this job?

Why do you want this job?

What applicable attributes/experience do you have?

Are you overqualified for this job?

Why are you the best person for the job?

Why should we hire you?

What do you know about this company?

Why do you want to work for this organization?

What challenges are you looking for in a position?

What can you contribute to this company?

Are you willing to travel?

Questions about the Future

What are you looking for in your next job? What is important to you?

What are your goals for the next five years/ten years?

How do you plan to achieve those goals?

What are your salary requirements - both short-term and long-term?

What to Say If You've Been Fired

If you were fired from your job, you will need to be prepared with an answer as to why you were fired.

Questions to Ask

The last job interview question you may be asked is "What can I answer for you?" Have an interview question or two of your own ready to ask. You aren't simply trying to get this job - you are also interviewing the employer to assess whether this company and the position are a good fit for you.

After the Interview

When you leave an interview, you should leave the building as gracefully as you entered it. Make sure you are as cordial to people on the way out as you were coming in. Then, as you decompress, take some time to review the interview while it is still fresh in your mind. Because interviewing is a learnable skill, use the experience to help you in the future.

In assessing the interview, do not let the fact that you did not feel a connection with the interviewer frighten you away from a great job. And lastly, consider what you have learned about the company and whether or not, all things considered, it would be a good place for you to be.

A thank-you note is essential. Get it in the mail the day after the interview. If competition between you and another candidate is intense, the thank-you note just might be the extra burst of effort that propels you to victory. Avoid hyperbole and excessive enthusiasm. Keep your note cordial, brief, and let the tone bespeak its having been written from a cool remove. Thank the interviewer for inviting you to the interview. Say that it was a pleasure to meet him or her. And then mention something you learned during the interview and assure them of your continued interest in the position - provided you are still at all interested.

Follow-up calls can also provide that extra thrust over the job wall in some cases. But it's a good idea to assess the situation before you call. Calling can make you look overeager and can, if overdone, turn off prospective employers. After interviewing with a large and busy company along with several other candidates, it's probably better to just send a note and wait for the response. And until prospective employers make their decisions, everything you say to them can be used against you at decision time.

For this reason, both calls and letters should be viewed as extensions of the interview. The last thing you want is for a clumsy follow-up call to dash a favorable impression of you. To wit: ONE call, e-mail or letter to follow up is just fine. If it has been two weeks, follow up again. That's it. Pestering your interviewer can earn you a hasty journey into the garbage can or trash file.

On the other hand, a well-placed follow-up call or letter can give you an opportunity to state an idea you failed to mention in the interview, to position your name in their memories, to demonstrate perseverance, and to separate yourself from the majority of candidates who do not follow up.

Here is one warning. As tempting as it may be, do not call to check up on a resume you have sent - and then start quizzing the person on the other end of the phone (or e-mail) about the position and necessary qualifications. Eagar is fine, but desperate is a turn-off.

A Sample of a General Letter of Thanks

Your Name

Your Address

Your City, State, Pin Code

Your Phone Number

Your Email

Date : MM/DD/YY

Name

Title

Organization

Address

City, State, Pin Code

Dear Mr./Ms. Last Name:

Thank you for taking the time to discuss ... (the subject) ... with me. After meeting with you and observing the company's operations, I am further convinced that my background and skills coincide well with your needs. I really appreciate that you took so much time to acquaint me with the company. It is no wonder that your Company retains its employees for so long. I feel I could learn a great deal from you and would certainly enjoy working with you.

In addition to my qualifications and experience, I will bring excellent work habits and judgment to this position. With the countless demands on your time, I am sure that you require people who can be trusted to carry out their responsibilities with minimal supervision.

I look forward, Mr. (interviewer), to hearing from you concerning your hiring decision. Again, thank you for your time and consideration.

Yours Sincerely,

Your signature

Your name

Chapter 7

Self Awareness

Rachna Adsule

Introduction

Self-awareness was first theorized in 1972 by Duval and Wicklund in their book *A Theory of Objective Self-Awareness*. This book argues that if we focus our attention inwardly on ourselves, we tend to compare our behaviour in the current moment to our general standards and values. This triggers a state of impartial self-awareness.

Self-awareness has been defined as:

☆ *"An accurate appraisal of a given aspect of one's situation, functioning, or performance, or of the resulting implications"* (Clare et al., 2008).

☆ *"A mental state in which the contents of one's consciousness refers to a given aspect of knowledge about oneself"* (Tacikowski et al., 2017).

☆ *"The capacity for introspection and the ability to recognize oneself as an individual separate from the environment and other individuals"* (Merriam Webster.)

To put it simply, we can say that self-awareness is an awareness of the self, with the self being what makes one's identity unique, including thoughts, experiences, and abilities.

Importance of Self Awareness

Self awareness is a vital first step in self development, in taking control of your life. Having self awareness means that you have a realization of your personality, including your strengths, weaknesses, your thoughts, beliefs and emotions. Self

awareness gives us a clear understanding of who you are. It helps in realizing the full potential of an individual. It helps in building upon one's strengths and working on one's weaknesses and trying to overcome these. It also allows you to take control of your actions so that you can make necessary changes to get the outcomes desired by you. Besides, if you are self aware, it is easier to understand other people and build relationships.

Relationships are easy until there is emotional turmoil. This is the same whether you are at work or in your personal life. When you can change the interpretation in your mind of what you think you can change your emotions and shift the emotional quality of your relationships. When you can change the emotions in your relationships you open up entirely new possibilities in your life.

Having a clear understanding of your thought and, behaviour patterns helps you understand other people. This ability to empathize facilitates better personal and professional relationships.

Being aware creates an opportunity to make changes in one's behaviour and beliefs. While you develop self awareness, your own personal thoughts and interpretations will begin to change. This change in mental state will also alter your emotions and increase your emotional intelligence, which is an important factor in achieving overall success. Once you are aware of your thoughts, emotions and behaviour you will be able to make the necessary changes for the better. It helps you understand your passions and also understand how your personality can help you in life.

Self-awareness is important because "accurate self-awareness is essential for optimal daily life activities, as it allows adapting individual behaviour to different situations according to one's actual abilities. Accurate self-awareness thus prevents from risky or withdrawal behaviour" (Chavoix and Insausti, 2017).

Self-awareness allows us to know what our limitations are, and allows us to make choices based on our capabilities. Being aware of the good points about oneself helps young people build a sense of self-esteem and self-confidence. Being aware of their weaknesses will make young people be willing to learn more. This also helps them utilize the opportunities available to them in relation to their abilities. Self-awareness is necessary for developing a positive attitude towards life. It teaches you how to manage yourself and how to productively engage with other people.

Self-awareness is about being honest with yourself. Exploring the unknown can be scary. Becoming self-aware about unresolved feelings threatens everything we thought we were supposed to be working toward. But, it is extremely important to stop ignoring those feelings because they will never truly go away. Instead, one should start exploring them through a practice of self-awareness. At the very least you will learn more about yourself and how you can live in closer alignment with who you really are.

Research suggests that when we see ourselves clearly, we are more confident and more creative. We make sounder decisions, build stronger relationships, and communicate more effectively.

How to Develop Self-Awareness

1. **Create some space for yourself.** When you are in a dark room without windows, it is fairly difficult to see things clearly. The space you create for yourself is that crack on the wall where you allow light to come through. Leave yourself some time and space every day – perhaps first thing in the morning or half an hour before sleep when you stay away from the digital distractions and spend some time with yourself, reading, writing, meditating, and connecting with yourself.

2. **Practice mindfulness.** Mindfulness is the key to self-awareness. Jon Kabat-Zinn defines mindfulness as "paying attention in a particular way, on purpose, in the present moment, non-judgmentally". Through mindfulness practice, you will be more present with yourself so that you can "be there" to observe what's going on inside and around you. It is not about sitting cross-legged or suppressing your thoughts. It is about paying attention to your inner state as they arise. You can practice mindfulness at any time you want, through mindful listening, mindful eating or walking.

3. **Keep a journal:** Writing not only helps us process our thoughts but also makes us feel connected and at peace with ourselves. Writing can also create more headspace as you let your thoughts flow out onto paper. Research shows that writing down things we are grateful for or even things we are struggling with helps increase happiness and satisfaction. You can also use the journal to record your inner state. Try this at home –choose a half day on a weekend, pay close attention to your inner world – what you are feeling, what you are saying to yourself, and make a note of what you observe every hour. You may be surprised about what you write down!

4. **Practice being a good listener.** Listening is not the same as hearing. Listening is about being present and paying attention to other people's emotions, body movement and language. It is about showing empathy and understanding without constantly evaluating or judging. When you become a good listener, you will also be better at listening to your own inner voice and become the best friend of yourself.

5. **Gain different perspectives:** Ask for feedback. Sometimes we can be too afraid to ask what others think of us – yes sometimes the feedback may be biased or even dishonest but you will be able to differentiate them from real, genuine and balanced feedback as you learn more about yourself and others. Research has shown conducting 360 degree feedback in workplace is a useful tool to improve managers' self-awareness. We

all have blind spots, so it is helpful to gain different perspective to see a fuller picture of ourselves.

6. **Practice meditation:** Meditation is the practice of improving your mindful awareness. Most types of meditation focus on the breath, but not all meditation has to be formal. You can also find greater clarity from regular moments of reflection.

During your meditations, you may stop to think about some specific questions.

☆ What is your goal?

☆ What are you doing that is working?

☆ What are you doing that is acting as a hindrance to your success?

☆ How can you change your process to improve it?

Conclusion

Individuals who build both internal and external self-awareness, who seek honest feedback from critics, and who ask *what* instead of *why* can learn to see themselves more clearly – and reap the many rewards that increased self-knowledge delivers. And no matter how much progress we make, there's always more to learn. That is one of the things that makes the journey to self-awareness exciting.

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Chapter 8

Time Management

Sandeep Patil and S.H. Ban

Time is the most precious resource of a person

The Sun-Rise and the Sun-Down seem to have provided the concept of Time and Man has named it The Day! With it came the estimates of Time as Seconds, Minutes, Hours, Days, Weeks, Months, Years, Decades, Centuries, Millennia *etc.*, besides Past, Present and Future. Along with these, Man has devised Hour-Glasses, Watches and Clocks to measure Time. However, many philosophers have argued that Time is not anything outside of the Mind. They assert that it is not Time that keeps flowing like the proverbial river. It stands still. Or as delineated by certain mystics and philosophers that Time is subjective and they claim that Time and the thought that perceived it are inseparable. For our purposes of discussion on Time Management, it is better to subscribe to the concept of physical or objective time for it provides opportunities to manage it effectively for accomplishing certain tasks and achieving certain goals.

Therefore, when we have accepted the concept that 24 hours constitute a Day, it demands an immense responsibility of managing it effectively and efficiently to make it fruitful and meaningful. Some people seem to achieve so much more with their time than others. It is because of a good time management.

The highest achievers manage their time exceptionally well. By using the time-management techniques in this section, you can improve your ability to function more effectively – even when time is tight and pressures are high.

Good time management requires an important shift in focus from activities to results: being busy isn't the same as being effective. (Ironically, the opposite is often closer to the truth.)

Spending your day in a frenzy of activity often achieves less, because you're dividing your attention between so many different tasks. Good time management lets you work smarter – not harder – so you get more done in less time.

What is Time Management?

"Time management" refers to the way that you organize and plan how long you spend on specific activities.

<div align="center">Or</div>

"Time management is the process of planning and exercising conscious control of time spent on specific activities, especially to increase effectiveness, efficiency or productivity"

It may seem counter-intuitive to dedicate precious time to learning about time management, instead of using it to get on with your work, but the benefits are enormous:

☆ Greater productivity and efficiency.

☆ A better professional reputation.

☆ Less stress.

☆ Increased opportunities for advancement.

☆ Greater opportunities to achieve important life and career goals.

Failing to manage your time effectively can have some very undesirable consequences:

☆ Missed deadlines.

☆ Inefficient work flow.

☆ Poor work quality.

☆ A poor professional reputation and a stalled career.

☆ Higher stress levels.

Spending a little time learning about time-management techniques will have huge benefits now – and throughout your career.

Writer Julie Morgenstern suggests "do's and don'ts" of time management that include:

☆ Map out everything that is important, by making a task list.

☆ Create "an oasis of time" for one to control.

☆ Say "No".

☆ Set priorities.

☆ Don't drop everything.

☆ Don't think a critical task will get done in one's spare time.

Effective Scheduling

It is the end of another busy working day and even though you came into the office early and left late you do not feel as if you have accomplished anything significant. It is all too easy for this to happen. Faced with endless meetings, frequent interruptions and urgent last-minute tasks you can easily be busy all day without making any progress on high-priority projects and goals. That's why it's so important to know how to schedule your time properly. In this chapter, we'll look at the steps you can take to do this, thereby making time for the work that really matters, while still leaving time for personal development, family and friends.

The Importance of Scheduling

Scheduling is the art of planning your activities so that you can achieve your goals and priorities in the time you have available. When it is done effectively, it helps you:

☆ Understand what you can realistically achieve with your time.

☆ Make sure you have enough time for essential tasks.

☆ Add contingency time for "the unexpected."

☆ Avoid taking on more than you can handle.

☆ Work steadily toward your personal and career goals.

☆ Have enough time for family and friends, exercise and hobbies.

☆ Achieve a good work-life balance.

Time is the one resource that we can't buy, but we often waste it or use it ineffectively. Scheduling helps you think about what you want to achieve in a day, week or month, and it keeps you on track to accomplish your goals.

How to Schedule Your Time

Set a regular time to do your scheduling – at the start of every week or month, for example. There are a number of different tools to choose from. A simple and easy way to keep a schedule is to use a pen and paper, organizing your time using a weekly planner. You can also use apps and software such as Google Calendar, MS Outlook and Business Calendar. Choose a scheduling tool that suits your situation, the current structure of your job, your personal taste and your budget. The most important thing when choosing your planner is that it lets you enter data easily and allows you to view an appropriate span of time (day/week/month) in the level of detail that you need. Finding a time management strategy that works best for you depends on your personality, ability to self-motivate and level of self-discipline. By incorporating some, or all of the ten strategies below, you can more effectively manage your time.

1. Identify Available Time and How You Spend Your Time

Start by establishing the time you want to make available for your work. How much time you spend at work should reflect the design of your job and your personal goals in life. For example, if you're pushing for promotion, it might be prudent to work beyond normal hours each day to show your dedication. If, on the other hand, you want to have plenty of time for out-of-work activities, you might decide to do your allocated hours and no more.

Keeping a time log is a helpful way to determine how you are using your time. Start by recording what you are doing for 15-minute intervals for a week or two. Evaluate the results. Ask if you did everything that was needed; determine which tasks require the most time; determine the time of day when you are most productive and analyze where most of your time is devoted – job, family, personal, recreation, *etc.*

Identifying your most time-consuming tasks and determining whether you are investing your time in the most important activities can help you to determine a course of action. In addition, having a good sense of the amount of time required for routine tasks can help you be more realistic in planning and estimating how much time is available for other activities.

2. Set Priorities

Managing your time effectively requires a distinction between what is important and what is urgent (MacKenzie, 1990). Experts agree that the most important tasks usually aren't the most urgent tasks. However, we tend to let the urgent dominate our lives. Covey *et al.* (1994) categorize our activities into four quadrants in their Time Management Matrix: urgent, not urgent, important and not important.

While activities that are both urgent and important must be done, Covey *et.al.* (1994) suggests that we spend less time on activities that are not important (regardless of their urgency) in order to gain time to focus on activities that are not urgent but important. Focusing on these important activities allows you to gain greater control over your time and possibly reduce the number of important tasks that do become urgent.

One of the easiest ways to prioritize is to make a "to do" list. Whether you need a daily, weekly or monthly list depends on your lifestyle. Keep in mind that your goal is not to mark off the most items; rather you want to mark off the highest priority items (MacKenzie, 1990). Having a prioritized "to do" list allows you to say "no" to activities that may be interesting or provide a sense of achievement but do not fit your basic priorities. Time management strategies are often associated with the recommendation to set personal goals. The themes such as:

> *"Work in Priority Order" - set goals and prioritize*
>
> *"Set gravitational goals" - that attract actions automatically*

These goals are recorded and may be broken down into a project, an action plan or a simple task list. For individual tasks or for goals, an importance rating may be established, deadlines may be set and priorities assigned. This process results in a plan with a task list or a schedule or calendar of activities. Adopt a daily, weekly, monthly or other planning periods associated with different scope of planning or review. This is done in various ways, as follows.

a) ABCD Analysis

A technique that has been used in business management for a long time is the categorization of large data into groups. These groups are often marked A, B, C and D. Activities are ranked by these general criteria:

A – Tasks those are perceived as being urgent and important.

B – Tasks those are important but not urgent.

C – Tasks those are unimportant but urgent.

D - Tasks those are unimportant and not urgent.

Each group is then rank-ordered by priority. To further refine the prioritization, some individuals choose to then force-rank all "B" items as either "A" or "C". ABC analysis can incorporate more than three groups (Lakein, 1973). ABCD analysis is frequently combined with Pareto analysis.

b) Pareto Analysis

This is the idea 80 per cent of tasks can be completed in 20 per cent of the disposable time. The remaining 20 per cent of tasks will take up 80 per cent of the time. This principle is used to sort tasks into two parts. According to this form
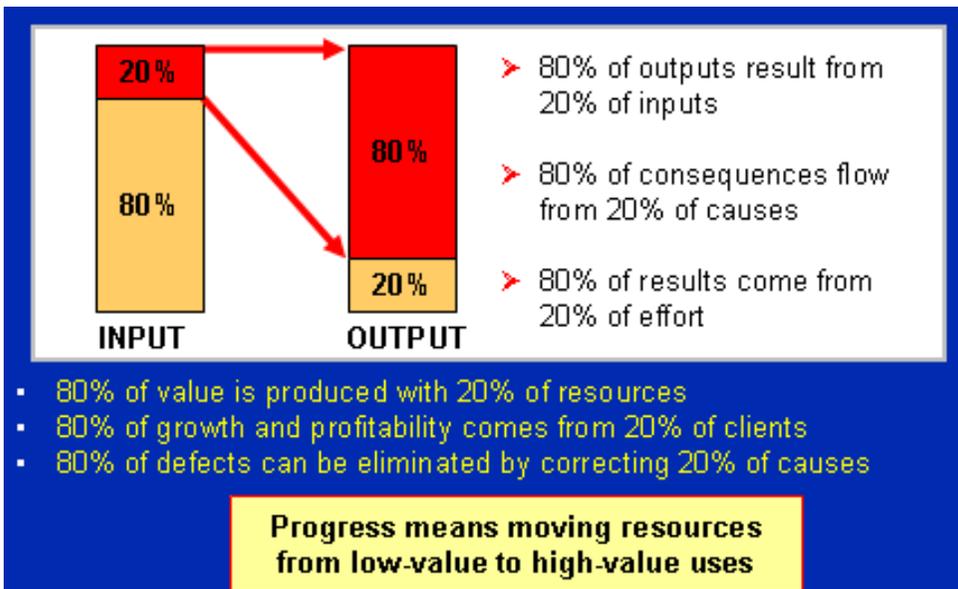
of Pareto analysis it is recommended that tasks that fall into the first category be assigned a higher priority. The 80-20-rule can also be applied to increase productivity: it is assumed that 80 per cent of the productivity can be achieved by doing 20 per cent of the tasks. Similarly, 80 per cent of results can be attributed to 20 per cent of activity. If productivity is the aim of time management, then these tasks should be prioritized higher. It depends on the method adopted to complete the task. There is always a simpler and easier way to complete the task. If one uses a complex way, it will be time consuming. So, one should always try to find out alternative ways to complete each task.

c) The Eisenhower Method

A basic "Eisenhower box" to help evaluate urgency and importance. Items may be placed at more precise points within each quadrant. The "Eisenhower Method" stems from a quote attributed to Dwight D. Eisenhower: "I have two kinds of problems, the urgent and the important. The urgent are not important, and the important are never urgent." Using the Eisenhower Decision Principle, tasks are evaluated using the criteria important/unimportant and urgent/not urgent, and then placed in according quadrants in an Eisenhower Matrix (also known as an "Eisenhower Box" or "Eisenhower Decision Matrix"). Tasks are then handled as follows:

	Urgent	Not Urgent
Important	Crying baby Kitchen fire Some calls 1	2 Exercise Vocation Planning
Not Important	3 Interruptions Distractions Other calls	4 Trivia Busy work Time wasters

Tasks in;

☆ Important/Urgent quadrant are done immediately and personally *e.g.* crises, deadlines, problems.

☆ Important/Not Urgent quadrant get an end date and are done personally *e.g.* relationships, planning, recreation.

☆ Unimportant/Urgent quadrant are delegated *e.g.* interruptions, meetings, activities.

☆ Unimportant/Not Urgent quadrant are dropped *e.g.* time wasters, pleasant activities, trivia.

d) Domino Reaction Method

This is the idea that there are actions that you invest in once and which produce over time in different channels. Writing a book is such an action, because it requires a one-time effort and once you finish it, it continues serving you.

e) POSEC Method

POSEC is an acronym for "Prioritize by Organizing, Streamlining, Economizing and Contributing". The method dictates a template which emphasizes an average individual's immediate sense of emotional and monetary security. It suggests that by attending to one's personal responsibilities first, an individual is better positioned to shoulder collective responsibilities.

Inherent in the acronym is a hierarchy of self-realization, which mirrors Abraham Maslow's hierarchy of needs:

Prioritize - Your time and define your life by goals.

Organize - Things you have to accomplish regularly to be successful (family and finances).

Streamline - Things you may not like to do, but must do (work and chores).

Economize - Things you should do or may even like to do, but they're not pressingly urgent (pastimes and socializing).

Contribute - By paying attention to the few remaining things that make a difference (social obligations).

3. Use a Planning Tool

Time management experts recommend using a personal planning tool to improve your productivity. Examples of personal planning tools include electronic planners, pocket diaries, calendars, computer programs, wall charts, index cards and notebooks. Writing down your tasks, schedules and memory joggers can free your mind to focus on your priorities. Auditory learners may prefer to dictate their thoughts. The key is to find one planning tool that works for you and use that tool consistently. Some reminders when using a planning tool are:

☆ Always record your information on the tool itself. Jotting notes elsewhere that have to be transferred later is inefficient.

☆ Review your planning tool daily.

☆ Carry your planning tool with you.

☆ Remember to keep a list of your priorities in your planning tool and refer to it often.

☆ Synchronize electronic planners with your computer and recharge the batteries in your planner on a regular basis.

☆ Keep a back-up system.

Suggestions for Using a Personal Digital Assistant (PDA) for Time Management

Capabilities of PDAs vary by the model and some users include WiFi or cellular technology on their handheld device. Some suggestions for using your PDA to its capacity are:

☆ Assign a different color for each calendar item so that you can distinguish personal appointments from business meetings.

☆ Use the task application feature to manage projects. Most PDAs allow the user to group tasks under separate headings, prioritize tasks and assign deadlines.

☆ Use the repeat function for recurring dates such as birthdays, anniversaries and regularly scheduled meetings.

☆ Investigate additional software and hardware that is compatible with your PDA. You may be able to enter information more quickly using a portable, detachable keyboard rather than a stylus. You may want the ability to access the Internet for retrieving files or checking other calendars. (Beckwith, 2006)

☆ Place a notebook the size of your PDA in your carrying case for writing down "to dos" if you have difficulty recording them with your PDA's task application feature (Morgenstern, 2004).

4. Get Organized

Implement a system that allows you to handle information only once. Most people find that disorganization results in poor time management. Professional organizers recommend that you first get rid of the clutter. A frequently used method is to set up three boxes (or corners of a room) labelled "Keep" – "Give Away" – "Toss." Separate the clutter by sorting items into these boxes. Immediately discard items in your "Toss" box. Your "Give Away" box may include items you want to sell, delegate or discontinue so find a method to eliminate these items such as a yard sale, charitable donation or gifts to friends or family members outside your home.

With the clutter gone, the next step is to implement a system that allows you to handle information (*e.g.*, tasks, papers, e-mail, *etc.*) less, only once, when possible. Basically you have 5 options for handling information:

☆ Throw it away, delete it, or otherwise get rid of it.

☆ Delegate it: give it to someone else to do, file, or respond.

☆ Act on it yourself. Then throw it away or file it.

☆ File it temporarily until it needs action or until additional information is received. Follow-up: a "tickler" file can be useful for holding temporary information.

☆ File it permanently where you can easily find it later.

(Dodd and Sundheim, 2005).

5. Schedule Your Time Appropriately

Block out time for your high priority activities first and protect that time from interruptions. Even the busiest people find time for what they want to do and feel is important. Scheduling is not just recording what you have to do (*e.g.*, meetings and appointments), it is also making a time commitment to the things you want to do. Good scheduling requires that you know yourself. Using your time log, you should have determined those times during the day when you are most productive and alert. Plan your most challenging tasks for when you have the most energy. Block out time for your high priority activities first and protect that time from interruptions.

If you know you will have waiting time or commuting time, schedule small tasks such as writing a letter, jotting down a shopping list, reading or listening to educational audiotapes to capitalize on the time loss (Lakein, 1973). Try to limit scheduled time to about ¾th of your day, leaving time for creative activities such as planning, dreaming, thinking, and reading.

6. Delegate: Get Help from Others

Delegation begins by identifying tasks that others can do and selecting the appropriate person(s) to do them. Delegation means assigning responsibility for a task to someone else, freeing up some of your time for tasks that require your expertise. Delegation begins by identifying tasks that others can do and then selecting the appropriate person(s) to do them. You need to select someone with the appropriate skills, experience, interest and authority needed to accomplish the task.

Be as specific as possible in defining the task and your expectations, but allow the person some freedom to personalize the task. Occasionally check to determine how well the person is progressing and to provide any assistance, being careful not to take over the responsibility. Finally, don't forget to reward the person for a job well done or make suggestions for improvements if needed. (Dodd and Sundheim, 2005)

Another way to get help is to "buy" time by obtaining goods or service that save you a time investment. For example, paying someone to mow your lawn or clean your house, using a computerized system or joining a carpool to transport your children to their extracurricular activities can allow you free time to devote to other activities.

7. Stop Procrastinating

Perhaps the task seems overwhelming or unpleasant. You may be putting off tasks for a variety of reasons. Perhaps the task seems overwhelming or unpleasant. Try breaking down the task into smaller segments that require less time commitment and result in specific, realistic deadlines. If you're having trouble getting started, you may need to complete a preparatory task such as collecting materials or organizing your notes. Also, try building in a reward system as you complete each small segment of the task.

8. Manage External Time Wasters

Your time may be impacted by external factors imposed by other people and things. You can decrease or eliminate time spent in these activities by implementing some simple tips listed below:

- ☆ Telephone
- ☆ Use voice mail and set aside time to return calls.
- ☆ Avoid small talk. Stay focused on the reason for the call.
- ☆ Stand up while you talk on the phone. You are more likely to keep the conversation brief.
- ☆ Take any necessary action immediately following the call.
- ☆ Set aside times of the day for receiving calls and let others know when you are available.
- ☆ Keep phone numbers readily available near the telephone.
- ☆ Unexpected Visitors
- ☆ Establish blocks of time when you are available for visits.
- ☆ Tell the visitor politely that you cannot meet with them at this time and schedule the visit for a more convenient time.
- ☆ Set a mutually agreeable time limit for the visit.
- ☆ When someone comes to the door, stand up and have your meeting standing.
- ☆ Meetings
- ☆ Know the purpose of the meeting in advance.
- ☆ Arrive on time.
- ☆ Start and end the meeting on time.
- ☆ Prepare an agenda and stick to it. Use a timed agenda, if necessary.
- ☆ Don't schedule meetings unless they are necessary and have a specific purpose or agenda.

Mail and E-mail

Set aside a specific time to view and respond to your mail and e-mail, but don't let it accumulate to the point that it becomes overwhelming to sort. Turn off instant messaging features on e-mail. Handle each item only once, if possible. Practice the options for dealing with clutter listed earlier. Sort mail near a garbage can and delete junk e-mail immediately from your electronic mailbox. Answer written messages by responding on the margins or bottom of the page.

Family Obligations

Establish a master calendar for each family member to post their time commitments.

Make each family member responsible for consulting the master calendar for potential conflicts. Create a central area for posting communications such as appointment reminders, announcements, and messages.

9. Avoid Multi-tasking

You lose time when switching from one task to another, resulting in a loss of productivity. Recent psychological studies have shown that multi-tasking does not actually save time. In fact, the opposite is often true. You lose time when switching from one task to another, resulting in a loss of productivity (Rubinsteim, *et al.* 2001). Routine multi-tasking may lead to difficulty in concentrating and maintaining focus when needed.

10. Stay Healthy

Scheduling time to relax can help you rejuvenate both physically and mentally. The care and attention you give yourself is an important investment of time. Scheduling time to relax or do nothing, can help you rejuvenate both physically and mentally, enabling you to accomplish tasks more quickly and easily. Learn to manage time according to your biological clock by scheduling priority tasks during your peak time of day, the time your energy level and concentration are at their best.

Poor time management can result in fatigue, moodiness and more frequent illness. To reduce stress, you should reward yourself for a time management success. Take time to recognize that you have accomplished a major task or challenge before moving on to the next activity.

Regardless of the time management strategies you use, you should take time to evaluate how they have worked for you. Ask yourself a few simple questions: Do you have a healthy balance between work and home life? Are you accomplishing the tasks that are most important in your life? Are you investing enough time in your own personal well being? If the answer is "no" to any of these questions, then reconsider your time management strategies and select ones that work better for you. Remember that successful time management today can result in greater personal happiness; greater accomplishments at home and at work, increased productivity and a more satisfying future.

Potential difficulties with to-do lists such as the following:

Management of the list can take over from implementing it. This could be caused by procrastination by prolonging the planning activity. This is akin to analysis paralysis. As with any activity, there's a point of diminishing returns.

Some level of detail must be taken for granted for a task system to work. Rather than put "clean the kitchen", "clean the bedroom", and "clean the bathroom", it is more efficient to put "housekeeping" and save time spent writing and reduce the system's administrative load (each task entered into the system generates a cost in time and effort to manage it, aside from the execution of the task). The risk of consolidating tasks, however, is that "housekeeping" in this example may

prove overwhelming or nebulously defined which will either increase the risk of procrastination, or a mismanaged project.

Listing routine tasks wastes time. If you are in the habit of brushing your teeth every day, then there is no reason to put it down on the task list. The same goes for getting out of bed, fixing meals, *etc.* If you need to track routine tasks, then a standard list or chart may be useful, to avoid the procedure of manually listing these items over and over.

To remain flexible, a task system must allow for disaster. A company must be ready for a disaster. Even if it is a small disaster, if no one made time for this situation, it can metastasize, potentially causing damage to the company.

To avoid getting stuck in a wasteful pattern, the task system should also include regular (monthly, semi-annual, and annual) planning and system-evaluation sessions, to weed out inefficiencies and ensure the user is headed in the direction he or she truly desires.

If some time is not regularly spent on achieving long-range goals, the individual may get stuck in a perpetual holding pattern on short-term plans, like staying at a particular job much longer than originally planned.

Software Applications

Many companies use time tracking software to track an employee's working time, billable hours *etc.*, *e.g.* law practice management software. Many software products for time management support multiple users. They allow the person to give tasks to other users and use the software for communication. Task list applications may be thought of as lightweight personal information manager or project management software. Modern task list applications may have built-in task hierarchy (tasks are composed of subtasks which again may contain subtasks), may support multiple methods of filtering and ordering the list of tasks, and may allow one to associate arbitrarily long notes for each task.

In contrast to the concept of allowing the person to use multiple filtering methods, at least one software product additionally contains a mode where the software will attempt to dynamically determine the best tasks for any given moment.

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Communication through Social Media

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Introduction

One of the most common terms we come across these days is social media. Somehow, it has become an integral part of our daily lives and in fact many people in the world today as just obsessed with it. A combination of two words, "social" referring to the sharing of information and data with others and "media" refers to the medium of communication, the internet being the most preferred nowadays, the social media is something which has affected almost everyone today. Facebook, twitter, google+, wikipedia, linkedin, pinterest and whatsapp happen to the most popular social media platforms today.how social media is changing communication for the better

It's easy to grouse about Facebook and Twitter in our increasingly connected society. But for sustainable businesses, social media can be a tool for staying in touch with the people who matter the most.

Remember when the iPad came out? Many people didn't really know what it was. Some thought it was a replacement for a computer; others thought it was a really big phone. Many people were unclear about what it was used for, and many suspected that it would just be a passing trend. Yet Apple foresaw that iPads would meet a crucial need before most people knew what that need was, and, as a result, launched an entirely new market for electronic tablets. Today it is easy for us to see

that there was a huge demand for what iPads offer. The iPad's success, however, did not emerge in a vacuum. It came at a time when the world was becoming increasingly interconnected and technologically advanced, and mankind was ready for a gadget that would revolutionize the mobility of technology and collaboration.

In a similar fashion, when social media came about, it was not understood or credited as a tool that would seriously impact how people communicate. But today, it is transforming the way that businesses and their stakeholders and customers interact, and any organization that doesn't use social media is missing out on a defining advantage.

Studies show that most large companies are using at least one social media platform. As of 2015, the University of Massachusetts Dartmouth found that 78 percent of Fortune 500 companies maintain active Twitter accounts, and 74 percent have Facebook pages.

Many companies are also finding value in communicating their corporate social responsibility (CSR) and sustainability planning and achievements over social media. As companies integrate CSR and sustainability programs into their business planning and operations, they are constantly looking for ways to meaningfully and dynamically communicate with their stakeholders and customers. Many are finding that social media fills this role.

A 2014 CSR survey by Nielsen showed that 55 percent of global respondents said that they are willing to pay more for products and services from companies that are committed to positive social and environmental impact. Therefore, companies that do a good job of communicating their CSR and sustainability efforts are reaching a new market of consumers who genuinely care about business values and responsibility. These businesses are tapping new revenue streams, capturing market share, and building brand loyalty. At the same time, social media has also changed the way that consumers, suppliers, employees, and community members communicate with brands.

Social media is revolutionizing communication because it brings a new level of efficiency to influencing social change. Social media campaigns led by individuals, nonprofits, NGOs, government, or businesses can illuminate social issues, environmental concerns, and positive philanthropic deeds.

The best part is that social media also enables two-way conversations. Consumers can interact with brands in a public setting, and brands can garner trust by communicating about their sustainability and CSR programs. These conversations can then be shared across the social web by any number of the more than 2.1 billion social media users worldwide.

The jump from traditional communication and marketing avenues to social media is uncomfortable for many businesses because social media interactions are much more public and fluid. Similarly, there is a learning curve for many companies as they start using social media as a business tool.

Brands no longer live in a world where they can hide behind a wall of private communication and continue to push inquiries, concerns, or problems aside. The way of the future is for brands to respond to, engage, and build trust with their stakeholder communities, even if it means exposing the good, the bad, and the ugly elements of their activities.

Similarly, brands that recognize the importance of using business as a change agent and purveyor of positive values will thrive in both the social and physical worlds. Social media is empowering a growing number of companies as they take steps to more responsibly care for their employees, communities, and planet. It's also allowing values-driven consumers to engage with companies for the purpose of creating a better world.

4 Simple Steps for Effectively Using Social Media

1.   Be Authentic

Use a consistent brand voice that reflects the culture of the organization. Consumers and stakeholders are looking for a congruent message and voice – it builds trust.

2.   Be Transparent

Be open and honest about your company's operations, products, and services. Consumers respond favourably to data and information that deepens their understanding of your sustainability efforts.

3.   Be Consistent

Intermittent communication invites skepticism. Engage regularly, and use content that is personally relevant to each group. Employees, investors, suppliers, and customers each view your business through a different lens. Craft content that balances data with storytelling, and use channels that are customized for each audience.

4.   Be Present

Consumers are increasingly looking for authentic, transparent, two-way communication with organizations. Because social media is an "always-on" platform, this implies that businesses need to actively listen, contribute to the conversation, provide timely feedback, and incorporate new insights into products, services, and business processes.

The Effects of Social Media on Communication Skills

With the emergence of Facebook and Whatsapp, the way people communicate with each other changed forever. A social network allowing users to share the events of their lives through posting photos and status updates, to monitor the lives of their friends, and to communicate directly via a built-in messenger has revolutionized Internet communication, causing millions of people all over the world to share all

kinds of information about themselves. There were, of course, other social networks before Facebook, but none of them garnered such a significant user base, remained as persistent, and continued to act as an effective form of communication as much as Facebook did. Along with Facebook, currently there are many other social networks, each with their own features and purposes; what unites them all, though, is the idea of sharing. Seemingly, this should positively impact the communication skills of users, since it allows communication even for people far away from each other, or who are unable to communicate live. However, there have been numerous research studies proving the opposite: social media platforms not only impair a user's ability to share thoughts, but distort communication processes, creating more problems than they solve.

Speaking of the positive effects of social networks, they lie on the surface. According to surveys, 39 per cent of respondents reported feeling closer to their friends because of social media, while 26 per cent of the sample felt that they had more friends because of social media (NR Media). Facebook, Twitter, LinkedIn, and other similar services make daily communications between family members, friends, and business partners easier, more accessible, and independent of circumstances, such as distance. Communities existing on such platforms unite people sharing similar interests or concerns, and allow the representatives of various cultural backgrounds to reach each other with no constraints. Helping strangers meet and enabling initial communication between them–this is what social networks are definitely good for.

At the same time, numerous research studies prove that social media platforms negatively affect people's social skills. Probably the most alarming phenomenon connected to the extensive use of social media services is the decrease in quality of interpersonal communication. One of the big problems in modern interpersonal communication is the lack of interest people have for face-to-face communication; even today, there are many people (especially millennials, or younger) who prefer to solve work or personal problems via social messaging systems. Approximately 93 percent of communication today is already nonverbal, and thus requires an additional means of helping people understand each other (such as smileys or emojis), since text does not convey the total palette of intonations or facial expressions. This brings up several problems; for example, without these means, it is often more difficult to understand another person in a messenger system (the classical "he/she did not insert smileys, so I thought he/she is mad at me"); or, in real life, it may become harder to differentiate and understand real emotions. According to some experts, even families prefer texting over face-to-face chat. All this leads to difficulties in professional and personal relationships (Rampages.us).

Substituting real life experiences and events with Facebook-format online updates is another problem. Studies show that about 11 percent of adults prefer to stay at home on weekends and make posts on Facebook about how much fun they are having, instead of going out and acquiring real-life experiences. According to

Hussein Chahine, the founder of the service Yazino, "Communication is constantly evolving. Some people are as used to seeing their friends' online avatar as they are their face […] People increasingly prefer quick and frequent engagement with instant updates on news than a prolonged chat and are also finding new ways to catch up with friends from the comfort of their sofa." Mark Clennon, a graduate of the University of South Florida, says that "People tend to want to show others that they are having fun than actually having fun themselves […] There's a greater desire to share with other people you barely know, than actually hanging out with friends and making memories" (USA Today College). This is directly connected to another problem: "Facebook depression." Generally speaking, it is the sense of inferiority occurring when people (teenagers, mostly) compare their real lives to the lives of their Facebook friends–based on the posts these friends make online–completely missing out on the fact that what they see is not necessarily true (NYBH). As a result, an interesting and alarming phenomenon emerges: many people sit at home, busy creating visibility of living fulfilled, happy lives, and suffer when they see how fulfilled the lives of other people are–who, in their turn, sit at home, busy creating visibility of living fulfilled, happy lives. This is a poignant example of a vicious circle.

Yet another impairment of communication skills caused by the extensive use of social media platforms is the impoverishment of language. Using messengers, people often use shorthand and shortened versions of words in order to type and deliver their messages as quickly as possible. However, such means of communication are much less effective than conventional ones (or rather, traditional, since contractions, slang, and abbreviations such as "brb," "u r," "m8," "dunno," and so on have already become almost conventional), and people getting used to them can experience difficulties in real-life interpersonal communication (Rampages.us). This is not to mention illiteracy, which is already becoming a scourge of this generation communicating through messengers.

Although social media may help people establish initial contact and aid people in uniting into groups under certain interests, they also cause a number of problems. In particular, nonverbal communication is gradually becoming one of the dominant forms of interpersonal interaction, negatively affecting people's ability to deal with personal contact and meet the reactions and emotions of other people in real life. A significant percent of adults (up to 11 percent) prefer staying at home and communicating via their devices rather than going out and acquiring real-life experiences. This, along with "Facebook depression" and the overall impoverishment of language and communication skills, is alarming, and requires adequate and timely measures.

The Impact

There has been a lot of talk surrounding how social media is changing the way reporters gather information and seek sources, how the public absorbs information, and how it's being incorporated into many everyday job descriptions – publicists and PR professionals being no exception. Some have even likened the advent of

social media to the Industrial Revolution (though a bit exaggerated in my mind), bringing with it an era of change and progress.

While it's hard to tell exactly how social media will impact our culture down the road, one thing is certain: it's a common thread connecting millions of people worldwide, and it's changing how all of us communicate and connect with others around us.

Though it may not be news to you, you may wonder what social media really means for brands wishing to convey their message online. Here are six instances of how social media is changing the way we communicate.

1   Brands Can Speak Directly to Their Audiences

No longer do you have to work through the media exclusively to disperse your message. You see this with athletes tweeting, brands building Facebook pages, and companies organizing via LinkedIn. The brands control the message and it's a PR firm or a publicist's job to make sure that the message is correct and consistent.

2.   Negativity Can Spread Like Wildfire

It's much easier for people to pan your show or slam some new company initiative without you being able to completely control the message. You never had control over a message in the media before, but at least there was a level of professionalism there. Now if you screw up you are going to hear about it fast (but it also means you have the opportunity to personally connect with unhappy consumers to resolve the negative experience).

3.   It Opens the Door for Viral Messages

In contrast to the possibility of a negative message spreading fast, a positive message can likewise spread just as fast. Social media allows news to travel at a faster pace among consumers. For example, a popular video posted to YouTube can be posted to a blog, can be re-tweeted on Twitter 100 times and can also appear on the main page of Reddit. Publicists and PR professionals need to be creative about what will resonate with people. If there's buzz about it in the social media world, there's a chance it will also be covered by the media. In fact, there are some reporters out there who only cover social media as their beat.

We had one case study where viral traffic came in two waves, five days apart, and resulted in:

We did two pushes on the first day: first, to an influencer with 100,000 Twitter followers, followed by one media outreach (via e-mail) 12 hours after initially reaching out to the first influencer. The key here is influencing the influencers of your target audience, and spreading your message via multiple channels.

4.   There's an Opportunity to Coordinate with PR Efforts

Today's publicists have to learn all the new, popular social networking services so as not to miss opportunities for media exposure or attracting potential customer

leads. Some of these include: LinkedIn, Facebook, MySpace, YouTube, Twitter, Whatsapp, Yahoo! Groups or other message boards, Yelp *etc.*

Yet media outlets also often encourage reporters to have a presence in spaces where their readers are actively participating. Based on hearing what one *Chicago Tribune* reporter had to say about her use of social media, journalists use social media in several ways:

☆ To monitor breaking news

☆ To keep up on the conversation (*i.e.* looking at blogs for story ideas)

☆ To build their source files

☆ To distribute their own news content

You have to take social media seriously if you try to incorporate it into PR efforts, and consider developing a social media campaign. If you view it as a PR one-off, your chances of success won't be very high. You must have a consistent presence in order to be effective. Over time, it becomes easier as you will have natural advocates who will recommend you, or recommend/link to you via other social networks and blogs.

5.   Brands can gave a More Personal Connection with the Media

Overall, social media is making it easier in many cases to form more long-term, effective relationships with journalists since you can connect on a more personal level – rather than just through a faceless e-mail or random phone call. For example, as suggested in Point 4, reporters may contact you directly after reading a particularly intriguing blog post.

If a journalist uses social media to ask for sources, it can be much easier to know what they are looking for and connect them with what they need. For example, some journalists actually like to receive story ideas via Twitter, or send out tweets requesting sources.

You should be careful about crossing the line between approaching reporters on a business level vs. invading their personal space, however. For example, some reporters have Facebook accounts that they like to keep for personal reasons. Friending a reporter here sometimes crosses the line of being too pushy with an industry research report or company news.

6.   Social Media is Changing Traditional Media

It's an honest fact that the authority of media has shifted to the crowd. It used to be that if you had an article written up on about your client or company, it would instantly reach your audience. Now the main influencers may be a prominent blogger, or someone very connected on Twitter. Who you pitch about your company has completely changed and you need to be aware of the influencers.

All that being said, traditional media is still an extremely powerful vehicle for getting your message out and will be for a long time. The challenge for PR firms

and publicists is integrating the traditional channels with the new forms of media. Doing so will yield the best results for business exposure.

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Chapter 10

Body Language and Non-Verbal Communication

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Introduction

Body language is defined as the non-verbal communication between two individuals or a group of individuals through physical behaviours such as limb movements, facial expressions, eye movements, other bodily gestures and postures. In this chapter, we will define what is meant by body language, and how you can read and interpret it to understand people better and communicate with them more effectively.

The term Body Language has assumed so much importance and prominence in all spheres of life that without a positive body language, none of us can survive in the professional arena, personal lives, and in the world, in general. Body language comes into picture not only during normal conversations, but also during formal discussions, interviews, group discussions, panel meetings, *etc.* Proper body language not only conveys the right message to the recipient, but also attracts or repels the recipient. For example, you are facing a job interview and the interviewer is questioning you. Now, although you are polite and replying well to the questions, the interviewer may still not select you. The reason is very simple. Perhaps your body posture or body movements were not appropriate or were rude. This may have led the interviewer to think that you are either not interested, or you are not a good candidate for the job profile.

Body language is of utmost importance in this highly competitive world. The corporate sector values good body language a lot and any sign of bad body language can break deals, even leading to loss of network for people.

An old adage says "Actions speak louder than words". Our body posture, along with its movements and placement of different body parts, play an important role in letting out our feelings and emotions, even if we don't display the emotions voluntarily.

Assertive Behaviour

A positive body language helps the person to be more assertive and assists in putting his or her opinion forward more easily than the others. Positive body language is liked by other people and hence, the person carrying a positive body language gets more attention and favour in any discussion.

Non-verbal Communication

Research says that our communication consists of 35 per cent verbal communication and 65 per cent non-verbal communication. This implies that whatever we speak voluntarily comprises of just 35 per cent of what the other person makes out of us. The remaining 65 per cent information about us is learnt from our body language. Our body language helps others identify our emotions, status and even our lifestyle.

Non-verbal communication plays a significant role in conjunction with the spoken words. Our non-verbal communication can reiterate our message, contradict our words, reinforce our statement, substitute the meaning of our sentences and complement the meaning of our words. Since non-verbal communication can either emphasize our point or contradict it, it is necessary to keep our body language in sync with our emotions. Any sign of conflict between the body language and our words can make us appear untrustworthy and deceptive.

Workplace Success

Positive body language is a must in workplaces and corporate environment. Healthy body language can help foster team spirit in the workplace, which can also boost the morale of the employees. Delegation of responsibilities becomes easier through positive body language. It can also help in conveying respect for colleagues and resolving conflicts in the organization.

During important official meetings, one can display interest, reception, and joy using positive body language. A gentle smile, open palms, leaning forward and eye contact can go a long way in establishing rapport with another person in the meeting thus helping build and sustain a healthy relationship with the other parties in a meeting.

Relationships

Negative body language can give way to a lot of misinterpretation and misunderstandings. Maintaining a body posture and absurd body movements that is offensive to the other person can ruin a relationship.

For instance, you need to understand the emotions and mood of the other person and need to customize your behaviour accordingly. If your spouse is in a good mood, then it is okay to laugh or tease her occasionally. However, the same activity can be misinterpreted as sarcasm or irritable behaviour if the spouse is not in a good mood. This can lead to issues between couples and can also lead to damaged relationships.

Public Speaking

In public speaking, body language assumes an altogether different importance. If the speaker has a defensive body language or has a passive body language, there are high chances that he or she won't be listened to intently by the audience. The impact factor of such speeches also is reduced by a large fraction as the audience gets 35 per cent of the entire communication but misses the remaining 65 per cent. Hence, it is highly important to have proper body movements and posture while speaking on stage in front of an audience.

Body Language and Sign Language

Body language is different from sign languages. In sign language, words or information is conveyed voluntarily using hand and finger movements. In sign language, mostly lip movements, finger movements, palm movements and eye movements are used to convey information to the recipient of the information. Body language is different from sign language in the fact that body language is largely involuntary and is not actively controlled by the mind, whereas, sign languages are voluntary and are controlled by the mind to convey information.

What is Body Language?

Put simply, body language is the unspoken element of communication that we use to reveal our true feelings and emotions. Our gestures, facial expressions and posture, for instance. When we are able to "read" these signs, we can use it to our advantage. For example, it can help us to understand the complete message of what someone is trying to say to us, and to enhance our awareness of people's reactions to what we say and do. We can also use it to adjust our own body language so that we appear more positive, engaging and approachable.

Following are the important features of body language:

☆ It is a set of involuntary actions of the body parts.

☆ It involves movement, especially of the limbs and the head.

☆ It does not have grammar.

☆ It has to be interpreted broadly by other people.

Interpretation of Body Language

Body language refers to the nonverbal signals that we use to communicate. According to experts, these nonverbal signals make up a huge part of daily communication. From our facial expressions to our body movements, the things we do not say can still convey volumes of information. It has been suggested that body language may account for between 60 percent and 65 percent of all communication. Understanding body language is important. Simultaneously, it is also essential to pay attention to other cues such as context. In many cases, you should look at signals as a group rather than focusing on a single action.

Think for a moment about how much a person is able to convey with just a facial expression. A smile can indicate approval or happiness. A frown can signal disapproval or unhappiness. In some cases, our facial expressions may reveal our true feelings about a particular situation. While you say that you are feeling fine, the look on your face may tell people otherwise. Just a few examples of emotions that can be expressed via facial expressions include:

- ☆ Happiness
- ☆ Sadness
- ☆ Anger
- ☆ Surprise
- ☆ Disgust
- ☆ Fear
- ☆ Confusion
- ☆ Excitement
- ☆ Desire
- ☆ Contempt

The expression on a person's face can even help determine if we trust or believe what the individual is saying. One study found that the most trustworthy facial expression involved a slight raise of the eyebrows and a slight smile. This expression, the researchers suggested, conveys both friendliness and confidence. Facial expressions are also among the most universal forms of body language. The expressions used to convey fear, anger, sadness, and happiness are similar throughout the world.

Researcher Paul Ekman has found support for the universality of a variety of facial expressions tied to particular emotions including joy, anger, fear, surprise, and sadness. Research even suggests that we make judgments about people's intelligence based upon their faces and expressions. One study found that individuals who had narrower faces and more prominent noses were more likely to be perceived as intelligent. People with smiling, joyful expression were also judged as being more intelligent than those with angry expressions.

The Eyes

The eyes are frequently referred to as the "windows to the soul" since they are capable of revealing a great deal about what a person is feeling or thinking. As you engage in conversation with another person, taking note of eye movements is a natural and important part of the communication process. Some common things you may notice include whether people are making direct eye contact or averting their gaze, how much they are blinking, or if their pupils are dilated.

When evaluating body language, pay attention to the following eye signals:

Eye gaze: When a person looks directly into your eyes while having a conversation, it indicates that they are interested and paying attention. However, prolonged eye contact can feel threatening. On the other hand, breaking eye contact and frequently looking away might indicate that the person is distracted, uncomfortable, or trying to conceal his or her real feelings.

Blinking: Blinking is natural, but you should also pay attention to whether a person is blinking too much or too little. People often blink more rapidly when they are feeling distressed or uncomfortable. Infrequent blinking may indicate that a person is intentionally trying to control his or her eye movements. For example, a poker player might blink less frequently because he is purposely trying to appear unexcited about the hand he was dealt.

Pupil size: Pupil size can be a very subtle nonverbal communication signal. While light levels in the environment control pupil dilation, sometimes emotions can also cause small changes in pupil size. For example, you may have heard the phrase "bedroom eyes" used to describe the look someone gives when they are attracted to another person. Highly dilated eyes, for example, can indicate that a person is interested or even aroused.

The Mouth

Mouth expressions and movements can also be essential in reading body language. For example, chewing on the bottom lip may indicate that the individual is experiencing feelings of worry, fear, or insecurity.

Covering the mouth may be an effort to be polite if the person is yawning or coughing, but it may also be an attempt to cover up a frown of disapproval. Smiling is perhaps one of the greatest body language signals, but smiles can also be interpreted in many ways. A smile may be genuine, or it may be used to express false happiness, sarcasm, or even cynicism.

When evaluating body language, pay attention to the following mouth and lip signals:

- ✰ Pursed lips: Tightening the lips might be an indicator of distaste, disapproval, or distrust.
- ✰ Lip biting: People sometimes bite their lips when they are worried, anxious, or stressed.

☆ Covering the mouth: When people want to hide an emotional reaction, they might cover their mouths in order to avoid displaying smiles or smirks.

☆ Turned up or down: Slight changes in the mouth can also be subtle indicators of what a person is feeling. When the mouth is slightly turned up, it might mean that the person is feeling happy or optimistic. On the other hand, a slightly down-turned mouth can be an indicator of sadness, disapproval, or even an outright grimace.

Gestures

Gestures can be some of the most direct and obvious body language signals. Waving, pointing, and using the fingers to indicate numerical amounts are all very common and easy to understand gestures. Some gestures may be cultural, however, greeting with touching both the palms at the chest and saying "Namaste" or touching the feet of somebody while receiving blessings in another country might have a completely different meaning than it does in India.

The following examples are just a few common gestures and their possible meanings:

☆ A clenched fist can indicate anger in some situations or solidarity in others.

☆ A thumbs up and thumbs down are often used as gestures of approval and disapproval.

☆ The "okay" gesture, made by touching together the thumb and index finger in a circle while extending the other three fingers can be used to mean "okay" or "all right." In some parts of Europe, however, the same signal is used to imply you are nothing. In some South American countries, the symbol is actually a vulgar gesture. In india, it means superb!

☆ The V sign, created by lifting the index and middle finger and separating them to create a V-shape, means peace or victory in some countries. In the United Kingdom and Australia, the symbol takes on an offensive meaning when the back of the hand is facing outward.

The Arms and Legs

The arms and legs can also be useful in conveying nonverbal information. Crossing the arms can indicate defensiveness. Crossing legs away from another person may indicate dislike or discomfort with that individual.

Other subtle signals such as expanding the arms widely may be an attempt to seem larger or more commanding while keeping the arms close to the body may be an effort to minimize oneself or withdraw from attention.

When you are evaluating body language, pay attention to some of the following signals that the arms and legs may convey:

☆ Crossed arms might indicate that a person feels defensive, self-protective, or closed-off.

☆ Standing with hands placed on the hips can be an indication that a person is ready and in control, or it can also possibly be a sign of aggressiveness.

☆ Clasping the hands behind the back might indicate that a person is feeling bored, anxious, or even angry.

☆ Rapidly tapping fingers or fidgeting can be a sign that a person is bored, impatient, or frustrated.

☆ Crossed legs can indicate that a person is feeling closed off or in need of privacy.

Posture

How we hold our bodies can also serve as an important part of body language. The term posture refers to how we hold our bodies as well as the overall physical form of an individual. Posture can convey a wealth of information about how a person is feeling as well as hints about personality characteristics, such as whether a person is confident, open, or submissive.

Sitting up straight, for example, may indicate that a person is focused and paying attention to what's going on. Sitting with the body hunched forward, on the other hand, can imply that the person is bored or indifferent.

When you are trying to read body language, try to notice some of the signals that a person's posture can send.

☆ Open posture involves keeping the trunk of the body open and exposed. This type of posture indicates friendliness, openness, and willingness.

☆ Closed posture involves hiding the trunk of the body often by hunching forward and keeping the arms and legs crossed. This type of posture can be an indicator of hostility, unfriendliness, and anxiety.

Personal Space

Have you ever heard someone refer to their need for personal space? Have you ever started to feel uncomfortable when someone stands just a little too close to you?

The term proxemics, coined by anthropologist Edward T. Hall, refers to the distance between people as they interact. Just as body movements and facial expressions can communicate a great deal of nonverbal information, so can this physical space between individuals.

Hall described four levels of social distance that occur in different situations:

☆ Intimate distance– 6 to 18 inches: This level of physical distance often indicates a closer relationship or greater comfort between individuals. It usually occurs during intimate contact such as hugging, whispering, or touching.

☆ **Personal distance**– 1.5 to 4 feet: Physical distance at this level usually occurs between people who are family members or close friends. The closer the people can comfortably stand while interacting can be an indicator of the level of intimacy in their relationship.

☆ **Social distance**– 4 to 12 feet: This level of physical distance is often used with individuals who are acquaintances. With someone you know fairly well, such as a co-worker you see several times a week, you might feel more comfortable interacting at a closer distance. In cases where you do not know the other person well, such as a postman you only see once a month, a distance of 10 to 12 feet may feel more comfortable.

☆ **Public distance**– 12 to 25 feet: Physical distance at this level is often used in public speaking situations. Talking in front of a class full of students or giving a presentation at work are good examples of such situations.

It is also important to note that the level of personal distance that individuals need to feel comfortable can vary from culture to culture. One oft-cited example is the difference between people from Latin cultures and those from North America. People from Latin countries tend to feel more comfortable standing closer to one another as they interact while those from North America need more personal distance.

Negative Body Language

Being aware of negative body language in others can allow you to pick up on unspoken issues or bad feelings. Some of the common negative body language signals are described below:

Difficult Conversations and Defensiveness

Difficult or tense conversations are an uncomfortable fact of life at work. Perhaps you have had to deal with a difficult customer, or needed to talk to someone about his or her poor performance. Or maybe you have negotiated a major contract.

Ideally, these situations would be resolved calmly. But, often they are complicated by feelings of nervousness, stress, defensiveness, or even anger. And, though we may try to hide them, these emotions often show through in our body language.

For example, if someone is exhibiting one or more of the following behaviours, he will likely be disengaged, disinterested or unhappy

☆ Arms folded in front of the body.

☆ Minimal or tense facial expression.

☆ Body turned away from you.

☆ Eyes downcast, maintaining little contact.

☆ Eyes downcast, maintaining little contact.

Being aware of these signs can help you to adjust what you say and how you say it. Besides, you can make him feel more at ease and receptive to your viewpoint.

Avoiding Unengaged Audiences

When you need to deliver a presentation, or to collaborate in a group, you want the people around you to be 100 percent engaged. Here are some tell-tale signs that people may be bored or disinterested in what you are saying:

- ✩ Sitting slumped, with heads downcast.
- ✩ Gazing at something else, or into space.
- ✩ Fidgeting, picking at clothes, or fiddling with pens and phones.
- ✩ Writing or doodling.

When you notice that someone is disengaged, you are in a better position to do something about it. For example, you can re-engage him/her by asking him/her a direct question, or by inviting him/her to contribute an idea of him/her own.

How to Project Positive Body Language

When you use positive body language, it can add strength to the verbal messages or ideas that you want to convey, and help you to avoid sending mixed or confusing signals. Some basic postures that you can adopt to project self-confidence and openness are as follows:

Making a Confident First Impression

These tips can help you to adjust your body language so that you make a great first impression:

Have an open posture. Be relaxed, but don't slouch! Sit or stand upright and place your hands by your sides. Avoid standing with your hands on your hips, as this will make you appear larger, which can communicate aggression or a desire to dominate.

Use a firm handshake. But don't get carried away! You don't want it to become awkward or, worse, painful for the other person. If it does, you will likely come across as rude or aggressive.

Maintain good eye contact. Try to hold the other person's gaze for a few seconds at a time. This will show him/her that you are sincere and engaged. But, avoid turning it into a staring match!

Avoid touching your face. There is a common perception that people who touch their faces while answering questions are being dishonest. While this is not always true, it is best to avoid fiddling with your hair or touching your mouth or nose, particularly if your aim is to come across as trustworthy.

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. Do not 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. Leaning too far forward or backward can make you look aggressive or arrogant.

☆ **Practice and perfect your posture**. You would 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 ideas. 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.

If you notice that your audience's concentration is starting to slip, try to lean slightly forward while you speak. This suggests that you are taking them into your confidence and will help you to regain their attention.

Interviews, Negotiations and Reflection

Body language can also help you to stay calm in situations where emotions have the potential to run high – a negotiation, for example, or a performance review. Use the following tips to defuse tension and demonstrate openness:

Use mirroring. If you can, subtly mirror the body language of the person you are talking to. This will make him feel more at ease, and can build rapport. But do not copy every gesture that he makes, as this will likely make him feel uncomfortable, or that you are not taking him seriously.

Relax your body. It can be difficult to keep emotions at bay, particularly in nerve-wracking situations such as an interview or appraisal. But you can maintain the appearance of calm by keeping your hands still, and by avoiding fidgeting with your hair or touching your face.

Look interested. As suggested above, touching your face or mouth can signal dishonesty. But, it can also demonstrate that you are thinking. So, if you are asked a complex question, it is quite acceptable to briefly touch your cheek or stroke your chin. This will show the other person that you are reflecting on your answer before you respond.

While the suggestions covered in this chapter are a good general guide for interpreting body language, it is important to remember that they will not

necessarily apply to everyone. This is particularly the case if someone has a different cultural background from you, for instance.

Avoid making generalized assumptions. If you're getting mixed signals, check that your interpretation of the person's body language is correct by asking him questions and getting to know him better. After all, the ability to interpret body language is a complementary skill, not a substitute for listening to and understanding people.

In Brief

Body language refers to the nonverbal signals that you use to communicate your feelings and intentions. It includes posture, facial expressions, and hand gestures.

The ability to understand and to interpret body language can help you to pick up on unspoken issues, problems or negative feelings that other people might have. You can also use it in a positive way to add strength to your verbal messages.

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.

Understanding body language can go a long way toward helping you better communicate with others and interpreting what others might be trying to convey.

While it may be tempting to pick apart signals one by one, it is important to look at these nonverbal signals in relation to verbal communication, other nonverbal signals, and the situation. You can also focus on learning more about how to improve your nonverbal communication to become better at letting people know what you are feeling–without even saying a word.

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Annexures

Annexure I

English Words for Emotions

In order to be a confident and better communicator, it is necessary to increase one's vocabulary. Many times, we miserably fail to utter appropriate words. This is true especially of the students who learn English as the second language. In order to create an appetite for people to enhance their vocabulary a few English words for emotions and feelings along with their usage are listed below:

A

☆ Angry: "She was angry with her boss for criticizing her work."

☆ Annoyed: "I'm very annoyed with him. He hasn't returned any of my calls."

☆ "She was annoyed by his comments."

☆ Appalled = very shocked: "They were appalled to hear that they would lose their jobs."

☆ Apprehensive = slightly worried: "I felt a little apprehensive before my interview."

☆ Ashamed: "How could you say such a thing? You should be ashamed of yourself!"

☆ At the end of your tether = completely fed up: "The children have been misbehaving all day – I'm at the end of my tether."

B

☆ Bewildered = very confused: "He was bewildered by the choice of computers in the shop."

☆ Betrayed = when someone breaks the trust you have in them: "He betrayed my trust when he repeated my secret to everyone."

C

☆ Confused: "I'm sorry I forgot your birthday – I was confused about the dates."

☆ Confident = sure of your abilities: "I'm confident that we can find a solution to this problem."

☆ Cheated = when you don't get something that you think you deserve: "Of course I feel cheated – I should have won that competition."

☆ Cross = quite angry: "I was cross with him for not helping me, as he said he would."

D

☆ Depressed = very sad: "After he failed his English exam, he was depressed for a week."

☆ Delighted = very happy: "I'm delighted that I got the job. It's just what I always wanted."

☆ Down in the dumps = sad and fed up: "What's the matter with him? He's so down in the dumps these days."

☆ Disappointed: "She was disappointed by her son's poor results at school."

E

☆ Ecstatic = extremely happy: "When he asked her to marry him she was ecstatic."

☆ Excited: "I'm excited by the new opportunities that the internet brings."

☆ Emotional = you have strong feelings (happy or sad) and you cry: "When he heard the news, he became quite emotional."

☆ Envious = when you want something that someone else has: "I'm very envious of her happiness – I wish I was happy too."

☆ Embarrassed = slightly ashamed: "I felt so embarrassed that I went bright red."

F

☆ Furious =very angry: "I was furious with him for breaking my favourite vase."

☆ Frightened: "As a child she was frightened of the dark."

G

☆ Great = very good: "I feel great today!"

H

☆ Happy: "She was happy to hear the good news."

☆ Horrified = very shocked: "I'm horrified by the amount of violence on television today."

I

☆ Irritated = annoyed: "I get so irritated when he changes TV channels without asking me first."

☆ Intrigued = being so interested in something you have to find out more: "I'm intrigued to hear about your safari in Kenya."

J

☆ Jealous = envious: "She was jealous of her sister's new toy."

☆ Jaded = tired and having no interest: "After 10 years at this company, I just feel jaded."

K

☆ Keen: "I'm keen to see your new house – i've heard lots about it."
"I'm keen on keeping fit."

L

☆ Lazy: "I can't be bothered to do anything today – I feel really lazy!"

☆ Lucky: "I'm going to play the lottery – I feel lucky today!"

☆ Let down = disappointed: "When you didn't turn up to the meeting, I felt really let down."

M

☆ Maternal = feeling like a mother: "Looking at my sister's new baby made me feel really maternal."

N

☆ Nonplussed = so surprised that you don't know what to do next: "I was so nonplussed by his announcement that I couldn't say anything."

☆ Negative = when you can only see the disadvantages: "I feel very negative about my job – the pay is awful."

O

☆ Overwhelmed = so much emotion that you don't know what to say or do: "I was overwhelmed by the offer of promotion at work."

☆ Over the moon = delighted: "She was over the moon with her new bicycle and rode it every day for a whole year."

P

☆ Positive = opposite of negative – seeing the good side of something: "She's a very positive person and never lets anything get her down."

☆ Positive = very sure: "Are you sure that's what you want? Yes – I'm positive."

R

✩ Relaxed: "I was completely relaxed after I came back from holiday."

✩ Reluctant = when you don't want to do something: "I'm reluctant to buy a new car – the one we have is fine."

S

✩ Seething = extremely angry, but hiding it: "She was seething after her boss criticised her."

✩ Sad: "It makes me sad to see all those animals in cages at the zoo."

✩ Scared = frightened: "Are you scared of heights?"

✩ Stressed = being worried or anxious about something so you can't relax: "I feel really stressed at work – I need a break."

"He was stressed out by all the travelling in his job."

T

✩ Terrific = fantastic: "I feel terrific today!"

✩ Terrible = ill or tired: "i've got a blinding headache and I feel terrible."

✩ Terrified = very scared: "She's terrified of spiders and screams whenever she sees one."

✩ Tense = not relaxed: "You look a bit tense. Did you have a bad day at work?"

U

✩ Upset = angry or unhappy: "I'm sorry you're upset – I didn't mean to be rude."

✩ Unhappy = sad: "I was unhappy to hear that I hadn't got the job."

V

✩ Victimised = to feel you are the victim of someone or something: "My boss kept criticising me and not the others, so I felt quite victimised."

W

✩ Wonderful = great: "I felt wonderful after such a relaxing weekend."

The following are the most common
English words for Feelings, Attitudes, Emotions, and Heart Word

abandoned	after my own heart	analytical
abashed	ageless	anger
abominable	aggravated	angry
abraded	aggravation	angst
abrupt	aggressive	anguish
absent-minded	aggrieved	animated
absolute	aghast	annoyance
absorbed	agitated	annoyed
abused	agonized	antagonized
abusive	agony	anxiety
accepted	agreeable	anxious
accepting	airless	apathetic
aching	airy	appalled
active	alarm	appealing
acute	alarmed	appreciated
adamant	alienated	appreciative
adaptable	alienation	apprehensive
adequate	alive	approachable
admiration	alone	approving
admiring	aloof	argumentative
adoration	amazed	armed
adoring	ambitious	arousal
adrift	ambivalent	aroused
adventurous	ambushed	ashamed
affected	amenable	asleep
affection	amiable	assertive
affectionate	amicable	astonished
afflicted	amused	astounded
afraid	amusement	at ease

at heart

attached

attacked

attracted

attraction

attractive

authentic

authoritative

autonomous

avoided

awake

aware

awful

awkward

bad

balanced

bashful

beaten

beautiful

befuddled

belittled

bellicose

belligerent

beloved

benevolent

bent

bereft

besotted

betrayed

bewildered

biased

big heart

bitten

bitter

bitterness

blah

blame

bland

bleeding heart

blessed

bloated

blocked

bloodcurdling

blooming

blue

boastful

boiling

bold

bored

bothered

bottom of my heart

boyish

brash

brave

brave heart

breathless

bright

brilliant

broken

bubbly

bugged

bullied

bummed

burdened

burned out

bushed

bushwhacked

caged

calm

can-do

cantankerous

carefree

careful

caring

cautious

certain

challenged

change of heart

charmed

charming

chatty

cheerful

cheerfulness

chilly

chipper

choked

chronic

clean

clear

clever

close

clumsy

cockles of the heart

co-dependent

cold

cold heart

cold-blooded

comfortable

comforted

committed

communicative

companionless

compassion

compassionate

competent

competitive

complete

compliant

composed

compulsive

concern

concerned

condescending

confident

conflicted

confused

connected

considerate

consistent

constipated

consuming

contempt

contemptuous

content

contentment

contrary

contrition

controlled

controlling

converted

cool

cooperative

cornered

courageous

cowardly

creative

critical

criticized

cross

cruelty

crushed

cuddly

culpability

curious

curt

cynical

daring

daunted

dazed

dead-eyed

debauched

decayed

decisive

dedicated

deep

defeat

defeated

defective

defensive

deferential

defiant

degraded

dejected

dejection

delight

delighted

delightful

demanding

demeaned

denying

dependent

depressed

depression

deprived

deranged

desire

desolate

despair

desperate

despicable

destructiveness

detached

determined

detestable

devastated

devoted

dictatorial

diffident

dignified

diminished

diplomatic

disabled

disagreeable

disappointed

disappointment

discerning

discomposure

disconcerted

disconnected

discouraged

discredited

disgraced

disgust

disgusted

disgusting

dishearten

disheartened

dishonest

dishonor

disillusioned

disinterested

disliked

dismal

dismay

dismayed

disorganized

displeasure

disruptive

dissatisfied

dissociated

distant

distracted

distraught

distress

distressed

distressing

distrustful

disturbed

dithering

dizzy

do my heart good

dominant

dominated

domineering

doubtful

doubting

down in the dumps

down in the mouth

drained

drawn toward

dread

dreamy

dreary

droll

drowsy

drunk

dry

dull

dumb

dutiful

dynamic

eager

earnest

easy

eat my heart out

ebullient

eccentric

economical

ecstasy

ecstatic

edgy

effective

effervescent

egoless

elated

embarrassed

embarrassment

embryonic

emergent

emotional

empathetic

empathic

empowered

empty

empty heart

enchantment

encouraged

energetic

energized

engrossed

enjoyable

enjoyment

enmeshed

enraged

enraptured

enthusiasm

enthusiastic

envious

envy

esteemed

estranged

euphoria

evasive

exasperation

excited

exhausted

exhilaration

exposed	flourishing	gaga
extravagant	fondness	gallant
extroverted	foolish	game
exuberant	forced	gasping
facetious	forceful	gay
faint heart	forgivable	generous
fair	forgiven	generous heart
faithful	forgiving	genial
faithless	fortunate	gentle
false heart	foul	giddy
fanciful	free	giggly
fancy	frenetic	girlish
fantastic	fretful	giving heart
fascinated	friendless	glad
fast	friendly	gladness
fateful	friendship	gleeful
fatigued	fright	glib
fault	frightened	gloom
fear	frigid	gloomy
fearful	frisky	glowering
fearless	frowning	glum
feckless	frustrated	gnawing
feeling	frustration	goalless
feral	fulfilled	good
fertile	full heart	grace-filled
festive	full of life	gracious
finicky	fulsome	grateful
fixated	fuming	grave
fixed	funky	great
flagrant	funny	greedy
flat	furious	green-eyed
flighty	fury	grief
floating	fussy	grief-stricken

grieved

grim

groovy

gruesome

gruff

grumpiness

grumpy

guarded

guilt

guilty

gutless

gut-wrenching

half-hearted

happiness

happy

hard

hard heart

hardy

harmonious

hate

hateful

hatred

have a heart

have my heart set on

heart and soul

heart attack

heart break

heart burn

heart in my mouth

heart of the matter

heart on my sleeve

heart song

heart stopping

heart stricken

heart throb

heart wounded

heart wrenching

heartache

heartbreaking

heartbroken

heartfelt

heartless

heartrending

heartsick

heart-to-heart

heartwarming

heavenly

heavy

hedonistic

helpful

helpless

hermit-like

heroic

hesitant

high

high and mighty

high heart

high strung

hilarious

hollow

honest

hope

hopeful

hopeless

hopelessness

horrified

horror

hostile

hostility

hot

humane

humble

humiliated

humiliation

humorous

hung up

hurt

hysteria

icky

idle

ill

ill-natured

ill-tempered

imitation

immature

immobilized

immoral

immortal

impassive

impatient

imperious

impersonal

important

impoverished

improvident

impudent

impulsive

in a bind

in a rut

in a stew	interested	judgemental
inactive	intimate	jumpiness
inadequate	intractable	jumpy
incapable	intrepid	keen
incensed	intrigued	kind
incontinent	introverted	kindness
indecisive	intuitive	laid back
indelicate	invalidated	languid
independent	inventive	lawful
indifferent	involved	lawless
indignant	irate	lazy
indignity	iron heart	left out
individual	ironic	lewd
indomitable	irritable	liberated
inebriated	irritated	licentious
infantile	irritating	licked
infatuated	isolated	lifeless
inferior	isolation	light
inflamed	itchy	liking
infuriated	jazzy	limitless
ingenious	jealous	limp
injured	jealousy	lion heart
innocent	jerky	listening
inquisitive	jittery	listless
insecure	jolliness	lively
insecurity	jolly	livid
insensitive	joy	loathing
inspired	joyful	loneliness
insulted	joyous	lonely
insulting	jubilant	lonely heart
intelligent	jubilation	longing
intense	judged	long-suffering
intent	judging	lose my heart

loss

lost

loud

lousy

love

loved

loveless

lovely

love-struck

loving

low

low-spirited

loyal

lucky

lustful

mad

magnanimous

malevolent

manic

manipulative

manly

martyred

matter-of-fact

maudlin

mean

mean-spirited

meditative

menace

menacing

mend my heart

merry

mettlesome

miffed

mindful

miserable

misery

misfortunate

misgiving

mistrustful

misunderstood

mixed-up

monotonous

moody

mooning

moping

moral

morbid

morose

mortal

mortified

motionless

mournful

moved

mutilated

mysterious

mystified

naive

narcissistic

narrow

nasty

naughty

nauseated

negative

neglect

neglectful

nervous

nervousness

neutral

nice

nit picking

nonchalant

nostalgic

nosy

numb

nurturing

obedient

objective

observant

obsessed

obstinate

offended

offensive

officious

on a limb

on tenterhooks

on the spot

open

optimism

optimistic

ornery

out of touch

outgoing

outspoken

over used

over-bearing

overjoyed

overwhelmed

pain

pained

panic

panicked

panicky

paralyzed

parasitic

particular

passionate

passive

pathetic

patient

patronized

peaceful

pedantic

peeved

pensive

peppery

perfectionistic

perky

perplexed

persuasive

perverse

pessimistic

petrified

petty

petulant

phlegmatic

pissed off

pitiful

pity

pitying

played-out

playful

pleased

pleasure

plucky

pooped

poor

positive

powerful

powerless

prayerful

precise

preoccupied

pressured

pride

private

privileged

projecting

protective

proud

provocative

provoked

prudent

punished

pure

pure heart

purple heart

purposeful

put on

put out

puzzled

quaking

queer

quick

quiet

quirky

quivery

rabid

rage

raped

rapture

rapturous

rash

realistic

reassured

rebellious

receptive

reckless

reclusive

red-blooded

re-enforced

reflective

refreshed

regret

rejected

rejecting

rejection

rejuvenated

relapsed

relaxed

release

reliable

relief

relieved

reluctant

remorse

repressed

repugnant

repulsive

resentful

resentment

reserved

resigned

resilient

resolute

respected

responsibility

responsible

responsive

restless

restrained

retarded

retiring

revengeful

revulsion

ribald

rich

righteous

risk taker

romantic

rotten

rough

sabotaged

sad

sadness

safe

sappy

sarcastic

sassy

satiated

satisfaction

satisfied

savvy

scared

scorn

search my heart

secretive

secure

seductive

seething

self-assured

self-doubting

selfish

self-possessed

self-righteous

self-sufficient

sensitive

sentimental

serene

serious

set my heart against

severe

sexual

sexy

shabby

shaken

shaken up

shaky

shame

shamed

shameful

sharp

sheepish

shocked

shut-out

shy

silly

simpering

skeptical

sleepy

sloppy

slow

sluggish

smarmy

smart

smiley

smug

sneering

snobbish

snoopy

social

soft

soft heart

solitary

somber

sore Feeling,

sorrow

sorrowful

sorry

sotted

sour

spaced out

spastic

speculative

spineless

spirited

spiritless

spiteful

spleenful

spontaneous

squeezed

stabbing

stable

stagnated

starry-eyed

sterile

still

stilted

stir-crazy

stirred

stolid

stout heart

strangled

stressed out

stretched

strong

stubborn

stuck

stupefied

stupid

suave

subjective

submissive

suffering

sulky

sunny

sunshiny

superior

supernatural

supportive

sure

surly

surprised

suspicious

sweaty

sweet

sweetheart

sybaritic

sympathetic

sympathy

tactless

take heart

take to heart

talkative

tame

tattered

taut

tearful

teed off

temperate

tenacious

tender

tenseness

tentative

terrible

terrified

terror

terrorizing

testy

thankful

theatrical

thick-skinned

thin-skinned

thorough

thoughtful

thoughtless

thrashed

threatened

thrifty

thrill

thrilled

thriving

ticked off

tickled

tickled pink

tickled-to-death

timid

tired

to my heart's content

tolerable

tolerant

tongue-tied

tormented

torpid

torrid

tortured

touched

touchy

tough

tragic

tranquil

transcendent

trapped

trepidation

tricky

trustful

trusting

turned off
turned on
two-faced
ugly
unafraid
unassuming
unbelieving
uncaring
uncertain
unchanging
unclean
unclear
uncomfortable
unconcerned
unconquerable
unconscious
unctuous
undaunted
understand
understanding
undeserving
uneasiness
uneasy
unfeeling
unflinching
unforgiving
unglued
unguarded
unhappiness
unhappy
unimportant
uninterested
unique

unmanned
unmoved
unnatural
unnerved
unpleasant
unreasonable
unresponsive
unsettled
unshrinking
unsure
unsympathetic
unwholesome
unwilling
upset
uptight
urgent
used
useless
vacant
vain
valiant
vengeful
vengefulness
venturesome
vibrant
victimized
vigorous
vile
vindicated
violent
virginal
virile
virtuous

visionary
vivacious
vulnerable
wakeful
wanted
wanton
warm
warm heart
warmth
wary
wasteful
watchful
weak
weakening
weary
weepy
weighty
weird
whacked
whimsical
whiny
wholesome
whole-souled
wicked
wild
wilted
wimpy
wincing
window to the heart
wired
wise
wishy-washy
withdrawn

withholding

woeful

womanly

wonderful

worked up

worn

worn out

worried

worrisome

worry

worshipful

worthless

worthy

wounded

wracked

wrathful

wretched

wronged

wry

zealous

zestful

zingy

zippy

Annexure II

Smileys and People Emojis with their Meaning

Social Media is teeming with visually pleasing images that seem to have replaced words and sentences for quick, fast and catchy communication. These images are called Smileys and Emojis. Without these social media communication will be utterly plain, bland and colourless, to say the least! The following are all the current smileys and people emojis in Whatsapp and Facebook as well as a description of their meaning.

Emoji	*Meaning*
	Grinning Face The happy smiling face is one of the most common emojis and universally applicable: you just want to say hello, express joy or excitement about something or brighten up a short text.
	Smiling Face with Open Mouth Typical smiley face with open mouth and oval eyes. Is in a positive mood, shows its teeth and laughs cheerfully. Expresses enthusiasm: from a cheerful greeting to boundless joy.
	Smiling Face with Open Mouth And Smiling Eyes Smiley's mouth is wide open, its eyes squeezed shut with joy. Laughs loudly, cheerfully and heartily. Only the typical emoji eyes distinguish it from the classical smiley face. Can also be used for sarcasm.

Emoji	*Meaning*
	Grinning Face with Smiling Eyes
	Happy face with a mischievous laugh. Represents lightheartedness and exuberance. Full of joy due to an event, excited and agitated or just a bit embarrassed.
	Smiling Face with Open Mouth And Closed Eyes
	Emoji is on the verge of a fit of laughter because something is so silly or incredibly funny. Also, mischievous or bitchy laughter about an event, or something that happened to another person. Means the same as "XD" and "X" as a text-based emotion.
	Smiling Face with Open Mouth and Cold Sweat
	Sweaty smile. Relief that a tight situation went well or was coped with positively, *e.g.* an important appointment. A difficult event is imminent and you are already nervous.
	Face with Tears of Joy
	I am laughing to hard that I can hardly keep myself on my chair! Something is so incredibly funny that you cry laughing. Gets the giggles and can hardly contain himself. This emoji is the most popular and was named Word of the Year 2015.
	Rolling On The Floor, Laughing
	This is funny! A smiley face, rolling on the floor, laughing. The face is laughing boundlessly. The emoji version of "rofl". Stands for "rolling on the floor, laughing".
	Smiling Face
	I am as merry as a lark! Completely satisfied and speechless. Expression of bliss. Shy grin in response to a nice compliment or something great that happened.
	Smiling Face with Smiling Eyes
	Is grinning shyly and embarrassed. The red cheeks are an expression of joy. Represents happiness, contentment, peace of mind and gratitude. Text-based variant: ^^.
	Smiling Face with Halo
	Would like to express its (possibly pretended) innocence. Someone does good deeds, is very sweet, innocent and behaves in an exemplary way. The angelic face can also be used humorously for rather not so good deeds or behaviours.

Emoji	Meaning
	Slightly Smiling Face
	A light smile means you are satisfied with yourself and the world. Can make a statement sound friendlier than it might have been meant. Or have a sarcastic meaning when a smile does not actually fit the content.
	Upside-Down Face
	Don't take me seriously! The message is either ambiguous, ironic or joking. Person plays the fool and horses around, or in response to a joke.
	Winking Face
	Smiley blinks mischievously with one eye. Expression of humor, has been pulling a practical joke, is flirting with you or has an ulterior motive. The wink weakens the message: do not take it seriously, regard it as humorous.
	Relieved Face
	Everything went well! Relieved smiley face. Is happy that something unpleasant is over without having caused any harm. Relaxed, thankful and free of worries.
	Smiling Face with Heart-Eyes
	Happily beaming face with heart-shaped eyes. Insanely in love: with a person, a place or an object. Expresses the extent of love and affection as well as gratitude and is often part of romantic messages. Just does not know what to do with all the luck.
	Smiling face with smiling eyes and three hearts
	You are in love, sitting on cloud number nine. The romantic emoji with the enamored expression of the face stands for affairs of the heart.
	Face Throwing a Kiss
	Smiley sends you a loving kiss that comes from the heart. Amicable, to express affection or with romantic intent, as an expression of love. May weaken a sarcastic response or be a reaction to a rude message. Symbol for flirting and showing gratitude.
	Kissing Face
	The face sends kisses to another person. The open eyes and the neutral face are not so much a sign of an intimate kiss but rather a kiss to a friend or relative. "Thank you", "Hello" or "Goodbye". Could also stand for "whistling" or "duck face".

Emoji	Meaning
	Kissing Face with Smiling Eyes Relaxed face expression, smiling eyes and kissing lips. A kiss to friends or "We hug and kiss you" to relatives. Can also be used for whistling.
	Kissing Face with Closed Eyes Cute face with closed eyes and rosy cheeks. As a thank you for a tip or a favor. Loving kiss to the closest friends, family or darling.
	Face Savouring Delicious Food Bon appetit! Smiley is licking the corner of its mouth with its tongue. Is hungry, just cooked something very delicious or eaten a whole dish. Often interpreted as a grimace, with tongue outstretched, and used after a funny message or when fooling around.
	Face with Stuck-Out Tongue Horseplay with friends, weakening an ironic remark and making sure that the other does not take seriously what has been said. Making fun of others: I knew you'd screw it up.
	Face with Stuck-Out Tongue and Tightly Closed Eyes Making fun of someone, annoying or jokingly offending someone. In provocative news, crude or black humor as well as with glee.
	Face with Stuck-Out Tongue and Winking Eye Smiley boldly sticks out the tongue, winking with one eye. Has made a joke or wants to flirt with the chat partner. Is carefree and does not mean it seriously.
	Crazy Face Something is insanely funny. The mood is exuberant - you are totally silly and crazy. Totally freaking out with enthusiasm or joy. Maybe someone has even told an indecent joke.
	Face with a Raised Eyebrow with the questioning look on the face, resembles the actor "The Rock" (Dwayne Johnson). Can be used to express skepticism, disbelief or disapproval.
	Face with Monocle A monocle is a visual aid with only one glass. At the end of the 19th century it was a status symbol. Something seems suspicious! The smiley makes a warning look around. The "upper-class" version of the pondering smiley.

Emoji	*Meaning*
	Nerd Face
	Huge glasses, awkward smile and buck teeth. Used humorously or ironically for nerds or to express how smart you are. Stereotype of a nerd; a smart but funny-dressed person with social deficits.
	Face with Sunglasses
	I'm the king of the world! Mr. Cool Smiley with sunglasses. Is totally self-assured and relaxed. Everything is absolutely easy and cool. Also a symbol for sun, summer holidays, and holidays on the beach.
	Smirking Face with Starry Eyes
	Is very excited about something and already full of anticipation. Overwhelmed and speechless after meeting someone you like a lot. Fascinated by the glory and the world of the stars.
	Face with party blower and party hat
	That was a wild party or "Let's celebrate". No matter what joyful event is in view, it will be celebrated appropriately. May also stand for the carnival season.
	Smirking/Whimsical Face
	Half a smile that oozes with complacency. Represents irony, coolness or playfulness. Be careful: Somebody could be up to something. Used as an offensive look for flirting or sexual innuendo.
	Unamused Face
	The grumpy, sullen gaze expresses dissatisfaction. Is not enthusiastic about a thing and shows that. Expression of disinterest and disapproval.
	Disappointed Face
	Face is drooping and directed downwards. Smiley is very sad and frustrated and gives a disappointed impression. Represents sorrow, remorse and regret.
	Pensive Face
	A pensive expression on the face. Emoji looks downwards and needs time to think. Represents melancholy, general dissatisfaction and frustration.
	Worried Face
	Worried looking face due to a complicated situation or important event. Feels anxious, insecure and uncomfortable.
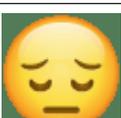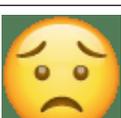
Emoji	Meaning
	Confused Face Is confused or does not agree with something. Is uncertain or disappointed, had imagined this in a different way.
	Slightly frowning face "I'm sorry to hear that" or "What you're saying annoys me a little bit". The frown can show rejection and anger or a person is surprised, anxious.
	Frowning Face Face with very sad mouth angle. Emoji seems unhappy and disgruntled. Dissatisfied with the weather, small mistakes or the behaviour of a person.
	Suffering Face Emoji is struggling and suffering. After a hard day, ready to throw in the towel. However, has to endure the situation and will have worked it through some day.
	Confounded Face How on earth could that happen? Smiley is extremely dismayed and bewildered. Or damn angry: That's almost the final straw!
	Tired Face Overtired emoji with narrowed eyes and open mouth. Because of too little sleep, because of what is going on around you, from a person or situation. Is very exhausted and broken. Now needs peace first.
	Weary Face Leave me alone! Reluctant smiley with raised eyebrows and mouth downturned, moaning about grueling, unpleasant but inevitable things. Is weepy, upset and completely exhausted, mentally or physically.
	Face with begging eyes The big eyes are shining, devoted facial expression. The emoji is entreatingly begging for something: wants to borrow some money or the car. If you cannot get ahead by asking for something, puppy dog eyes are the last resort to get what you want.
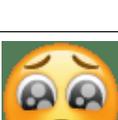
Emoji	*Meaning*
	Crying Face
	Smiley with drooping eyebrows is sad and crying. A tear drop is running down the cheek. A picture of misery. Not so much general sadness, but rather pain over one thing. It still hurts to remember a certain event.
	Loudly Crying Face
	Emoji is both very sad and distraught, or is dying of laughter. Tears are pouring out of the eyes like a waterfall. Represents injury, pain or defeat. Is also used ironically or something is so funny that you die of laughter.
	Face with Look of Triumph
	White steam clouds are coming out of the smiley's nose. Is snorting contemptuously as a sign of superiority. Is proud and triumphing over someone else.
	Angry Face
	Smiley is upset, angry, and totally furious. Reaction to something unfavorable or a sign of rejection. You had better keep out of the person's way.
	Pouting Face
	The pouting face expresses displeasure with a person or situation. Beware, danger of explosion! Furious emoji face. Is annoyed and already sulking with a deep-red face.
	Face with Symbols Over The Mouth
	The symbols over the mouth represent cursing. The serious-looking smiley is really upset and keeps using four-letter words. Represents a sudden outburst of fury or frustration.
	Face with Exploding Head
	I cannot believe it. or "That will blow you away." Something is very exciting or surprising. The exploding head can also be used to express shock or awe.
	Flushed Face
	Person is shocked, in an uncomfortable situation or has made a mistake. Expresses shame; something is very embarrassing. Reacts to a compliment or a flattering message that the person did not want to receive.

Emoji	*Meaning*
	Overheated face
	It is so hot, I will get a heat stroke right away! Bright red head, the tongue is hanging from the mouth and drops of sweat are on the forehead. The hottest place in the world lies in Iran: In 2005, the highest temperature of 70.7 ℃ was measured in the Dasht-e Lut desert.
	Freezing face
	It is so cold, you are about to freeze to death. The smile is almost frozen. Already totally blue in the face from the cold temperature, tortured facial expression. Only a cup of tea, coffee, or the hot tub can help now.
	Face Screaming in Fear
	Horror-stricken face with two hands, screaming. Is scared stiff, feeling nothing but fear and panic. The creepy emoji can also be used ironically or as a symbol for Halloween.
	Fearful Face
	Scared smiley is frightened and stunned. Seems to be deeply shocked and surprised by an ominous event or intense experience.
	Face with Open Mouth and Cold Sweat
	Smiley with a blue forehead is shocked and worried. Cold sweat is dripping from the forehead and the mouth is open, dumbfounded. Sweating due to physical or mental stress.
	Disappointed but Relieved Face
	Is relieved that something is over, but also disappointed. Has experienced a stressful situation with an unpleasant outcome, for example, a test. Has gotten out of a difficult or delicate situation, but not without bumps and bruises.
	Face with Cold Sweat
	Stress or worry about a bad experience. Things went different than they should have. The school is stressing or there is still so much to do in the office. You are tired, but still have so much work to do.
	Hugging Face
	Smiley with red cheeks is stretching out its hands toward you. Wants to hug you. It's an open and cordial gesture and an expression of warmth and friendliness.

Emoji	*Meaning*
	Thinking Face
	The thinker's pose: Thoughtful face with the characteristic hand on the chin. Puts a statement, a person's intelligence, or an idea into question. Is mulling over something or thinking about a brilliant idea.
	Face with Hand Over The Mouth
	Expresses shock, surprise, or a sudden perception. Typical gesture, which shows that the other person is not telling the truth. Thinks he's being lied to.
	Exhorting Face
	Shhh! is meant to silence others. Or someone is confiding a secret that should not be retold. Nicely telling your counterpart to shut up.
	Lying Face
	As with Pinocchio, the nose becomes longer with each lie, which exposes him as a liar. Symbol of a falsehood, boast, or an unlikely story.
	Face without Mouth
	Emoji without a mouth. Is speechless, has no words. Someone does not want to or cannot say anything about a specific topic. Used in difficult, embarrassing or bad conversations. Imagine what it would say if it had a mouth!
	Neutral Face
	Pokerface: Expressionless face with a neutral look. Unimpressed, awkward or indifferent.
	Expressionless Face
	Face without any emotional expression, with closed eyes and mouth. Tired, annoyed, emotionless, no patience, the end of the flagpole is reached. The right words are missing to continue a conversation.
	Grimacing Face
	This is really embarrassing for me now! Expression of nervousness, awkwardness or embarrassment. Scared and guilty smile: Someone has done something stupid and tries to resolve the tense situation by grimacing.

Emoji	Meaning
	Face with Rolling Eyes Smiley is rolling its eyes. Finds the current situation or a person boring or annoying. Will disregard the message.
	Speechless Face Oh my goodness! The unpleasantly surprised face is lost for words due to a shocking affair. In response to bad behaviour or a rude message. Nothing can be added to what has just been said.
	Frowning Face with Open Mouth I cannot believe you did that! Expresses horror as well as fear, worry and mistrust. In response to a negative surprise. Got caught red-handed and just feels totally taken by surprise.
	Anguished Face Something unexpected happened! Face with raised eyebrows, open eyes and open mouth. A mixture of shock and disappointment. Represents fear, frustration, horror and unexpected, negative surprises.
	Face with Open Mouth Wow, I'm impressed! Perplexed smiley is looking completely puzzled. Is positively or negatively surprised: from mildly astonished to completely steamrolled.
	Astonished Face That's incredible, I had no idea! Astonished face with wide open mouth and eyes: overwhelmed with surprise, completely shocked or sheer incredulity. Can hardly believe what just happened!
	Sleeping Face Good night and sweet dreams! In comics or cartoons, zZz above the head stands for sleeping characters. The emoji is tired, wants to go to bed or is just about to fall asleep from boredom.
	Drooling Face Slobbering face, the saliva flowing from the corner of the mouth. Represents desire for a person, delicious food, the new car, or the anticipation of an event. Expression of extreme interest and desire.
	Sleepy Face Emoji is dead tired and would love to sleep now. The bubble emerging from the nose is a typical manga symbol for a sleeping character. Or as an expression that a conversation or excursion is extremely boring and drowsy.

Emoji	*Meaning*
	Dizzy Face
	I feel dizzy! Smiley with crossed eyes and open mouth is totally dazed. Is confused and so dizzy it doesn't know which side is up. Also symbolizes strong emotions or drunkenness.
	Zipper-Mouth Face
	Smiley with zipper instead of a mouth is keeping a secret for itself. Lips are closed or chat partner's lips should remain closed. Can also mean silence because you cannot find the right words.
	Face with unequal eyes and wavy mouth
	Eyes half open, half closed, slanted mouth, flushed cheeks. The emoji has a confused facial expression: due to tiredness or the currently confused emotional world. Also known as drunken face.
	Nauseated Face
	Disgusted smiley, which is already green with sickness and nausea. Might mean disgust, reluctance, or aversion, or stand for sickness.
	Face with Open Mouth, Throwing Up
	I could almost throw up. Might show how drunk the person was last night. The puking smiley can also state what you think of something.
	Sneezing Face
	A sneezing face with eyes closed, blowing its nose into a handkerchief. I caught a cold! Shows that someone is ill or feels uncomfortable.
	Face with Medical Mask
	The mask is for protection. Either to protect yourself or others from infection. Someone is in the hospital, has to go to the doctor or has caught a disease. Wearing the masks is widely spread in Asia.
	Face with Thermometer
	The sad face with the thermometer in the mouth expresses illness. Caught a flu or other illness that is associated with fever. Or is worried about getting sick.
	Face with Head Bandage
	Sad looking face with head bandage: Someone is ill, had an accident, or is in hospital. The bandage symbolizes health problems.

Emoji	*Meaning*
	Money-Mouth Face
	Smiley has dollar signs in its eyes, the tongue is a banknote. Could have won something or is sensing a financial chance. Implicates a sense of wealth.
	Face with Cowboy Hat
	Howdy! Typical American smiley with cowboy hat from the Wild West. Stands for freedom, nature, and hard work.
	Smiling Face with Horns
	Mischievously grinning goblin smiley with small devil horns. Wants to cause trouble, is a real teaser or planning something ugly just now.
	Goblin
	The goblin is frowning, looking grim, and does not feel like joking. You should be particularly careful. Represents mischievous acts or remarks as well as treachery.
	Japanese Ogre "Namahage"
	The Oni represents a demon and spirit of hell in Japanese mythology. An ugly figure with horns, chasing evil souls. Traditional disguise on New Year's Eve to ward off evil spirits.
	Japanese Goblin
	The Tengu (literally: heavenly dog) is an evil and magical being from Japan. Has supernatural powers and brings forth disaster. The red mask has eyebrows and a beard and a noticeably long nose.
	Clown Face
	Stop fooling around! Made-up clown face from the circus world. Stands for fun and entertainment, but can also trigger fears in certain people - at least since Stephen King's horror movie "It".
	Pile of Poo
	Crap, oh no! Such a sh**! The comic version of a pile of feces. Can describe a situation, replace the swear word, or criticize a statement of the chat partner.
	Ghost
	The funny-smiling ghost is too cute to frighten others or cause harm. Symbol for Halloween or jokingly for creepy things, *e.g.* movies.

Emoji	*Meaning*
	Skull
	This is extremely dangerous! The skull emoji is used in unpleasant situations or to symbolize terrible things. Can stand for a real threat, but can also be used sarcastically or humorously.
	Skull and Crossbones
	Be careful! The death's head with crossed bones is a symbol of death. A warning sign for toxic substances and hazards.
	Alien
	The aliens are here! Symbol for an extraterrestrial being. However, smiles friendly and comes in peace.
	Robot Face
	The mouth of the robot face resembles a grimace. It's like being remotely controlled and working like a robot. Can also be used for dead-hearted people or refer to artificial intelligence and sci-fi movies.
	Pumpkin lantern
	Trick or treat! A candle is placed in a hollowed-out pumpkin with a grimace. The Halloween tradition was brought to the US by Irish immigrants. The emoji is usually sent as a symbol for Halloween.
	Smiling Cat Face with Open Mouth
	Laughing cat with open mouth. Means fun and smirking, mostly used by cat lovers. The cattiness might stand for femininity.
	Grinning Cat Face with Smiling Eyes
	Cat face, which is in a good mood. The eyes are smiling, it's grinning broadly and very satisfied. The chat partner can have fun with this cat.
	Cat Face with Tears of Joy
	Cat emoji with clenched eyes and open mouth. Is enthusiastic and helpless with laughter. Something is extremely funny or silly. You are relieved and have tears of joy in your eyes.
	Smiling Cat Face with Heart-Eyes
	Overjoyed, laughing cat face with hearts on the eyes. Is very much in love or very grateful for a friendly service. Likes something very much and expresses admiration that way.

Emoji	*Meaning*
	Cat Face with Wry Smile
	Cat is laughing daringly with boldly raised corners of the mouth. It mocks you, is sarcastic or having fun at your expense. Might fancy a flirt. However, you had better be cautious.
	Kissing Cat Face with Closed Eyes
	Cat with red cheeks and eyes closed. Its lips are pointed and it wants to kiss you. Cats have a reputation for being very choosy and tend to show affection rather reluctantly.
	Weary Cat Face
	Cat is tired and exhausted. It has got hollow, white eyes and is holding its paws next to the mouth. Needs a break right now. Reaction to something scandalous or shocking.
	Crying Cat Face
	Cat face with down-turned eyebrows and corners of the mouth. A tear is running down the cheek. Just received bad news. Expression of empathy.
	Pouting Cat Face
	Pouting face of a grumpy cat. The corners of the mouth and the whiskers are pointing downwards. Is in a bad mood, frustrated, and has turned away angrily. Known as the Grumpy Cat, a grumpy-looking cat that became an Internet phenomenon.
	Holding hands up, palms against each other
	I'm praying that everything will go smoothly today or "Can you lend me some money please?" The upturned palms represent a form of praying or asking for handouts. In American sign language, the symbol of an open book.
	Open Hands
	The two opened hands are stretched toward the counterpart. Represents affection and openness. Could also stand for a hug.
	Person Raising Both Hands In Celebration
	Hallelujah! Hands are stretched upwards to celebrate. Is having a party, dancing wildly and friskily. Is in a good mood or having a lot of fun. Can also stand for "Banzai", a Japanese cheer that brings luck and joy for 10,000 years.

Emoji	*Meaning*
	Clapping Hands
	Bravo, very well done! Emoji shows two clapping hands. Is mostly used for expressing consent and appreciation. Can also be used sarcastically, if something truly doesn't deserve any applause!
	Handshake
	Shake on it! The handshake can stand for a greeting or farewell, a sign of agreement or for a deal. Two people are holding hands or, in a figurative sense, to give someone a helping hand.
	"Thumbs-Up" Sign
	Well done! Hand with thumb turned up. Stands for commitment, agreement and approval! Caution: In Arab countries, this is interpreted as showing the two fingers.
	Thumbs Down Sign
	That was really bad! Thumb turned down stands for rejection, disapproval and dislike. Also known as the false death myth meaning with Roman gladiators.
	Fist Hand
	The stretched-out fist means "Check!" an encouragement. Welcome between friends or gesture of agreement. Can also be interpreted as a threatening punch.
	Raised Fist
	I can do it! The raised fist implies power and strength. Stands for something you believe in. Also meant as a political gesture and symbol of defiance, solidarity and resistance.
	Fist Pointing Left
	In conjunction with other emojis a sign of a hit. Casual form of greeting. The gesture is known as fist check, fist greeting or colloquially as a ghetto fist.
	Fist Pointing Right
	A hand clenched in a fist pointing to the right. The hand gesture is used to greet friends as a sign of respect as well as approval or congratulation.
	Hand with Crossed Fingers
	The closed fist with crossed index and middle fingers is used to wish someone luck. Children usually use this gesture to annihilate a promise or oath.
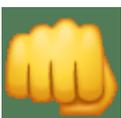
Emoji	*Meaning*
	Victory Hand
	No offense! Symbol of peace, which became known in the 60s by the hippies. "V" hand signal stands for victory. In Great Britain, can be seen in an insulting way as a woman with spread-out legs.
	I Love You Gesture
	In the American sign language, the fist with outstretched little finger, index finger and thumb means "I love you". The ILY sign mainly conveys a general, positive message.
	Sign of the Horns
	Rock on! Little finger and forefinger are forming horns. The metal horn is a gesture of metal rock fans. Can have many meanings, such as unfaithfulness (by horny husband/wife), sign to ward off misfortune, devil's salutation or sacred gesture in Buddhism.
	Ok Hand Sign
	Thumb and forefinger form an O. Symbol for "Okay!" Sign of approval, agreement or that everything is okay. Careful, in some countries it is considered offensive and insulting ("you a**hole").
	Back Of Hand Pointing To The Left
	Right this way! Trigger finger shows to the left. Is meant to point in a certain direction, indicate something or mark the important part of a message.
	Back Of Hand Pointing To The Right
	Trigger finger shows to the right. Draws your attention to something following or wants to remind you of something. Can also be an admonishing wiggling of the trigger finger.
	Back Of Hand Pointing Upwards
	Lifting the forefinger up as a warning or to emphasize a statement. Can also mean "I've got time" or "I'm in it". Wants to draw attention to something.
	Back Of Hand Pointing Downwards
	Hand with raised forefinger pointing down. You want to draw attention to something: look at the text below! Or you don't feel well, you are feeling down.
	Up Pointing Index
	The raised forefinger stands for a threat: Beware! Could also be a gesture of instruction. Someone has an announcement to make or something important to say.
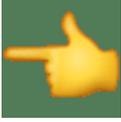
Emoji	*Meaning*
	Raised Hand
	Emoji shows a raised palm with fingers. It stands for a welcome or farewell as well as for "Stop, I've had enough!" High five want to congratulate or celebrate a success.
	Raised Back of Hand
	A raised hand, which is shown in reverse position (back of the hand is in the front). Someone wants to draw attention to himself, *e.g.* to ask something or to signalize his participation.
	Raised Hand with Fingers Splayed
	"Don't come closer" or "Stop, wait!" The spread out hand can also indicate the number 5 or a high five.
	Mr. Spock Greeting
	Fingers are spread between the ring and middle finger, creating a "V". A hand sign based on sacred Jewish letters. The gesture has become known by the series "Star Trek" and Mr. Spock: Live long and in peace.
	Waving Hand
	Hello and goodbye! Have a good trip! A friendly waving hand. Can be used as a welcome or farewell. Or sarcastically, if you wished someone or something would disappear.
	"Call Me" Hand Sign
	The closed fist with abducted thumb and little finger has a phone-like shape. "Call me" or "Let's have a call soon". Similar to the surfer greeting "Hang loose".
	Tense Biceps
	"You can do that!" or "I feel strong!" Arm with tense biceps. Also used in connection with doing sports, *e.g.* at the gym.
	Reversed Hand with Middle Finger Extended
	In western culture, the middle finger smiley is used as a rude and offensive gesture.
	Writing Hand
	Right hand writing with a pen. Is related to writing. I'll contact you and write a message to you. There will be a test in school. You're writing a poem for your honey.

Emoji	*Meaning*
	Person with Folded Hands
	Two hands pressed together. Is currently very introverted, saying a prayer, or hoping for enlightenment. Is also used as a "high five" or to say thank you.
	Foot
	Finally walking barefoot again. You are standing on your own feet or would like to receive a foot massage from your sweetheart. Some like feet, others hate them, some have smelly feet and others have their feet well-tended. Our feet carry us and are the symbolic foundation of our body.
	Leg
	You have got great legs or "I am going to do leg training tomorrow". In the course of our lives, our legs carry us for 130.000 km. That is about three times around the earth. Man, as the only creature, is moving on two legs. The leg contains our body's largest bone, the largest joint and the largest muscle.
	Lipstick
	I'll dress up! The lipstick beautifies millions of women's lips worldwide. The signal color red is associated with passion, liveliness and attractiveness. Stands for parties, fashion and fun. Often also combined with *e.g.* the dancing emoji to plan a fun evening.
	Kiss Mark
	Red sensual lip print. Would like to give you a kiss, thereby leaving an imprint of the lipstick. Can mean "You're so nice" or "Many thanks!"
	Mouth
	A slightly opened mouth and red, full lips have a strong, attractive signaling effect on both sexes. "I'll send you a kiss" or "Tonight I'm going to sing at a party".
	Tooth
	I have got a toothache or someone is getting a bit long in the tooth. You need to brush your teeth now or you indulge in your sweet tooth. Enamel is the hardest material in the human body. 22 million bacteria live in a mouth.

Emoji	Meaning
	Bone
	I am chilled to the bone. You work your fingers to the bone or you are skin and bones. Dog treat or part of the body. The human skeleton consists of 200 bones weighing about 15 per cent of the total body weight.
	Tongue
	Sticking out the tongue is a naughty gesture and a childish sign of defiance. Can be used to reinforce a joke or to tease and provoke. I am in a good mood and ready for jokes!
	Ear
	The ear emoji can mean "I can hear something" or "You have my full attention". The ear is also one of the erotic zones of man and woman.
	Nose
	The nose generally stands for the olfactory sense. Emoji indicates that something has a strong scent. Depending on the context, this may be nice or unpleasant.
	Footprints
	Two footprints suggest difficulties, which will soon be overcome by your own efforts. Also used as a symbol for a baby's feet, or: I'm on the way!
	Eye
	I have an eye on you! Something is interesting to watch or is being observed. In ancient cultures often a religious sign, such as the eye of Horus or the evil eye in the Orient.
	Eyes
	Beware, someone is watching you! Two eyes are looking to the left. Something is being watched or checked. You're under observation!
	Brain
	Use your brain!, "I am taxing my brain right now", or "brainwashing someone". Our most important organ controls our body and personality. The human brain weighs 1.3 kg, consists of 60 per cent fat and consumes 20 per cent of the basal metabolic rate.
	Talking Head
	The silhouette of a talking face. Can refer to rumors or to a person who likes to talk a lot. The news is already circulating!

Emoji	*Meaning*
	Silhouette of a Bust
	Silhouette of a person, a shadow. Represents anonymity, secrets and unknown things. Is often used as a symbol for a user or a guest profile in software or with computers.
	Silhouette Of Two Busts
	The silhouette of two people. A friend you can rely on is standing behind you. Also symbolizes a community or group.
	Baby
	A baby face with a ringlet. Emoji can indicate an imminent pregnancy or the desire for a child.
	Girl
	Face of a smiling girl with cute pigtails. Represents youth and a happy childhood. "Don't be girlish" or "girl Friday".
	Child
	I want to have many children in the future! The gender-neutral variant of a child's face. Someone behaves childish or immature and should grow up urgently!
	Boy
	Male child, between eight and twelve years old. Is related to children, childhood and family. Can also be used to signal that someone is behaving childishly.
	Woman
	She is a great woman! The emoji shows an adult female face. Refers to gender and can be used for a mother through a businesswoman to the female neighbor.
	Adult
	The adults are in the majority today! The gender-neutral version of an adult person. It's about a group or an individual whose gender does not matter.
	Man
	Male adult face with mustache. Simple and common emoji. Can generally be used for men, *e.g.* you talk about someone whose name you do not know.
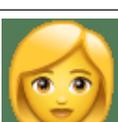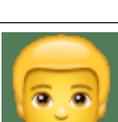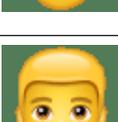
Emoji	*Meaning*
	Red-haired woman
	Julianne Moore, Nicole Kidman or Pippi Long-stocking. In Germany, only two percent have naturally red hair, worldwide about one percent, and the rest had a little help. You are proud of your hair color or would like to announce that you have been at the hairdresser's.
	Red-haired man
	Prince Harry, Vincent van Gogh, Boris Becker or Robert Redford. Red hair is rare: Only about one to two percent of the world's population have this hair color. Mostly in combination with fair skin and freckles. At 13 per cent, Scotland has the highest proportion of redheads, followed by Ireland and Wales.
	Curly-haired woman
	Woman with curly hair. The emoji illustrates how one self or other people look like. You have just come from the hairdresser's or want to change your hair into a head of curls for the party. It is genetically determined if someone has straight or curly hair.
	Curly-haired man
	A man with curly hair: Australian surfer boy or guy with pompadour. This emoji illustrates the look of the new boyfriend, colleague or neighbor. Only 15 per cent of the people of European descent have curls.
	Blond woman
	Marilyn Monroe or Pamela Anderson. Blond angel, choir girl, blond bombshell, silly or sexpot: No other hair color is more tainted with stereotype. Worldwide, only 2 per cent are naturally blond, though, the rest had a little help.
	Blond man
	The attractive Swede, the stereotype of a surfer, Daniel Craig or the nice new neighbor. Only 2 per cent of the world's population is blond. Most blondies live in Northern Europe. Men rarely stay blond, their hair gets darker with increasing age.
	White-haired woman
	This has given me a lot of gray hairs! Or "I need to dye my hair!" Gray hair stands for wisdom, kindness and happiness. Dyed "granny hair" is a trend. Natural gray is a taboo, at least with the celebrities.
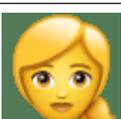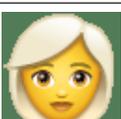
Emoji	*Meaning*
	White-haired man
	Aging with dignity or growing gray hair because of stress. Due to genetic factors or external influences, the hair becomes gray. Fact: Eight out of every 10 women find gray-haired men attractive. Represents maturity and experience.
	Bald woman
	Sinéad O'Connor or Britney Spears. The clear-cut can stand for a fashion statement, expression of sexual determination but also for a serious illness. Also a trend in the social media (#boldandbadchallenge).
	Bald man
	I am slowly getting bald! Vin Diesel, Bruce Willis or Jason Statham – many action heroes are bald. Represents strength and dominance. 66 per cent of all men over the age of 35 are affected by loss of hair. Symbol of the aging process. But there can also be a serious illness behind the hair loss.
	Bearded person
	He is a real nature-boy or "You look like a hipster". Full beard, goatee beard, mustache or three-day beard. Symbol of maturity, masculinity and wisdom of the age.
	Elderly Woman
	Go to the granny farm! A friendly elderly woman with glasses and a bun. Can refer to a family member or the nice, elder neighbor.
	Elderly adult
	This rather concerns the older generation! Not yet old, but neither young anymore. Gender-neutral version of an older person. It is about people of mature age in general, where gender does not matter.
	Old Man
	Friendly looking elderly gentleman with wrinkles and bald head. Represents aging in general, a father figure, the grandfather, possibly a teacher. The emoji can express how you feel after a hard day or call your chat partner old-fashioned.
	Man with Chinese cap
	The Asian man is wearing a traditional Chinese headgear, called gau pi mao. Was worn during the Qing dynasty 1616-1912, China's last dynasty. In the context of China: culture, people, country.

Emoji	*Meaning*
	Person with turban
	Stories from One Thousand and One Nights! Several long strips of fabric are wrapped around the head using a special technique. Symbol of the Orient and Muslim countries. The turban also has a protective function, it protects against sand and sun and is a fashionable accessory.
	Person with scarf
	Triangular or suitably folded fabric for headgear. Is worn for practical, religious, cultural or fashionable reasons. The inventor of the emoji is a 16-year-old girl from Vienna who has since been on the list of the most influential teenagers in 2017.
	Police woman
	Wanted by the police! Occupationally, the woman in the police uniform has to do with the fight against crime or she carries out private investigations. Beware, someone is watching over law and order!
	Policeman
	Your friendly police department. Often used in police context. Got caught driving faster than a speeding bullet. Or is investigating a case, getting to the bottom of something!
	Builder
	This emoji shows a construction worker with helmet and safety vest. Used in connection with hard physical work.
	Guardsman
	I will watch over it! The guardsmen with bearskin caps and red uniforms are a symbol of England. The changing of the guard at Buckingham Palace is as popular with tourists as the latter's trying to elicit a response from the guards.
	Female detective
	I am getting on to the track of the truth! Trench coat, hat and dark sunglasses: The woman is investigating in secrecy. She reveals secrets and exposes bad intentions. Enough with the secrets!
	Detective
	An undercover agent with the distinctive coat and hat. Sometimes he uses a magnifying glass to closely inspect evidence. The covered face stands for confidentiality or secrecy. I will solve the mystery!

Emoji	*Meaning*
	Female staff in public health
	My medical studies are really exhausting! The woman in a white lab coat and stethoscope symbolizes healthcare. Can illustrate the profession or stand for health or illness.
	Male staff in public health
	Please send for the doctor! Symbolizes healthcare and can represent a doctor, nurse, therapist or surgeon. Someone has health problems or has an appointment with the doctor.
	Female farmer
	We are going on a farm holiday! Nature, animals, meadows and fields. The woman in a straw hat and dungarees works in agriculture, grows fruit and vegetables or is nature-loving.
	Male farmer
	We are going to the countryside! The man wears a straw or cowboy hat and dungarees. Refers to rural life, agriculture, horticulture or stock farming. Represents a close affinity to nature or a self-supporter.
	Female cook
	I'm going to convince you of my cooking skills tonight! The woman with the characteristic chef's working clothes is a gourmet chef or an amateur cook, works in the catering trade or might not have any cooking talent at all.
	Male cook
	Too many cooks spoil the broth! The man is wearing a chef's jacket as well as a chef's hat and is responsible for the preparation of tasty food. Whereas men are often only able to "cook" fried eggs at home, you can find more men than women in professional kitchens.
	Female student
	The swotting was worth the trouble, now the celebration can start! The school, vocational training, further education or the studies were successfully completed. Represents education and knowledge.
	Male student
	A brand new university graduate! At some colleges, cap and gown or doctoral cap are worn at graduation ceremonies following the American example. Symbol for (further) education.

Emoji	*Meaning*
	Female singer
	You can buy this for a song! Whether in the car or on the grand stage, the female singer at the microphone loves the show and enjoys entertaining her audience. Can also stand for the lust for life, lightheartedness and a carefree time.
	Male singer
	You are a born entertainer! The man at the microphone is either a pop star, singing in the shower or he enjoys singing his own praises. Depending on the version, the singer looks like David Bowie or Prince.
	Female teacher
	A woman with class: the teacher. A woman is standing in front of a blackboard in order to teach. Two thirds of all educators are female. Hardly any other profession is confronted with more prejudices.
	Male teacher
	I wish I was a teacher! You are very happy with the new lecturer, teacher or professor. Symbolizes any kind of educational institution where teaching takes place. It can also be used jokingly if you teach the other person or play the eager beaver.
	Female factory worker
	I'm an amateur craftswoman now! The woman is wearing protective goggles and clothing and is holding a going welding apparatus in her hand. You are a worker in manufacturing or in the metal industry, interested in physics and chemistry or like to repair things.
	Male factory worker
	This will weld us together! During welding, parts are permanently interconnected. For protection, special goggles and resistant clothing must be worn. The man works in manufacturing, in a factory or is an amateur craftsman.
	Female technologist
	You spend too much time online! A computer freak, student, blogger or online shopping enthusiast. The woman spends a lot of time in front of the computer because of her hobby, her education or her job.

Emoji	*Meaning*
	Male technologist
	I find new technologies exciting! The man is sitting in front of the computer or laptop and is working, either as a developer or IT expert. Someone is spending too much time online playing video games.
	Female office worker
	I'll stay in the office longer today! The woman in business attire works as an employee, businesswoman, assistant or manager in an office.
	Male office worker
	Represents pencil pushers or suits. Whether employee, director, manager or businessman: The clothes indicate an office job. Or the man is dressing up and wearing the new suit.
	Female mechanic
	I can do that myself! or "I need to bring my car to the garage!" The woman is wearing a boiler suit for her profession or wants to emphasize her ability to repair things.
	Male mechanic
	I'm going to work on the car later! or "I can fix everything!" The man in the boiler suit could be working as an electrician, craftsman, plumber or mechanic. Stands for manual skills or maybe for their absence.
	Female scientist
	I'm experimenting a little! with the color of my hair, in the kitchen or in the laboratory. Goggles and lab coat indicate a female biologist, chemist, physicist or scientist. Shows an interest in chemistry or illustrates that a solution is being searched for.
	Male scientist
	What will be the outcome of it? The man is wearing goggles and a lab coat and works as a scientist or researcher in a laboratory. Something is still in the experimental stage, but they are already researching the solution.
	Female artist
	Don't paint a gloomy picture of everything! A woman with the stereotypical beret on her head and with a paintbrush and painter's palette in her hand. She is an artist by profession, has discovered a new hobby for herself or is painting the apartment. Expression of creativity and self-realization.

Emoji	Meaning
	Male artist Don't always paint everything in black and white or gray and drab! A painter with a paintbrush and painter's palette in his hand. Represents creative talent, originality and self-realization.
	Female firefighter Firefighters advance when something is burning. A hot discussion is going on, a childhood dream job is coming true, there is a fire somewhere or the kitchen fire from your last attempt to cook could be extinguished by yourself.
	Male firefighter What's the fire? The firefighters' protective clothing protects firefighters from the high temperatures. The fire department extinguishes fires, saves lives and sometimes cats from trees. Used in conjunction with safety, fire protection and the job profile.
	Female pilot Welcome on board, this is your pilot speaking! The woman in a uniform, epaulettes with stripes and a cap navigates a plane. Represents dreams, change and freedom. In 1988 a female co-pilot was in a cockpit for the first time, in 2000 the first female captain.
	Male pilot This is your captain speaking, we are entering our final approach! The man with a uniform, brevet and cap is a (future) pilot. Refers to flying or navigating and aircraft in general.
	Female astronaut Discover new things, reach unexpected heights or leave everything behind! The female astronaut (Lat. star traveler) is going on an exploring expedition to space. The childhood dream of many. Often used in connection with the universe.
	Male astronaut As a kid I wanted to become an astronaut! The astronaut in a space suit explores the universe in a spaceship. Also used to express interest in space travel and planets. Represents the desire to discover something new and to increase the expansion of the mind.
	Female judge Woman is wearing a black robe and holding a judge's gavel. The task of judges is jurisprudence. Can be used in connection with courts or the judiciary. A decision must be made or justice must prevail!

Emoji	Meaning
	Male judge
	Guilty as charged! or "No plaintiff, no judge". The judge stands for law as well as for justice.
	Bride
	I'm getting married! Refers to the bride herself, a marriage or a soon-to-be wedding. Can be used for invitations, wedding anniversary, planning a celebration or looking for a wedding dress.
	Man in a tuxedo
	Today is a big day! The tuxedo consists of a jacket, a vest and trousers. Particularly elegant and suitable for sophisticated occasions. Symbolically, the emoji stands for an official occasion or celebration, for example, a banquet or your own wedding. The tuxedo also illustrates affectionate appointments and reunions.
	Princess
	A beautiful, distinguished and aristocratic princess with a crown or a diadem. The dream of all little girls. You can be happy if a man sends you this emoji, because then you are his princess.
	Prince
	A prince (from the Latin princeps = the first one) with crown. Title of nobility as the descendant of a king. The emoji is also used ironically for a show off or for a wealthy, good-looking man. The prince is considered a general symbol of luck and represents reason, intellect and masculinity. Your wishes will come true.
	Superhero
	with superhuman powers, they fight evil and thus protect humanity. The costume is used for the recognition factor but also for the protection of their identity. They are characterized by a high morality, great courage and sense of justice as well as the unconditional commitment to others. But every superhero is also vulnerable and has his or her underbelly.
	Super villain
	The super villain is the evil adversary of the superhero, *e.g.* Lex Luther and Superman or Joker and Batman. They usually have superhuman abilities, a high intelligence and suffer from megalomania. The villain acts out his or her evil side and enjoys it.

Emoji	Meaning
	Mary Christmas The friendly elderly woman with a red and white cap and glasses is Santa Claus' wife. First mentioned in the short story "A Christmas Legend" (1849) by James Rees. Represents the feast of Christmas and the contemplative pre-Christmas period.
	Santa Claus Merry Christmas! The plump, friendly elderly gentleman with a red cap and a white beard lives up in the north. On Christmas Eve, he slips through the chimney to put the presents under the Christmas tree for the good children.
	Magician This is just hocus-pocus or "I'm not a magician!" Someone wants to watch fantasy movies or has an idea for a carnival costume. Whether real magician or magical personality: It's about supernatural magic.
	Elf My favorite movie is Lord of the Rings! The small, graceful nature spirits with the pointed ears are mediators between nature and humans. The mythical creatures have supernatural abilities, can fly and become invisible. Represent timidity, delicateness and a close affinity to nature.
	Vampire I am a creature of the night or "you bloodsucker"! Dark cloak and pointed fangs: The undead in man-shape leave their graves at night to drink blood, preferably of the human kind. Have supernatural powers. The most famous vampire is probably Count Dracula.
	Zombie Walking around like a zombie, playing "Resident Evil" or watching "The Walking Dead"! Fictional creature from horror movies: a walking dead person, deprived of his or her soul. Mostly bad, scary and out for revenge. Represents will-less, dependent people.
	Genie Tales from Thousand and One Nights, I Dream of Jeannie or Aladdin and the Magic Lamp. Character from oriental fairy tales: Locked in a bottle or lamp for punishment, the genie must satisfy three wishes for everyone who frees him. Metaphor for self-inflicted danger.

Emoji	Meaning
	Mermaid
	The female mythical creature lives underwater and is a mixture of female and fish body. Only a man's love can free the mermaid from her fate. Walt Disney's "Arielle" is well-known.
	Fairy
	You still believe in the tooth fairy or "I love Peter Pan films". The mostly beautiful mythical creatures have magic powers. They can be female as well as male, good or bad. They symbolize magic, purity and childishness.
	Baby Angel
	I am innocent or "You are an angel!" The baby angel emoji with a halo around its head often stands for a miracle, hope or faith.
	Pregnant woman
	Someone is expecting a visit from the stork. The pregnant woman who is holding her belly is going to have a baby! The roly-poly belly can also stand for weight gain or you ate too much ("food baby").
	Breastfeeding
	I woke up every two hours last night! A woman breastfeeding a baby. According to a study, about 80 per cent of the mothers in Germany breastfeed their child for about 7 months. Breastfeeding in public is a controversial topic and triggered a trend in social media in 2017.
	Person Bowing Deeply
	A person who is bowing to you. Is grateful because of something and deeply bows to you. Can also be an offering of reverence.
	Information Desk Person
	How can I assist? The service-oriented and friendly woman at the information desk answers a customer's question and uses a hand gesture. Can be used as a question at the end of a message: "What do you think?" or "I do not care."
	Face with No Good Gesture
	Stop this immediately! Woman with crossed arms. Defensive posture. Shows that something is wrong and disruptive. A signal to stop.

Emoji	*Meaning*
	Face with Ok Gesture
	Everything is okay! Woman with hands above her head (OK sign). Wants to tell you that everything is fine. Represents advocacy and approval. Because of the posture also known as ballerina.
	Happy Person Raising One Hand
	Person is cheerful and lifts a hand. Wants to be noticed and to say that he or she has a question or an answer.
	Man Grabbing His Head
	Facepalm describes a gesture that became popular through the Star Trek series. "That cannot be true!" is what you think when facing the stupidity of other people. Can also be used if you are embarrassed for someone else.
	Person Shrugs
	"I don't know how I can help you" or "Such is life" . The shrug of the shoulders shows ignorance, confusion or the lack of interest in something.
	Pouting Person
	I am dissatisfied! Emoji pouts and openly shows its displeasure. Could be an indication that someone is angry and annoyed.
	Frowning Person
	Emoji shows a woman with a frown. Her expression is very distressed and sad. Could indicate sad news.
	Person at the hairdresser's
	I have to go to the hairdresser's! A change in style is planned or a big event is upcoming. Men visit the hairdresser's more often than women. However, women pay more than men. Symbol of beauty and vanity.
	Person is being massaged
	Whether appointment at the hairdresser's, visit to the beautician or wellness day: The person enjoys a head or facial massage. Maybe the day was stressful, you are assailed by a headache and you just want to relax.

Emoji	*Meaning*
	Person in Steam Sauna
	Let's relax! The steam sauna is heated to 80 to 105 ^{o}C with a sauna heater. The use of a sauna serves for relaxation and promotes good health. In Scandinavia and Russia, it even serves for cultivating social contacts.
	Nail Polish
	Woman painting her fingernails is preparing for a special occasion or is dressing up to go out. Can stand for beauty in general, femininity or a manicure appointment. Represents casualness and carefreeness.
	Dancing
	"I want to party" or "I'm so excited!" The dancing woman in the red dress is also often associated with salsa. In general stands for fun and joy.
	Dancing Man
	I had so much fun at the party! Someone had a great time or would like to party in a club. Represents events of all kinds that can be danced at.
	Women with Bunny Ears
	Two Playboy Bunnies with rabbit ears. These models represent the American Playboy magazine for men and globally stand for attractiveness. The emoji is also used as a symbol for ballet as well as for "Let's party!"
	Hovering Man in Suit
	Hovering man in hat and suit. Mix of exclamation marks and the logo of the seventies band "The Specialists". Can be used as a symbol for a ghost.
	Pedestrian
	A person is on foot or going for a walk. Can also be used to tell others to cool their jets or to slow things down.
	Runner
	The person is very athletic and goes jogging regularly. Someone is late or in a hurry and is running to quicker get from one place to another. "I am on the way!"

Emoji	*Meaning*
	Man and Woman Holding Hands
	with you, all worries are gone! Couple in love is standing side by side. Man and woman are holding hands, beaming happily.
	Two Women Holding Hands
	Two women are holding hands. They could be best friends or siblings. Emoji could also explicitly stand for the same-sex female love.
	Two Men Holding Hands
	We are a great team! Two men holding hands. Can stand for friendship or represent a gay couple.
	Couple with Heart
	I'm so happy with you! A couple in love (man and woman) next to each other. Both are happy and laughing. The heart represents love.
	Kiss
	Man and woman with closed eyes and lips pointed to kiss. They would love to kiss now. The pink heart stands for love.
	Family
	Can refer to the classical constellation of father, mother, child(ren), or to a close relationship within the family. You start a family or are invited to a party in the inner circle.
	Family: woman, boy
	My little brother is annoying! The woman is the sister or mother of a little boy. Represents family ties. May mean the woman is a single parent.
	Family: woman, girl
	My daughter is like me or "I like spending time with my sister". Used by the mother, it can refer to the daughter or vice versa. Represents family ties. May mean the woman is a single parent.
	Family: woman, girl, boy
	The man is working, his wife spends the day alone with the children. Can refer to a particular mother with her children, to a single parent, or to motherly love in general.

Emoji	Meaning
	Family: woman, boy, boy My sons are great or "I am a mother of twins". Can stand for motherly love in general or for kinship.
	Family: woman, girl, girl A mere women's household is great! Mother of two daughters or twins. Can also be an aunt with her nieces, or sisters.
	Family: man, boy Like father, like son or "He takes completely after the father". Symbolizes a family (father and son, brothers, cousins) and a close relationship. May stand for a father and son trip, love among brothers and sisters or a single parent.
	Family: man, girl I'm raising my daughter on my own or "My little sister is my one and all". The persons are related or in a close relationship with each other.
	Family: man, girl, boy Single father or the wife is out and about and the husband is looking after the children. A proud father who spends time with his children or an older brother who takes care of his siblings.
	Family: man, boy, boy Family man with his sons or the big brother with his younger brothers. Whether related by blood or not, there is a close emotional relationship. Illustrates a father's love, an excursion with his sons or a single father.
	Family: man, girl, girl I guard my daughters jealously! Girls are often daddy's girls and fathers would love to lay the world at their princesses' feet. The father is spending time with his daughters or is a single parent.
	Ball of wool Untangle the ravel in your head! The fur of sheep, goats and camels is made into wool. By rolling it up to a ball the wool does not get entangled. It warms you, is cuddly and is used for crocheting or knitting. As ball of fur, can be the nickname for fluffy baby animals.

Emoji	Meaning
	Thread reel
	You are losing the thread, pull the string or dangle on the string. Something is running like a golden thread through a story. A thread of fibers is rolled up on the reel. Used for handicrafts, such as sewing.
	Coat
	It is raining, I'll put on a coat! The days are getting colder or it's already winter. The coat protects against rain and chill and is a fashionable accessory.
	Laboratory coat
	Later on, I will have to go to the doctor! The knee-length coat made of white or light fabric is used as working garment in the chemical or medical industry. Symbol of cleanliness and purity.
	Woman's Clothes
	I am dressing up today! The feminine garment can be worn on many occasions. Whether casually in your leisure time or businesslike at work. The blouse can represent fashion and femininity.
	T-Shirt
	It is getting warmer outside, you can wear short sleeves again. You need new t-shirts, the girlfriend wants to go shopping. At the so-called wet t-shirt contest the female participants are soused with water.
	Jeans
	The cult trousers are extremely popular with both sexes. As dungarees, because of the robustness or as casual wear, because of the offhandedness. The blue jeans can stand for fashion, casual look or shopping.
	Shirt with Tie
	A shirt with a matching tie is often worn for work and formal occasions. There is something to celebrate and the man is dressing up.
	Dress
	Symbol of femininity. Whether dress with spaghetti straps in summer, evening dress for the chic event or party dress for the club. Represents fashion, shopping or beauty.

Emoji	*Meaning*
	Bikini I want to go swimming and to bathe in the sun! The bikini is a symbol of summer, sun and fun. Can also mean "You look great, sexy bikini!"
	Kimono Traditional Japanese garment. The kimono is worn by both men and women. Symbol of Japanese culture or cuisine as well as travel to Japan.
	Ballerina I am going to put on ballerinas for our city stroll! The ballerina is a flat, girlish shoe to slip in. The name comes from the visual resemblance to the shoes used in ballet. Ballerinas are very popular, can be perfectly combined and are comfortable.
	High-Heeled Shoe Attention, here comes a vamp! Men are sexually attracted by red high heels. Wants to go out and experience something exciting.
	Woman's Sandal The fashionable, open lady's shoe can only be worn in spring or summer. Represents beautiful and warm days, balmy summer nights or holidays.
	Ladies' boots I've got great new boots or I'm dressing up today! The days are getting cooler and eventually we can wear boots again. Maybe the other person wants to go shopping for new boots: On average, women buy six pairs of shoes per year.
	Man's Shoe I bought new shoes! The men's shoe can be worn at work, for going out or in leisure time. On average, men own 8 pairs of shoes, women 17.
	Sports shoe We are going jogging! A special shoe for sports activities, for example, for the gym or for golfing, or a sneaker as a fashionable item. The emoji symbolizes a healthy and active lifestyle.

Emoji	*Meaning*
	Hiking boot
	Let's go hiking! The robust shoes protect the foot and provide stability, shock absorption and surefootedness. In the past, hiking was considered boring, but it is becoming a trend sport now. Out into nature!
	Socks
	"This knocked his socks off!", "Put a sock in it!" or "Now pull your socks up!" Socks protect our feet from the cold and help to avoid blisters. A status symbol till the Middle Ages, a bulk good today. If you aren't careful, they are eaten by the washing machine or the dog!
	Gloves
	It's cold, I need my gloves! Accessory, protection or winter clothing. Gloves protect hands from coldness, humidity and dirt.
	Scarf
	Wrap up warm, it's cold outside! Part of winter clothing on cold days. Whether winter holiday or fashion accessory, the scarf protects you against wind, is cuddly and keeps your neck warm.
	Top Hat
	In Great Britain, the top hat is worn on traditional occasions like a wedding. Also known from Monopoly.
	Baseball cap
	We are following the games of the Major League! The baseball cap with the sun visor is a fashionable headgear and protects against the sun. The cap has its origin with the baseball players in the United States. Today it is part of casual wear.
	Woman's Hat
	On the one hand, the hat is a sunscreen, on the other hand a fashionable accessory. Often made of straw, with wide brim and ribbon. Symbol for summer and vacation. In many cultures symbol of social status.
	Alumnus Hat
	The graduation ceremony will be tomorrow! The black, square hat with a tassel is also called graduation hat, bachelor hat or scholar hat. The graduates collectively toss up their hats at the ceremony after having obtained their academic degrees. Symbol for graduation of school or examinations, and for education.

Emoji	Meaning
	Rescue Worker's Helmet In Japan, the white cross is used as a safety notice on construction sites. The protective helmet can refer to rescue workers or people working in emergency services.
	Crown "This is top" or "You are the best!" The crown embellished with precious jewels represents power and luxury. Is also known as king emoji.
	Ring Will you marry me? Also "I'm spoken for!" The ring is set with a diamond, the most precious gem ever. Is mostly used in conjunction with relationships or for expressing approval.
	Clutch Let's go out tonight! The small, chic bag only offers space for the bare essentials and is carried in the hand. This stylish accessory is perfect for parties, business events or other important events.
	Wallet After the shopping trip, the money has run out or the wallet was forgotten at home. The accessory keeps loose money but also credit cards or make-up. Can refer to shopping or money and stand for femininity and everything girlish.
	Handbag I really need a new handbag! Fashion accessory and for carrying personal belongings. Women spend 76 days of their lives on finding items in their handbag. The handbag also stands for privacy.
	Satchel We're going back to school or we have vacation time! There is room in the satchel for books, notebooks and lunch. The emoji is mostly used in connection with school and education but also for traveling.
	Suitcase I pack my bags and take with me.. I am going on a journey! Symbol of wanderlust, freedom and vacation. We usually fetch our suitcase only during the holiday season. Women pack in an organized way with a list, yet often taking too much with them while men tackle packing in a relaxed manner.

Emoji	*Meaning*
	Glasses
	I'll take a close look at this! The glasses help people with poor eyesight to better see their environment. Some people wear glasses to look intellectual or intelligent. Symbol for bookworms or nerds.
	Dark Sunglasses
	I've got the swag! Symbol for hot, sunny days but also for coolness and distinctive mark of agents. with dark glasses, other people can be watched unnoticed.
	Safety glasses
	I need new ski goggles or "We wear safety goggles in the lab". The safety glasses protect the eyes from dust, water, dirt, splinters and other harmful influences.
	Closed umbrella
	It's going to rain, take an umbrella with you! The emoji can refer to the weather (clouds are coming up) or the umbrella itself. The umbrella is already 1,000 years old and was originally designed to protect people against the sun.

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