

## Unit II

# Oral Communication

### What is oral communication?

Oral communication is the exchange of information and ideas through spoken word. It can be directly in person in a face-to-face interaction or through an electronic device such as a phone or radio. The most effective way for businesses to transmit information verbally is through oral communication such as a staff meeting.

### The importance of oral communication

Oral communication is important for learning and understanding those in your environment. It is a fundamental aspect of learning a language and helps solve problems, quickly exchange information, and convey emotion in a conversation. Listening and speaking skills are used personally and professionally, on a daily basis.

### The 5 elements of oral communication

1. **Sender.** The sender is the person who initiates communication to the receiver.

2. **Medium.** The medium is the format in which the message is being sent. For example, a voicemail, a face-to-face conversation or a presentation.
3. **Channel.** The channel is the platform in which the message is delivered. For example, a podcast, a telephone or a meeting.
4. **Receiver.** The receiver listens and decodes the message sent by the sender. The receiver then generates feedback for the sender in response to the message.
5. **Feedback.** This final stage is the reaction of the receiver, such as oral or written communication, No response from the receiver is also a type of feedback. This completes the entire oral communication cycle.

## Effective Public Speaking

Public speaking is how you can share your ideas with a large number of people, stand out from the corporate crowd, and get visibility in your field.

Unfortunately, if you're public speaking skills are not up to par, it's likely that no one will be focused enough on your presentation to really receive your message.

Some scientifically proven **characteristics of effective public speakers** that you should emulate to become an influential and inspiring leader.

### Confidence

According to a study published by the University of Wolverhampton "A highly confident speaker is viewed as being more accurate, competent, credible, intelligent, knowledgeable, likable, and believable than the less confident uncertain speaker." When it comes to public speaking, confidence is key (not the only key mind you). When speaking in public, it's only natural to be

nervous. In fact, Mark Twain once said, “There are only two types of speakers in the world. 1. The nervous and 2. The Liars.”

There are two main antidotes for anxiety

**Excitement** – If you’re truly excited about your subject, that feeling will shine through any nervousness you may have while you are giving your presentation. Studies show that people who label their anxiety as excitement end up feeling more comfortable speaking.

**Authenticity** – Be yourself. If you have to deviate a little from your meticulously written presentation, do so! Although you should practice your speech as often as possible, you don’t want to memorize it! Memorizing a speech can cause you to fumble over a section if you didn’t say it *just* right.

To excel at public speaking you must do more than just defeat your nervous jitters. You must also have confidence in your subject and be yourself while you are on stage.

## **Passion**

In order to really communicate to people through speech, you need to have passion about your subject. Without passion, your speech is meaningless. You need to exude a level of sincerity in your emotion when communicating to your audience if you want them to be moved by your presentation.

There’s no need to attempt to ‘practice’ sincerity by practicing your speech with a raised voice and waving arms. Simply focus on how you feel about your top and those that you are communicating with.

Two recent discoveries by The Gallup Organization offer insights into why passion is rare in U.S. workplaces:

- 55% of the U.S. working population is not engaged at work.
- 16% of the U.S. working population is actively disengaged.

It can be hard to be passionate about your topics when you present at work but aren’t really engaged in the activity. Sometimes, to show

passion about a topic that doesn't completely excite you, you need to dig deep into the topic and find things that interest you.

## **Be Yourself**

You don't have to be someone else on stage, all you have to do is just be yourself. Sometimes, no matter how much you believe in your message or how well you've rehearsed, if you don't act like yourself in front of the group, your audience may view your speech as insincere or calculated.

If a political candidate doesn't seem authentic, it's not likely they'll win an election. If a company's social marketing strategy appears inauthentic, their sales will not go up.

**Speak in a natural voice** – any connection you've made with your audience could be broken by tones that seem 'fake' or 'too perfect'. In general, you should try to speak in a conversational tone. If you say few "ahhs" and "umms" that's ok, don't sweat it.

## **Voice Modulations**

If you want to be more engaging as a speaker, then avoid talking in a tone that seems too well rehearsed, but you still want to take the speed and inflection of your delivery into account when you practice your speech.

Take a look at this article by the Washington Post. They discuss how the wrong tone can spoil the message of your speech.

To practice proper cadence, record yourself giving your speech and listen to it later. You'll be able to tell exactly when and where you start to sound inauthentic.

You can still use effective voice modulations while employing your natural voice.

## **Keep it Short and Sweet**

If you're only given 30 minutes to give a speech, don't force yourself to fill the entire time allotted. Say what you need to say and use any remaining time for questions or to let your audience out a little early.

The main purpose of delivering a speech is to attempt to get your point across, and that might not require a whole hour. You want to make sure that your presentation is easily digestible for those listening to you. If you can complete your speech in 15 minutes, do so, and leave any remaining time open for questions and comments.

## Interviews

An interview is a procedure designed to obtain information from a person through oral responses to oral inquiries. An interview is a face-to-face conversation between the interviewer and the interviewee, where the interviewer seeks replies from the interviewee for choosing a potential human resource.

### Definition of Interview

According to Gary Dessler, "Interview is a selection procedure designed to predict future job performance based on applicants' oral responses to oral inquiries."

The interview is the most critical component of the entire selection process.

It serves as the primary means to collect additional information on an applicant. It serves as the basis for assessing an applicant's job-related knowledge, skills, and abilities. It is designed to decide if an individual should be interviewed further, hired, or eliminated from consideration.

### Types of Interview

There are several types of the interview;

1. Unstructured (Nondirective) Interview.
2. Structured (Directive) Interview.
3. Situational Interview.
4. Behavioral Interview.
5. Job-related Interview.
6. Stress Interview.
7. Panel Interview (Board Interview).
8. One-On-One Interview.
9. Mass Interview (Group Interview),
10. Phone Interview

## Unstructured (Nondirective) Interview

In unstructured interviews, there is generally no set format to follow so that the interview can take various directions. The lack of structure allows the interviewer to ask follow-up questions and pursue points of interest as they develop.

An unstructured interview is an interview where probing, open-ended questions are asked. It involves a procedure where different questions may be asked to different applicants.

## Structured (Directive) Interview

In structured interviews, the interviewer lists the questions and acceptable responses in advance and may even rate and score possible answers for appropriateness.

An interview consisting of a series of job-related questions asked consistently of each applicant for a particular job is known as a structured interview.

A structured interview typically contains four types of questions.

- **Situational questions:** Pose a hypothetical job situation to determine what the applicant would do in that situation.
- **Job knowledge questions:** Probe the applicant's job-related knowledge.

- **Job-sample simulation questions:** Involve situations where an applicant may be required to perform a sample task from the job.
- **Worker requirements questions:** Seek to determine the applicant's willingness to conform to the job requirements.

## Situational Interview

In a situational interview, you ask the candidate what his or her behavior would be in a given situation. Candidates are interviewed about what actions they would take in various job-related situations. Situational interviews ask interviewees to describe how they would react to a hypothetical situation today or tomorrow.

## Behavioral Interview

In a behavioral interview, you ask applicants to describe how they reacted to actual situations in the past.

Candidates are asked what actions they have taken in prior job situations similar to situations they may encounter on the job. The interviewers are then scored using a scoring guide constructed by job experts.

This structured interview uses questions designed to probe the candidate's past behavior in specific situations. This technique involves asking all interviewees standardized questions about how they handled past situations similar to situations they may encounter on the job.

The interviewer may also ask discretionary probing questions for details of the situation, the interviewee's behavior, and the outcome. The interviewee's responses are then scored with behaviorally anchored rating scales.

## Job-related Interview

In a job-related interview, the interviewer asks applicants questions about relevant past experiences.

It is a series of job-related questions that focus on relevant past job-related behaviors. The questions here don't revolve around hypothetical or actual situations or scenarios.

Instead, the interviewer asks job-related questions such as, "Which courses did you like best in business school?"

## Stress Interview

In a stress interview, the interviewer seeks to make the applicant uncomfortable with occasionally rude questions. The aim is supposedly to spot sensitive applicants and those with low or high stress tolerance.

Stress interviews may help unearth hypersensitive applicants who might overreact to mild criticism with anger and abuse. It intentionally creates anxiety to determine how an applicant will react to stress on the job.

## Panel Interview (Board Interview)

A panel interview, also known as a board interview, is an interview conducted by a team of interviewers, who interview each candidate and then combine their ratings into a final score.

Here one candidate is interviewed by several representatives of the firm. This technique entails the job candidate giving oral responses to job-related questions asked by a panel of interviewers.

Each panel member then rates each interviewee on such dimensions as work history, motivation, creative thinking, and presentation.

The scoring procedure for oral interview boards has typically been subjective; thus, it would be subject to the personal biases of those individuals sitting on the board. This technique may not be feasible for jobs in which there are a large number of applicants that must be interviewed.

## One-On-One Interview

In a one-on-one interview, one interviewer meets one candidate. In a typical employment interview, the applicant meets one-on-one with an interviewer. As the interview may be a highly emotional occasion for the applicant, meeting alone with the interviewer is often less threatening.

## Mass Interview (Group Interview)

The mass/group interview is a relatively new technique in the west and almost unknown. It is a procedure for the discovery of leadership.

Several job applicants are placed in a leaderless discussion, and interviewers sit in the background to observe and evaluate the performance of the candidates.

In a mass/group interview, a panel interviews several candidates simultaneously. The panel poses a problem and then watches to see which candidate takes the lead in formulating an answer.

## Phone Interview

Employers do some interviews entirely by These can actually be more accurate than face-to-face interviews for judging an applicant's conscientiousness, intelligence, and interpersonal skills.

Here, neither party needs to worry about appearance or handshakes, so each can focus on substantive answers. Or perhaps candidates – somewhat surprised by an unexpected call from the recruiter – give more spontaneous answers.

## How Can Interviews Be Administered?

Interviews can also be administered in various ways that are discussed below:

## Personal Interview

Personal Interview is interviews are one-on-one; in which the candidate meets privately with a single interviewer.

Often a well-qualified candidate will pass through a series of such interviews, first with a member of the human resources department, then with the manager in whose unit there is a job opening, and finally perhaps with the manager's superior. The rest of this section focuses primarily on the one-on-one scenario.

### Unstructured Sequential Interview

It is an interview in which each interviewer forms an independent opinion after asking different questions.

### Structured Sequential Interview

It is an interview in which each interviewer rates the candidates on a standard evaluation form. The top-level manager then reviews and compares the evaluations before deciding who to hire.

### The group interview

Several candidates are interviewed at once.

Generally, they can discuss job-related matters among themselves while one or more observers rate their performance. This type of interview is usually considered most appropriate in selecting managers; it can also be used with groups of current employees to evaluate their potential for supervisory roles.

### Panel Interview

One candidate meets with a panel of two or more representatives of the firm. One panelist may act as a chairperson, but each of the firm's representatives participates in the questioning and discussion. This format allows the interviewers to coordinate their efforts and follow up with each other's questions.

## Computer-assisted Interview

The applicant is presented with a series of questions on a video screen to which he/she responds by pressing the appropriate key on a keyboard.

Preliminary experience suggests that the procedure is faster than face-to-face interviews, that applicants are more candid, and overcomes the lack of consistency between interviewers.

Obviously, this approach cannot assess emotional responses or interpersonal skills. But it has promise as a helpful additional tool in the selection process.

Because of programming and development costs, it appears to be the most practical choice when fairly large candidates are interviewed for a given job.

# Group Discussion

**Group Discussion** or **GD** is a type of discussion that involves people sharing ideas or activities. People in the group discussion are connected with one basic idea. Based on that idea, everyone in the group represents his/her perspective.

GD is a discussion that tests the candidate's skills, such as **leadership skills, communication skills, social skills and behavior, politeness, teamwork, listening ability, General awareness, confidence, problem-solving skills**, etc.

The Group Discussion is generally the next level after the entrance exam to pursue a professional degree. In the case of recruitments, Group Discussion can be the starting or at the end, depending on different companies or organizations.

It is not fixed that the group discussion is always performed around the table. People can sit in any arrangement, but everyone should be able to see every face. It is not only the usual discussion, but it is also a discussion with knowledge and facts.

GD is used to test the soft skills of the candidates. It is used as a quick method to shortlist a few candidates from the massive strength. The written exam tests the knowledge and aptitude. Organizations check the social skills, technical, and communication skills so that a candidate can work effectively without any obstacle in between his/her skills.

The GD or Group Discussion is used as an exam for many organizations and schools. It tests the personality skills, communication skills, teamwork, confidence, problem-solving skills, social skills, behavior, and leadership abilities of a candidate. It is also an essential part of short-listing candidates for a job or admission to a university.

An intelligent candidate with good knowledge and skills sometimes lacks communication skills, which can be a lack of confidence, hesitation in speaking, unable to explain his/her point of view, etc. Due to this, Group Discussion nowadays has become an essential part of most of the organization and institutes.

Knowledge and technical skills are essential things for a candidate, but in an organization, he/she might have to face the meetings, discussing technical issues, handling new employees, etc. Here, a lack of communication skills becomes the disadvantage of that candidate. Hence, organizations and institutes ensure that the candidate must possess all the qualities before joining.

**Panelists** are the people who judge the Group Discussion. Evaluation parameters are different for every company, but the general procedure remains the same.

#### Importance of GD

1. The process of a Group Discussion starts with the **announcement of the topic**. The given topic could be technical, factual, or case study.
2. Before beginning with the discussion, the **preparation time** of 3 minutes is given. The time can also extend in case of a long case statement.
3. Any participant in the group can **initiate the discussion**. After the lead participant, anyone in the group can continue the discussion. Similarly, everyone gets the chance to speak. One after another, participants in the group express their views on the given topic.
4. It ends when the panelist stops the discussion or may ask one or more than one participant to summarize the GD. Whenever you are asked for the summary, remember to cover the discussed points. The summary cannot include the words that were not part of the discussion. The participants that were quite among the discussion are generally asked to summarize it, which is a good opportunity to present their views. But, it does not mean that everyone should be quite. The summary should include the essential discussed points and the conclusion of the discussion.

5. The final scores are calculated. Based on the performance of each participant, the panelist gives the scores. The panelists are usually four to five to judge the performance of candidates in the Group Discussion.

6. **Increases** **confidence**  
The GD allows the participants to speak in public, which increases their confidence to speak without any hesitation.

7. **Focuses** **on** **Deep** **thinking**  
It tests the knowledge of a candidate. The participants get only a few minutes (3 to 5) for the preparation. In such a small duration, they have to make a list of points to speak. The participants in a group listen and understand other participants points of view, making them think deeply about the topic.

8. **Improves** **Communication** **Skills**  
GD helps the students to represent their views and ask the questions. It not only increases the confidence of a candidate but also enhances their communication skills.

9. **Removes** **hesitation** **of** **speaking**  
Some candidates usually have hesitation in speaking in public. At starting, such candidates might face difficulty while speaking. But, after two or three Group Discussion, it improves. Group Discussion helps such candidates to speak loudly and express their views on the topic. It further removes their hesitation in speaking.

10. **Team** **Work**  
Group Discussion is also based on teamwork. In a company, it is very important to work as a team for the assigned project. Due to this, the quality of working together with team members is checked in the Group Discussion. The panelist also judges the cooperation of participants in the group. It allows participants to share their views with other participants in the group.

11. **Behavior**  
It helps to understand the attitude and behavior of the candidates towards other participants in a group.

12. **Listening** **Skills**  
GD improves the listening skills of the candidates. For example, the panelist may ask any candidate in a group to summarize the discussion. A candidate can only summarize if he/she has good listening skills. Due to this, every candidate presents in the discussion listens carefully. It further improves the listening skills of the candidates.



