Personality Development
BA(JMC)-107

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Unit 2

Communicative Persona and Communication

1) Communicative Persona: Semantics, Syntax, Phonetics, Para-language and Body Language

2) Inter-personal and Inter-Cultural Communication

3) Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes

4) Personality and Professional Skill Development for Media Entrepreneurs

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Topic 1 – Communicative Persona: Semantics, Syntax, Phonetics, Para-language and Body Language

Semantics

- Semantics is the study of the meaning of words, phrases and sentences.
- Semantics largely determine our reading comprehension, how we understand others, and even what decisions we make as a result of our interpretations.
- In semantic analysis, there is always an attempt to focus on what the words conventionally mean, rather than on what an individual speaker might want them to mean on a particular occasion. For eg.- “destination” and “last stop”.
- Two terms related to semantics are -

A. Denotation - Literal definition of words

B. Connotation- Meaning we associate with words beyond literal definition.

For example, the denotation of word red is just colour red but its connotation is danger or blood.

Syntax

• Syntax refers to the rules that govern the ways in which words combine to form phrases, clauses, and sentences. It can be defined as the arrangement of words in a sentence.

• Syntax uses 'grammatical' and 'ungrammatical' as a way to show that a particular word combination is possible or impossible for speakers of a language.

EXAMPLE:

Only *Batman fights crime.*

Meaning: Batman is the only person who fights crime. No one except Batman fights crime, not even Superman.

Batman ***only*** *fights crime.*

Meaning: Fighting crime is the only thing Batman does. He doesn't work, he doesn't shower—fighting crime is all he does.

Batman fights ***only*** *crime.*

Meaning: Batman doesn't fight anything except crime. He doesn't fight Alfred or Robin; he doesn't fight the dry cleaner if they accidentally stain his shirt. Crime is the only thing he fights.

Phonetics

- Phonetics is the study of individual speech sounds of a language.

- How an alphabet sounds is taught in phonetics. An example of phonetics is the difference between the pronunciation of "Z" and "S" in English. Our vocal cords vibrate when we pronounce "Z" but not when we pronounce “S”.

- Phonetics is defined as the study of the sounds of human speech using the mouth, throat, nasal and sinus cavities, and lungs.

- The science of phonetics aims to describe all the sounds of all the world’s languages.

– Acoustic phonetics: focuses on the physical properties of the sounds of language

– Auditory phonetics: focuses on how listeners perceive the sounds of language

– Articulatory phonetics: focuses on how the vocal tract produces the sounds of language

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Paralanguage

- Paralanguage is a form of nonverbal communication that allows people to add layers of meaning to their spoken sentences through the manipulation of the manner of speech, or the way they say things. In other words, paralanguage refers to how something is said rather than focusing on what is said.

- It is the technical term for the voice cues that accompany spoken words. It refers to the conveyance of meaning through non-words, such as "huh," "hmm," or “well”.

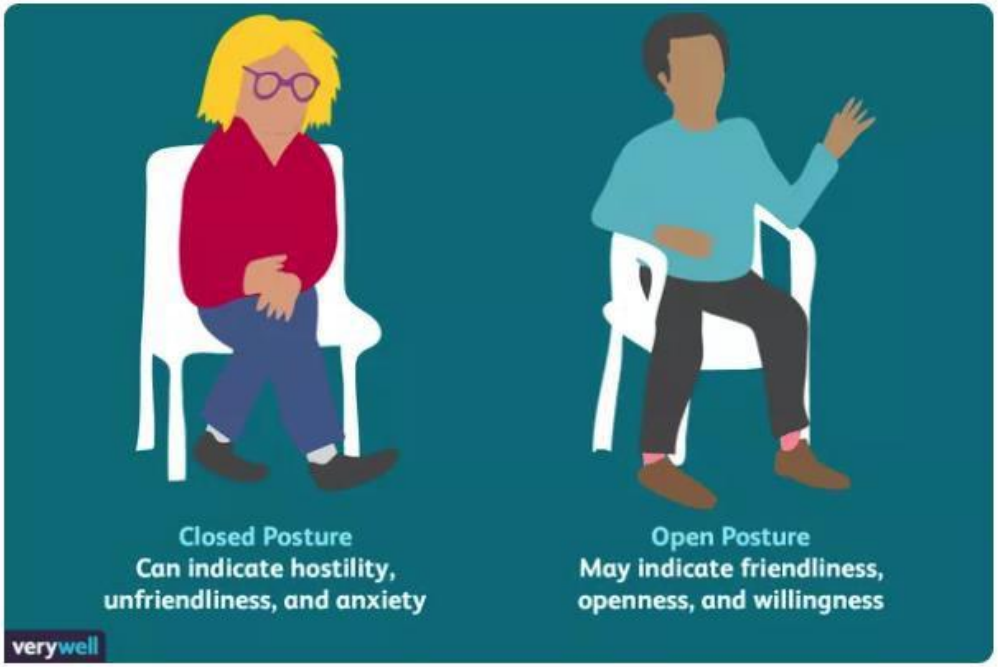
- Change in voice can be brought through changing volume, tone , pace, pitch, and quality of voice.

- For example, the word “Yes”, can completely convey different meanings, even in the exact same sentence, depending on how it is said—whether it is spoken sincerely or sarcastically.

Body Language

- Body language refers to the nonverbal signals that we use to communicate. These nonverbal signals make up a huge part of daily communication. Examples of body language include facial expressions, eye gaze, gestures, posture, and body movements.

- Body language can help us understand others and ourselves. It provides us with information about how people may be feeling in a given situation. We can also use body language to express emotions or intentions.



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- Body Language can be grouped into two lines: Parts of the body or Intent.

- From head to toe, here are the groups when grouped for body parts:

- The Head - Movement and placement of the head, back to front, left to right, side to side, including the shaking of hair.
- Hand and finger gestures - How you hold and move your hands and fingers are particularly insightful in reading people.
- Body proximity - How far or close to other people.
- Shoulder movements - Up, down, hanging, hunched. Arm placement - up, down, crossed, straight. Leg and feet placement - straight, crossed, weight placement, feet towards speaking partner or pointing elsewhere, dangling of shoes..
- Facial Expressions - The face has many muscles (anywhere between 54 and 98, depending on whoyou ask) that move several areas of the face. Each combination of movements of the following face elements communicates a state of mind:
  - Eyebrows - Up, down, frowning.
  - Eyes - Left, right, up, down, blinking, eye dilatation.
  - Nose - Wrinkle (at the top), flaring of the nostrils.
  - Lips - Smiling, snarling, puckered, kissing, opened, closed, tight.
  - Tongue - In, out, rolled, tip up or down, licking of lips.
  - Jaw - Open, closed, clinched, lower jaw left or right.

Contd.

- Another way to group types of body language is along Intent:

- Voluntary/Intentional movements - Usually called "Gestures". These are movements you intended to make, like shaking a hand, giving the finger, blinking with one eye.

- Involuntary movements - Usually called "tells", but "ticks" also fall into this category. Any body movement you have no cotrol over falls in this category. While technically not a body movement, sweating also applies.

Topic 2 – Interpersonal and Inter-cultural communication

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Interpersonal communication

- Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.
- It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures. However, with changing times, it also includes media communication like phone calls, video calls etc.

Charateristics:

- Interpersonal communication involves independent individuals. What this means is that each person has their own motivations, expectations, and interpretations of communication.
- The other fundamental characteristic of interpersonal communication is that it is inherently rational. In short, its meant to be understood.
- Researchers also characterize communication as being inescapable or constant. What this means is that you are always communicating, always presenting information about yourself and interpreting information from other people.

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Types of Interpersonal communication:

1. Verbal communication.
Speaking and listening to our interlocutor is a vital form of interpersonal communication. Verbal communication is made up not only of the words we speak and their meaning, but also our tone of voice (calm, gentle, excited, etc.).

2. Written communication.
We can communicate with our friends and colleagues either formally or informally in writing. We can interact with others using text messages in a spontaneous and informal context, or we can sit down and write a long and much-edited letter to them.

3. Communicating with gestures.
Our gestures and our body language can enable us to communicate with others (whether we want to or not) without us having to say or to write a single word.

4. Lip reading.
If you can read people's lips, you will be able to interact with them without sound.

5. Dancing.
Whether you are dancing for fun with friends or whether you are professional dancer who interprets complex emotions through bodily movements, there is no denying that dancing is a positive, physical way to interact with others.

What is Culture?

"Culture is shared patterns of behaviors and interactions, cognitive constructs and understanding that are learned by socialization. Thus, culture can be seen as the growth of a group identity fostered by social patterns unique to the group."

- Center of Advanced Research on Language Acquisition

"Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones and a million other things."

- Cristina De Rossi, an anthropologist

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- Cross cultural communication is about dealing with people from other cultures in a way that minimizes misunderstandings and maximises your potential to create strong cross cultural relationships.
- Intercultural communication skills are those required to communicate, or share information, with people from other cultures and social groups.
- While language skills may be an important part of intercultural communication, they are by no means the only requirement.
- Skills needed for good intercultural communication –
  1) Knowledge of the culture, history, and way of living of all countries.
  2) Understand the communication style of different countries.
  3) Be open to difference and be desirous of learning new points of view.

Few benefits of cultural diversity in workplace

Need for Intercultural Communication

- Globalisation- In today's interconnected world, many organisations have employees, customers, and partners from different countries and cultures. Effective intercultural communication is essential to build relationships and work collaboratively across cultural boundaries.
- Diversity and Inclusion- Workplace diversity is becoming increasingly important as organisations recognize the benefits of having a diverse workforce. Effective intercultural communication can help to create an inclusive work environment where employees feel valued and respected.
- Avoiding Misunderstandings- Misunderstandings can occur when people from different cultures have different communication styles, expectations, and values. Effective intercultural communication can help to avoid misunderstandings and resolve conflicts that may arise due to cultural differences.
- American and Indian cultures share certain cultural traits when it comes to communication. They both tend to value politeness and friendliness. However, they also have differences. For example:

1. Americans tend to communicate explicitly whereas Indians to be implicit.
2. Americans are comfortable with dealing with conflict openly whereas in Indian culture it requires subtlety.
3. In the USA, “yes” may have very limited interpretations whereas in India, “yes” can mean many things.
4. Strong eye contact is a positive behavior in the USA whereas in India it can be disrespectful or aggressive.

Skills

Care
Praise
Confirmation
Humor
Interpersonal Communication Skills/Strategies
Clarity
Rapport
Credibility
Immediacy
Stroke

General capabilities: Intercultural Understanding
Recognising culture and developing respect
Reflecting on intercultural experiences and taking responsibility
Interacting and empathising with others
Intercultural Understanding

Topic 3 – Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes

Professional Communication

- The term professional communication refers to the various forms of speaking, listening, writing, and responding carried out both in and beyond the workplace, whether in person or electronically. From meetings and presentations to memos and emails to marketing materials and annual reports, in business communication, it's essential to take a professional, formal, civil tone to make the best impression on your audience, whether its members be your colleagues, supervisors, or customers.

- Some examples of professional communication include presentations, emails, and reports.

Resume Writing Skills

- A resume is a formal document that a job applicant creates to itemize their qualifications for a position. A resume is usually accompanied by a customized cover letter in which the applicant expresses an interest in a specific job or company and draws attention to the most relevant specifics on the resume.

- Successful resumes highlight specific accomplishments applicants have achieved in former positions, such as cutting costs, transcending sales goals, increasing profits, and building out teams.

- Resumes include a brief summary of skills and experience, followed by a bullet list of previous jobs in reverse chronological order and a list of degrees earned. A final section might be added to highlight specific skills, such as fluency in a foreign language, knowledge of computer languages, professionally useful hobbies, professional affiliations, and any honors achieved.

Difference in resume and curriculum vitae

4 KEY DIFFERENCES *between* A RESUME AND A CURRICULUM VITAE

RESUME	VS	CURRICULUM VITAE
1 page	LENGTH	2+ pages
Highlight reel of your professional and personal accomplishments	PURPOSE	Comprehensive history of your educational and professional life
• Tailored to a specific job listing • Can take on a variety of formats	ORGANIZATION	• Sections are organized in reverse-chronological order • Sections may be moved around based on job listing, but the CV remains comprehensive
Most teachers applying for K-12 teaching positions in the U.S.	WHO NEEDS ONE?	• Some teachers applying for positions abroad • Teachers applying for research positions or positions in academia.

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How to write a resume

Stage 1 – Planning

•Do not make a general purpose resume that you mass mail to all companies. Always tailor it as per every company's requirement.

•Before writing your resume, search about the company, their business and their strengths.

•Ask yourself the following questions to determine if you will be a good fit in the company and the role –

1) Does their business interest you?
2) What are the company's strengths?
3) What has been the recent media coverage about the company?
4) Do I know anyone in the company? If yes, can I talk to the person to find out more details?

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Stage 2 – Layout

- The layout of the resume should be compelling.
- It should highlight the right things at first glance.
- Decide the headings which you will put in the resume. Common headings are – Objectives, education, accomplishments etc. Same headings might not be relevant for all vacancies.
- Sequence the resume giving the most important details first.
- What you highlight and how you highlight it sharpens the focus.

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Stage 3 - Filling in the content

•Do not state things which are not true.

•Fill in factual details that can be objectively verified.

•Your resume should not look like your autobiography.
Highlight the things which you feel the HR will look for in any resume.

Stage 4 – Review and revise

•Always review before pressing send.

•Print a hard copy to check alignment and formatting errors.

•Check for typing mistakes.

Resume writing : Do's and don'ts

List of do's

- Use white space effectively. Resume should not look crowded.
- Use keywords listed in the recruitment ad or on website.
- Resume should have a balance of bullet points and sentences. Don't use long sentences. Brevity is the key.
- Most important points from employer point of view should come first.

List of don’ts

- Don’t forget to put your name and contact details prominently.
- Don’t state half truths or incorrect facts.
- Don’t use unreadable fonts and/or extremely small font sizes.
- Don’t state everything on a resume. Write only what is relevant. Don’t mention small awards you won years ago. Be recent.
- Don’t make the resume longer than 2 pages.
- Don’t give previous employer and compensation details unless asked.

Sample Of Resume

Jonathan Smith

Senior Web Developer

Innovative, task-driven professional with 8+ years of experience in web design and development across diverse industries. Equipped with a record of success in consistently identifying and providing the technological needs of companies through ingenious innovation. Proficient in developing databases, creating user interfaces, writing and testing codes, troubleshooting simple/complex issues, and implementing new features based on user feedback.

johnathan@novoresume.com

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jonathan-smith.com

linkedin.com/in/jonathan.smith

github.com/jonathan.smith

TECHNICAL SKILLS

- HTML5
- CSS3
- JavaScripit
- iQuery
- PHP
- SQL
- Adobe Creative Suite
- WordPress
- XML

INTERESTS

- Machine Learning
- Chess
- Video Games
- Robotics

WORK EXPERIENCE

Web Developer
Precious Technology Co.
09/2016 - Present — *Long Beach, CA*

- Design and establish user-friendly websites, including optimized check-out page, resulting in a 25% increase in user clicks and subsequently 33% in customer purchases.
- Provide adequate training to 60+ staff members and 20+ junior web developers in internal web functions, including steps on how to make minor updates/changes independently.
- Establish an interactive and dynamic website that guarantees high traffic, page views, and maximum user experience, generating a 45% increase in the company's sales revenue.
- Administer the full lifecycle of software development for 12 critical projects of the company with 100% on-time delivery while staying 7% under budget.
- Conceptualize and enforce a server that accelerated document generation as well as the search-functionality of current websites by 15%, garnering consistent commendation and award from the top management.

Web Developer
Virtual Solutions International Company
04/2012 - 08/2016 — *Sacramento, CA*

- Formulated and implement improvements on cleanup processes and performance, minimizing downtime by 10%.
- Devised various custom responsive WordPress sites from design comps that included advanced WordPress features, such as Custom Post Types, Advanced Custom Fields, and WordPress Customize API.
- Diagnosed and troubleshoot different websites of the company's critical clients by deploying updated knowledge of the modern technologies and techniques in the industry.
- Proactively liaised with the design team and project manager to ensure efficient and timely delivery of significant projects.

COURSES & TRAININGS

Web Design for Everybody Specialization Course
University of Michigan (Online Course)

Front End Web Developer Learning Path
Lynda.com

Web Developer Bootcamp
Udemy.com

The Complete JavaScript Course
Udemy.com

EDUCATION

BS in Web Development
California State University
08/2008 - 06/2012 — *GPA: 3.8/4.0*

novoresume.com

Offline and Online writing etiquettes

- Online etiquettes are called 'netiquettes'.
- Here are some web/online writing guidelines to help make that happen.

- Keep your audience in mind. Consider who will be reading and using your web content. Prospective students, current students, alumni, faculty, staff? What are they looking for, and what do they need? Be sure the tone, language and organization of content is appropriate for your audience.
- Be concise. Web writing should be clear and direct. Keep sentences short. Remove words or descriptions that don't add value to the content.
- Make content scannable. Elements that enhance scanning include headers, links, highlighted text, bulleted lists, graphics, captions and pull-quotes.
- Write meaningful headers. Readers rely on headers to navigate on-page content. Choose words for headers and sub headers that clearly describe the content they introduce. Boring, useful words are better than clever, obtuse words.
- Limit paragraphs to 70 words. Research has found that a 70-word limit to be a practical and effective number in most cases. Of course, less is better.

Effective Communication

- Effective communication in the workplace is the ability to exchange and create a free flow of information with and among various stakeholders at all organizational levels to produce impactful outcomes.

- The benefits of effective workplace communication include:

1. Improved productivity
2. Increased morale
3. Higher employee satisfaction
4. Greater trust in management
5. Stronger teamwork
6. Higher employee engagement

- So, when employers hire good communicators, they are also investing in their long-term success. Undoubtedly, effective communication is and will continue to be essential

Topic 4 – Personality and professional skill development for media entrepreneurs

1. Do what you enjoy.
What you get out of your business in the form of personal satisfaction, financial gain, stability and enjoyment will be the sum of what you put into your business. So if you don't enjoy what you're doing, in all likelihood it's safe to assume that will be reflected in the success of your business--or subsequent lack of success

2. Take what you do seriously.
You cannot expect to be effective and successful in business unless you truly believe in your business and in the goods and services that you sell. Far too many home business owners fail to take their own businesses seriously enough, getting easily sidetracked and not staying motivated and keeping their noses to the grindstone.

3. Plan everything.
Planning every aspect of your home business is not only a must, but also builds habits that every home business owner should develop, implement, and maintain. The act of business planning is so important because it requires you to analyze each business situation, research and compile data, and make conclusions based mainly on the facts as revealed through the research.

4. Manage money wisely.
The lifeblood of any business enterprise is cash flow. You need it to buy inventory, pay for services, promote and market your business, repair and replace tools and equipment, and pay yourself so that you can continue to work. Therefore, all home business owners must become wise money managers to ensure that the cash keeps flowing and the bills get paid.

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5. Ask for the sale.

A home business entrepreneur must always remember that marketing, advertising, or promotional activities are completely worthless, regardless of how clever, expensive, or perfectly targeted they are, unless one simple thing is accomplished--ask for the sale.

6. Remember its all about the customer.

Your home business is not about the products or services that you sell. Your home business is not about the prices that you charge for your goods and services. Your home business is not about your competition and how to beat them. Your business is all about your customers, or clients, period. After all, your customers are the people that will ultimately decide if your business goes boom or bust.

7. Project a positive business image.

You have but a passing moment to make a positive and memorable impression on people with whom you intend to do business. Home business owners must go out of their way and make a conscious effort to always project the most professional business image possible. The majority of home business owners do not have the advantage of elaborate offices or elegant storefronts and showrooms to wow prospects and impress customers. Instead, they must rely on imagination, creativity and attention to the smallest detail when creating and maintaining a professional image for their home business.

Professional Skills for Media Ownership

- **Build entrepreneurial momentum:**

Momentum is a great exaggerator and the only factor that will separate mediocrity in entrepreneurial success from excellence. The momentum you generate during the fellowship program will be mined in times to come.

- **Hone your learning; Convert knowledge into skill:**

The fellowship program helps you in doing a trial run of all principles learned in the classroom with the clients and prospects understanding that you are still in a student mode, as you navigate across the length and breadth of possibilities.

- **Develop Micro-Marketing Capability**:

Learn to identify and research your target market; discover the size and the most effective way to market to this group. Develop your overall marketing strategy for business success. Determine the best methods of promoting your business; measure the success of your promotional efforts; develop a promotional message that works for your business.

- **Effective Business Communication:**

Communicate effectively, both orally and in writing and email to a variety of clients and markets by constructing an effective proposal and marketing/sales pitch.

Contd.

- **Develop a Network:**

Your fellowship program will help you develop business contacts who can connect you ahead with their contacts, act as references or seek your services for their own requirement.

- **Build Your Brand:**

Express effectively on Social media, Develop an elevator pitch and also employ the art of small talk effectively to impact favorably at every available opportunity. Develop an effective PR and Social media strategy for self (own organization)

- **Receive ongoing Coaching:**

Explore real-world possibilities, Get answers to your tough questions from our experienced facilitators and instructors, analyze a problem/situation; think critically and identify and define the requirements appropriate to its solution.

References

- https://www.livescience.com/21478-what-is-culture-definition-of-culture.html - Live Science
- Intercultural communication lecture by Dr Steve Klien, University of Missouri -https://www.youtube.com/watch?v=RXwxg-6dUbE
- Book titled 'Soft Skills – Tools for Success' by Rajat Gupta.