

LESSON-26

TYPES OF PRESENTATION

In your day-to-day life you make interactions with people in a variety of situations where you present your ideas using your communication skills. Therefore, it is desirable to understand these situations first and then decide in which way you have to present.

COMMITMENTS AND CONFERENCES

From our birth to funeral ceremony, groups play a significant role in our life and communication is the basic tool for its smooth operations,

Group communication is a meeting of several human beings with different ideas, skills and interests who communicate face-to-face in order to achieve a common goal. Though it is said that the group solutions are far less effective than those made by the individuals, we spend a lot of time as the members of committee, conferences and many other kinds of such small groups, they spend substantial amount of their time in interpersonal meetings. In small as well as large business organizations much of the interactions take place in the meetings. Usually, the small groups or committees in the organization conduct meetings to solve the organizational problems.

NATURE AND CHARACTERISTICS OF GROUP COMMUNICATION

A small group with its common purposes and objectives, is an identifiable entity. It is composed of at least three members, but it is difficult to specify its upper size limit. If a group is composed of five or seven members, all of them can speak to one another. When the number of group members become larger, the group discussion centralizes around a few people. A group with fewer than five members cannot present diversity of opinions, orientations and suggestions. It is also found that the groups, which consists the even number of people cannot function as effectively and successfully as the groups of odd numbers. The knowledge, ability and experience of the group members to communicate successfully in such groups determines their personal future and also the future of their organization.

Some-decisions that affect the procedures followed by everyone in the organization, are usually made in group settings. They go through the process of problem solving and ultimately reach up to some decision which is taken collectively by the group. It is obvious that each of such group has some problem to solve and they have to determine the best way of solving it. Now-a-days the business organizations are making an increased use of group discussions to solve their managerial problems. The essence of these group is the i deliberation and discussion made in it. A group member may act as a leader or as a participant, but he must influence the group and carry his share of the load.

There must be some formal or informal purpose for group interaction which brings people together to decide the best ways of fulfilling it. The routine as well as the unusual meetings may need to solve problems, make decisions or simply to keep the

group informed, but anyhow there must be some purpose or reason for the meeting. If they gather without any purpose, it cannot be called as a group meeting. A group can have a meeting only when there is a purpose for it. A group cannot be called as a group if it has no purpose. A group meeting always develops its own pattern of interaction through its communication network. To accomplish their specific purposes, the group members use a certain communication network. This network results from the relationships of the status system within the group. This status system decides the patterns of communication behavior within the group. Even the seating arrangement for a group meeting indicates the status system of the group.

The group communication follows the meeting procedure which is called as an agenda of the meeting. The group cannot communicate properly unless the group members follow certain norms of the meeting. The group plans the procedure which is obligatory to all its members. If the procedure is violated by anyone of the members, the group cannot function effectively. If the group has some kind of power and authority, the decisions made by them are implemented. A group like the advisory committee does not enjoy any power. The executive body of the organization decides whether to accept the advice of the committee or not.

COMMITTEES

Different Types of Committees

Executive Committee

An executive committee or the managing committee is the action group which makes the decisions and implements them. This committee is usually elected by the members of the organization at its annual general meeting. The parent body of the organization specifies the powers and duties of the committee. The parent body is the policy making group to which the executive committee has to submit the account of its performance at regular intervals. Usually, the committee enjoys the right to give orders and it has powers to exact obedience from the subordinates. The executive committee must keep before their eyes the objectives, goals, policies and traditions of the organization while making decisions in day-to-day matters.

Advisory Committee

Advisory committee does not have power in decision-making and in implementing the policy decisions. The main objective of this committee is to give advice to the managerial bodies of the organization. The business organizations have become so complex today that the management has to seek the advice from the experts and specialists in the advisory committee. Such committee usually consists, of the expert's in their respective fields. The members of this committee do not enjoy any right to vote.

Permanent and Temporary Committees

The permanent or standing committee is formed on a permanent basis. It is a kind of executive committee which enjoy the powers of making and executing decisions in the light of organizational goals. Finance committee, product committee, bonus committee, salary committee are some of the standing committees. These committees perform vital

managerial functions for the organization. The temporary committee or ad-hoc committee is created for special purpose and it *is* dissolved when the objectives are reached. Thus it has a short life span. Such committees are usually formed to explore certain possibilities for restructuring the present systems, or for preparing certain reports. Immediately after accomplishing the purpose, they are dissolved.

Line and Staff Committees

A line committee discusses the issues related with the duties of their subordinates and it has the authority to take decisions on those issues. The decisions taken by the committee are limited only for those subordinates who are responsible to it. A staff committee is a . kind of advisory committee. It performs advisory function and also informs the management about the views of the employees regarding the management policies and procedures.

Formal and Informal Committees

Formal committees are delegated with specific powers and duties by the organization. They function as a part of organizational structure. These committees are of a permanent nature and they are formally constituted. Informal committees are formed for group thinking and for solving a particular problem. They do not have any formal authority of decision-making. They do not have any fixed agenda. The recommendations and suggestions of the informal committee are regarded as advice and not as the formal decisions.

Advantages of Committee Meetings

Coordination: Interdepartmental activities require coordination. The committee meetings can promote greater coordination in the interdepartmental activities. A committee consisting of departmental managers can foster better understanding and coordination among various departments in the organization.

Democratization: Committees do not permit the authoritarianism. They do not allow the concentration of authority and power in the hands of one man. It distributes the power in the hands of all the members of the committee.

Training the Juniors: Committees provide training to the subordinates or the junior executives who get insight into the managerial problems faced by the seniors. The juniors pick up the knowledge and skills from the experienced senior executives.

Transmitting and Receiving information: Committees transmit and receive valuable information. The information which is communicated in the committee can be properly understood by all the members because they can raise questions on the points which are not properly understood.

Uniformity in information: A committee consisting of different representative members gather information from various departments of the organization. If the representative members belong to the department which requires coordination among themselves the committee ensures the uniformity of the information gathered from all of them.

Giving adequate representation: In business, a committee can be formed of the representatives of all the people who are linked with that particular business organization. A committee can give adequate representation to the share holders, customers, creditors, trade unions etc. which are very important groups for any business organization.

Fostering labor participation: A committee can be used to foster labor participation in management. The labor representatives of various departments or a representative of the trade union can be included in a suitable committee to safeguard the interests of the employees.

Consolidating authority: The general manager or the top executive delegates the authority of decision making to the committee which is formed of the heads of the various departments. Thus, through delegation authority is consolidated in a committee.

Raising morale: When the employees participate in the decision-making process, their morale is raised and their relationship with the employers is improved.

Receiving feedback: The management receives feedback through the committees. A committee can be very helpful to the management in receiving responses and reactions of the employees and other interested groups regarding the proposed policies of the organization.

New ideas and suggestions: The members of a committee may conceive altogether novel ideas while discussing a problem. They can provide valuable suggestions on the future activities of the organization.

Pooling of knowledge and group judgment: A committee consisting of the persons with different specializations can pool their knowledge and experience. Different views and opinions are expressed by the members having different personal qualities. Such a group discussion finally evolves a balanced group judgment.

Disadvantages of Committee Meeting

A tendency to prolong the discussion: It is a matter of common experience that taking decisions promptly is not an easy task in almost every committee meeting. There is always a tendency among the committee members to prolong the discussion.

Delay: When the committee members talk on irrelevant and trivial matters, it unnecessarily causes delay in taking decision.

Lengthy Procedure: Forming a committee, giving a due notice, preparing the agenda, making the necessary arrangements and finally the prolonged discussion is a lengthy procedure of the committee meetings.

Minority domination: Sometimes a committee has to yield to the wishes of minority group. A strong-headed Chairman or few strong members of the committee can make the decision which is usually accepted by all the members of the committee.

Self-interest of the members: A committee works in groups and every decision taken by the committee accommodates the self-interest of the members. Such decisions may not be in the interest of the organization.

Expensive: The procedure and arrangements required for the committee meeting are expensive. A committee sometimes branches out in sub-committee. Their deliberations take a long time which may prove expensive.

Split Responsibility: No member of the committee really feels accountable for the decisions taken after deliberations because the authority of committee is divided among its member. Every member of the committee feels lower degree of responsibility for the decisions as compared to the decisions taken by the individual.

Avoiding Action: Committees are often used to postpone the action on various grounds. The managers can avoid decisions and actions on, the grounds of receiving committee report.

Compromised solutions: Committees have to take decisions which compromise the views and opinions of many dynamic members in it. Thus the proposed solution becomes a compromised or diluted solution. Such solutions often suggest weak course of action.

Factors Responsible for the Failure of the Committees

Lack of effective control: The chairman fails to control the meeting while the members talk at random. He fails to give right direction to the discussion which results in irrelevant and trivial talking among themselves.

Organized pooling of ignorance: Organized pooling of ignorance is found to be the cause of failure of many committee meetings. If the members lack competence, knowledge of the subject and essential experience, the committee meeting is bound to be a failure.

Authoritarian leader: In a committee meeting, communication is choked up if the chairman is authoritarian who does not allow the members to talk freely. In this situation, the members under-estimate their ideas, views, opinions and feelings.

Formal procedures: Sometimes the secretary does not follow the formal procedures. For example, he fails to give proper notice of the meeting well in advance.

Too few or too many members: The inadequate representation usually results in inadequate variety of opinions. On the other hand, a committee which is crowded with members provide wide diversity of opinions which results in delaying decisions.

Essentials of Effective Committee Meetings

Suitable subject: The subject of a committee meeting must be suitable for group discussion. Some subjects are not suitable for the discussion in committee meetings.

Certain subjects are suitable for individual decisions only. Therefore, only those subjects should be selected for a committee meeting which really need to be discussed there.

-Authority and scope of the committee: The power and authority of the committee must be defined clearly. The committee members must know the committee terms of reference.

An effective chairman: The chairman has to control and guide the members of the committee. He has to allow the members to express their thoughts without fear or terror. He must not be authoritarian. He must remain impartial during the discussion. He must be able to give proper direction to the discussion. He has to control the dominating member. He must motivate the silent member to express themselves.

Competent and appropriate membership: The committee members must be selected carefully. They must be competent, positive and experienced. They should have adequate knowledge of the subject in which they have to contribute to decision-making. They must not be submissive or aggressive. In business, appropriate representation must be given to various groups; departments, employees and other people who are connected with it.

Correct size: The size of a committee must be adequate. It should neither be too small nor too large. It is found that the committee in which the membership is limited between five to eleven, gives best results. Too many members cause delay in decisions, whereas too small committee may not provide necessary deliberation.

Procedure: A committee meeting must follow the prescribed procedure. The agenda of the meeting must be prepared properly before the given date of the meeting. The date, time and venue of the meeting must be suitable to the members. The agenda must be circulated well in advance to every member of the committee. There should be provision for writing minutes of the committee meeting.

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Preparation

- (a) Every member of the committee must make proper study of the agenda.
- (b) They have to understand and identify the problems before the committee.
- (c) They have to collect all the essential information from various sources such as office files, periodicals, journals, house organs, interviews, personal observations, visits etc.
- (d) They must analyze the problem and write down the possible solutions and other points of their speech.
- (e) The chairman as well as all the member of the committee must practice their speech before attending the meeting.

Punctuality: All the participants must observe punctuality. The meeting must start and end at a given time.

Study of the committee colleagues: The participants must try to study the behavior of the other members. It is essential to know their strong and weak points and the way they react to different ideas and isms. The participants must know the special interests of their colleagues.

Positive approach: Every member of the committee must try to be calm and composed when others lose equilibrium of their mind. It is essential to use reason while dealing with unreasonable person. Every participant must identify and control his negative impulses.

Flexibility: The members must be flexible enough to understand others' points of views and opinions. They must gracefully agree with the right views and ideas of their colleagues.

Well-timed speech: Though there are no strict rules laid down about timing speech, it is essential for every member to decide when his speech can be most effective. The creative, constructive and important ideas which are to be accepted by the members, should be expressed earlier.

Clarity: The members must have clear idea of the purpose of the meeting. There must be clarity in the thoughts and presentation.

Some Do's for the participants

- (a) They must express their thoughts, freely, forcefully, confidently, clearly, briefly and completely.
- (b) They must listen attentively to the other participants.
- (c) They must always respect the authority of the chair person.
- (d) They must accept the final decisions.

Some Do's and Don'ts of committee meeting

1. Some Don'ts for the participants.

- (a) They should not interrupt the speech of the other participants.
- (b) They should not be closed-minded.
- (c) They should not sound dogmatic.
- (d) They should not lose temper.
- (e) They should not consider others as 'ignorant fools'.
- (f) They should not give long lectures.
- (g) They should not satirize or ridicule the other speakers.

2. Some Do's and Don'ts for the chairman of committee

- (a) He should start and close the meeting in given time. He should be firm about meeting schedule.
- (b) He has to direct the discussion according to the list of all items in the agenda.
- (c) He has to plan the order in which the items are to be discussed.
- (d) He must make himself sure about the pleasant and comfortable physical facilities in the meeting hall.
- (e) He must clearly specify the purpose of the meeting at the beginning of discussion.

- (f) His opening, remarks should be brief enough to suggest the urgency of the problem.
- (g) He must try to get everyone involved in the discussion. He must encourage them to participate.
- (h) He should control the proceedings, especially in the event of conflicts and personality flare-ups by assuming an impartial and neutral position.
- (i) He should not have prejudices.
- (j) He should exert his leadership to control the troublesome members. He should not let them take over the meeting. He must use his techniques to control the obstructers from ruining the group process.
- (k) If required, he must be prepared to alter his plans and the agenda. He must be flexible.
- (l) He must observe the non-verbal expressions of the participants.-
- (m) He must be a good listener. (n) He must keep the discussion moving. As a leader he must question, summarize and direct the members.

CONFERENCES

Definition of a Conference

A conference is an act of consulting and discussing to share knowledge, experiences, thoughts, feelings and opinions among a group of people who have common objectives. It is a kind of meeting at which people pool their knowledge, exchange their views and talk together to analyze information which is relevant to the topic set before them. A group of people involved in conference can discuss their individual as well as collective problems. By pooling ideas and experience, conference provides collaborative thinking to the problems.

As compared to, committee meeting, a conference meeting may be less formal but its formality cannot be denied. It is formal because it needs to -be planned and organized. The conference leader or the group has to determine its purpose and the objectives. The leader has to outline the procedure and pattern of the conference. He has to prepare the set of questions. He has to guide and control the discussion. All this makes conference a formal- activity of consultation. The participants of a conference must have knowledge and experience about the subject matter to be discussed in the meeting. The well-informed, experienced and studied conferees can take active part in the discussion. If they are experts in a particular field of knowledge and have specific experience in the subject, the discussion can be profitable for the concerned business organizations.

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Significance of the Conferences

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The conferences play significant role in accomplishing development of analytical and questioning attitude. The conferees try to find out what really is the problem. To define a problem may seem easy at first sight but by defining a problem, the participants ascertain the depth, scope and the critical factors of the problem. They analyze the problem and suggest the alternative solutions. They also find out the limitations to the solution of the problem. They collect the essential information and classify the facts. They decide the type of information they have secured for decision-making and eliminate the irrelevant

information. In business, it is rare to find out a problem for which there can be no alternative solutions. The conferees suggest alternative solutions which helps to make the best decision. Only the inexperienced and ignorant conferees base their decisions on emotions rather than on reasoning. The manager who participates or , leads the conference can develop his ability of analyzing a problem to take apt and sound decisions.

The conferences have educational value in business and also in other fields where negotiation, collaboration and collective thinking is essential. Within the organizations, conferences are held to give training to the employees. Conferences can also be used for modifying attitudes, opinions and feelings of the participants. A conference within a business organization can provide necessary information. of the .policies, procedures, customs, traditions and objectives of the organization to the conferees. The new employees can ‘share the practical knowledge and experience of the elders and superiors through conference. The managements can use conference tactfully to correct the mistakes and misunderstandings among the groups, but is not a place for warning or reprimanding the individual participant.

An employee who attends the conference starts thinking in terms of the company as a whole. In a planned conference he observes that the information is collected, facts are assembled and studied, problems are defined and analyzed, all the advantages and disadvantages of the alternative solutions are discussed and then attempts are made to arrive at best decisions. This demonstration of the problem solving approach is bound to have a positive and beneficial effect on the employee who attends the conference. His participation in the conference raises his morale and strengthens his confidence. He tends to give more thought to the coordinate activities of the organization.

The conferences help the employees to think more effectively and more- often about the objectives and problems of the organization. A weekly conference of the sales department can help the salesmen t9 develop effective sales strategy for the next month. They share each others views and experiences which help them to improve their performance.

In some industrial conferences, the experts and delegates from similar concerns are invited to discuss their mutual problems and prospects. Such conferences stimulate the creative flow of ideas and information, pool knowledge, views and experiences, and, suggest possible solutions to the problems. If the conference is hosted by some industrial concern, it enhances its prestige and goodwill. The industrial conferences can promote public relations and can direct the attention of the public as well as of the government on the problems and prospects of a particular industry.

The conference sessions are very important in bringing about a change in attitudes of the conferees towards the other persons and situation. An individual’s attitude towards the other persons and situations is governed by his past experiences and also by the varied

impressions to which he is exposed. In conference sessions he listens to Interpretations made by the other conferees about the same persons and situations. The group interpretations of the person’s problems and situations can destroy the misunderstanding, distrust and doubt in the mind of an individual conferee. This does not mean that the group discussions can change the attitudes of every conferee on every subject, but the average individual is often willing to adopt the group attitude.

Conference and Committee

Comparative Study

Both a conference and a committee are kinds of group meetings and the dividing line between them is very thin. A Conference is more informal in nature than a committee. If a conference has a purpose to encourage group thinking a committee may have a purpose of covering definite information about some problem. A committee is more specific; whereas a conference is more general. The purpose of a conference is less defined than that of committee. The scope of a conference is wider than that of a committee which is confined to the discussion of given problem. A committee has to follow its procedures strictly. Usually this procedure is governed by parliamentary rules which are obligatory to every participant. In conference, the participants enjoy free discussions which are usually guided by its leader. In a committee, the emphasis is laid on decision making but in a conference the emphasis is on discussion which may later lead to decisions. The suggestions and recommendations from a conference are not binding on the executives. The decisions of a committee meeting are made for implementation. In a committee meeting agenda is compulsory but it is not compulsory in conference. A committee has to strictly adhere the agenda but at a conference the discussion is of a general nature. If a conference has an agenda, it is not required to be followed strictly. The number of the participants of a committee can be up to fifteen but a conference may consist of a larger number. A conference enjoy only an advisory or consultative capacity and its decisions are in the nature of recommendations. The conferees do not enjoy the voting right like that of the committee members.

Essentials of Effective Conference Meeting

There are a number of conditions for the successful and effective conference meeting. The following conditions must be considered while holding a conference meeting.

- (i) The objectives of the conference meeting must be stated clearly. The topic and purpose of the conference meeting must be clarified. -
- (ii) The agenda is necessary to be prepared and distributed -among the conferees well in advance.
- (iii) The conferees invited for the meeting must be capable of making valuable contribution in the discussion. -
- (iv) The conference leader must be competent, well qualified, expert and experienced in subject which is to be discussed in the conference.
- (v) The conference leader and the participants must make adequate preparation for the discussion. They must be interested and enthusiastic.
- (vi) The number of the conferees must be limited up to fifteen.
- (vii) The conference hall facilities must be adequate and ought to be kept in order.
- (viii) The essential conference material must be carefully prepared and well planned to meet the needs of the discussion.
- (ix) The management must be interested in the conference discussion and conclusions.

(x) The management must support the conference. The decisions from conference ought to be followed up by the management. The people in the conference must be worthy of every consideration and respect for the management.

Essentials of Efficient and Effective Conference Leadership

- (i) He must have a good knowledge of the topic, conferees, conference objectives and procedure.
- (ii) He must be intelligent, clear and rapid thinker.
- (iii) He must be able to command, respect and confidence of the conferees and management.
- (iv) He must make adequate preparation and planning for the conference.
- (v) He must try to acquire maximum knowledge of the subject matter.
- (vi) He must remember that selection of the conferees is critical to the success of the conference. He must carefully decide whom to invite to the conference.
- (vii) He must be thoroughly acquainted with the purpose and objectives of the agenda.
- (viii) He must prepare the agenda. The agenda must be distributed among the conferees well in advance.
- (ix) He must be able to use language freely, effectively and clearly. He must have ease and clarity of expression.
- (x) He must be able to analyze the points of discussion and the contributions of the conferees. He must have the ability of analyzing problems and its solutions.
- (xi) He must be receptive, to new ideas, methods and suggestions.
- (xii) He must try to understand new problems.
- (xiii) He must understand the viewpoints of the top management. He must help the conferees also to understand the viewpoints of the top management.
- (xiv) He must give fair treatment and courteous hearing to every participant.
- (xv) He must be impartial and impersonal. He must not permit his personal feeling to affect the judgment.
- (xvi) He must be open minded and he must help the conferees to become open minded.
- (xvii) He must help the conferees to understand the viewpoints of their associates, superiors and subordinates,
- (xviii) He must be patient and active listener.
- (xix) He must have tact and ability of dealing with people without offending them.
- (xx) He must encourage and help the conferees to organize their thinking and expression.
- (xxi) He must have self-restraint. He must not dominate the discussion by expressing his own thoughts and opinions.
- (xxii) He must not make long speeches.
- (xxiii) He must not underestimate the views and opinions of the conferees.
- (xxiv) He must recognize his own limitations. He must do his best for self-improvement.
- (xxv) He must develop a personality that attracts, appeals and commands confidence, loyalty and respect, but, he need not wish to become a superman.
- (xxvi) He must have a good sense of humor.
- (xxvii) He must predetermine the ways of creating and maintaining interest and enthusiasm.

- (xxviii) He must know the group dynamics and ways of handling them.
- (xxix) He must anticipate the situations and problems that may arise during the discussion.
- (xxx) He must plan his questions carefully in order to open the discussion, to get individual participation, to develop subject matter, to change the trend of the discussion and to limit the discussion.
- (xxxi) He must assemble the facts of the discussion and chart them on the sheet of paper.
- (xxxii) He must get the minutes prepared and distributed among the conferees.
- (xxxiii) He must be able to evaluate the facts quickly. He must be quick in his reactions.
- (xxxiv) He must make use of the case studies, maps, charts, diagrams, pictures, films and other audio-visual aids if they are necessary to be used.
- (xxxv) He must determine the plan of action. While summarizing the discussion he must make the plan of action clear to the conferees.
- (xxxvi) He must make a good ending of the conference meeting. The closing time limits must be observed. At the end of the meeting he must announce the next meeting and the topic.

Questions

1. What is a meeting? What are the various advantages of the meeting?
2. What is a committee? How is it different from a conference?
3. What are the various advantages and limitations of the committee meetings?
4. What are the ways and means of making the committee meetings successful?
5. What communication problems are generally found in committee meetings?
6. What should be the optimum size of a committee? What are the disadvantages of a too small committee? What are the disadvantages of a too large committee?
7. What are the different types of committees?
8. What are the duties of committee chairman? What important points should be kept in mind to run the committee meeting efficiently and effectively?
9. "Conference is a kind of informal committee meeting". Discuss.
10. What is a conference? What are advantages and disadvantages of the conference?
11. What are the essentials of an effective chairmanship?
12. How should the participants prepare themselves to participate effectively in the meetings of the committees and conferences?

One way of classifying presentations is on the basis of their being formal or informal.

Formal Presentation

A formal presentation is usually a speech or lecture on a specific subject given to a large audience. It could be an in-house meeting, a conference or a seminar. This, in fact, is the easiest presentation to give because the speaker is in control of the proceedings without much fear of interruption. The formal presentation involves extensive interaction with the audience.

Informal Presentation

This is a kind of presentation where one is encouraged to speak before a small audience in an informal manner without any preplanning. Such informal talks are quite common in today's business circles and environments to elicit spontaneous response of both the listeners and the speakers on a given issue. This kind of presentation covers, more or less, all the requirements of the formal one but with the accompanying requirements so that the speaker should feel and appear relaxed while remaining in control and fully alert.

Formal versus informal communication

Formal communication

Interaction between members of the same organizations called *internal communication*. It could be both formal and informal. Large organizations with Hundreds of people working find it very difficult to have direct interaction with each and everyone. They adopt a number of strategies, e.g., newsletters, annual reports to communicate the essential message. In such large setups, it is neither possible nor necessary to transmit all information to every member.

Informal communication

Informal communication is prevalent in organizations with an initial manpower of approximately about 20 people, all of whom have direct interface

With each other on a daily basis. Almost all message are vol-leyed back and forth in an informal manner.

Merits of Formal Communication

(1) *Correct Information*: There is no place in formal communication to spread incorrect information as well rumors. The dangers which arise on account of incorrect information would not take place in formal communication.

By definition, formal indicates substantive evidence or facts. It may not be damaging when circulated and acted upon.

(2) *Official Backing*: The formal communication is always an official communication having official support and sanction. This method may not lead to distracted information because there is official sanction and may not even turn into gossip and rumor.

(3) *Existence of Authority*: Formal communication through channels and commands promotes respect by subordinates to their superiors. In other words, it maintains authority of the line officers-subordinates. Under this system, there is officially recognized and fixed positions associated with duties and responsibilities. The deliberately created communication rules help in exercising control over subordinates. The superiors can command subordinates to get things done.

(4) *Message Handling*: Though the management recognizes and gives importance to the grapevine, it cannot handle the overload of work. Formal channel of communication is adequate for handling all categories of messages expeditiously with clear understanding. Formal communication can shoulder any communication load.

(5) *Absence of Leaders*. In formal communication, there is no place to anyone person as the key person or communication leader to spread message like in grape vine. The characters of trustworthy or credibility are not necessary to the communicator because

everyone has to follow fixed rules and procedures. There is no place for bias. That is the reason why formal communication is always orderly and systematic.

(6) *Efficient communication*: Prompt and accurate flow of information is the function of sound communication.- This can be achieved under the formal communication method. It is a sound and proper method of channelising information. There is always direct contact between the parties and relationship is always formal and official.

(7) *Support from Top*: There is always official support and backing for formal communication. Management endeavors that modified regulations are implemented and enforced. And hence, formal messages would always succeed.

(8) *Uniformity in Transmission*: In a formal communication, each person transmits the message to another in the order of line. The process continues. There is no place for wrong interpretations, misunderstandings, bias etc. It ensures uniformity or Uniformity in the transmission of message and its understanding.

(9) *Organizational Efficiency*: Organizational efficiency is indispensable to accomplish organizational goals. The formal communication is inbuilt, inherent and is a part and parcel of organizational process. Management can take suitable steps and action to achieve organizational efficiency.

(10) *No Grapevine*: In a formal communication, there is always organizational relationship. Though informal communication exists, formal communication endeavors to see that positive and constructive information is circulated for the healthy growth of organization.

(11) *Other Advantages*: Besides the above merits of formal communication, there are many advantages that emerge from formal communication. It identifies that communication is a tool of management. Executives get things done through people with effective formal transmission of common desired goals etc.

Demerits of Formal Communication

(1) *Delay*: The formal network of communication takes more time to pass information. Thus formal channel is not a spontaneous and flexible and hence, it would take more time in transmitting information.

(2) *Internal Means Only*: Formal communication represents a natural desire of the management in the organization to interact and communicate with each other. In this a superior directs the subordinates. So, it is an effective written internal medium of communication. And hence, it is not suitable for external communication.

(3) *Information Overload*: Information overload represents overload of work with heavy information. In a complex business organization, there is always many series of messages and information to be tackled. It ultimately leads to work-load on executives. Delay, omission, imperfection and half-execution of information are the evils of information overload.

(4) *Absence of Outside Interface*: Interface with other sources of information about the organization is also usually taking place in the real world situation. In a formal communication there is no interface with the outside in any way. Formal communication is transmitted only by virtue of one's position in the organization structure. It is concerned between the superior and subordinate relationship arising out of officially recognized positions.

(5) *Slow Transmission*: Formal communication channel operates with the slow movement of transmission. It would not work with considerable speed and is often slower than

informal communication. Official channel information gets circulated but not in a prompt way.

(6) *Lack of Quick Response*: Formal communication is known for delay to get response from information transmitted. Response as to acceptance or rejection from formal communication cannot be interacted immediately. Immediate response for either of the above reactions is necessary to the communicator in the process of decision-making. It is particularly true in the case of a formal written communication. The advantage of immediate response can be obtained from informal communication.

(7) Downward channel: Formal communication is mostly for downward communication and communication through a chain of command is not suitable for vertically upward. Executive overlook subordinates and may not take active interest in the matter of subordinates.

(8) Lack of General Interest: The formal channel of communication is also not useful for transmitting certain information which in the general interest of the organization, is necessary. Official channels cannot effectively be used in certain important, urgent matters but which can be satisfactorily transmitted through informal channel.

(9) Absence of Feedback: Feedback is necessary to understand immediate reaction which would help in a great way in the decision-making process. The formal channel would not serve as an effective feedback system. Similarly, it cannot be used as a testing device. Listening to the feedback response is the good principle of effective communication.

(10) No Public Relations: In a modern complex business organization, responsibility of business to the society, and interdependence of society and industry, the importance of public relations cannot be overemphasized. Formal communication does not promote public relations. Interface with the outside organization is equally necessary to accomplish both social and organization goals. For this the formal channel is not effective.

Another classification of presentations is given below:

Types of Oral Report:

“Oral Report” means presentation of written matter before a group. One must have oral communication skill for report presentation. This method is used in every business activity and at every level. The originator of oral report presents an informational and analytical message. The essentials of good speaking will equally apply to the oral reports. According to L. Brown, “The function of an oral report is to furnish the facts necessary to expedite action or to persuade someone or any number of persons to take the action the group decided on or to implement the group’s solution.”

Like in an oral message, an oral report to be effective must carefully be planned and developed. When a report is orally read before a gathering, it is similar to an oral presentation and should be written in such a manner. An oral report is generally drafted for a particular group of people. For instance, an oral report to a welfare committee, any oral report to the executives of all the departments. Like a speech, oral reports have an introduction, body and ending. With a view to clarify things or to create interest, audio-visual aids may be used.

A successful and effective oral report must follow certain essential principles. Some of the principles are:

- (1) A report should be complete, clear and short.
- (2) To practice report reading by imagining an audience.
- (3) To set a gentle style and tone.
- (4) To know the audience.
- (5) To fix time limit to read.
- (6) To divide a report into paragraphs, each paragraph should give a separate central idea.
- (7) Other principles of good oral communication and written communication are equally applicable.-

Following are the logical steps to acquire self-confidence to present an oral report, suggested by Leland Brown:

- (1) Preparing your talk carefully. Fear of forgetting results in stage fright.
- (2) Practicing aloud. You will know your talk better after rehearsing. Practice alone, going over it again and again, imagining your audience before you, or viewing yourself in a mirror.
- (3) *By* not memorizing your talk; a tape recorder can be helpful, for it allows you to hear yourself.
- (4) Checking your appearance. Dress appropriately for the occasion and your audience.
- (5) When you face your group, waiting a few minutes before you start to talk. think of your audience as your friends. They want you to do well.
- (6) Beginning slowly; do not give up once you have begun. Stage fright disappears after you start.
- (7) Speaking louder than ordinarily, at least at the outset.
- (8) Speaking as often as you can. The more practice you get, the easier it is to speak with confidence.

Types of Reports

- (1) Periodical Report.
- (2) Progress Report
- (3) Inspection Report.
- (4) Survey Report.
- (5) Investigating Report.
- (6) Project Report.
- (7) Examination Report.
- (8) Statistical Report.
- (9) Recommendation Report.
- (10) Individual Report.

Other types of presentations

One-to-one Presentation

This is also known as Dyadic Communication in which two or more persons seek to exchange information. This type of presentation is relatively personal, intimate and less formal. This is essentially a type of usual conversation among two or more persons and it is the most frequently used style of communication, either face to face, through telephone or through video conferencing, etc. However, your presentation style could be either formal or informal depending upon how you relate to the person you are speaking to. The following could be the persons you are speaking to:

Your family member, your secretary, your boss, your teacher, your co-worker, your president, your fellow student, your roommate your spouse, etc. The audience feedback in this kind of presentation will depend upon the medium chosen by you.

Briefings

This interaction is generally between the boss and his team of subordinates. Sometimes, a subordinate also briefs his boss on the progress or the developments related to the work under his charge. Briefings are usually of shorter durations to cover a specific issue. The format of the briefing is generally designed in such a manner as to inform the audience about a particular process or activity and their part in carrying it out. An effective briefing ensures that each member of the team fully understands the plan and his or her own role in achieving its success.

Workshops, Seminars and Conferences

Organizing workshops, seminars and conferences is an old tradition in the academic world but now a day these have become common in the professional world also. The underlying idea for organizing such activities is the ever-increasing need for optimal utilization of the entire resource deployed in an organisation such as the men, materials and money with the realisation that this can be best done by an interaction and cooperative group and not by an individual alone.

Presentation in Workshop

This is an interactive kind of presentation where the audience is expected to contribute, and its role is to facilitate the proceedings being conducted by the presenter or the speaker. The process involves splitting the sessions into a series of mini -presentations so that the issues involved are discussed threadbare in smaller groups. This is generally followed by group work and then suggested probable Solutions. The presenter is expected to contribute his own knowledge in encouraging the involvement of the listeners in contributing to arrive at the final acceptable solutions to the issues discussed.

Meetings

This is the most common occasion for exchange of ideas and information in a formal setting where both the presenter and the listener have the opportunity to facilitate understanding of the issues being discussed. The meeting serves a very useful purpose particularly for the boss to communicate about the policies, decisions and instructions, etc. to his subordinates. It is, however, seen and realized that many people fail to make

the best use of these occasions by failing to follow the basics of good presentations-thus, end up disappointing themselves and their listeners, one of whom is usually the boss!

Telephone

This is one of the most common presentation styles, but the loss of visual contact over the telephone prevents the use of many of the usual nonverbal presentation skills. Nevertheless, the importance of effective communication in this type of presentation should not be ignored.

Video-conferencing

This is the result of advancements that have taken place in the area of information Technology. Now-a -days, this is being used frequently for conducting meetings among different persons based at different geographical locations by linking them through a network of computers, where they can see and react to one another to exchange information and ideas. The biggest advantage of such a meeting is significant saving in terms' of huge travel costs and invaluable time

Team Presentations

The necessity for teamwork in the workplace is not a new idea. However, it is becoming commonplace to find that cooperative effort is needed in all areas of corporate communication. Presentations are no exception.

When you work in a group, there are always varying degrees of “teamwork” issues that need to be addressed. Whether it’s developing a consistent presentation style and tone, scheduling team meetings or determining who will present.

Team presentations can be a nightmare if you don’t get off to a good start. Here are guidelines designed to make your team presentation experience less hectic.

Rules for Team Presentations

1. Select a strong team leader

This individual should have the leadership ability and authority to make on-the-spot decisions. Whether it’s content, structure, presenters, etc, this person needs to take full responsibility for the overall outcome of the presentation.

2. Follow the same rules you use when developing a solo presentation

Make sure everyone understands the overall presentation objectives as well as their roles in the development of the final presentation.

3. Organize content development

Trying to collectively “write” a presentation is a difficult task. Try arming each person with a stack of Post-it notes. Then, have individuals write only their own ideas (one per note). When it comes time to “write” the presentation, go to a room with a large blank wall and use this flat surface as a clean slate. Organize presentation content on the wall;

move topics as desired. Once the content is organized, the group can determine what types of visual aids are needed and where to place them.

4. Keep visuals with one person

Be sure one person is assigned to manage the visual aids. By assigning one team member to this task, you can ensure consistent color, style, and format.

5. Provide transitions

If you have multiple presenters, you need to plan clean transitions between presenters. Smooth, transitions ensure that you convey a well-prepared, professional image.

6. Rehearse, rehearse, rehearse

When pulling together a team presentation, it is important that everyone become familiar with presentation content, visual aids, and transitions between presenters. Because everyone presents in a unique way, it is critical that the team practice together in order to reach a high level of comfort with the presentation and each other. A full dress rehearsal with visual aids is a must for a successful team presentation!

Classification based upon Group Size

A presentation is a presentation right? It doesn't matter whether you are speaking to 5 or 500 people . . . As long as you have a good presentation it will work accordingly. Not quite!

One of the worst commonly overlooked details of giving a presentation is the size of the audience. It is true that the content of the presentation doesn't have to change because of the size of the audience, but the way it's communicated should be quite different!

Small Group (Client Presentation, Work Groups)

When delivering to a group of this size, all of your efforts should be focused on the individuals in your audience. Presentation style, pace, visuals, and group interaction are dictated by your audience. Given the size of this intimate group, it is imperative the audience feels important.

Interactive Group (Training Class, Department Meetings)

An interactive group demands different things than a small group does. For one, the level of involvement with the audience diminishes. While audience interaction is important, a high level of audience interaction is not possible. Instead, the content of the presentation is most important. Visuals should be clear, concise, and help move your audience to better understand the content objectives.

Structured Group (Sales Presentation, Shareholder Meetings)

The key to a presentation of this group size is effectively communicating your message as a speaker with your delivery and visuals. Because this type of presentation is very targeted and the audience knows this, visuals should be specific to the main messages in the presentation.

Big Room Groups (Keynote Speakers, Luncheon Meetings)

If you are speaking to a large audience, you must realize that people are there to see you speak. While the content of your presentation is important, you are part of the reason why they are there. Consequently, it is extremely important that your delivery be dynamic, simple-to-follow, and credible. Your visuals should also be simple so that any audience member is able to see and understand anything that is projected.