



Communication For Work Purposes

Jingles and Slogans

Why are these a powerful tools for effective communication?

- Hearing and listening impressions towards the tunes are found to be lasting in one's memory
- Talking and speaking faculties can be effective tools of communications
- Meaning of words amplifies themselves
- Develop memory skills
- Easy to remember



Slogans

Tips on Writing Slogans:

1. Start from the logo which is a symbol or design of an organization to identify its product, in order to promote brand identity.
2. Keep the slogan simple to be understood easily and quickly.
3. Make it funny, if possible.
4. Use jokes appropriately.
5. Stay honest.



**M&M: "Melts in Your Mouth, Not
in Your Hands"**

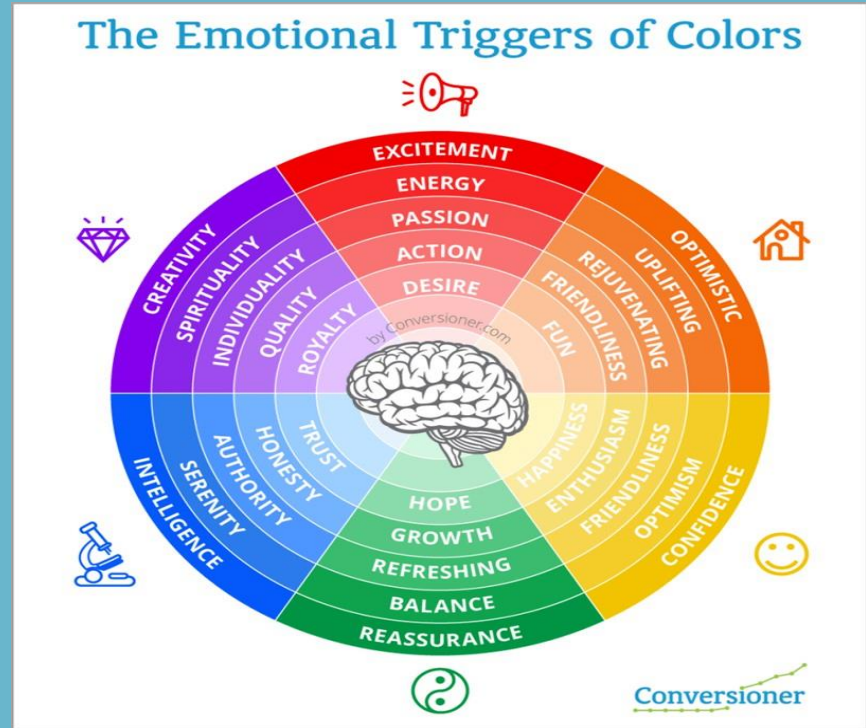
Logo

Logo, is a Greek derivation of logos, to mean reason. However, as a literary device, *logo* is described as a “statement, a sentence or an argument used to convince or persuade a targeted audience by employing reason or logic.”

What is then the purpose of a logo?

The most important goal of a logo will always remain this - to identify the person, product, business or services. In short, *“identification of a logo is what really matters most.”* This is the sole and primary purpose of a logo.

Introduced by Jeff Bullas, a famous theorist and practitioner on business, a schematic diagram below, unfolding the emotional triggers of color, can guide the logo designer.



According to Sukhraj (2017), *“picking a shape for your logo is more than an aesthetic choice. You have to think about your audience, and what emotions and feelings you want to elicit when they see your logo.”* As concrete illustrations, the next expositions are definitions and samples of some of the most popular shapes/styles in logo design

- Symmetrical/Geometric*
- Organic*
- Abstract*
- Circles*
- Curves*
- Spirals*
- Rectangles*
- Triangles*
- Vertical Lines*
- Horizontal Lines*
- Key Takeaways*

How is logo designed?

1. *Understand why you need a logo.*
2. *Plan before you design a logo.*
 - 2.1. *Define your brand identity.*
 - 2.2. *Find inspiration.*
 - 2.3. *Check out the competition.*
3. *Design your logo.*
 - 3.1. *Choose your design style.*
 - 3.2. *Find the right type of logo.*
 - 3.3. *Pay attention to color, font and shape.*
 - 3.4. *Pick the right topography.*
4. *Navigate the design process.*
 - 4.1. *Evaluate your logo options.*
 - 4.2. *Explore other dos and don'ts in designing a logo.*

Posters

- Considered as outdoor medium of communication
- Poster is any piece of printed paper designed to be attached to a wall or vertical surface
- It is a large, usually printed placard, bill or announcement, often illustrated, that is posted to advertise or publicize something
- It is an artistic work, often a reproduction of an original painting or photograph, printed on a large sheet of paper

Georgia Institute of Technology uses poster based on the **WOVEN
APPROACH:**

- Written communication*
- Oral communication*
- Visual communication*
- Electronic communication*
- Non-Verbal communication*

Qualities of a Good Poster :

- ❑ *Clarity of words used*
- ❑ *Relevance or significance of posters in terms of its purpose and design*
- ❑ *Appeal or its pleasantness in the choice of words and design*
- ❑ *Readability of the message and graphics*

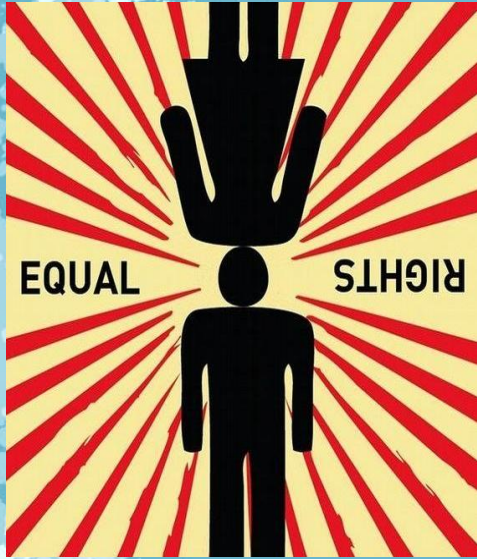
Guidelines on Designing a Poster :

- ❑ *Being a visual form of expression, a poster should be seen, read and understood within few seconds.*
- ❑ *Limit the number of words.*
- ❑ *Make use of the full value of color.*
- ❑ *Create a maximum impact through visuals.*

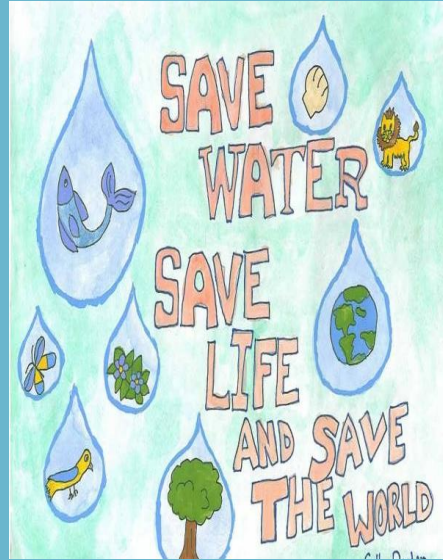
Steps in Poster Designing:

- ❑ *Determine the overall message intended to present.*
- ❑ *Anticipate what audience will remember about the poster.*
- ❑ *List some probable captions which may take the form of slogans.*
- ❑ *Translate ideas into visual form.*
- ❑ *Choose your lay outs, image and fonts.*
- ❑ *Make posters visually appealing and interesting.*

Samples of Posters



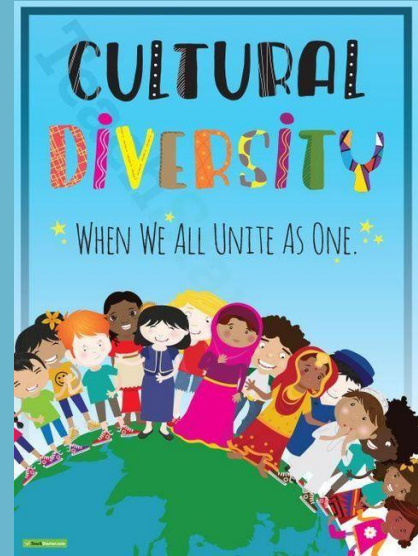
Gender Equality



Water Conservation



Treatment Towards Animals



Cultural Diversity

Panel Discussion

is for speakers to share ideas, as audience, present or on air, gives feedback or asks related questions that specific speaker answers



Tips for the Moderator on how to moderate wholesome panel discussions:

1. Start with a goal
2. Use panelists with diverse perspectives
3. Prepare the talk
4. Start asking simple but provocative questions
5. Stay on point and on time
6. Intervene firmly and respectfully
7. Accentuate differences of opinion
8. Ensure that there is an interactive activity
9. Keep time allotment for the activity

Procedure in a Panel Discussion

1. Moderator opens the activity by acquainting audience the goal and the topic of the day.
2. He then introduces his panelists and gives the highlight of their brief biography.
3. Moderator stops panelists from their long talk.
4. He should provide an opportunity for each panelist to give his closing remarks
5. Moderator thanks panelists individually, expresses gratitude for their participation, and reinforces the productivity of the discussion.

Memorandum

It is a brief and important message or record used for internal communication in many forms of business. It is likewise a written communication used to transmit information quickly with a wide audience (Doyle, 2013).

Typical Uses of Memos

- ❑ To inform others about new or changed policy, procedures, organizational details, etc.
- ❑ To announce meetings, events, changes.
- ❑ To present decisions, directives, proposals, briefings.
- ❑ To transmit documents (internal) (Doyle, 2013).

Format of Memos

1. Name of Company (without address)

2. Heading

2.1 Sent to a superior: FOR: (who gets it)
(Capitalized complete name)

2.2 Sent to a colleague of the same level
TO: (CAPITALIZED FULL NAME)

2.3 Designation of the superior recipient of the memo:
UNIVERSITY PRESIDENT

2.4 Designation of a colleague-receiver:

FELLOW FACULTY MEMBER
(ALL CAPITALIZED)

2.5 Sender's Designation position:

FROM: Secretary
(Written in regular style)

2.6 Topic / Subject (What's it about):

SUBJECT / ON
(ALL CAPITALIZED)

2.7 DATE: (when it was sent):

DATE: DD /MM /YY

3. Introduction quickly orients the reader to what the memo is about by giving the purpose for writing.
4. Body presents the information and supporting details important to the memo's purpose through the use of short and concise sentences and bullets to list information.
5. Closing paragraph ends courteously and states any expected outcome, action, or other information appropriate to the purpose.

Reporting

Donna R. Penton, (2013) in her article, Dialectic Teaching Approach: Reporting Method Reporting defines reporting as an oral or written process of unfolding factual information in a “direct and uninterrupted manner in which student-reporters act like an authority of the topics assigned to them.

Characteristics of Effective Reports

- ❑ Reports are understood by the reader/ listeners as the writer/ speaker intended, and they (reports)influence the readers or listeners to act as he desired.
- ❑ Effective report should be empathetic, accurate, complete, concise and clear.
- ❑ Effective reports present information ethically

Tips for Presenting Report to a class:

- Write report to be heard, not read; therefore words should be simple, specific and concrete.
- Practice report aloud , and make changes to any phrases that stop your smooth flow of ideas.
- Eat something, but don't drink soda in the morning of your report.
- Dress appropriately.
- Once you stand, take a moment to gather your thoughts or relax

- ❑ If you start to speak and your voice is shaky, pause, clear your throat, and take a few relaxing breaths and start again.
- ❑ Focus on someone at the back of the room for a calming effect.
- ❑ As sign of honesty and humility, prepare saying, “I don’t know “ answer if audience asks questions which you are unprepared to answer, or say something like, “That is a great question. I’ll look into that.”
- ❑ Make your ending striking by using quotes appropriately or even jokes.

Written Reports:

- Abstract and Briefing
- Annual Reports
- Fact Sheet
- Empirical Publication
- Newsletters

Oral or Visual Reports :

- Presentations
- Exhibit
- News Release
- Posters

Parliamentary Procedure

It is a “set of well proven rules designed to move business along in a meeting while maintaining order and controlling the communication process.

Order of Business

- I. Call to Order.
- II. Roll Call
- III. Minutes.
- IV. Officers' Report.
- V. Committee Reports.
- VI. Special Orders.
- VII. *Unfinished Business.*
- VIII. *New Business.*
- IX. *Announcements.*
- X. *Adjournment.*

Quorum

The number of members that must be present for business to be conducted is called a quorum. The actual number is usually stated in the Bylaws of the organization.

Motions

Members who wish to participate in meetings do so by making motions. A motion is a proposal what the assembly takes a stand or action on some issue.

Parts of motion:

- ❑ *Present Motion*
- ❑ *Second Motion*
- ❑ *Debate Motion*
- ❑ *Vote on the Motion*

Types of motion:

- Main Motions*
- Subsidiary Motions*
- Privileged Motions*
- Incidental Motions*

Questions relating to motions:

1. Is it in order?
2. Can a speaker be interrupted?
3. Does a motion need a second?
4. Is a motion debatable?
5. Can a motion be amended?
6. What vote is needed?
7. Can a motion be reconsidered?

How to present a motion:

- Obtain the floor
- Make the motion
- Wait for a second
- Chair states motion
- Expand on the motion
- Putting the question
- Vote on a motion

Closing Note

Parliamentary procedure is the best way to get things done in meetings. It only works if it is done correctly!

- Make motions that are in order.
- Obtain the floor properly.
- Speak clearly and concisely.
- Obey the rules of debate.
- BE COURTEOUS.

END