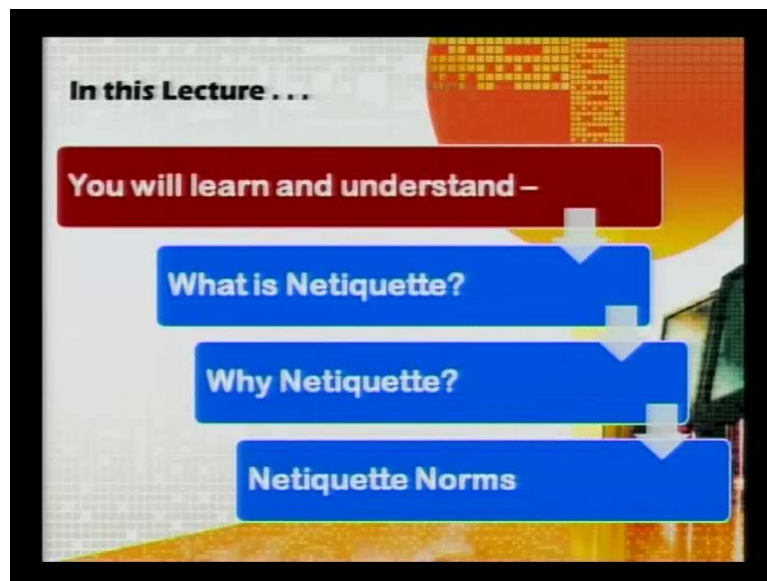


**Communication Skills**  
**Prof. T. Ravichandran**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology, Kanpur**

**Lecture - 29**

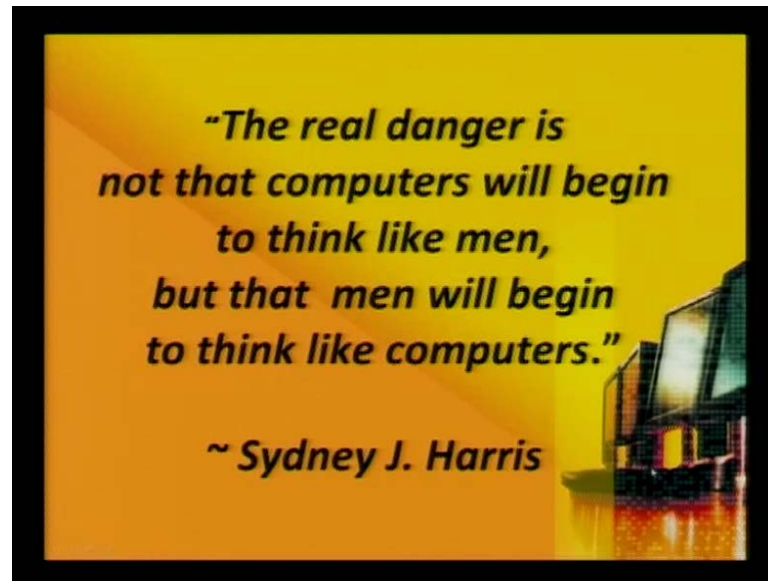
Welcome to NPTEL's course on communication skills this is module number 9, lecture number 1 and today we have a very interesting lecture on Netiquette.

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It is quite contemporary, it is quite relevant to know, what are the norms of using internet in terms of communication. Now, in this lecture you will learn and understand what is netiquette? So, the definition of the term netiquette and what is it meant exactly, why netiquette. So, why should we use netiquette norms at all is it really necessary that we should use those norms or we can do without those norms. So, why netiquette and after that I will be discussing in detail about the some of the basic norms of netiquette.

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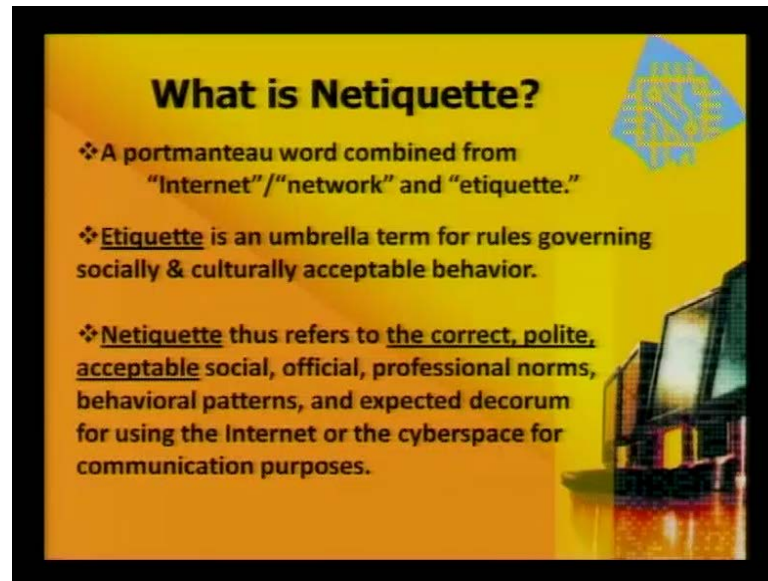


Now, before we start let us look at this quotation from a very reputed author who deals with internet and computer, Sydney J Harris. He says the real danger is not that computers will begin to think like men but, that men will begin to think like computers. Look at this the real danger he says is not that computers will begin to think like men, not that computers which are endowed, end out with artificial intelligence will start behaving like human beings. He says that is not a problem, that is no issue but, what is the real problem the real problem starts only when men will start beginning to think like computers.

What is it mean if men will start functioning like a computer like a machine losing all human qualities, losing all human values, Dalley says that is the real problem that should concerned as. Now, you can understand the relevance of netiquette now, why netiquette is important because if men will start behaving like computers, he will not follow this netiquette norms.

To remain human beings that even while computers, while using internet for communication one should still remember the human values and should not behave like a machine. We need to remain human being again and again some of the norms which are relevant for netiquette, now before we go the norms what is netiquette.

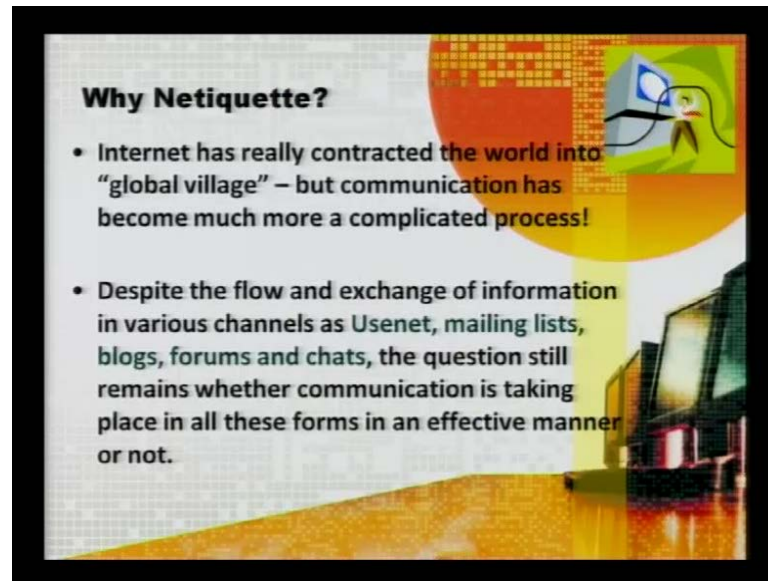
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Netiquette is the portmanteau word, what is the portmanteau, word portmanteau word is just like a portmanteau suitcase is combined of two parts. Two words combined together and then made into a single word and it gives the single meaning. Now what are the two words which combined together here, these are internet with etiquette or network with etiquette. So, you have internet network combined with etiquette what is the meaning of this word etiquette.

Etiquette is generally used as an umbrella term for rules governing socially and culturally acceptable behavior. Now, any rules generally which deal with the general principles of behave behaving in a society in a very culturably acceptable manner are consider etiquette. Now, when we talk about netiquette combining this with etiquette and internet or network, what we actually mean is we referred to the correct, polite, acceptable social official, professional norms, behavioral patterns and expected decorum.

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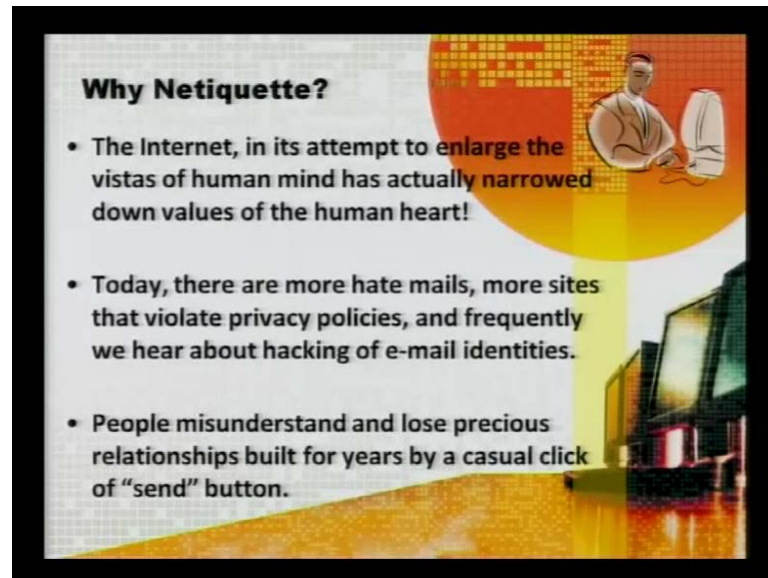
Decorum is the manner in which one should perform oneself, present oneself in the internet for using the internet or the cyberspace for communication purposes. Now, cyberspace again we are using it as the space that is controlled by computer or internet, the imaginary space in which we are all sending emails. Where it is not done in a physical sense but, in the cybernetic sense, to continue with the question why netiquette. Today we are living in an internet age and the internet thankfully has really contracted the world into global village what do you mean by a global village just like in a village the message is very quickly transmitted from one part of the world to the other. Traveling from one part of the world to the other as has become just a very easy business but, the question is whether the communication has become much more effective or not.

No that still remains the question but, the problem is communication has become a much more complicated process. If we compare the communication that is happening today with the communication that the primitive man had with less symbols less images and mostly using pictures mostly using non-verbal form of communication. If you look at that and then if you compare that with today with multi channels and communication at the speed of lightning.

Now, if we compare all these things do we really have effective communication, so that is very much doubted. Now, despite the flow and exchange the of information in various channels as usenet, mailing lists. So, many email IDs one can have, blogs, forums and

chats and so, many social networking sites like facebook and all that. The question still remains whether the communication is taking place in all these forms in an effective manner or not.

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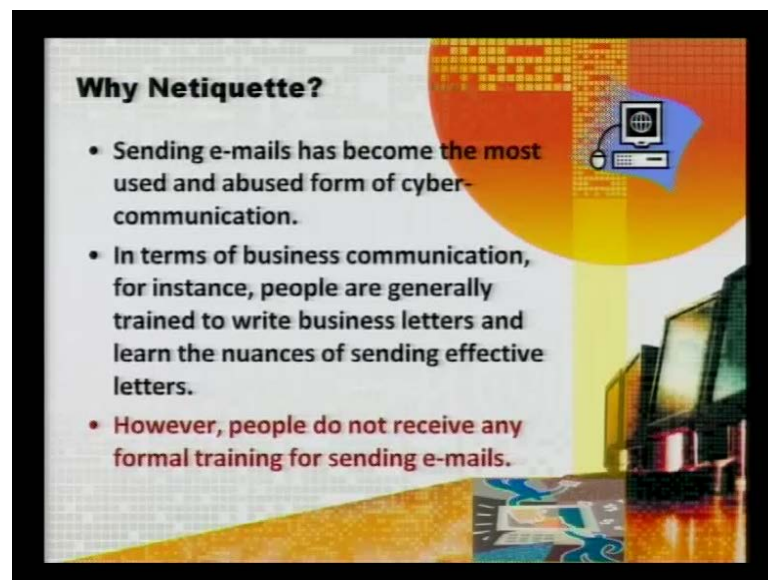


Now, once again netiquette is important to have effective communication in the internet. Internet what is it done in its attempt to enlarge the vistas of human mind has actually narrowed down values of the human heart. No doubt it does enlarge vistas of human mind human mind is gone beyond what was never thought before, but what about the values of human heart it is contracted. So, people who appear to be intellectuals people who appear to be advanced in terms of scientific thinking appear to be quite narrow down at the level of feeling, at the level of expressing ones emotion.

Today, if you look at this scenario there are more hate minds people write express their negative feeling using internet there are more sides that violate privacy policies, what is it mean they are using unethical means. They are losing their ethical grounding and frequently we hear about hacking of email identities. So, people suddenly saying that somebody sent through my email id identity and that does not belong to me or my ID was hacked and I change the password, now it is safe. So, you do not sent to this ID or whatever sent before in my ID you do not take that seriously. Sometimes people send email through ones ID after hacking it saying that the person is seriously ill and then demands certain amount of money and close friends and relatives sent money. Now,

where are we come through when this kind of hacking is happening in email identities, the ethical grounding has been lost, the gradually shrinking down off human heart and human values. People misunderstand and lose precious relationships built for years by a casual click of send button.

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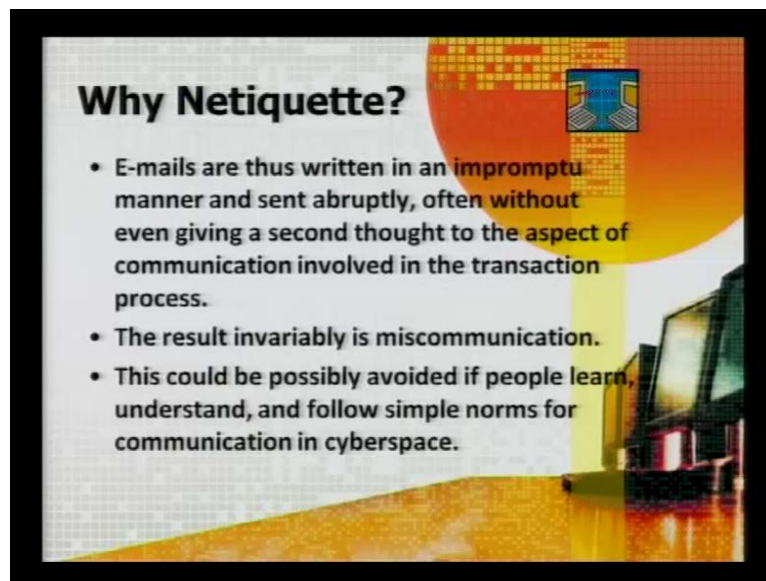
Years of relationship built 30 years 40 years relationship built in advertantly without thinking without giving the second thought people press the send button and the mail goes and the other person is offended, because of some inadvertent use of some words. Why netiquette sending email has become the most used and abused form of cyber communication. In fact, when I talk about netiquette, I am generally referring to all the norms that governed the use of internet communication, but focus on one aspect of internet communication for our lecture we focus on email communication.

Now, email has been much used and much abused in in terms of cyber communication. In terms of business communication for instance people are generally trained to write business letters and learn the nuances of sending effective letters. Some companies even have a training program in which the recruiter knew employees are given training in terms of communication skills. They have told how to write good business letters, they are again and again given models examples of writing effective business letters. In the sense they are trained but, when we ask the question our people really trying to write

emails certainly no, somehow there is an impression that one can just write something and then send it.

So, is training really required many people think that no training is not required but, which is not true actually in case of email sending emails no formal training is given at least this lecture on netiquette look try to create an awareness of certain norms which are quite relevant when one is trying to communicate using the internet.

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So, when the training is not given for sending emails what happens emails are thus written in an impromptu manner. Without any proper plan, without the norms of writing a letter without thinking of a beginning, middle and end without thinking of a subject line people just write in a very impromptu manner. And then they start writing abruptly suddenly they think of writing an email and then suddenly they send it and often without even giving the second thought to the aspect of communication involved in the transaction process.

People think that is just sending but, communication as we understood from the previous lectures is a two way process it is not just sending it is also receiving and then getting positive feedback. So, people do not think of the transaction process involved in this and then they send it in a very impromptu and hurried manner what happens the result invariably is miscommunication.

When there is miss it miscommunication there is total anarchy there is no order in terms of communication people misunderstand each other, they ruin their relationships they ruin the business practice that is being going on for decades. And all of us said an just because of one email everything is closed everything comes to a disflunked state. So, this the reason why I am telling again and again netiquette is quite important and relevant.

Now, this kind of miscommunication could be possibly avoided if people learn understand and follow simple norms for communication in cyberspace, in the following slides I am just going to discuss about some of the simple norms. But, nonetheless they are the basic norms anybody would like to make internet communication using email effective should follow this norms.

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Let we begin with the most important and the most simple of all the norms, do not forget that the receiver is a human being. Now, this looks sometime ridiculous and sometimes people think that oh do not we remember that all the time we are sending to human being. As I said at the beginning in the introductory quotation we tend to think but, then we constituency do not think often forget, we often do not even realize the fact that we are sending it to a human being.

We often think just before we are sending just because we are sitting before machine, before computer we also tend to reflect that mechanical attitude in sending that, so do not forget that the receiver is a human being.



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**Do not forget that the receiver is a human being**

- Often when people type a message on the computer and mail it using the internet connection, they tend to forget that the person who receives the mail at the other end is a human being.
- So people write curt messages that can hurt the sentiments of the receiver.
- Beyond the blank computer screen, one needs to **empathize with feelings of the receiver.**

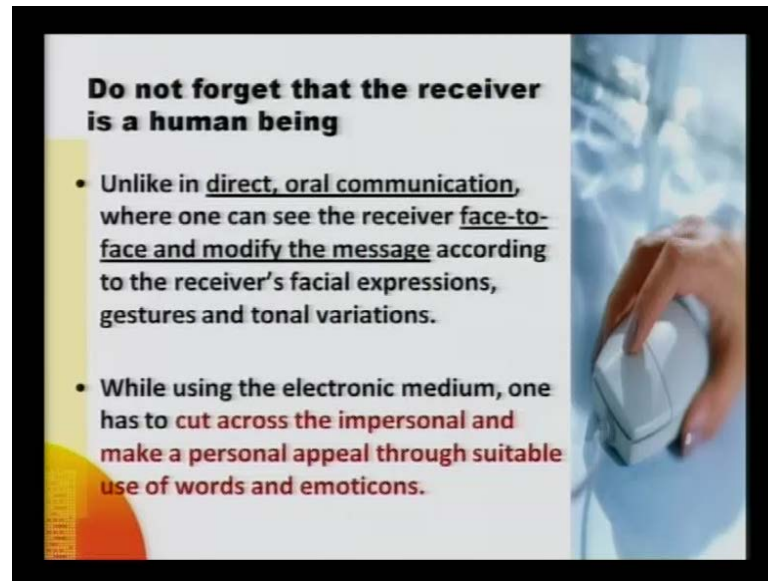
The slide features a decorative background with binary code (0s and 1s) and several icons: a person sitting at a computer, a computer monitor, a CD-ROM, and a stack of books.

Often when people type a message on the computer and mail it using the internet connection, they tend to forget this aspect that the other end also there is a person who is sitting who is a human being. So, what do people do people write curt messages, hurtful messages that can hurt the sentiments of the receiver. No polish words are used no courteous remarks are used no proper salutations are used there is no proper complementary close.

Now, what happens, it looks very curt, very rude and the other person feels offended. Now, beyond the blank computer screen one needs to empathize with feelings of the receiver what do I mean by empathize, empathizing is feeling into one should get into the shoes of the other person. One should imagine one should assume how would I feel if I where at the others end and if I where sitting at the other end and if I where to read this email how would I respond, will I be happy to receive this mail, will I feel hurt.

Now, if the answer is in negative it is definitely important that you spend some more time, which is worthwhile in restructuring the letter in rewriting the email communication and then use your empathized feelings to add words that will make the other person feel pleasant, while receiving the email.

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**Do not forget that the receiver is a human being**

- Unlike in direct, oral communication, where one can see the receiver face-to-face and modify the message according to the receiver's facial expressions, gestures and tonal variations.
- While using the electronic medium, one has to **cut across the impersonal and make a personal appeal through suitable use of words and emoticons.**

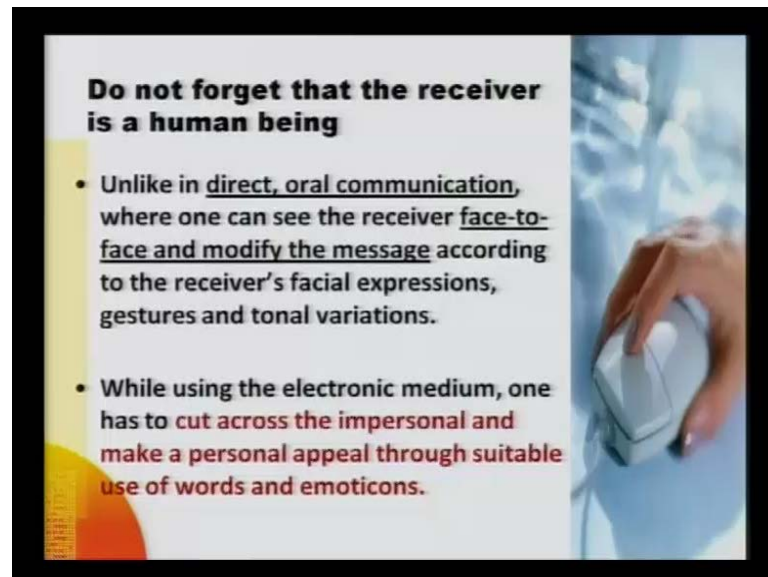
Now, compare this with direct oral communication when this is sent through email computer is acting as the model or the channel and then it is sent through internet. In direct oral communication or face to face communication, both the sender as well as the receiver they are facing each other. Now, what is the advantage now when the sender is sending message to the receiver, when the sender is looking at the other person the sender can always modify, alter the message according to the facial expression of the receiver.

The receiver can give non-verbal communication using the facial expression or the receiver can even verbally canoed his or her interest in the subject matter, lack of interest in the subject matter, antipathy hatred towards the subject matter all are possible. So, in oral communication direct communication, there is face to face interaction direct involvement and here one can easily alter the expressions, messages.

Now, compare this with email communication the face to face aspect is absent. Now, what happens when the face to face aspect is absent you are not able to decode the expressions of the other person and you are sending at a time when the person is not very much before the computer, the person comes at his or her own disposal to open the computer. So, absolutely the person is absent you have no mechanism of decoding the expression of the other person.

So, it is absolutely important you think of this put yourself into the shoes of the other person and try to cut across the impersonal the objective feeling the machine like feeling that comes, to cut across that and try to create the personal appeal, even the modern business letters.

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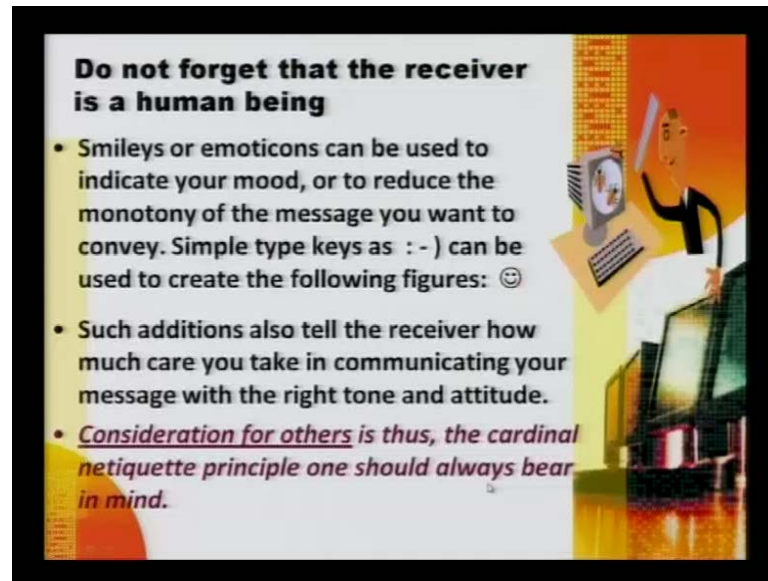


**Do not forget that the receiver is a human being**

- Unlike in direct, oral communication, where one can see the receiver face-to-face and modify the message according to the receiver's facial expressions, gestures and tonal variations.
- While using the electronic medium, one has to **cut across the impersonal and make a personal appeal through suitable use of words and emoticons.**

Generally call for this personal appeal although it is supposed to behind it professional it calls for this kind of personal appeal. And how can you give this personal appeal you can use suitable words or even you can use the, so call emoticons. Emoticon is another portmanteau word which means emotion and icons the emotions which are expressed in terms of images, icons. So, you can use those images to indicate your mood, sometimes you are in a jovial mood, so put one smiley there, sometimes you are really sad hurt there is another smiley that is indicating that you are crying. This will just at least tell the other person in a light hearted manner what you are feeling.

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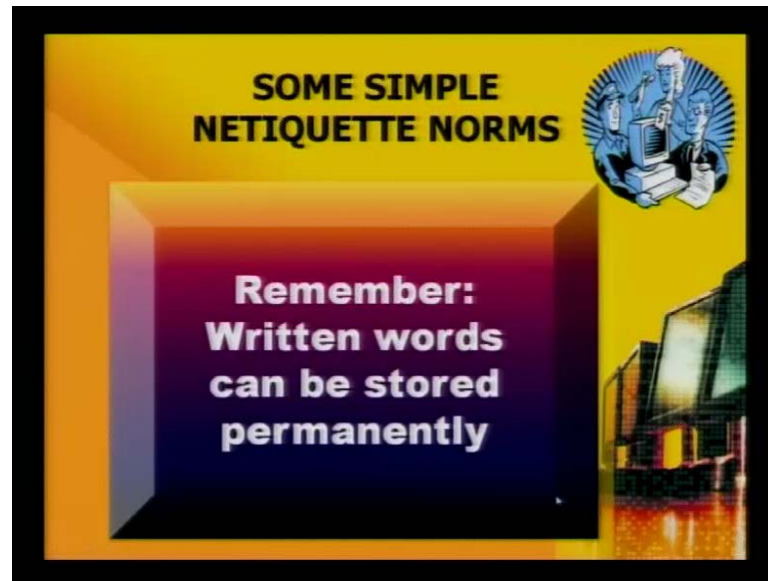


Just to continue with the this aspect of not forgetting that thus the receiver is a human being smiley's or emoticons can be used to indicate your mood although reduce the monotony of moods as well. So, if you simply type keys as colon, dash or hyphen and then this bracket and then when you press enter it automatically gives you smiley's. And today there are, so many client service who have actually put the smiley's readymade you do not have to type them you have to just select the icon press it and automatically it will be added in your mail.

Now, what is the advantage of such additions such additions also tell the receiver how much care you take in communicating your message to the right tone and attitude right tone and attitude your attitude is reflected very much using the emoticons. So, just to recapitulate and put it in one sentence the first basic norm of netiquette, consideration for others.

Consideration for others is thus, the cardinal netiquette principle one should always bear in mind, which is also a general rule in terms of communication but, in terms of internet, email communication, considerations for others is the cardinal principle one should always keep in mind now.

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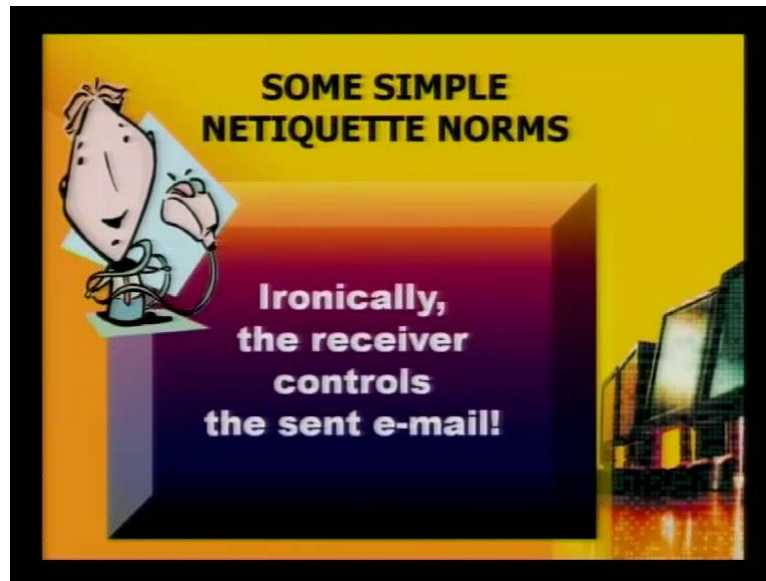


The second norm, the second basic the second simple norm, remember written words can be stored permanently, remember written words can be stored permanently what is it imply. It imply, so many things basically first when it is the oral communication, the orally spoken words unless it is recorded,. stored for proper use generally most people do not think of that aspect when something is spoken is lost immediately. But, when something is written the written words can be stored permanently they are stored recorded can we get for ever.

So, what is it mean, since this words can be stored permanently one should be very careful in choosing the right words for communication. One can read this, so many times one can read this after 5 years, 10 years, 20 years. So, one has to be very careful in choosing the right words, so that when a person is reading it for the hundred time even then the person should feel pleasant about reading it. The email sent casually can written with, so much malignity if it is sent without giving proper thought, it comes back with lot of evil, lot of bad feelings that.

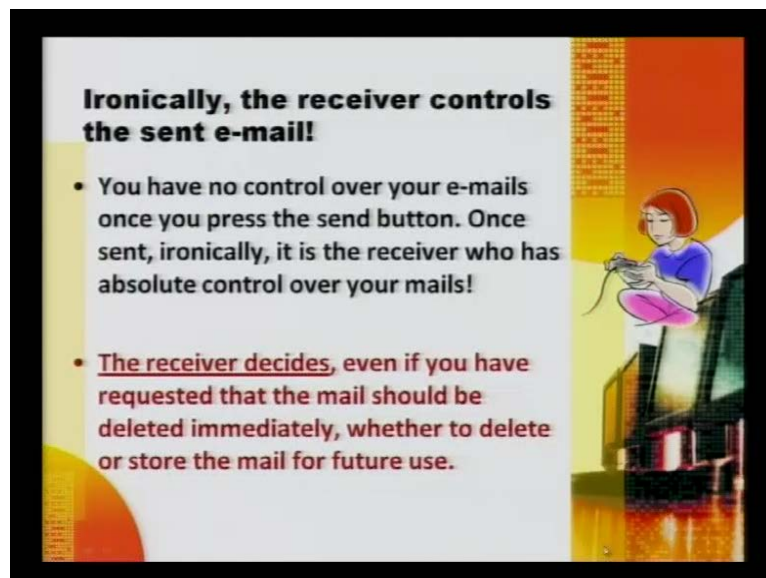
The sender regrets throughout his life for having sent that one thoughtless mail. The sender sends it in a hurry thinking that nothing will happen the other person is offended sending that with ill will not more hurtful words have been added. And then the sender regrets for a lifetime that why did I send another two minute extra to modify my words, so that this miscommunication could have been averted, could have been avoided.

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The next norm ironically the receiver controls the sent email, note this ironically the receiver controls the sent email.

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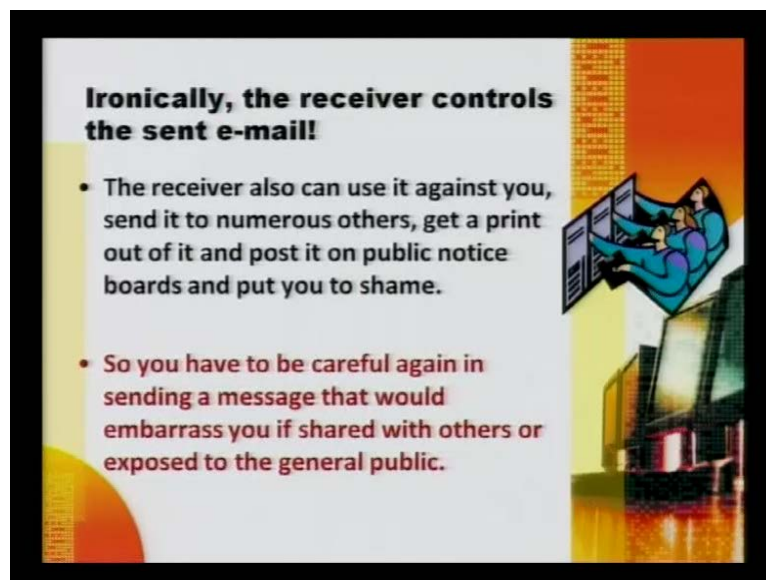


Why do I say ironically it is ironic, because generally we think whenever we do something, whenever we initiate an action, we always think that we have control absolute control over the action. Now, here it is ironic its conversely opposite that happens, once use an the email you have no control over your email once you press that

sent button. Once sent ironically it is the receiver who has absolute control over here means, you do not have any control.

So, the receiver decides you do not decide the receiver decides even if you are requested the receiver that the mail should be deleted immediately. But, it is the receiver who will decide whether to delete or store the mail for future use, the receiver can even tell a lie to you by saying that yeah yes of course, I deleted that mail but, keep it and then use it after 10 years much you are embarrassment.

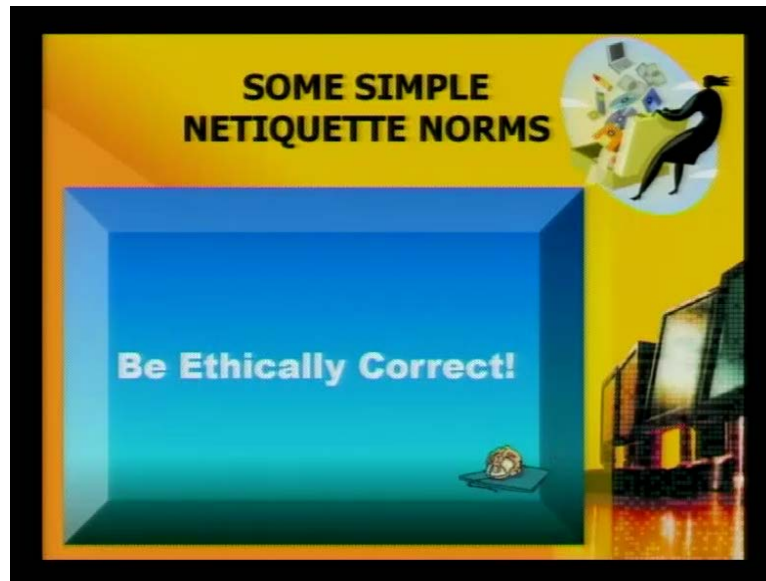
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The receiver can also use it against you send it to you numerous others get a printout of it and post it on public notice boards and put you shame. Such as one frivolous letter a kind of love letter expressing ones emotions, one employee write into another employee and then the other employee taking a print out and giving it to the boss and the boss put it on to the notice board and causing embarrassment to the person.

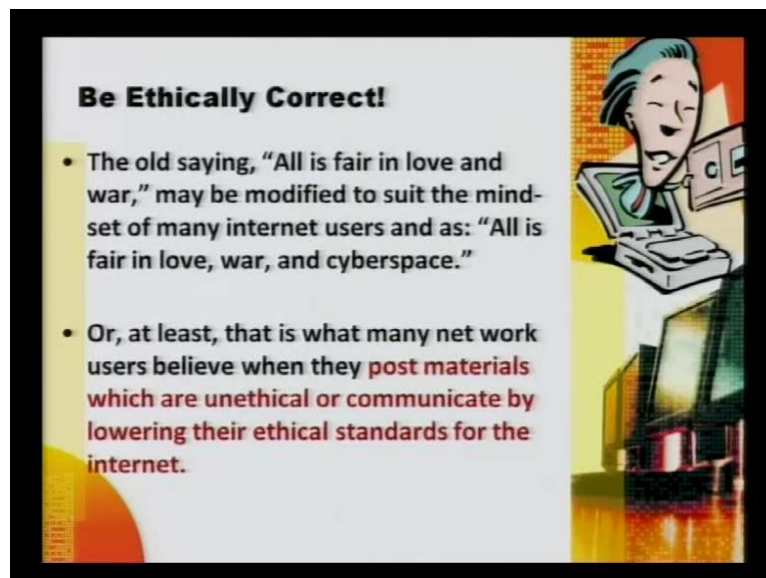
And the person may even have to leave the post, because he is put to shame and then he has no face to show before others. One email can just ruin the job also, you have to be careful again in sending a message that would embarrass you, if you shared with others or expose to the general public.

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The next norm be ethically correct be ethically correct when we say ethical we mean to say be good, be morally upright do what is good avoid what is bad, do what is legal avoid what is illegal, do what is politically correct avoid what is politically wrong. Or in simple spiritual term what is this say do something that you would always like god to know or do not do something which god would not like you to do. But, what happens when it comes to email writing.

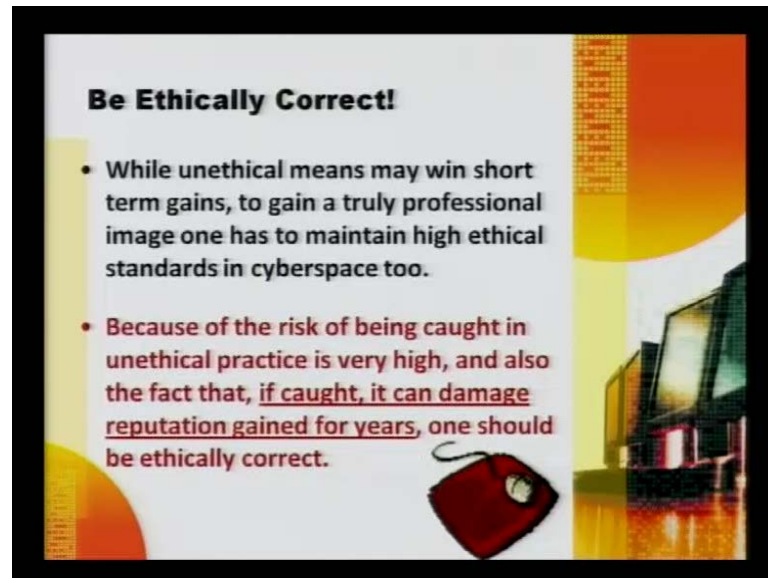
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Some of the old saying all is fair in love and war, appears to be modified to suit the mind set of many internet users, could think that all is fair in love, war and cyber space. Anything goes, write anything, send anything nothing happens, so that is seems to be the attitude or at least that is what many network users believe when they post materials which are unethical or communicate by lowering their ethical standards for the internet.

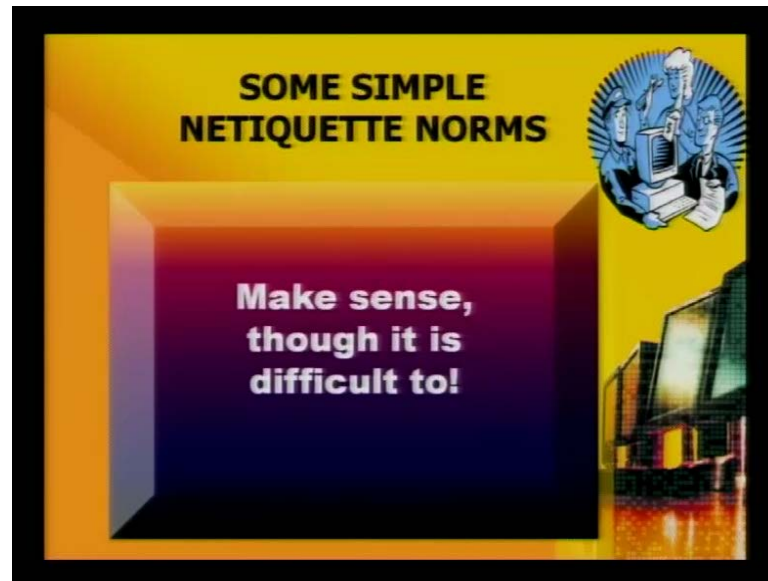
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While unethical means may win short term gains, so why do you send unethical means you sometimes have fun you have some way but, this gain is bound to be short term temporary. To gain a truly professional image one has to maintain high ethical standards in cyberspace too, sometimes some people ask do we really have standards in cyberspace yes of course. And especially if we want a highly professional image you should have this high ethical standards and because of the risk of being caught in unethical practice is very high, today nothing escapes the media, nothing escapes cyberspace, nothing escapes internet.

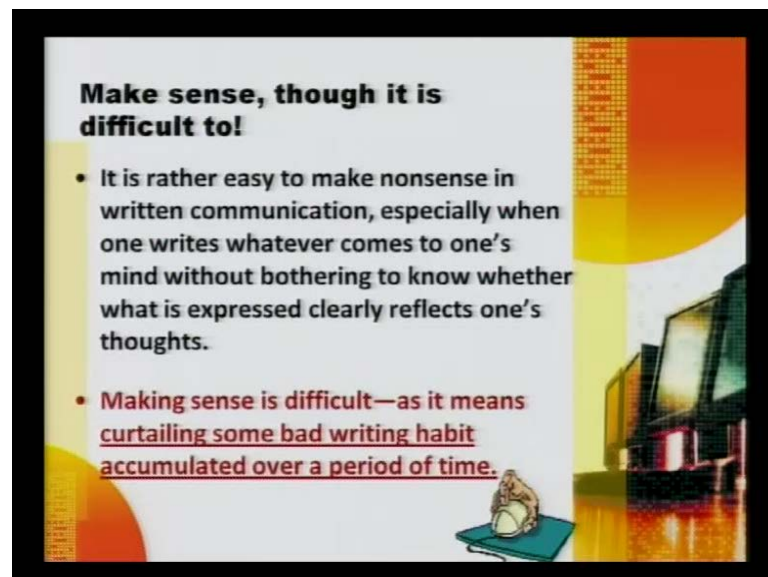
So, everything is seen, everything is caught, everything is captured, everything is stored, everything is reproduced, everything is recorded, everything is used by a multiple users. Now, because of this fact and because of also the fact, that if caught it can damage reputation gained for years, one should be ethically correct.

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The next norm make sense though it is difficult to, might be one way what am I talking about, what you make sense when you are just sending an email, I am implying yes of course, am saying that yes most of the times it appears that you do not think of making sense.

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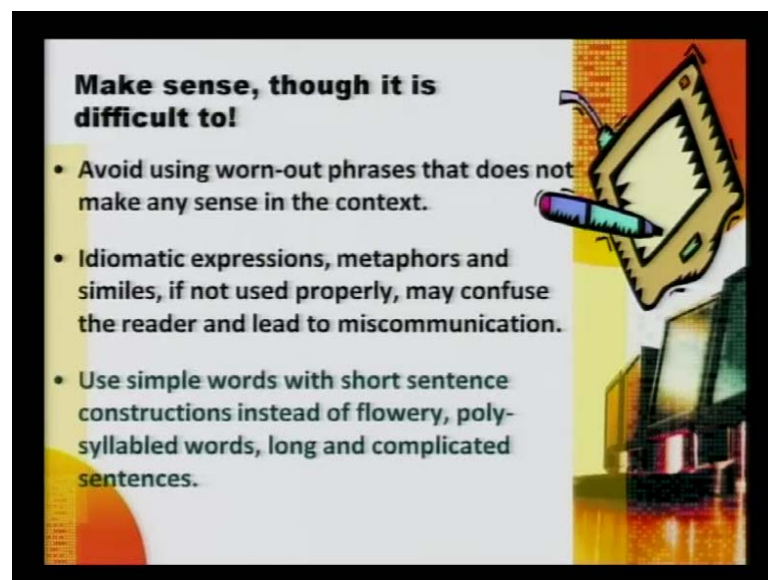


Or to put it another manner it is rather easy to make nonsense in written communication,, it does not take much time does not take much preparation to cause nonsense. Especially when writes when a person is writing whatever comes to one mind without bothering to

know whether what is expressed clearly reflects one's thoughts, it actually causes nonsense. Making sense is difficult, you need to think about it, you need to work on it, you need to revise, if you really want to make sense.

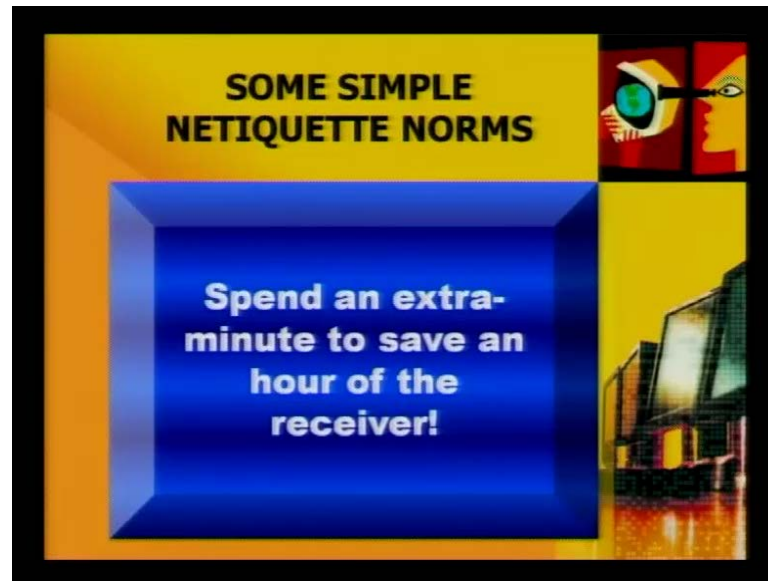
As it means curtailing some bad writing habit accumulated over a period of time. Now, when I say bad writing habit I am not aiming any individual because this is something that has been accumulated over a period of time. So, from childhood most of us have acquired lot of bad habits especially in terms of writing. Now, those habits creep in when we are sending the email, now those habits should be curtail and if one is conscious about it and if one thinks let me make sense let me not make nonsense is very easy to do that.

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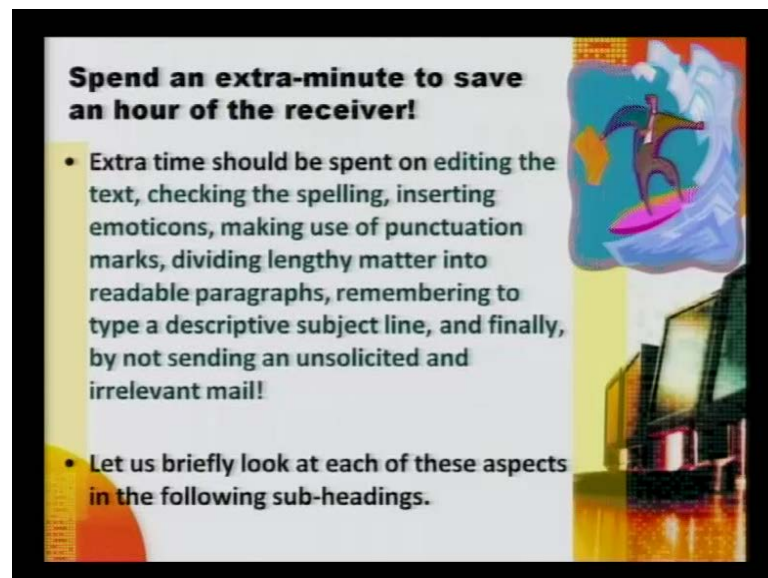
What can one do to make sense, try to avoid worn out phrases, phrases which have no relevance any word, which do not make any sense in the context, it looks very poetic but, that in the given context the word has no meaning. So, remove it idiomatic expressions have special meaning put in an appropriate form it could be very effective but, when it does not suggest anything remove them, even metaphors and similes, unless you mean something, so avoid using them. And if we cannot use them properly it can even confuse the reader and it can lead to miscommunication. So, use simple words generally, which short sentence constructions instead of flowery, poly syllabled words, long and complicated sentences.

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The next norm of netiquette spend an extra minute to save an hour of the receiver spend an extra minute to save an hour of the receiver, what do I mean by this.

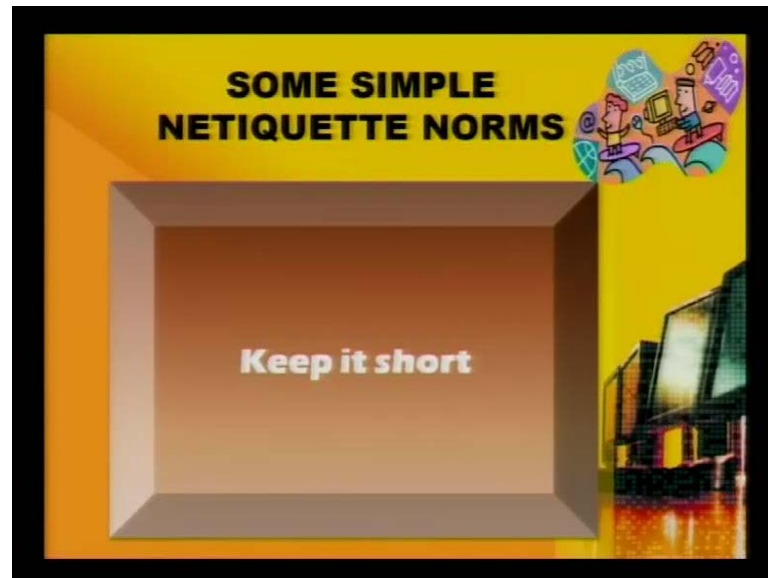
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Most of the times people do not spend more time in revising or even in relooking at the email that one is supposed to send. But extra time should be spent on editing the text, should be spent on checking the spelling, inserting emoticons to express ones right to an attitude, making use of punctuation marks, many people write email without punctuation marks. Dividing lengthy matter into readable paragraphs and give lot of space, white

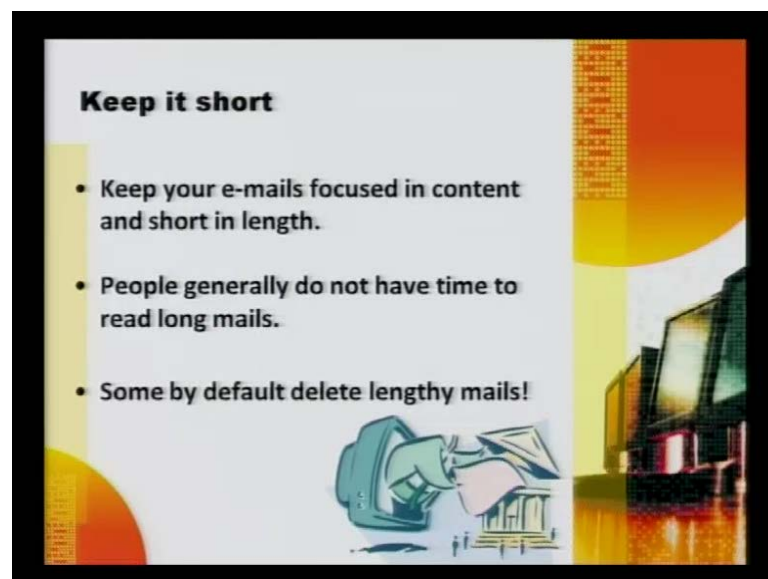
space in between remembering to type a descriptive subject line and finally, by not sending an unsolicited and irrelevant mail. Now, let us briefly look at each of these aspects in the following sub headings.

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Keep it short keep it short, in fact, generally as a communication principle save it keep it short and simple as far as email is concerned but, you know that you should keep it short.

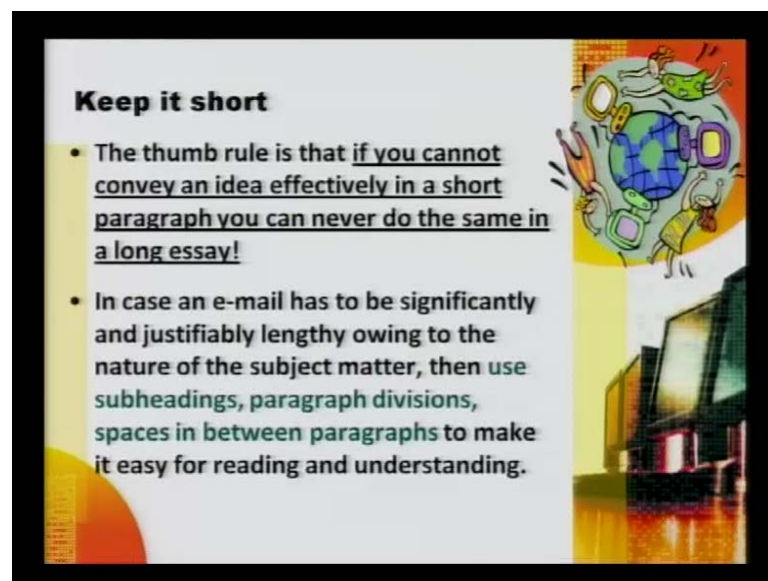
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When I say short I mean to say that keep your emails focused in content and short in length, focused content and it short in length why it is important that you can short your

length because people generally do not have time to read long mails. There are people when they open it and then when they see lengthy mails, they just delete it they do not have time or when they know that such a person, so and so, will always send lengthy mails a developer attitude a negative attitude of course, against that persons emails and some people even put that under spam folder. So, the lengthy mails generally are not read.

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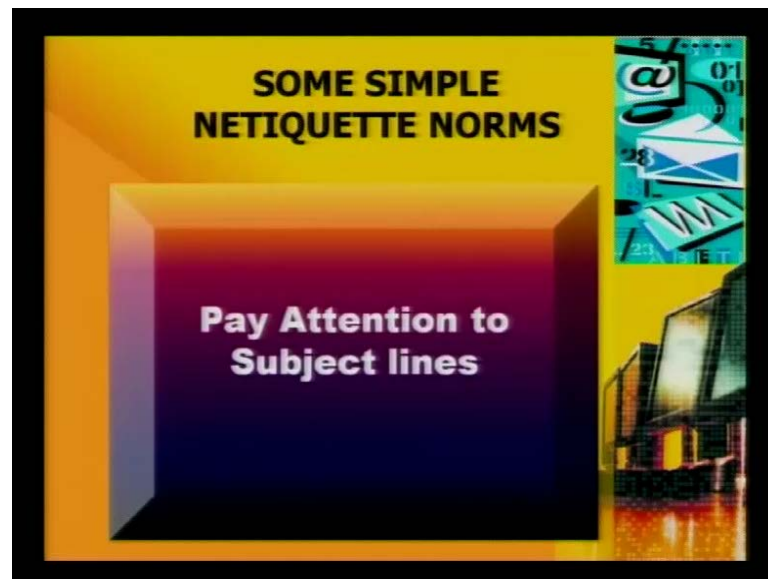


So, the thumb rule is that if you cannot convey an idea effectively in a short paragraphs you can never do the same in a long essay. If you really want to show that you are skilled in writing your skill is not in writing many number of words, showing that you can write lengthy paragraphs. But, your skill is in showing that you can write short concise, precise, sentences with clarity, with focused content and you can express your ideas succinctly clearly within that small short content not in writing lengthy emails.

But, in case an email has to be significantly and justifiably, lengthy owing to the nature of the subject matter, some legal document, some official transaction, it has to be lengthy because it has various components. So, deliberately you need not prune it, deliberately you need not make it short which has to be justifiably lengthy, then what you can do you can use sub headings, which means you are dividing the long lengthy one into small paragraphs.

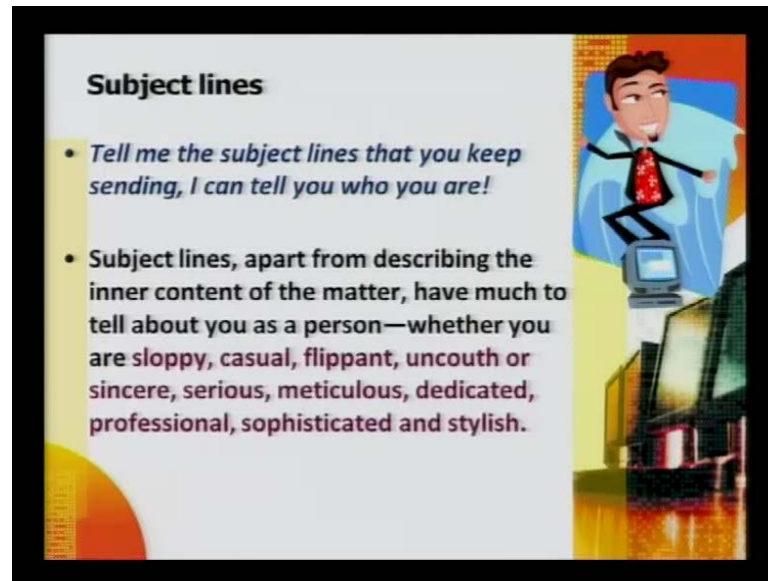
And not only making them into small paragraphs but, you are also giving a heading small heading combine with the paragraph divisions and spaces in between paragraphs to make it easy for reading and understanding. If it is crammed without any space and if more spaces are given and if you look at both document, the one that is most spaces will definitely get the reader's attention. So, it is important that if require you still write lengthy emails but, then you use sub headings you use paragraph divisions and you keep lot of spaces.

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Now, the next important norm an innocence is the very important norm pay attention to subject lines pay attention to subject lines.

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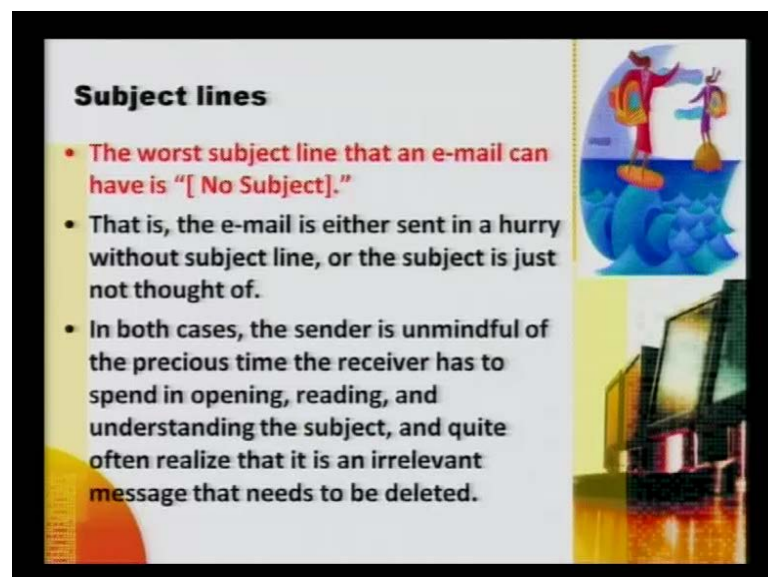


**Subject lines**

- *Tell me the subject lines that you keep sending, I can tell you who you are!*
- Subject lines, apart from describing the inner content of the matter, have much to tell about you as a person—whether you are sloppy, casual, flippant, uncouth or sincere, serious, meticulous, dedicated, professional, sophisticated and stylish.

Now, I can tell as far as email is concerned, I can tell a person tell me the subject lines that you keep sending, I can tell you who you are, I can just look at the subject line and then tell what kind of a person you are, what does it mean. Subject lines apart from describing the inner content of the matter have much to do much to tell about you as a person, whether you are sloppy, whether you are casual, whether you are a flippant person, whether you are uncouth or sincere, serious, meticulous thorough in giving details, dedicated, professional, sophisticated and stylish; I can understand all these things just from the subject line.

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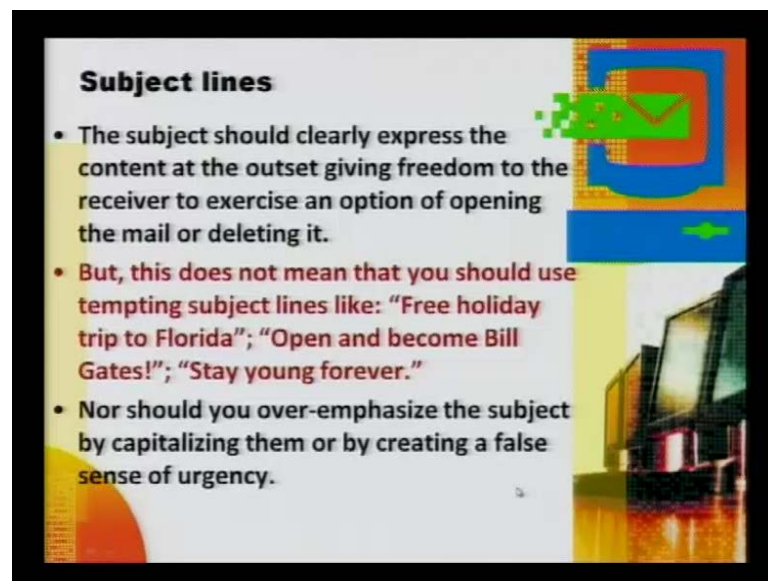
**Subject lines**

- **The worst subject line that an e-mail can have is “[ No Subject].”**
- That is, the e-mail is either sent in a hurry without subject line, or the subject is just not thought of.
- In both cases, the sender is unmindful of the precious time the receiver has to spend in opening, reading, and understanding the subject, and quite often realize that it is an irrelevant message that needs to be deleted.



Now, having said this, the worst subject line that an email can have is no subject, this is the worst subject line that in email can have that is no subject. Now, what do I mean by no subject, that is the email is either sent in a hurry, without subject line or the subject is just not thought of and the person does not bother to give a subject line. Now, in both cases the sender is unmindful of the precious time, the receiver has to spend in opening, reading and understanding the subject and quite often realize that it is an irrelevant message that needs to be deleted.

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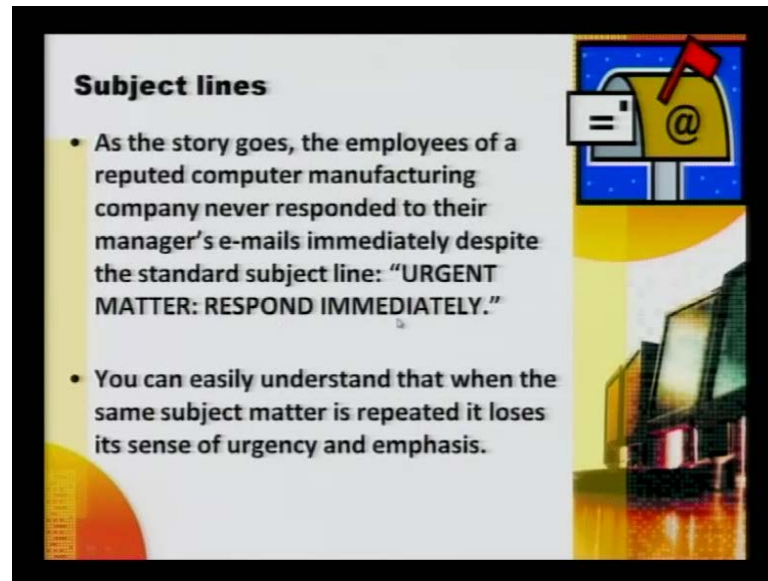


**Subject lines**

- The subject should clearly express the content at the outset giving freedom to the receiver to exercise an option of opening the mail or deleting it.
- But, this does not mean that you should use tempting subject lines like: “Free holiday trip to Florida”; “Open and become Bill Gates!”; “Stay young forever.”
- Nor should you over-emphasize the subject by capitalizing them or by creating a false sense of urgency.

So, the subject should clearly express the content at the outset giving freedom to the receiver to exercise an option of opening the mail or deleting it. But, this does not mean that you should use very tempting and factorizing subject lines like free holiday trip to Florida, open and become bill gates, stay young forever. Now, do not use such subject line unless you need something serious nor should you over emphasize the subject by capitalizing them or by creating a false sense of urgency.

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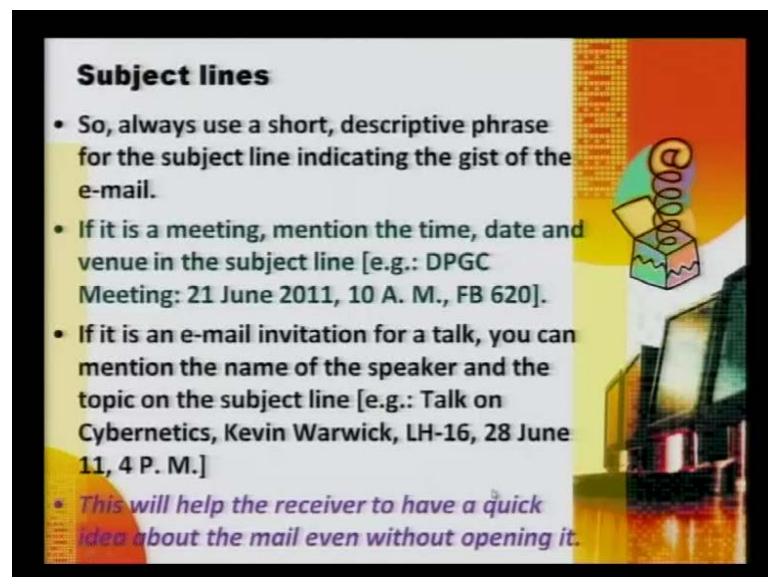
**Subject lines**

- As the story goes, the employees of a reputed computer manufacturing company never responded to their manager's e-mails immediately despite the standard subject line: "URGENT MATTER: RESPOND IMMEDIATELY."
- You can easily understand that when the same subject matter is repeated it loses its sense of urgency and emphasis.

The slide features a yellow mailbox with a red flag and an '@' symbol on a blue background. Below the mailbox is a stylized illustration of a computer monitor and keyboard on a desk.

Now, as the story goes the employees of a reputed computer manufacturing company never responded to their managers emails, immediately despite the standard subject line urgent matter respond immediately all in caps, all the mail she send all had this message. Now, what happen the employees simply lost feeling about the sense of urgency, because all the mails carry this in capital letters.

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**Subject lines**

- So, always use a short, descriptive phrase for the subject line indicating the gist of the e-mail.
- If it is a meeting, mention the time, date and venue in the subject line [e.g.: DPGC Meeting: 21 June 2011, 10 A. M., FB 620].
- If it is an e-mail invitation for a talk, you can mention the name of the speaker and the topic on the subject line [e.g.: Talk on Cybernetics, Kevin Warwick, LH-16, 28 June 11, 4 P. M.]

*This will help the receiver to have a quick idea about the mail even without opening it.*

The slide features a yellow mailbox with a red flag and an '@' symbol on a blue background. Below the mailbox is a stylized illustration of a computer monitor and keyboard on a desk.

So, be mindful about it use short descriptive phrase for the subject line indicating the gist of the email, if it is a meeting. So, subject lines are very, very important and it is very

important that you use a short descriptive phrase for the subject line, indicating the gist of email. If I would ask you before you send an email if I were there to ask you how would you describe your email in a single word or at least in two words, you would say buying something, requesting something, asking somebody to do something.

Now, just mention that in the subject line, sometimes it may be an invitation, sometimes it may be information, informing people to do something. Now, let everything come on the subject line in a capsule form, in a word in two words or in a small short phrase, you do not have to worry about writing grammatically correct sentences on the subject line. In fact you can omit prepositions articles and then just use the main words or the keywords or the head words, those words will communicate the ideas very effectively.

Now, look at the example in case of convening a meeting and if you are the person who is responsible for inviting all and you are convening the meeting. Now, what should you do mention the time date and venue in the subject line itself I am giving an example of localized context in within IIT Kanpur environment look at this DPGC meeting, 21<sup>st</sup> June 2011, 10 AM, FB 620. All the people in IIT Kanpur will understand, DPGC implies for the Department Post Graduate Committee.

And it has a meeting to be conducted on this particular month, date, day, year time and FB everybody understands it is the Faculty Building, the main building the faculty and their offices are there. So, they know it very well when this is given on the title itself, now what is the advantage when it is on the subject line people can very quickly know there is a meeting and the meeting is to be held on this day, at this time and this the venue.

Now, the person can decide whether I should read the agenda of the meeting whether I should know what is there in the meeting or the person can simply think oh 10 AM, I have a class, I have a another appointment on the same day, I would not be able to go to the meeting. And the person can also decide if it is relevant, if he is a very important member in the meeting to send a reply saying that the person would not be able to attend the meeting or even requesting the concern person that the meeting may be postponed or slightly rescheduled according to the time of the person.

You can see now the advantage putting this important details on the subject line as far as meeting is concerned. Now, if it is an email invitation for a talk what you can do is you

can add certain other things, like you can add the name of the speaker and even the topic on the subject line, you do not have to mind them. Sometimes the subject line is becoming lengthier than what I said just should be a phrase or two or three words, in this case putting the name of the person and the subject these two items are the ones which are going to attract the audience.

So, in this case you can just mention that topic talk on cybernetics, so again in an environment like IIT many people who were gravitated towards this talk on cybernetics. And especially by somebody like Kevin Warwick supposed to be one of the pioneering scientist in cybernetic studies. Now, when somebody like this person is giving a talk is very important, you put the person's name in the subject line. So, that the people know it is not just any other talk on cybernetics but, it is a very special, very important, very interesting talk on cybernetic.

Where is it LH 16 again in the local context people understands if it is lecture on 16 and then the date and the time is given, because here date and time follows. The first important aspect of topic and the name of the speaker then doing this you will be actually helping the receiver to have a very quick idea about them mail, even without opening it. So, if you quickly recapitulate what is tell about subject lines I said at the beginning that they are very significant and the worst form of the subject line is something that is going as no subject.

And when something is going as no subject it reflects the mindless attitude of the person, who does not had time or who does not think that you should bother about putting a subject line, so that the other person saves lot of time it reflects the person's attitude. And then I also said that do not put flashy titles, do not also over emphasize by using capital letters in due course of time, even that over emphasize loses the little emphasize that we can get as incase of the employers example that I suggested.

And finally, I said even if you are not going to put just two, three words in certain cases like convening a meeting, inviting people for some workshop, inviting people for a talk. It is important that if the speaker is a very important person you put a name of the person speaker on the subject line, so that the people are attracted towards the talk. And if required then open it and get the details, if not required then just look at it, they will even

know the time even without opening it as I said the time for receiver is as precious as your time.

So, take note of it and empathize and always put yourself into the shoes of the other person keep it short, focus to the content make it clearly visible in the subject line. And if you remember this simple norms definitely your email communication will become very effective. Now, are these the only norms no there are some more norms, we will continue about those norms in the next lecture, which is again on netiquette but, we will just focus on some more norms of netiquette in continuation with this.

Thank you, so much.