

CULTURAL BLENDED COMMUNICATION FOR EFFECTIVE GLOBALISATION

COMPILED BY
REV. DR. ARASA. IYADURAI
&
RUBAN IYADURAI



State award of Sri Lanka.



-Kalabooshanam-

In the year: 15th of December 2010 for Rev. Dr. A. Iyadurai.

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Tel: +94 11 2854127, 2809348

Fax: +94 11 2819064

12/14, 'Purana Vihara Road, Colombo 06, Sri Lanka.

Web Site: www.peace-srilanka.org

Email: jehanpc@gmail.com

OUR VISION

A just and peaceful Sri Lanka, in which the freedom, human rights and democratic rights of all peoples are assured.

OUR MISSION

To work in partnership with different target groups with an aim to educate, mobilise and advocate the building of a rights conscious society of people that works towards a political solution to the ethnic conflict, reconciliation and equal opportunities for all.

“Put globalization concept in action”

We talk of globalization. We often think in terms of information technology and other developments, where we are the recipients. To participate in the global community, we should not be more recipients, but also participants.

The aim of this book

A useful manual: for Peacemakers, Effective Communicators – Principals, University Staff, Teachers, Broadcasters, Doctors, Leaders, Journalists, Researchers, Accountants, Farmers, Politicians, Preachers, Evaluators, Entertainers, Co-Ordinators, Psychologists, Directors, Govt. Servants, Public Relation Officers and others who strive to bring cultural blended Globalization very soon into the world through Peace, Ethical and Holistic Education.

Introduction

What prompted me to write this valuable book based on Holistic education- to shape the society for effective globalization.

1. The long experiences in serving the Peace Council of Sri Lanka striving for long term peace in our country is the main concern in through Sri Lanka writing this valuable book for the world.
2. A reasonable depth in thinking and the Holistic education concept we would require to be clear headed people in Society- Creating an awareness is the other.
3. To be a dynamic catalyst for change through real individual development- providing a new perspective to encourage individuals to be agents of changing order to introduce the necessary adjustments to make the entire world a Holistic society.
4. To provide food for thoughts to rewire the mind- set – this is to trigger new ideas, concepts, thinking and strategies and the like to maintain the right mentality for change.
5. To provide a deeper level awareness about the Correct and Ethical paths needed to help the globe to march forward.
6. This concept will help the people to have a better awareness of very important element that would help make the global society,

The writer is consolidating his education, experience, intelligence and the wisdom gathered over the years to shape and groom the society with a view to make it more effective and functional. His passion is to help **create a fair society with well-rounded individuals all over the globe, including Sri Lanka.**



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தேசிய சமாதானப் பேரவை
National Peace Council
Sri Lanka

27.07.2017

Preface

The words penned by Henry Wadsworth Longfellow that "The heights by great men reached and kept were not attained by sudden flight, but they, while their companions slept, were toiling upward in the night" are an apt description of the life and work of Arasaratnam Iyadurai who has labored mightily in the vineyard of the Lord to compile the wisdom of the world in the magnum opus that is Cultural Blended Communication for effective Globalisation.

The substance he dwells on has universal applicability. People all over the world become closer than ever before. Goods and services that appear in a country will be immediately promoted in the others. On the other hand, even though human beings have advanced in science, technology and prosperity to reach ever greater heights, their ability to transcend their self interest, as governments, societies and individuals, remains as low as it ever was.

In this book the Rev Dr Iyadurai covers a wide range of topics that reinforce the application of wholesome values and especially discipline to the issues of everyday life. As a long time professional at the Sri Lanka Broadcasting Corporation, known in its heyday as Radio Ceylon, he has mastered the science and art of education and communication. The decades of experience he has stored find vent in the pages of this book in vignettes from his life and the life of others such as Mahatma Gandhi and John Wesley who had profound messages concerning life and its meaning to share with their fellow human beings.

What gives substance to this labour of love is Rev Dr Iyadurai's commitment to work for the good of all on a voluntary basis. As a member of the Governing Council of the National Peace Council of Sri Lanka he has been part of a systematic and dedicated effort to bring peace and justice to the country while healing the wounds of war. He has asked for little and showered his blessings on many. We are thankful for having him as a member of our team.

Jehan Perera

Jehan Perera
Executive Director

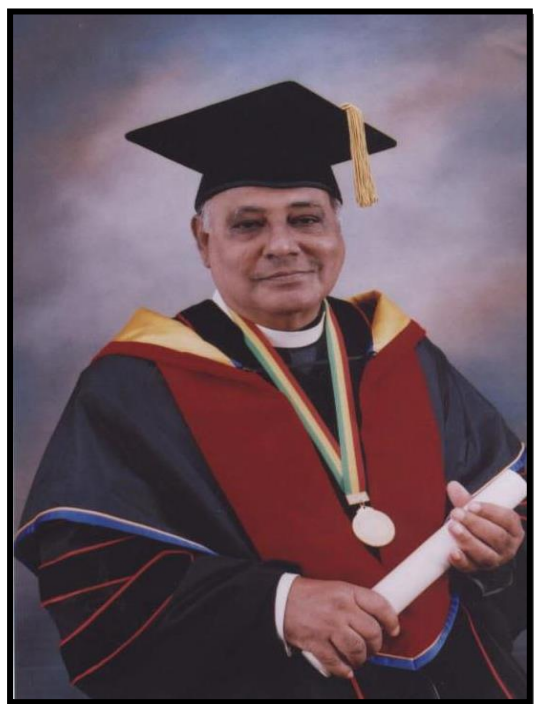
This book is a Collection of interesting innovative concepts, ethos, principles which will lead to culturally blended communication for effective Globalisation and promote

World Peace among human beings.

Lion.Rev.Dr.Arasa. Iyadurai, is a teacher by profession- A Christian preacher by dedication and a Doctorate in Theological studies.

He is also a retired Media Consultant at National Institute of Education (NIE) and Sri Lanka. Broadcasting Corporation Education Service Ex Director hailing from Karaveddy, Jaffna, and Northern peninsula of Sri Lanka. Currently he is servicing as an All Island Justice of the Peace in Sri Lanka and also he is an active The National Peace Council member of Sri Lanka.

Working for peace for all Sri Lankans.



Moses Iyadurai Devaruban is a Chartered Global Management Accountant Qualified from- CIMA (Chartered Institute of Management Accountants) in 2010 and has more than fifteen years' experience with proven skills in Accounting, Book Keeping, Computing, Lecturing, Tutoring students at sixth form and upper level in Accounting, Business Studies and Economics subjects. Currently he owns his consultancy and tutoring business in Birmingham, West Midlands, and United Kingdom.

Qualifications/Professional Memberships:

CIMA Graduate (Chartered Institute of Management Accountants)

(CIMA) UK 2010

Advanced Diploma in Business Administration (ABE) UK – 1999

Member- Society for Education & Training (SET) (Current)

Associate Member- The Chartered Institute of Management Accountants (Current)

Chartered Global Management Accountant – 2012

Industry Background:

Moses has worked in European subsidiary of American company in London, worked in Maldives Island in travel, tourism and hospitality industry and in Sri Lanka with the international big four accountancy firm. He is a former lecturer at Regal International College and North London College of Business Studies (NLCBS).

He currently works for a firm of Chartered Accountants in West Midlands and holds the post of Director at Maga Consultants Ltd.



Rev. Dr. Arasa. Iyadurai.

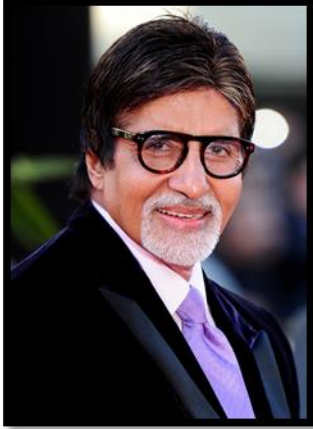
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Moses Iyadurai Devaruban.



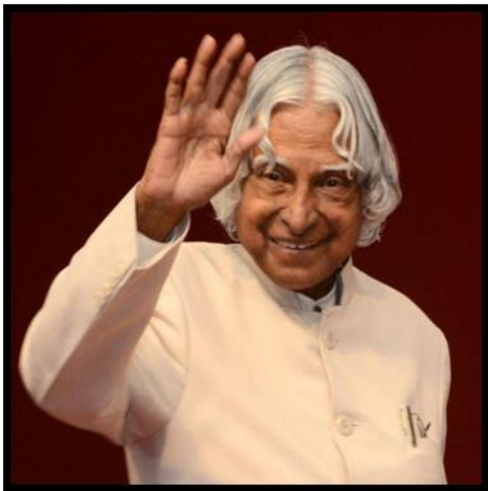
They were all Winners!

Winners not Quitters



A candidate for a news broadcasters post was rejected because of his voice. He was also told that with his obnoxiously long name, he would never be famous.

He is Amitabh Bachchan.



A small boy the fifth amongst seven siblings of a poor father, was selling newspapers in a small village to earn his living. He was not exceptionally smart at school but was fascinated by religion and rockets. The first rocket he built crashed. A missile that he built crashed multiple times and he was made a butt of ridicule. He is the person to have scripted the space Odyssey of India single-handedly.

He is Dr. A.P.J. Abdul Kalam.



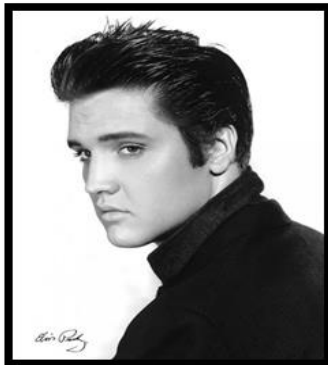
In 1962, four nervous young musicians played their first record audition for the executives of the Decca recording Company. The executives were not impressed. While turning down this group of musicians, one executive said, "We don't like their sound. Group of guitars are on the way out".

The group was called The Beatles.



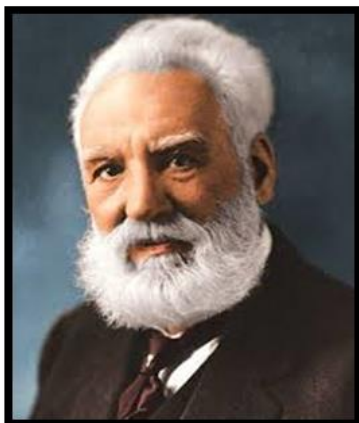
In 1944, Emmeline Snively, director of the Blue Book Modelling Agency told modelling hopeful Norman Jean Baker, "You'd better learn secretarial work or else get married".

She went on to become Marilyn Monroe.



In 1954, Jimmy Denny, manager of the Grand Ole Opry fired a singer after one performance. He told him, "Your ain't goin' nowhere... son. You ought to go back to drivin' a truck" `

He went on to become Elvis Presley.



When a gentleman invented a communications machine in 1876, it did not ring off the hook with calls from potential backers. After making a demonstration call, President Rutherford Hayes said, "That's an amazing invention, but who would ever want to see one of them"

Alexander Graham Bell.



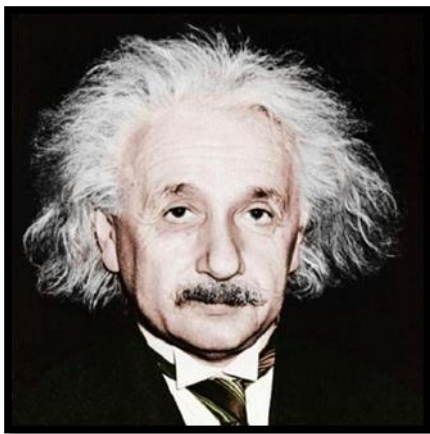
In the 1940s another young inventor named Chester Carlson took his idea to 20 Corporations, including some of the biggest in the country. They all turned him down. In 1947, after seven long years of rejections! He finally got a tiny company in New York, the Haloid company, to purchase the rights to his invention an electrostatic paper-copying process. Haloid became Xerox Corporation.

Chester Carlson.



A 4 year old girl. The 20th of 22 children, contracted double pneumonia and scarlet fever at a very early age, which paralysed her left leg. Thereafter at 9 years of age she removed her leg braces and started walking without them. At 13 she decided to become a runner but kept failing miserably in all races that she entered in. She kept trying in spite of several detractors and finally started winning every race she entered.

She is Wilma Rudolph.
Who went on to win the Olympic gold medal.



A school teacher scolded a boy for not paying attention to his mathematics and for not being able to solve simple problems. She told him that he would not become anybody in life. His mother, however believed in him and coached him in maths.

The boy went on become Albert Einstein.

**A winner is not one who never fails,
but one who NEVER QUIT!**

Publications by the Author - Rev. Dr. Arasa. Iyadurai

1. Church Growth (Tamil) 1996 (Trans)
2. Stories from ages (Tamil) 1997
- 3. Educational Broadcasting (Eng) 1998**
4. Miracles through faith (Tamil) 1998 (Trans)
5. One to One Discipline (Tamil) 1999 (Trans)
6. Communication Concepts (Tamil) 1999
- 7. The Role of the Producer in Educational Broadcasting (Eng) 1999**
8. "Word that Leads" (Tamil) 2000
9. Blessing through wavelengths (Tamil) 2000
- 10. Excellence in Leadership to Management 2001 (Eng) and**
- 11. A believer's Pilgrimage (Eng) In print**
- 12. Communication is Communion (Eng) In print**
13. Cultural Communication – Excellence in Leadership and Management (Tamil) 2003 In print.
14. Cultural Communication – Excellence in Leadership and Management (Sinhala) 2003 In print.
15. Justification Santification and Glorification in: Trauma Management (Tamil) in print.
16. Yours Faithfully (Eng) in print
17. Cultural Blended Communication for Effective Globalization (Eng) 2017

C.

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1. Communication

2. For effective globalization

FOREWORD

The success of 'Individual global village' in communication has given me the elixirs of life-The Enthusiasm to be imaginative, inventive & original in making up this important book.

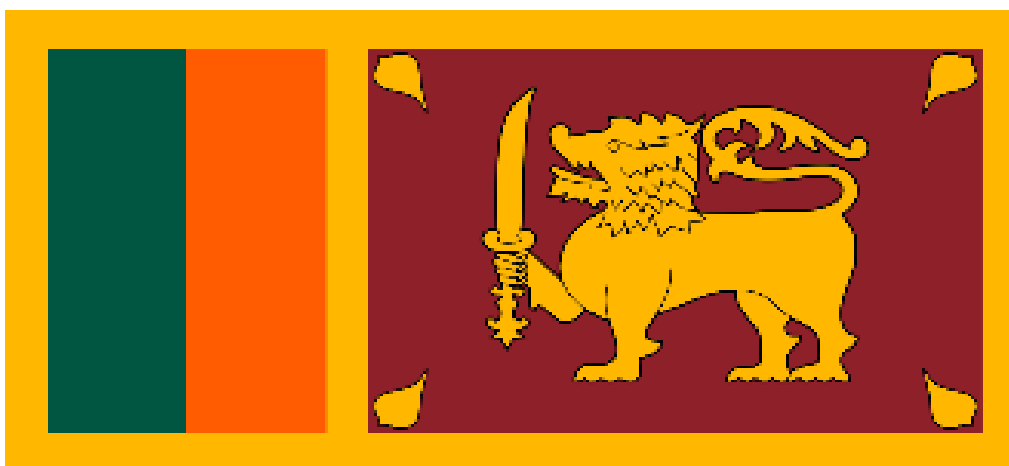
'Man is not on earth, solely for his own happiness, he is there to realise great things for humanity Inspired by the Almighty'.

All the information that have been brought under this book 'Cultural blended communication for effective Globalisation' based on various cultural background will be the wonderful elixir of Life for effective Globalisation and thoughts on the business of life.

The selected, best cultural inputs of various religions, race and ethnic groups must find an answer for effective globalisation. It is not by force or blood but through understanding each other's culture and traditions, respecting each other's values, we could form effective globalisation very soon.

This small book is to make aware the need, and to kindle the thoughts of mankind towards achieving effective globalisation which will ultimately bring in peace and harmony in our universe.

The time has come for all mankind to realise that they serve themselves best, when they serve others most. **So let us prayerfully take the challenge and March to find peace 'through the cultural blended communication for effective globalisation'**



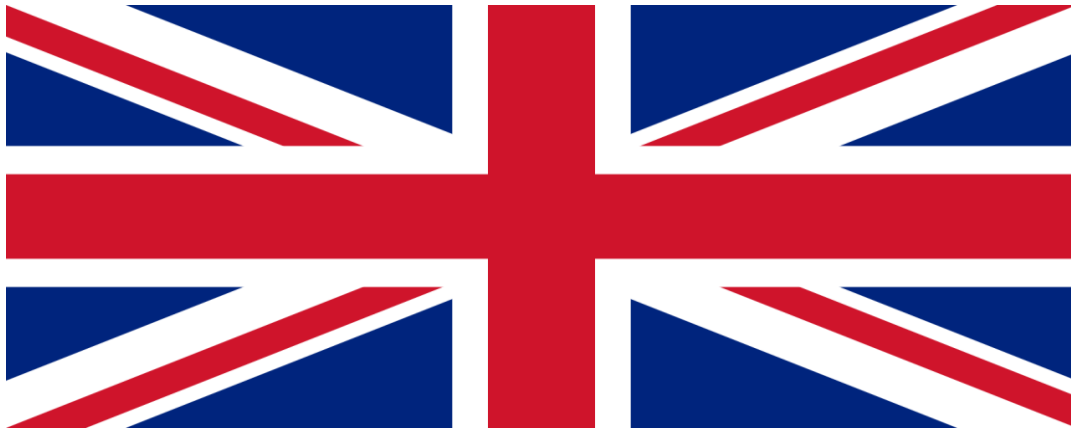
Rev.Dr.Arasa. Iyadurai- Media Consultant,
A member of the National Peace Council of Sri Lanka,
Justice of the Peace (All Island),
a writer & 'Kalabhoosanam',
24/2 Rohini Road,
Colombo 06.
Sri-Lanka.
-0094112580273-

Globalisation has changed the way and changing our lives in everyday life. The communication technology advancement has made the contact actability of people nearer and dearer to us.

The globe has become an “Individual Village” Nevertheless, the different cultural background of people living in various parts of the world, has made the communication somewhat difficult. But a general harmonisation of common principles and ethical communication has made this possible.

In this book, we have identified different principles, concepts and ethos’s which can be used to blend the communication of different kind of people in a multicultural society.

We firmly believe, that this book will help the readers to bring to life good cultural blended values to live life to the full, successfully.



Moses Iyadurai Devaruban
Chartered Management Accountant
41 Vicarage Road
Smethwick, Birmingham
West Midlands
B67 7AG
United Kingdom
+44(0)121 565 1052
+44(0)790 3730 595
ruban30@gmail.com

www.magaaccountants.com
www.home-tuition.org
www.magapropertyconsultants.com

20th of May 2017

Smart thoughts for cultural blended good living.....

On Communication!

“Communication is **communion**”

What is ‘effective communication?’

An ‘Effective communication occurs’

When the **right person** says the **right thing**- to the **right people**.

At the **right place**, at the **right time**, in the **right way**

To be heard/read and understood and produce the desired responses-result.



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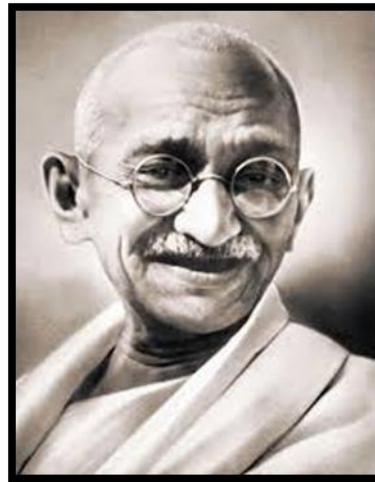
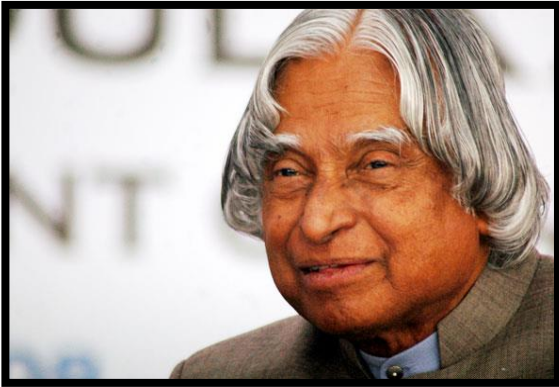
Section 7: Character –Chapters 61 – 70

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Great Leaders of Global History



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SECTION 1 : ETHICS

Chapter 01

In a highly competitive, complex business world, it is essential that Global workforce sustain their integrity through ethical behaviour. Ethics could be explained as a science or art of doing things right. It explores the question like what is the best way for people to live and actions right or wrong in particular circumstances. In reality, ethics examines to resolve questions of human morality.

The above and the following chapters, on ethical thinking are explained under the following topics: -

Faith
Love
Worship
Transparency
The power of Criticism
Service
Hope
Courage
Giving



Chapter 2

Faith

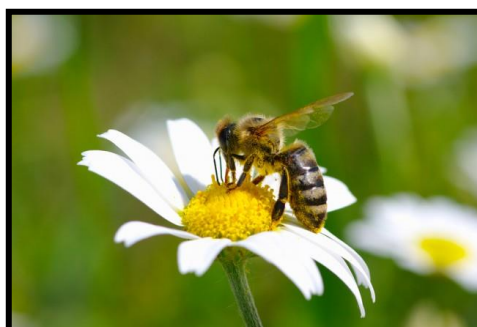
'Faith only grows, when you use it'

As positive steps to better your relationships with others, keep in mind the following capsule course in human relations: -

1. **Speak to People.** A cheerful word of greeting can make the day brighter for anyone. Some folks would never speak unless spoken to first. It would be a quiet world if everyone refused to speak until spoken to.
2. **Give Folks a Friendly Smile.** A smile costs so little and does so much good. Your smile is your greatest asset.
3. **Call Folks by Name.** The sound of a friendly voice calling your own name is sweet music. It is a tune anyone can play.
4. **Be friendly and helpful.** If you want friends, be friendly. Don't build walls around yourself. Build bridges.
5. **Be Cordial.** Do your best to make visitors feel comfortable. When you are a guest, try to make your host feel at home. Be natural.
6. **Be genuinely interested in People.** You can love everyone if you try. Don't limit yourself to a few friends. Avoid hypocrisy.
7. **Be Generous with praise and cautious with criticism.** We need all the friends we can muster. To be loved, be loving.
8. **Be considerate of Other's feelings.** You will be at odds if you try to get even. A slam, slight or slur can ruin a day, or a life.
9. **Be Enthusiastic.** Work for a better society. No one likes a drone. Even the bees get rid of drones.

Consider yourself a necessary member of the human family and get down to business.

'Faith is communication, bonded in a relationship of mutual inter- dependence'



Chapter 3

Love

‘God is Love. Love the Lord your God with all your heart and with all your soul and with all your mind.....Love your neighbour as yourself’

1. Love is patient
2. Love is kind
3. It does not envy
4. It does not boast
5. It does not proud
6. It is not rude
7. It is not self- seeking
8. It is not easily angered
9. It keeps no record of wrongs
10. Love does not delight in evil, BUT rejoices with the truth
11. It always protects
12. Always trusts
13. Always Hopes
14. Always Perseveres
15. Love never fails (1 Cor .13)

Love is not primarily a feeling: but covenant fidelity-matter of willing and doing- with your heart, soul and strengths.



Chapter 4

Worship

Can there be worship without Self-sacrifice...?

1. Worship is reflections, sharing and meditation. Worship is the adoration & praise we give to God with our lives
2. It is a life style.....what we do with our life every day.
3. Worship brings the presence of God.
4. It creates a distinct (a) Ownership (b) Relationship(c) Membership (d) Friendship-Companionship (e) Fellowship (f) Partnership and (g) Co-Leadership
5. Worship is born from an Anglo-Saxon word “weres-cipe” to appreciate the worth of someone ...gladly recognizing the supreme worth of that person.....God
6. Worship is a confession of faith. We worship because we believe in God. He is the beginning and the end of everything. His existence gives us purpose, meaning and value to all life.
7. Worship brings in adoration Celebration*Transformation. It brings in life changing experiences.
8. Why do you worship? Because you have received the mercies of ...God the Almighty you have the tendency to worship. So; worship is complete submission of all our nature to God. It is quickening of conscience by holiness, the nourishment of thoughts and minds with truths. The purifying of imagination by His beauty. The opening of the heart to His love and the surrender of the will to His purpose.” Worship is giving a living sacrifice to God the Almighty.



Chapter 5

Transparency

Transparency is not

Rituality

Sexuality or

Usuality

It is...

1. Actuality - Sincerity, reality and truth
2. Mutuality - Transparency is visibility
3. Punctuality-Transparency guards being 'Unity in strength'
4. Eventuality - Transparency is an act of faith
5. Habitually- Transparency becomes a welcome guide to self-knowledge
6. Naturality- There is health and life and innocence in it.
7. Inferentiality – Credibility comes from transparency.

So; be transparent in your dealings for a bright and prosperous life.



Chapter 6

The power of criticism

1. Criticism stings
 2. It hurts
 3. We withdraw from it and we resent.
 4. It brings self-aggrandisement
 5. It brings darkness
 6. It brings you powerlessness.....
 7. It goes against enthusiasm
 8. It brings shocks in life
 9. It brings stress in life
 10. It brings devilish thoughts in mind
 11. It stimulates you to devilish actions.
 12. It will make you to focus on what you cannot do and make you dull.
-In short it ruins you, completely!



Chapter 7

Service

In the high art of serving others,
Workers sustain their morale,
Management keeps its customers,
And the nation prospers.
One of the indisputable lessons of life
Is that we cannot get or keep anything
For ourselves alone
Unless we also get it for others.

(J. Richard Sneed)

Today's Business leader
Cannot justify his existence
By profit statements alone.
He must also render service to his Local,
National, and World community.

(Dorothy Shaver)

The successful person
Is one who is able to take his talents
And invest them in the business of living
In a manner that leads to the accomplishment
Of a full life of service.

(Sol Roth)

Are you in a Job or Ministry?

Chapter 8

Hope

‘Great hopes make great men’ – (Thomas Fuller)

‘Hope to envisage’

‘It is trust, confidence, safety and refuge in the Almighty’

Hope is an anchor of the soul.

Faith, Hope and love are inseparable – (1 Cor.13:13)

It includes trust, confidence, refuge and safety.

According to Christian faith ‘Christ in you is the hope of glory’ (Col. 1:27)



Chapter 9

Courage

The strength of a country or creed
Lies in the true sense of loyalty it can arouse
In the hearts of its people.

(Louis C. Gerstein)

The world is not perishing
For the want of clever or talented
Or well-meaning men.
It is perishing for the want of men
Of courage and resolution who,
In devotion to the courage of right and truth
Can rise above personal feeling
And private ambition.

(Robert J. Mecercken)

The rung of a ladder
Was never meant to rest upon
But only to hold a man's foot long enough
To enable him to put other
Somewhat higher.

(Thomas H. Huxley)

Chapter 10

Giving

To give to the destitute is true charity,
All other gifts have the nature of,
(What is done for) a measured return

(Thiru. 221)

The fiery disease of hunger shall never touch
Him, who habitually distribute his food to others

(Thiru. 227)

When you give to the poor, (Needy)
It is like lending to the Lord,
And the lord will pay you back.

(Holy Bible Prov. 19:17)



SECTION 2 : PROFESSIONALISM

CHAPTER 11

Professionalism involves gaining a standard of knowledge and setting a benchmark in conduct that is valued and trusted by the public.

All Professionals eg: Doctors, Engineers, Solicitors, Accountants, Bankers, Teachers, Preachers etc are expected to maintain a continuous professional development (CPD) study throughout their career to enhance their employer ability and keep their skills set to date.

In a globalised business world, CIMA one of the largest professional body for management accountants have joint ventured with American Institute of CPA (AICPA) to elevate their member status to global standards.



CHAPTER 12

Vitamins for professionals

Vitamins

A - Have Ambition!

B- Buoyancy

C- Courage

D- Dedication

E-Enthusiasm

If you have all the above vitamins in yourself at every point of your life....You are an excellent Professional!

Feed on them and be a model to others!

Remember- that there is nothing stable in human affairs, therefore avoid undue elation in prosperity or undue depression in adversity.



CHAPTER 13

Evaluating Attitude

VISIONARY

Can see the benefits of change and has courage to carry out change despite obstacles.

PRAGMATIST

Will accept innovation but only after it has been proved to work by somebody else.

CONSERVATIVE

Resists change and is creative only in inventing excuses for rejecting the new.

Create the desire to succeed, not only for personal gratification, but also out of sense of identification with the team objective.

ATTITUDE
is everything

Formula to keep in mind:

In alphabetic order

First Letter is	A -1	}	ATTITUDE (8 LETTERS)
20 th Letter is	T		
20 th Letter is	T		
09 th Letter is	I		
20 th Letter is	T		
21 st Letter is	U		
04 th Letter is	D		
<u>05th</u> Letter is	E		
<u>100</u> Letter Word			

For success attitude is equally as important as ability.

- Hay F. Banks -

WHAT MAKES YOUR LIFE 100% ?

Let each letter of the alphabetic has a value equals to it sequence of the alphabetical order:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26

S	K	I	L	L	S
19	11	9	12	12	19

=

82

K	N	O	W	L	E	D	G	E
11	14	15	23	12	5	4	7	5

=

96

H	A	R	D		W	O	R	K
8	1	12	4		23	15	18	11

=

98

A	T	T	I	T	U	D	E
1	20	20	9	20	21	4	5

=

100

CHAPTER 14

Rules of Living

Never put off till tomorrow what you can do today;

Never trouble another, for you can do yourself;

Never spend your money before you have it;

Never buy what you do not want

Because it is cheap;

Pride costs us more than hunger, thirst and cold;

We seldom repent having eaten too little

Nothing is trouble-some that we do willingly

How much pain the evils have caused us

That have never happened!

Take things always by the smooth handle.

CHAPTER 15

How to work better

Do one thing at a time.

Know the problem

Learn to listen

Learn to ask questions

Distinguish sense from nonsense

Accept changes as inevitable.

Admit mistakes

Say it simple.

Be calm &

Always smile

CHAPTER 16

Be on Business

To forget is a crime,
To be lazy is a greater crime.
To neglect work & offer excuses;
Is the greatest crime.
Actions without delay
Is the secret of efficiency?
Come to a man of business
Solely on matters of business
And go about your business
Leaving him
Alone to attend to his business



CHAPTER 17

Why I am a Teacher?

The teacher must have the professional commitments,
The concern, the pride, the dignity,
The awareness that this profession
Is a noble one, that he has
Dedicated himself and that it is his/her
Mission to teach, to educate and
To bring up children who will grow up to be
Good citizens not on the political sense
But also, as good
People, as good neighbours, good
fathers, good mothers, good husbands and good wives.....



CHAPTER 18

The Teacher

“T” is for Truth

Both physical and mental

“E” is for Enthusiasm

The base of all action

“A” is for Affection

Towards all children

“C” is for co-operation

Between teacher and pupils

“H” is for Humbleness

Always trying to find facts

“E” is for Energy

To be active and steady

“R” is for resources

Which we should give children

And bring out the resources

That’s hidden in them.

CHAPTER 19

Pledge of State Service:

I am a servant of the people- As I am remunerated for my services by the people.

I stand dedicated to serve them to the best of my ability. I Pledge to contribute to the maximum possible extent in my purposeful endeavour to take my fellow countrymen towards prosperity and happiness. In order to honour this pledge, I resolve to follow the following eight-point code of conduct in my actions:

1. I will attend to the work that has been done today, itself, without postponing it for tomorrow.
2. I will receive people cordially and attend to their needs promptly.
3. I dedicate myself to act in compliance with the rules and regulations governing the state service. Yet I will give precedence to the expected results from my service, rather than merely adhering to the rules.
4. I will remain from misappropriation or misuse of state resources or positions of state for personal benefit. I will consider it a supreme duty of mine to protect and amicably use the resources of state and public property.
5. I will always do the right thing according to the dictates of my consciences and in conformity with principles of state.
6. I will discharge my official responsibilities impartially without being swayed by the social status of recipients of my service.
7. In the office and outside I will speak, act and behave in a way that will safeguard the dignity of the state service.
8. In order to efficiently discharge the state services expected of me, I will act in unity with my fraternal officers bound by the best of team spirit.

‘Man is not on the earth solely for his own happiness;

He is there to realise great things for humanity’- (Vincent Van Gong)

“We Serve” is the motto of Lionism – (Melvin Jones)

CHAPTER 20

Knowledge

Great men are they :-

Who see the spiritual is stronger than material force,
That thoughts rule the world.

Ralph Waldo Emerson

Study the past

If you would divine the future.

Confucius

The best of all governments

Is that which teaches us

To govern ourselves.

Johann Wolfgang Von Goethe

“The measure of a man is not how many servants he has, but how many men he serves”

(Dwight L. Moody)

SECTION 3: RIGHT THINKING

CHAPTER 21

1. Right thinking of the staff influences an organisation culture in different ways. The Attitudes, Beliefs, behaviour and values held by the staff will be reflected in the organisations culture which in turn will affect the way in which the organisation is managed.
2. In a Global company, it is important that staffs develop the right thinking which will determine whether the organisation is effectively, efficiently and economically discharging its duties in the business environment it operates.
3. In section (3), we are looking at simple concepts of right thinking values.

“Be careful how you think, your life is shaped by your thoughts”
(Proverbs. 4:23)

Self-Talk: Can be defined as what you say or think to yourself, either silently or aloud. Silent self-talk is commonly referred to as your thoughts, but it's a silent conversation that you hold in privacy of your mind. You are thinking all the time -24 hours a day. Psychologists estimate that an average person has

20,000- 60,000 thoughts per day. Have them as positive self-talks by making the reactive thinking to proactive thinking.

Chapter 22

Are you a winner?

The winner is always part of the answer.

The loser is always part of the problem.

The winner always has a programme

The loser always has an excuse.

The winner says 'Let me do it for you'

The loser say 'that' not my job

The winner sees an answer for every problem.

The loser sees a problem in every answer

The winner says 'It is possible'

The loser says 'It is too difficult'

Be a winner and not a loser!!

Chapter 23

What is positive Thinking?

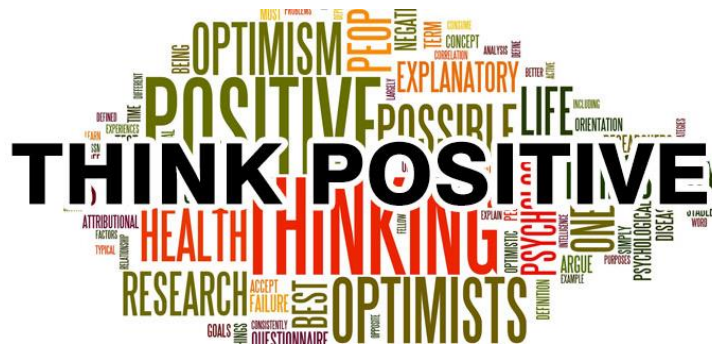
Positive thinking is

1. Constructive rather than destructive
2. Up-beat rather than gloomy
3. Friendly rather than hostile
4. Encouraging rather than obstructive
5. Enthusiastic rather than disheartening
6. Positive rather than negative

Believe in yourself! Have faith in your abilities! It is the confidence attitude that makes the difference

Success comes to those who are success conscious

Precondition your mind to success. This is the basic principle of positive thinking. Start now to precondition your mind to success through positive and optimistic outlook.



Chapter 24

THEY ARE O.K.

I AM O.k.

You are not !

You are O.K

I am not !!

I am not o.k.

You are not o.k !!!

So , all are ok.

(Win win leadership style)

Family that saves together GAINS TO GETHER

Dhammapatha Verse two says:

“We are what we think; All that we are arises with our thoughts. With our thoughts we make the world; Speak or Act with a pure mind and happiness will follow you, as your shadow unshakable”

Chapter 25

To persevere is Perseverance

Drive the nails aright boys
.....Hit it on the head;
Strike with all your might, boys'
While the iron's red
When you've work to do boys
Do it with a will
They who reach top boys,
First must climb the hill,
Standing at the foot, boys
Looking at the sky
How can get up boys,
If you never try?
Though you stumble off, boys,
Never be down cast;
Try and try again boys
You will win at last.

-N.Macleod-

Chapter 26

What you are is what you think

If you think you are beaten, you are,
If you think you are not, you do not
If you like to win, but you think you can't
It is almost certain you won't
"If you think you will lose, you're lost
For out of the world we find,
Success begins with a fellow's will
It's all in the state of mind
If you think you are out classed, you are,
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize
Life's battles don't always go,
To the stronger or faster man,
But soon or late the man who wins
Is the man who thinks he can!

Chapter 27

Are you worried?

The word worry' is derived from an Anglo Saxon word meaning to strangle or choke if you are a victim of worry, you will be choked to death.

- Worry has achieved nothing but destroyed everything.
 - It destroys the very essence of life.
 - Worry is a killer disease.
- Worry has a stultifying effect on the mental aliveness and if left to accumulate, can cause mental blindness.

“Nowadays people know the price of everything
And the value of nothing.....”

Book: The adequate man: (Paul in Philippians)- Paul Rees quote a physician's analysis of the 'Worries' he was called upon to treat as patients.

40% Worried over things that never happened.

30% of the worries analysed were related to past matter which were now beyond the patients controls.

12% were anxious about their health, although their only illness was in their imagination.

10% worried over their families, their friends or the neighbours although in most cases there was no substantial basis for the fears that were causing trouble.

8% of the worried seemed to have some basis in conditions that needed to be remedied.

Only 8% of their worries were valid.

Chapter 28

Happiness

Everybody everywhere seeks
Happiness is it true?
But finding it and keeping
It seems difficult to do.
Difficult because we think
That happiness is found
Only in places where wealth and fame abound;
And so we go on searching
In places of 'pleasure'
Seeking recognition and monetary treasure,
Unaware that happiness is a 'state of mind'
We thin the reach of everyone
Who takes time to be kind
For in making others happy
We will be happy too
For will be happy too
For the happiness you give away
Returns to shine on you.

Chapter 29

Can the thinking process be serviced?

Master the seven steps to Positive Thinking

- ✓ Turn Weakness into Strengths.
- ✓ Do the Right Thing for the Right Reason
- ✓ Remove the Barrier to Productivity
- ✓ Introduce New Vitality into your Corporate Culture-Build Trust & Loyalty.
- ✓ Help others to Take on more Responsibility
- ✓ Mutual Respect to Enhance Team work.
- ✓ Control Things instead of letting them control you.

CHAPTER 30

Accumulating Wealth

“All despise the poor- but
All praise the rich?”

(Thiru. 752)

“The wealth acquired with a knowledge
Of the proper means and without-
Foul practices will yield virtue and happiness.”

(Thiru. 754)

“We measure great men by their virtue
Not by their success.”

(Corneltuis Nepos)

Rich people have many relations?

(Latin Proverb)

“O Children of Adam!eat and drink.
But do not be prodigal (Waste by excess)
He (God) does not like prodigals (Extravagant People)

(Holy Quran Chap7: Verse 31)

SECTION 4: LEADERSHIP

CHAPTER 31

Leadership has been described as "a process of social influence in which a person can enlist the aid and support of others in the accomplishment of a common task".

1. For example, some understand a **leader** simply as somebody whom people follow, or as somebody who guides or directs others, while others define leadership as "organizing a group of people to achieve a common goal".
2. Studies of leadership have produced theories involving traits, situational interaction, function, behaviour, power, vision and values, charisma, and intelligence, among others. It is still not clear whether leaders are born or made.

But both schools of thoughts currently exist in the modern business world. The best organisations get to the top because they have strong leaders.

Some argue that strong leaders are made, not born, and their best teachers are the people around them in every part of the organisation. Learning to lead starts with knowing oneself at a deeper level.

Chapter 32

What is a team?

It is like a group which is a compound of players who has a reciprocal part to play and are dynamically engaged with each other.

Eg: Paddy Harvesting /Fishing etc.

- ❖ French Language has an excellent expression to describe team 'spirit de corps', it means a sense of unity, of enthusiasm for common interest and responsibilities, as developed among a group of persons closely associated in a Task, Cause, Enterprise etc..

Stages of Team Development could be discussed under four headings:

1. Forming
2. Storming
3. Norming and
4. Performing

(From Lionism)

Role of the leader of a team

1. Choose an appropriate leadership style. Behaviour of the manager- get together with each other, listen to others.
2. Respect and accept the informal leader.
3. Provide emotional support.
4. Support the group
5. Encourage co-operation behaviour.
6. Practice equality.
7. Be open to encourage trust – Trust everybody
8. Follow through on commitment
9. Select the right size group for the task.
10. Choose the right mix of people.
11. Use group incentives.
12. Encourage competition with other groups.
13. Keep communication channels open.
14. Minimize personal friction.
15. Allow for close location among members
16. Practise job rotation.

CHAPTER 33

Persuasion

A leader has two important characters

First he is going somewhere

Second he is able to persuade other people to go with him.

(Maximilien Francois Robespierre)

Leadership is the ability

To get men to do what they don't want to do

And like it

(Harry S.Truman)

A Leader is above all things an animator

His thought and faith must be communicated

To those he leads

He and they must form as one

At a moment of executing a plan

That is the essential condition of success.

(Ferdinand Foch)

Chapter 34

Paradoxical Commandments of leadership

Anyway.....

People are unreasonable, illogical and self-centred; Love them

anyway;

If you do good, people will accuse of selfish ulterior motives: Do good

anyway;

If you are successful, you will win false friends and true enemies: succeed

anyway;

The good you do today will be forgotten tomorrow: Do good

anyway;

Honesty and frankness makes you vulnerable. Be honest and frank

anyway!

The biggest men with biggest ideas can be shot down by the smallest men with the smallest minds. Think big

anyway!

People favour underdogs but follow only top dogs. Fight for some underdogs

anyway!

What you spend years building may be destroyed overnight. Build

anyway!

People really need help but may attack you if you help them, Help people

anyway!

Give the world the best you have and you'll get kicked on the teeth. Give the world the best you've got **anyway!**

Chapter 35

Role of an Effective Tutor

1. Shows enjoyment and enthusiasm for the job. Has a positive approach and regards the job as important?
2. He shows initiative and independencies in action. Is self sufficient and accepts responsibility for helping students.
3. Shows sympathy and empathy in relations with students.
4. Has an outgoing manner and is relaxed, informal and confident.
5. Is able to respond positively to requests for information from other teachers.
6. Identifies and pursues individual student's problems giving practical constructive advice.
7. Prepares for sessions in advance.
8. Creates and maintains group activities, manages groups constructively and with tact, creates relaxed informal atmosphere.
9. Shows knowledge and subject matter in tutoring.
10. Attends to management of school and ethics of students.

(Rune Flinck/ Agneta Wangdahl Flinck)

CHAPTER 36

Persistence

Press on.....

Nothing in the world

Can take the place of persistence

-Ray A. Kroc-

Red leaders are ordinary people with

Extraordinary determinations

-John Seamean Garns-

Why is one man richer than another?

Because he is more industrious

More persevering and more sagacious (wise)

-John Ruskin-

One machine can do the work
of fifty ordinary men,

No machine can do the work
of one extra ordinary man.

-Elbert Hubbard-

CHAPTER 37

Authority

People ask the difference
Between a leader and a boss...
The leader works in the open
And the boss in covert,
The leader leads and the boss drives

(Theodore Roosevelt)

‘The best test of a man
Is authority’
(A Proverb)

The character of the ruler’s like the wind.
The people like the grass
In whatever direction the wind blows,
The grass bends
(Confucius)

CHAPTER 38

Power

A good intention
Clothes' itself with power.
(Ralph Waldo Emerson)

The culminating point of administration
Is to know well how much power
Great or small
We ought to use
In all circumstances.
(Montesquieu Charles Louis De Secondat)

Those who deny freedom to others
Deserve it not for themselves and
Under a just God,
Cannot long retain it.
(Abraham Lincoln)

CHAPTER 39

Adversity

I love the man that can **smile in trouble**,
That can **gather strength from distress**,
And grow brave **by reflection**.

...but he **whose heart is firm**,
And **whose consciousness approve his conduct**,
Will pursue his principles approve his conduct
Will pursue his principles unto death

(Thomas Paine)

'The men **who succeed best in the public life**
Are those **who take the risk of**
Standing by their own convictions'

(James A. Garfield)

'The man who is worthy of being a leader of men
will never complain
About the **stupidity of his helpers**,
The in gratitude of mankind
Nor the in appreciation of the public..'

These are all a part
Of the great game of life..

(William J.H. Boetaker)

CHAPTER 40

Learning

‘Let a man learn thoroughly whatever...
He may learn and let his conduct be
Worthy of his learning’ (Thiru.391)

‘Learning is the true imperishable riches
All other things are not riches’ (Thiru.400)

‘30 years from now, it won’t matter
What shoes you wore,
How your hair looked,
Or the jeans you bought,
What will matter is, what you learned
And how you use it’ (Author Unknown)

‘For a learned man or women- every country
Is his own and every town is their own...’ (Thiru.397)

SECTION 5: PERFECTION

CHAPTER 41

Perfection is, broadly, a state of completeness and flawlessness.

People envisage to perform their day to day tasks perfectly. But in an ideal world, perfection is a thing which does not occur every time you execute a job function. Even though we try to be perfect, nothing falls short of Perfection.

There are only three kinds of people in the world. (Nature of Leadership)

1. Those that are moveable..
2. Those that are immovable and
3. Those that move them..

(Li Hung Chang)

Chapter 42

No body's perfect

When you harp on little things
But overlook the 'Big 'mistakes
When everything takes longer
Than what it usually takes
When nothing goes according to
The best-laid plans you make
Just remember no one is perfect
So, give yourself a break
When the stress of your success
Makes your head and stomach ache.
When everything you touch falls through
Fouls up, goes bad, or breaks
Please remember that you're human
For your sanity's own sake,
And relax-Nobody's perfect.
So give yourself a rest.

Chapter 43

Memo from children to parent

Don't spoil us, we know quite well that ought not to have all we ask, we're only testing you.

Don't let us form bad habits. We have to rely on you to detect in the early stages.

Don't make us feel smaller than we are. It only makes us behave stupidly "big"

Don't make us feel that our mistakes are sins. It upsets our sense of values.

Don't protect us from consequences. We need to learn the painful way sometimes.

Don't be too upset when we say we hate you, sometimes it is not you we hate, but your power to thwart us.

Don't forget that we cannot explain ourselves as well as we should like.

That is why we are always accurate.



Chapter 44

Be satisfied with what you have

Perfection is something that is hard to find on earth.

Absolute honesty, and worshipful idols are extremely rare,

However much you search

So, stop complaining, when you're disappointed with a person system or thing

This is earth, everyone is human and all are fallible.

Don't lose your faith in your attempt just because things go wrong

Stick to your ideals, set your standards high and always believe in the truth

Do not expect too much of life or strife to reach beyond your range.

Be satisfied with what you have, accept and learn to live contently with what you cannot change.

CHAPTER 45

Healing

1. Health is certainly about our relationship with ourselves
2. Quality of our personal relationship with other people
3. Our relationship with God the Almighty.

Healing is a positive form of activity, which enables a person to move forward into a new experience of healthy living...

There are **three types** of healing:

1. Medical
2. Psychological and
3. Religious

In Christian healing, Jesus Christ is our Healer. 'Jehovah Rapha', the Lord our Healer. (Ex.15:26)

CHAPTER 46

Reconciliation

‘Reconciliation is an end to a disagreement and the starts of a good relationship again’
(Oxford Dictionary)

In short It is:

1. Building stronger relationship.
2. Settling disputes, conflicts.
3. Mediation dialogue hallowed tradition.
4. Cardinal principles in all religions.
5. It is self-fulfilling, self-sustaining.
6. Successfully applied in several countries for unity in diversity.
7. It cement differences between...people race, culture & community.
8. Make friends again.

CHAPTER 47

Excusites?

Are you suffering from 'Excusites'?

Excuse me....

Einstein, taught us a big lesson, says Dr. Schwartz. The lesson he taught us was that it is more important for us to use our minds to think than to use it as a warehouse for facts. If you feel you too are suffering from intelligence excusitis follow the three easy ways suggested by Dr. Schwartz, to cure it.



1. Never underestimate your own intelligence and never overestimate the intelligence of others.
2. Concentrate on your assets.
3. Discover your superior talents. Remember it is not how many brains you've got that matter. The thing that counts is how you use your brain. Manage your brains instead of worrying about your IQ.

CHAPTER 48

The Preacher

If he is young, he lacks experience; if his hair is grey, he is too old. If he has five or six children, he has too many; if he has none, he is not setting a good example.

If his wife sings in the choir, she is forward; if she doesn't, she is not interested in her husband's work and is probably back-slidden.

If he speaks from notes, he has canned sermons and is a bore; if extemporaneously, he is not deep enough. If he suggests changes for improvement of the church, he is a dictator; if he makes not suggestions, he is a figurehead.

If he makes us of illustrations, he does not give enough Bible; if not, his teaching is not clearly understood. If he fails to please somebody, he is hurting the church; if he tries to please everybody he is a fool.

If he preaches the truth, he is insulting and meddling; if he does not preach it, he is a hypocrite. If he preaches an hour, he is tiresome; if only twenty minutes, he is lazy.

He must have the wisdom of the owl, courage of the eagle, enterprise of the jay, disposition of the dove, and eat on what keeps a canary.

He must be an economist, politician, fund-raiser, marital advisor, father confessor, disciplinarian, taxi-driver, preacher and pastor.

He must visit all the sick, and everybody else, teach a Sunday school class, direct the Y.F. and deliver sermons that are fit for publication.

(Author Unknown)

CHAPTER 49

Revival

If, All sleeping members would wake up
All discouraged members would cheer up

All sitting members would stand up
All stingy members would pay up

All legalistic members would lighten up
All sitting members would straighten up

All proud members would trip up
All stubborn members would loosen up

All silent members would speak up
All gossiping members would shut up

All estranged members would make up
All fragile members would firm up

All Luke warm members would give up
All crabby members would sweeten up

All fallen members would get up
All dormant members would liven up

All wayward members would shapeup
All fighting members would give up

All late members would hurry up
All enrolled members would show up

Then will be real revival.

CHAPTER 50

Power in Speech

‘Understand the qualities of your hearers
And then make your speech; for superior to it
There is neither virtue nor wealth’ (Thiru.644)

‘If there be those who can speak on various
Subjects in their proper order and in a pleasing
Manner, the world would readily accept them’ (Thiru.678)

‘We speak different languages,
We come from different culture,
We keep different traditions
No matter who you are or where you are,
You are **not responsible for that part**,
But you are for the future’

(Author Unknown)

SECTION 6: COMMUNICATION

CHAPTER 51

Communication happens all around us. Sometimes this can be in the form of verbal or Non-verbal (eg: sign language) In an organisational setup communication is important to coordinate activities of the business. There can be horizontal communication or vertical communication happening in organisational scenario.

Horizontal communication happens when people at the same level communicate with each other.

For example, communication between Sales Manager and Finance Manager. Vertical communication occurs when people in different status level in organisation communicates with the Chief executive officer and he in return communicates with the Accountant.

(More details are found in appendix I-IV on Communication)

CHAPTER 52

The role of a News Editor

- Gathering and presentation of the news is the main task.
- News and views is his final ambition.
- Control of the whole editorial staff- should get the best out of them.
- Efficiency and looking after the welfare.
- More executive power at meetings and conferences.
- He or she should be a public figure.
- Representative of the press.
- Responsible for the picture of the Newspaper.
- Prepare the pages of the Newspaper.
- Allocate work for reporters.
- Should maintain a diary for the events of the months and days.
- Should possess a wide knowledge of affairs at home and abroad. In short a man or woman of Imagination, Initiative and Intelligent.

(I. Personality)

CHAPTER 53

Wonders of sound:

Sound is caused by vibrating materials.

For brain storming

1. How the porpoise use sound to catch fish in the sea?
(Echo Location)
Dolphins use sound to communicate with each other.
2. How does bats use sound to help them locate their prey?
(Through Echo Location)
3. How does blind people locate objects?
(By sensitive hearing)
4. How do ships locate enemy submarines?
(By echo location-Sonar)
5. How are echoes used to detect schools of fish?
(Sonar-Echo-Sounder)
6. How are echoes used to locate minerals and earth quakes?
(By using the seismograph)
7. How are Robots made to move?
(By Sound)
8. The sound creates languages?
(By sound it creates speech, word, writing & sentences)
9. How are people made to appreciate music?
(By Sound, Songs & Instruments)
10. Some locks are opened without keys. How?
(Through the sound of a person)

Chapter 54

Virtue

(Behaviour or attitudes that show high moral standards)
(Good quality or habit)

Nothing is politically right
Which is morally wrong.

(Daniel O Connell)

Right and truth
Are greatest than any power
And all power is limited by right.

(Benjamin Whichcote)

The shortest and surest way
To live with honour in the world
Is to be in reality,
What we would appear to be;
All human virtues increase
And strengthen themselves
By the practice and experiences of them

(Socrates)

CHAPTER 55

Humility & Sweetness of Speech

I believe that the first test of a truly great man is his humility. (John Ruskin)

I have three precious things

Which I hold fast and prize.

The first is **gentleness**;

The second is **frugality**;

The third is **humility**.

Which keeps me from putting myself before others.

Be gentle and you can be bold;

Be frugal and you can be liberal;

Avoid putting yourself before others

And you can become a leader among men. (LAO-TZU)

Some persons are always ready,
to level those above them, down to themselves,
while they are never willing to level those below them up to their own position.

But he that is under the influence of true humility will avoid both these extremes.

On the one hand, he will be willing that all should rise just so far as their diligence.

And worth of character will entitle them to;

and on the other hand, he will be willing that his supervisors should be known and
acknowledged in their place, and have rendered to them

All the honours that are their due.

(Jonathan Edwards)

Chapter 56

Some Body Said.....

Somebody said that somebody said
Trouble was caused and suspicion fed;
Somebody passed on an idle word,
Someone repeated what somebody heard
There's been many a BROKEN HEART
Many marriages; has come apart,
Many a relationship has been changed
Many a neighbour become estranged
In many a home where peace once reigned
Affection and loyalty have been strained
And many life is incomplete
Because someone was indiscreet
Many a friendship has been wrecked
Through gossip unfounded and unchecked
Mischief was made and rumour spread,
Somebody said that somebody said....

Chapter 57

Effective Listening

1. Stop talking: Nature gave you two ears and one tongue-take the hint.
2. Prepare yourself to listen. Listening is an active, not passive, process.
3. Put, the talker at ease. Help him to feel that he is free to talk.
4. Remove distractions. Don't doodle, tap, shuffle papers, or permit phone calls.
5. Empathise with him. Try to see his point of view and meet him half way.
6. Be patient. Do not interrupt.
7. Watch the emotionally charged words. Do not let them filter out the message.
8. Avoid personal prejudice. What he says, not how he looks is the important thing.
9. Listen to the tone in his voice. Volume and tone can both be significant.
10. Watch for non-verbal communications. Gestures, facial expressions, body movements, eye gaze direction and duration- these can all be important.

Chapter 58

Points for Good Listening/Receiving

1. Look directly at the other person-eyes, hairline, and mouth-as he/she speaks. By giving him/her your undivided attention and observing the body language.
2. Ask the right question' Active' listening involves asking 'open-ended' questions, drawing the speaker out, making the speaker clarify what has been said.
3. Check your emotions. When you get excited you start missing some of the more subtle messages.
4. Listen responsively-showing some signs of understanding.
5. Listen for ideas and concepts – never to facts alone.
6. Anticipate key points the speaker is leading up to. If you're right, you know you've understood.
7. Review the speaker's ideas, summarising them while you listen.
8. One of the best ways to pursue others is with your ears- by listening to others.

(Deen Rusk)

Chapter 59

The art of facilitation

Interpersonal Communication:

1. People need to feel they're being listened to, and that their ideas and concerns are recognised as worthy and important contributions.
2. They need to feel validated as equal and important members of the group.
3. People need to feel accepted, an opportunity for everyone to introduce themselves.
4. People need to feel a sense of trust and safety in the group.
5. They must feel that they are able and accepted to give suggestions lend support and take initiative.
6. They need to know 'it's' ok to ask for suggestions and encouragement.
7. Their life experiences are an important & valuable resource.
8. They must be placed at an atmosphere where they can be taken seriously.
9. Facilitator should allow for resolving conflicts without somebody winning at another expense.
10. The crowd should feel that they are engaged in a meaningful and important activity.
11. The people should have a real control over how they spend their time.
12. The sessions should be comfortable and the venue should have adequate ventilation, lighting and neatness.
13. The trainer should practise democratic principles.
14. You must use newsprint, notes etc. which can be used for follow up activities.
15. The goal and the objective of the subject should be very clear and simple.

Chapter 60

The best thing in life!

Honour says the Soldier

Pleasure says the fool

Knowledge says the student

Beauty says the Artist

Power says the Engineer

Food says the Gluttin

Truth says the Sage

Home says the Mother

Commerce says the Merchant

Fame says the Statesman

Love says the Maiden

Gold says the Miser,

Sports says the Athlete,

Healing says the Doctor,

Abundance says the Farmer

Order says the policeman

Rest says the Toiler

Kindness says the Child.

Chapter 61

Steps in planning a communication strategy

Problem Definition

Determine nature of problem in country or region. Identify population affected by the problem and possible causes. Review research data available.

Objective Formulation

State specific, measurable, attainable, realistic and time bound (SMART) programme objective (s).

Communication Research

Assess how population perceives the problem; knowledge, attitudes, values, socio- cultural, linguistic characteristics.

Audience selection and segmentation

Specify target audience. Divide audience into segments; primary, secondary, tertiary.

Message Construction

Inform, Educate, Motivate and persuade the target audience (s).

Media Selection

Identify communication channels to be used to transmit the message (mass, interpersonal, print)

Diffusion Plan

Programme media sequence messages, determine timing for radio and television spots.

Evaluation Indicators

Specify expected results and impact measure achievement of objectives.

SECTION 7: CHARACTER

Chapter 62

Character is how people relate to the world by acquiring and using things (assimilation) and by relating to self and others (socialization), and they can do so either non- productively or productively. There are six different character orientations; Receptive, Exploitative, Hoarding, Necrophilous, Marketing and Productive.

The greatest ability in business
Is to get along with others
And influence their actions
A Chip on the shoulder
Is too heavy a piece of baggage
To carry through life.

(John Hancoe)

There is no exercise
Better for the heart
Than reaching down
And lifting people up.

(John Andrew Holmes)

Chapter 63

Are you an Enthusiastic worker?

Enthusiasm is the wonderful elixir of life. The word enthusiasm is derived from two Greek words 'En & Theos' meaning 'God within you' the secret of success is enthusiasm.

1. Enthusiasm keep us perpetually fresh interest in life, because WE ARE WITHIN God's vibration.
2. Enthusiasm turns the ordinary into extra-ordinary.
3. Enthusiasm is a dynamic motivator that helps us persistently working towards a **goal**.
4. Enthusiasm sharpens our minds, improve our self-reliance, and enhances our power of confidence and the ability to solve problems.
5. Enthusiasm is the spice of Life.
6. Enthusiasm make us dynamic, tough, rugged and determined. It makes us see every difficulty realistically and frees it optimistically.
7. The enthusiastic person not only endures life, but master it, it is our attitude of mind-positive attitude in different situation.
8. "He who has a firm will- moulds the world to himself", Enthusiasm makes the mould.

Chapter 64

Test your credibility

People are capable of remarkable achievement if they are given the right motivational leadership.

To mobilise a team's inner drive, enthusiasm and vigour effectively, you need to be a credible leader who sets an inspiring example.

Your Credibility!

If you can agree with the statements given below, you are a credible leader.

- I perform to the highest level of competence.
- I take initiatives and risks.
- I adapt to change
- I make decisions promptly.
- I work co-operatively as a team member.
- I am open especially with information and knowledge...
- I trust and I am trustworthy.
- I respect others and myself.
- I answer for any actions and accept responsibility
- I Judge and I am judged. Reward and am rewarded. On the basis of performance.

Chapter 65

Confidence

A Man capable of loving himself
Will be like a well-kept flower garden-
Productive and inspiring to others.

(Morguerette Gilmore)

Confidence is the foundation
For all business relations
The degree of confidence a man has in others,
And the degree of confidence others have in him,
Determines a man's standing
In the commercial and Industrial world.

(William J.H. Boetcker)

There is a great man
Who makes everyman feel small
But the really great man
Is the man who makes every man feel great.

(A Chinese Proverb)



Chapter 66

Compassion

What is Love?

When your worlds would hurt

It is patience

When neighbours hurt

It is deafness

When a scandal flows

It is thoughtfulness

For other's woes.

It is promptness

When stern duty calls

It is courage

When misfortune falls

It is God's gift to you

Chapter 67

What is Dynamic Personality?

Dynamic personality is the outward evidence of that unique and

Creative self, made in our own image or what might be called the free and full expression of your own real self.

1. If you are a dynamic personality everything you do, you will do it creatively. You are a creative minded person.
2. A Dynamic personality is a person of resources full of vitality and vivacity. He/she is vibrant with dynamic energy.
3. Is a person using his dynamic self in the search for creative energy in every single facets of life from solving problems to generating new ideas.
4. He knows where he is going, why he is going and how he intends to get there.
5. He is versatile, and many moods and talents.
6. A queer and curious person who wants to know the why and where of everything.
7. He is an overly. Self-confident. He views problems as opportunities for greater improvement.
8. He is an imaginative and inventive person.
9. A dynamic person is dedicated person.
10. He establishes goals, sets values and ideas and looks for unseen opportunities.
11. Dynamic personality is a self-creation, created by the limitless pros with in you.
12. It takes time and persistence practice to put the dynamic principles in to play.

Chapter 68

Virtue

(Behaviour or attitudes that show high moral standards)
(Good quality or habit)

Nothing is politically right
Which is morally wrong.

(Daniel O Connell)

Right and truth
Are greatest than any power
And all power is limited by right.

(Benjamin Whichcote)

The shortest and surest way
To live with honour in the world
Is to be in reality,
What we would appear to be;
All human virtues increase
And strengthen themselves
By the practice and experiences of them

(Socrates)

Chapter 69

Vision

(The ability to see.... creatively)

A man without religion or spiritual vision
Is like a captain who finds himself
In the midst of an uncharted sea,
Without compass, rudder and steering wheel,
He never knows where he is,
Which way he is going
And where he is going to land.

(William J. H. Boetcken)

To face tomorrow with the thought
Of using the methods of yesterday
Is to envision life as a standstill.
Each one of us, no matter whatever our task,
Must search for new and better methods
For even that which we now do well
Must be done better tomorrow.

(James F. Bell)

We have come from somewhere
And are going somewhere
The great architect of the universe
Never built a stairway
That leads to nowhere.

(Robert A. Millikan)

Chapter 70

Power of Confidence

Self-Confidence:

Self- confidence is a trait to be cultivated with persistent Effort. Confidence in one's own self and in one's own judgement, power and abilities.

- A Man of confidence is highly motivated, he is a positive thinker, a man of radiating a fire of enthusiasm.
- Confidence acquired calls for determination and faith.

Chapter 71

Penance

Belonging:

‘The strongest want in human nature is the desire to be great’

(Sigmund Freud)

Nelson Annan suggests a six-step approach toward nurturing friendship building, inclusive relationships.

1. Communicate Love
2. Practice and Teach Love
3. Emphasize friendliness and warmth.
4. Follow up first time visitors. (New Members)
5. Broaden internal groups to make new members feel like they belong.
6. Strengthen and increase social events.

Make everyone say ‘This is where I belong to’

SECTION 8: Chapter 72

MANAGEMENT

Management in businesses and organizations is the function that coordinates the efforts of people to accomplish goals and objectives using available resources efficiently and effectively.

Management includes Planning, Organizing, and Staffing, Leading or Directing and controlling an organization to accomplish the goal.

Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources and natural resources. Management is also an academic discipline, a social science whose objective is to study social organization.



Chapter 73

Imagination

Absolute power corrupts absolutely,
but may it not be truer to say
that to be absolutely powerful,
a man must first corrupt himself?

(Terence Rattigan)

The lightning spark of thought
generated or, say rather, heaven – kindled,
in the solitary mind,
Awakens its express likeness in another mind,
in a thousand other minds,
and all blaze up together in combined fire.

(Thomas Carlyle)

‘You are what you are and
where you are because of the dominating
thoughts you have allowed
to occupy in your mind’

(Dr.K.Kuhathasan)

(20,000- 60,000 thoughts a day)

(Keep your thoughts positive)

Chapter 74

Money

Workers earn it,
Spend thrift burn it,
Bankers lend it,
Women spend it,
Forgers take it,
Taxers take it,
Heirs receive it,
Thrifty save it,
Misers crave it,
Robbers seize it, Rich increase it,
Gamblers loose it
If we are wise, we could use it.



Chapter 75

The management truths

Think before you act; it is not your money.

All good management is the expression of one great idea.

No executives, devotes effort to proving himself or herself wrong.

Cash in must exceed cash out.

Management capability is always less than the organisational actually needs.

An executive either can or cannot do the job.

If sophisticated calculations are needed to justify an action, don't do it.

If you are attempting the impossible, you will fail

If you are doing something wrong, you will do it hardly.

The easier way to make money is to stop losing it.

Chapter 76

Accountability

Accountability is trusting your life, to a few carefully selected, loyal confidants who love you, confidants who have the right to examine, question, appraise and give counsel. Like ropes for a mountain climber these people hold your life in check and keep you from slipping precipitously to destruction.

Six marks of accountability.

Vulnerability:

Lowering your defensive walls, even it means exposure to possible pain.

Teach ability:

Being willing to learn, no matter how difficult the assignment

Availability:

Being on call night or day for service to God and man.

Integrity:

In moral and financial matters.

Honesty:

Being open to the truth no matter how revealing

Confidentiality:

Truth spoken in love should be preserved in confidence.

Chapter 77

Time

Time wasted is failure tasted.

Time is precious, Time is fleeting. You are growing old every second.

The moment you are born await the moment of death,

With birth-cells grow & decay. You cannot get this human built once again

Therefore, become a successful man and make your career flourishing

Become a good Man/Women right now, this very second!

Plan

Concentrate take breaks, Don't be a perfectionist, fix priorities and say no, Don't procrastinate, Have feelings of accomplishment or satisfaction. If poring applies radical surgery, Delegate,

Don't be a workaholic.



Chapter 78

Judgement

Reason and Judgement
are the qualities of a leader.

(Tacitus)

Whatever action is performed by a great man,
Common men follow in his footsteps,
and whatever standards he sets by exemplary acts,
all the world pursues.

(Bhagavad Gita)

Knowledge is the treasure,
but judgment is the treasurer
of a wise man.

(William Penn)

‘Injustice anywhere is a threat
to justice everywhere’

(Martin Luther King)

(From his prison cell in Birmingham)

Chapter 79

Responsibility

Cementing the relationship
of the free peoples
is not a job for government
or diplomats alone.
a large responsibility
rests upon all of us.

(John J. Mc Cloy)

‘The price of greatness
is responsibility’

(Winston S. Churchill)

The best way to teach our young people
the meaning of our democratic freedoms
is to demonstrate, by our own example,
that we have mastered
the ‘three R’s of citizenship-
Rights, **R**espect and **R**esponsibilities.

(Earl James Mccgrath)

Chapter 80

Energy

‘Energy is mental wealth;
those men who are destitute of it,
are only trees in the form of men’ – (Thiru.600)

‘Wealth will find its own way to the man
of unfailing energy’ – (Thiru.594)

‘The possession of (energy of) mind is true
property; the possession, of wealth passes away
and abides not’ – (Thiru.592)



Chapter 81

Progress

Lincoln was not great
because he was born in a log cabin,
but because he got out of it.

(James Truslow Adams)

Progress comes from the intelligent use
of experience.

(Elbert Hubbard)

True statesmanship
is the art of changing a nation
from what it is
into what it ought to be.

(William R. Alger)

SECTION 9: DISCIPLINE

Chapter 82

In its natural sense, **discipline** is systematic instruction intended to train a person, sometimes literally called a disciple, in a craft, trade or other activity, or to follow a particular code of conduct or "order". Often, the phrase "to discipline" carries a negative connotation. This is the case because enforcement of order is often regulated through the threat of punishment to ensure given instructions are carried out.

Discipline is the assertion of willpower over more base desires, and is usually understood to be synonymous with self-control.

Self-discipline is to some extent a substitute for motivation, when one uses reason to determine the best course of action that opposes one's desires. Virtuous behaviour can be described as when one's motivations are aligned with one's reasoned aims: to do what one knows is best and to do it gladly. Continent behaviour, on the other hand, is when one does what one knows is best, but must do it by opposing one's motivations.^[1] Moving from continent to virtuous behaviour requires training and some self-discipline.

The word "DISCIPLINE" carries 100% Success. If we could follow this word according to its alphabetic order its total is 100.

Eg: One hundred per cent Success to a person who obeys discipline.

Formula to keep in mind and Practice it:

In alphabetic order

Fourth Letter is	D
9 th Letter is	I
19 th Letter is	S
3 rd Letter is	C
9 th Letter is	I
16 th Letter is	P
12 th Letter is	L
9 th Letter is	I
14 th Letter is	N
5 th Letter is	E



DISCIPLINE (10 LETTERS)

Chapter 83

Discipline

Discipline must never be done **except in love**.

Discipline works, but only if it teaches.

Discipline reflects a belief in the sinfulness of humanity and the grace of God

Discipline teaches as much about the discipliner as it teaches to the one disciplined.

Discipline is much more than physical.

Discipline is a time for fairness, but not time for negotiation.

Discipline established parameters.

Discipline brings **peace**.

Discipline demonstrated **hope**,

Discipline **invests in the future**

Woodrow kroll

Chapter 84

Key to Effective Disciplining

DISCIPLINING ERRANT EMPLOYEES:

Employees are prepared to be disciplined if they have violated the company's rules and regulations or misconducted themselves.

They will only retaliate or object when they feel that they have been unfairly unjustly treated.

Thus, the key to effective disciplining of employees is fairness

Think of a red-hot stove and what happens when you touch

-It, yes, you will get burned.

More than that:

- YOU will get burned immediately
- You had warning that if you touch the stove you will get burned...you saw the red hot burning charcoal.
- If you touch the stove again you will get burned again- every time touch the stove, you will get burned.
- WHEN someone else touches the stove, he too will get burned-everyone who touches the stove will get burned.

What does the above tell us? It tells us that fairness demands that disciplinary action be taken.

- Immediately: Disciplinary action should not be unduly delayed.

It should be taken immediately or as soon as possible after the violation of the rules misconduct while facts and feelings are still fresh in everyone's mind.

Chapter 85

Integrity

1. What is true, honourable and right is Integrity.
2. People who are blameless in the eye of the public are of integrity.
3. Do what you expect from others..... i.e. the golden rule.' Respect a person he will do the more'.
4. Daily | Godly walk is integrity.
5. Be on firm footing- to make up as a whole, complete, to make entire- i.e Integrity.
6. Integrity is entireness, wholeness, the impaired state of anything up righteous, honesty and purify.
7. Integrity is unification into a whole formation of a united personality.

Only the man
who can impose discipline
on himself
is fit to discipline others,
or can impose discipline on others.

William Feather

Chapter 86

All you need to know

Most of what I really need to know about,
How to live and what to do and how to be,
I learned in kindergarten

These are the things I Learnt:

- ❖ Share everything.
- ❖ Play fair.
- ❖ Don't hit people.
- ❖ Put things back where you found them.
- ❖ Clean up your own mess.
- ❖ Don't take things that are not yours.
- ❖ Say you are sorry when you hurt somebody.
- ❖ Wash your hands before you eat.
- ❖ Flush
- ❖ Warm cookies and cod milk are good for you.
- ❖ Live a balanced life-Learn and think some and draw and paint and sing, and dance and play and work every day.
- ❖ Take a nap every afternoon.
- ❖ When you go out in to the world, Watch out for traffic, and hold hands and stick together.

Be aware of wonder.....

Chapter 87

Excellence

Excellence is an act won
by training and habituation.
We do not act rightly
because we have virtue or excellence,
but we rather have those
because we have acted rightly.
we are what we repeatedly do
Excellence then, is not an act, but a habit - **Aristotle**

He who gains victory over other men
is strong,
but he who gains a victory over himself
is all powerful - **Lao Tzu**

We are what we think,
all that we are arises with our thoughts,
with our thoughts we make the world

- **Dhamapada Verse 2** -

Chapter 88

Quality- Key for effective globalization

1. Select people of generosity: in terms of time, energy and ideas.
2. People of positive behaviour: They must be cheerful, up- beat and optimistic.
3. People who will accept responsibility willingly – they should be accountable and transparent.
4. People of friendliness.
5. Availability: Busy people- ready to accept challenges.
6. People of youth fullness- Energetic.
7. They should be team players.
8. Morality: Seek out for ethical, honest and principled individuals.
9. People of motivation.
10. With full of talents- a good track record essential.

Chapter 89

Create a world

We need toCreate a world.....

We need to feel more, to understand others;

We need to love moral, to be loved back,

We need to cry more, to cleanse ourselves,

We need to laugh more, to enjoy ourselves

We need to see more, other than our own little fantasies,

We need to hear more and listen to the needs of others,

We need to give more and take less,

We need to share more, and own less.

We need to look more and realize that we are

Not so different from one another,

We need to create a world, where every one

Can peacefully live and the life they choose.

Every day is a new life for a WISEMAN.

Chapter 90

Almighty God's Great Domain

We enter this world
from the great unknown
And God gives each spirit
a form of its own
And endows this form
with a heart and a soul
To spur man on
to his ultimate goal...
And man is but born
to die and arise
For beyond this world
in beauty there lies
The purpose of death
which is but to gain
Life everlasting
in God's great domain..
And no one need make
this journey alone
For God has promised
to take care of His own.

Helen Steiner Rice

Chapter 91

Veracity

‘All lamps of nature are not lamps;
the lamp of truth is the wise’ – (Thiru.299)

‘Truth is the speaking of such words as are free from the least degree
of evil. (to others)’ – (Thiru.291)

‘Plato is my friend,
Socrates is my friend,
but truth is (Veracity) is greater’
(Latin Proverb)

‘There are no eternal facts
as there are no absolute truths’
(Friedrich Nietzsche)

SECTION 10: Chapter 92

PUBLIC RELATION

Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a non-profit organisation) and the public.

1. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.
2. This differentiates it from advertising as a form of marketing communications.
3. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a certain view about the organization, its leadership, products, or of political decisions.

Public relations professionals typically work for PR and Marketing firms, Businesses and Companies, Government, Government Agencies and as Public Officials as PROs and Non-governmental organizations and non-profit organizations.

‘A man’s feelings of good will toward
others is the strongest magnet for
drawing good will from others’

Chesterfield

Chapter 93

Public Relations

Intercommunication conscious or unconscious between individuals or group



Any form of activity to develop human understanding
Business of making and keeping friends is public relations



Public relations is more than saying something: more than doing something; is above all
BEING SOMETHING

'The best way to find yourself,
is to lose yourself,
in the service of others' – Mahathma Gandhi

Chapter 94

The value of a smile

A smile cost nothing, but gives much. It enriches those who receive;
Without making poorer those who give
It happens in a flash;
And the memory of it sometimes lasts forever;
None is so rich or mighty that he can get along without it;
It creates happiness in the home;
Fosters goodwill in business;
And is the countersign of friends;
It brings rest to the weary, cheer to the discouraged;
And it is nature's best antidote for trouble.

Yet it cannot be bought, begged, borrowed
Or stolen;
For it is something that is of no value;
To any one until it is given away.

F.N. Webber

Chapter 95

We.....

The un-willing
Led by the unknowing,
Are doing impossible,
For the ungrateful!
We have done so much
For so long, with so little.
We are now qualified,
To do anything
With nothing.



Chapter 96

The Power of Praise

1. A golden nugget of praise can determine the direction of your life, has the power to change your life.....
2. Praise is the engine of self-esteem. It reminds you of light; of your power.
3. Praise will encourage you to try harder, to stretch higher, to expand your horizons and it will make you to focus on what you can do.
4. Praise will enhance every relationship you have in all aspects of your life-praise those you love or work with you.
5. Praise is sincere, personal & specific. It is both validation and inspiration, a safety net and a spring board.
6. The power of praise makes you bold- to embrace change and take risks-
7. To fail and try again.
8. To dream and then to act on those dreams,
9. To create our own lives, values and our own expectations.
10. Praise is encouraging
11. Praise is comforting
12. Praise is motivating
13. Praise is energizing
14. People want to live with it. You will never be alone.
15. Praise always says that good is good; Experience proves it true.

It will reassure us that we are valuable human beings- who & what we are, what we are achieving is noticed, is recognised, and appreciated.

Be Bold! and discover the Power of Praise in you!

-Susan Mitchell-

Chapter 97

The father of Success

Put your Heart, Mind, Intellect and Soul, Even in your smallest act, this is the Secret of Success'.

The Father of Success is named WORK.

The Mother of Success is named AMBITION.

The Eldest Son is called COMMON SENSE and some of the boys are called PERSEVERANCE, STABILITY, HONESTY, THOUGHNESS, FORESIGHT, ENTHUSIASM and CO-OPERATION. The Eldest Daughter is CHARACTER.

Some of the sisters are CHEERFULNESS, LOYALTY, CARE, COURTESY, ECONOMY, SINCERITY and HARMONY.

The Baby is OPPORTUNITY.

Get acquainted with the Father of Success and you'll be able to get along with the rest of the Family.



Chapter 98

Motivation

Motivation is the 'Power of action'.

Believing in ourselves.

A person determines his goals. (Nouns)

and acts to achieve them. (Verbs)

Enthusiastic and has the attitude
that good things will happen and
good things do happen.

Have a thirst for growth.

Stepping from the known to Unknown.

A pod of energy is a must to Occur action.

Nothing called self-made,
their goals are met only with the help of others.

They overcome obstacles; worry, doubt, fear and tension.

They will make more opportunities than they find.

They are effective communicators and great leaders.

Chapter 99

Familiarity

‘Even enemies will love those who have never changed in their affection
to their long standing friends’

(Thiru.810)

‘Those who have (long) stood in the path of affection
will not give it up even if their friends cause (them) their ruin’

(Thiru.807)

Friendship is to be practiced not for the purpose of laughing
but for that of being before- hand in giving one another sharp rebukes in case of -
transgression

(Thiru.784)

‘For great men, religion is a way of making friends.

Small people make religion a fighting tool’

(A.P.J. Abdul Kalam)

Chapter 100

10 Guide- lines for a Journalist

1. Alertness to news.
2. Proper use of Source materials.
3. Studying the art of communicating the news.
4. Styles of language.
5. Manipulation of image, text and sound.
6. Adaptability to change.
7. Constant revision.
8. Focusing on particular receivers.
9. Proper awareness of the news makers of the world.
10. Being a complete modern.

Principles of world's great men

The Quality of Leadership:

'You cannot get very far,
until you start doing
something for somebody else' - (Melvin Jones)-

- (Lion International)

'Do all the good you can,

By all the means you can,

In all the ways you can,

In all the places you can,

At all the time you can,

To all the people you can,

As long as ever you can' - (John Wesley)

There is no easy walk to freedom, anywhere.
For, to be free is not merely to cast off one's chains,

but to live in a way that.
Respects and enhances the freedom of others'

(Nelson Mandela 1918-2013)

'The ultimate tragedy is not Oppression and-
Cruelty by the bad people,
but the silence over that by the good people'.

(Martin Luther King)

Appendix I

Communication Summary

(Rev. Dr. A. Iyadurai)

(A) What is communication

1. Communication means getting an idea, a thought or some information from one person to another.
2. is exchange of information between people that happens by an intention.
3. is mainly a process of establishing reciprocal behavioural relationship for the fulfilment of needs.
4. is a skill or a technique.
5. is “Communicare” to make common, to share, to impart, to transmit.
6. An effective Communication occurs: when the **right person** says the **right thing** to the **right people**, at the **right place**, at the **right time**, in the **right way**, to be heard read and understood and produce the desired response.

(B) The scope / functions of Communication are:

1. Fulfilment
2. Acquiring knowledge (Education)
3. Giving and Getting information
4. Entertainment
5. Seeking and Giving identity

(C) The main ideas for improving communication

We should continue the communication process until the point of mutual understanding is reached.

❖ Effectiveness can only be determined in terms of what and how much the receiver has understood or accepted.

❖ “**Understanding**” means being able to “**see**” what the other person is “seeing”. It “**does**” not necessarily imply agreement.

❖ Effective communication depends on two- way traffic- an exchange of signals between an initial sender and receiver. Both the sender and receiver share in the responsibility for making

communication effective. The major share, of course, lies with initiator of the communication process; it is his prime responsibility to do all he can to help the “Receiver” to understand.

To improve the effectiveness of our communication we should-

- ❖ Estimate genuine climate of mutual trust and respect; perennial relationship.
- ❖ Communicate from the viewpoint of the receiver;
- ❖ Encourage participation on the part of the receiver;
- ❖ “Listen” (be respective) to all the signals the receiver may be giving out;
- ❖ Provide for “Feedback” as a check on what and how much the receiver has understood;
- ❖ Avoid the tendency to assume that the same word (or symbol) has the same meaning for different people;
- ❖ Look for the “Meaning” in the person, not in the word;
- ❖ Consider the advantages of “Following up” an oral message by a written one, as a confirmation of what has been “Communicated”.
- ❖ Keep communication lines as short as possible;
- ❖ Keep the communication channels “Open” – never discourage communication.

Appendix II

Mode of communication

A. Definition:

We beautify our hair on the head with a comb. Comb is a flat piece of plastic or metal with a row of thin teeth along one side, used for making our hair neat and in order.

1. Combination: Combination is making two or more things joined or mixed together to form a single unit or come together to form a single thing or group.
2. Committee: A group of people who are chosen, usually by the larger groups, to make decisions or to deal with a particular subject or problem.
3. Common: Are more frequent. happening often.
4. Communion: The state of sharing or exchanging thoughts and feelings.
5. Community: All the people who live in a particular area, country etc.
6. Compromise: An agreement made between two people or groups in which each side gives up some of the things they want. So that both sides are happy at the end.
7. Conciliate: To make less angry or more friendly, especially by being kind and pleasant (Reconciliation).
8. Consensus: An opinion that all members of a group agree with.
9. Comrade: A person who is a member of the same communist or socialist political party as the person speaking.
10. 'Communicare' is a Latin word. It means to **make common to share, to impart, to transmit, and to have communication** (Coming together as equals)

B. So; what is communication?

Let' us hear what the world famous popular communicators say:

1. **Darry A. Weldom** says: Communication is mainly a process of establishing reciprocal behavioral relationship (between two or many) for the fulfilment of needs.
2. **George A. Miller** says: When a message travel from place to place communication takes place.
3. **George Lander Berg** says: Exchange of news and ideas through signs and symbols.
4. **P. Emery B.H. L. Attetw**: Communication means, getting an idea, a thought or some information from one person to another.
5. Communication is exchange or information between (Lecturing) people that happens by an intention: says **Martin T. All des**.

6. A persons understanding being portrayed through signs and symbols is communication, says **S. Eldridge**.
7. **Chambers 20th century** dictionary says: Communicate- to give a share, to impart, to reveal to bestow to have something in common with another, to have means of passage, to have intercourse, to succeed in conveying one's meaning to others, to partake in holy communion.

Communion: Act of communing; spiritual intercourse, fellowship, common possessions.

Communism: A theory or condition of things according to which private property should be abolished and all things held in common.

8. **Communication** is the activity whereby an individual or groups conveys consciously or unconsciously information to another individual or groups and where necessary evolves a discriminating response. The information may be facts, feelings or ideas.
9. **Thoms H. Olgren** says: "The movies sell us images, they manipulate us, they assault our senses, but they also move us, excite us, and above all entertain us".
10. **Shaun Mc Bridge** in a UNESCO report says, that communication maintains and animates life.

Dr. Wilber Schramm says: that changes in a culture comes- when:

- a) One culture has contract with another culture for a long period of time.
- b) A conqueror or a ruler forces people to change, or, when,
- c) Better information and better education makes people want to change.

C. The opposite of communication argues Michael Treler, is not silence but sinfulness – the refusal to be in communion, (ref. John Black Beyond Technology – Geneva, WCC, 1984-pp.61) Sun is everything that prevent or distorts communication, symbolized by the devil who in Biblical terms is the liar, communication as a theological word, becomes an issue of right relationship with God and each other presupposing dignity, equality and freedom.

D. Main forms of communication are:

1. **Written:** Eg – Text, Reports, Figures Etc. (News Paper, Magazines , Books Etc)
2. **Verbal:** Eg- Meetings, Team, E-mail Etc. (Talking, Teaching, Lecturing and Etc)
3. **Non Verbal:** Eg- Voice, Physical, Body Language Etc. (Signs and Touch)

E. The scope, functions of Communication are:

1. **Fulfilment:** We are social animals- (Mankind)
2. **Acquiring Knowledge (Education):** Master new skill and new knowledge.
3. **Giving and getting information:** Carriers Media.
4. **Entertainment:** Recreational functions.
5. **Seeking and giving identity:** Political, Social and Religious.

F. Principles of good communication are 7 C's :

1. **Completeness**
2. **Conciseness**
3. **Consideration**
4. **Concreteness**
5. **Clarity**
6. **Courtesy**
7. **Correctness**

G. An Effective Communication Occurs:

When the **right person** says the **right thing**, to the **right people**, at the **right place**, at the **right time**, in the **right way**, to be heard, read and understood, and produce the desired response.

Communication is a catalyst

Appendix III

Communication:

Glossary of some communication terms

I.

- a) **Communication**” does not mean simply telling, discussing, viewing or hearing something.

In its vital sense communication means “**communion**” – sharing of ideas and feelings to establish ‘**Union**’

- b) The purpose of communication is to bring about motivation, to make people act, change, adopt and achieve the desired results as planned in your objectives.
- c) “**Communicare**” – Latin word – is to make common, to share, to impart and to transmit.
- d) Communication is a **Catalyst**, a thing which aids to undergo a change while itself not being changed. Principles of good communication is 7 C’s: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy and Correctness.

II. News – Paper:

- a) A report of an event of importance and significance, which interests readers, listeners or viewers is news. What the reader would like to know and what they should know is news. (Something that creates – curiosity).
- b) “News” – formation of the word news is **N**orth, **E**ast, **W**est, and **S**outh gathering the information from all directions and printing, broadcasting and televising it having seen or accepted as genuine facts.
- c) The purpose of newspaper is entertainment, education and enlightenment (which leads to motivation) ie. News. It must be new and not stale.
- d) The words “News” originated from a French term called, “**Novelle**” – means news.
- e) Charles A Danna Editor of the New York Sun paper gave a definition for the word News in 1882.

“A dog bites a man is not news, but if man bites a dog that’s news”.

- f) **Five “W” of news: Who, What, When, Where, and Why and How?**

News starts with from who – who is important, because who is the man who created the interest among the readers.

Who does what?

If the man whom we call “who does something which we normally don’t do, it creates - News.

When is important, because it should be a recent event in relation to the present, it should fall within a time limit, which will create interest among the readers.

Where is also important - because 200 terrorists killed in Kekirawe is more effective if they were killed in Anuradhapura.

Why can be tracked as the connection between the event and the cause or the process which led to the event. Also how it happened is also part and partial of news.

III. **Creativity:** The ability to or quality of producing something new, original or unique not existed before is creativity (creative) to produce by skill and the imagination a work of art. Creative thinking - thinking about problems in a new way. The government plans to create more jobs for young people. The main purpose of industry is to create wealth (etc.)

IV. **Think Tank:**

- a) A tank of thinking, with constant flow of new ideas and concepts to master the urgent and complex problems that faces the country or the universe today.
- b) An artificial pool, lakes or reservoirs for innovative ideas to bring in prosperity. It contributes to the public the mastication of political issues and helps to prepare the ground for political decision making.
- c) A group of practically, oriented bodies or counsellors, who contribute to the public, to mastication of political issues and helps to prepare the ground for political, commercial and industrial decision- making and change in keeping to the society's needs. (Prof. Godwin Fernando D.N. 02.12.2010).
- d) A body of 'sixth sense' group of individuals in ensuring political, commercials and industrial counselling that provides a constant two-way exchange of ideas between experts and a politically aware public and political decision makers.

(Mastication is to chew food great knowledge about or understanding of a particular thing).

V. **What is Anthropology?**

Anthropology is the study of man. The study of the human race, especially of 'its origins, development, customs and beliefs. It is divided usually into 3 fields of study. (1) Physical (2) Archaeological and Cultural and Social Anthropology.

VI. **What is Culture?**

For many people 'Culture' means music, art and good manners. Culture is all learned behaviour which is socially acquired, that is the material traits which are passed from one generation to another generation. They are both transmittable and accumulative and they are cultural in the sense that they are transmitted by one society, not by genes. It is the

customs and beliefs, art, way of life and social organization of a particular country or group.

VII. **Culture Shock**

Culture shock is a reaction which some people experience when they encounter a different society. It is a shock experience which an individual undergoes when transferred from his or her native culture to another, culture. A feeling of confusing and anxiety that they may feel when they live in or visit another country. The shock may be too slight to cause any reactions.

VIII. **Translation:**

The process of changing a language that is written or spoken into another language. A text or work that has been changed from one language into another, can be classified under three groups:

1. Rough translation not translating everything exactly.
2. A literal translation following the original words exactly.
3. Word for word translation Process of changing the word into a different form.

Walter Benjamin in the task of a translation says: "A real translation is transparent it does not block its light, but allows the pure language to shine upon the original all the more fully?" Translation as a profession "will lead to national integration and have them for **globalization**" says **Prof. A. Kandiah**.

IX. **Evaluation / Assessment:**

Through SWOT analysis; a study done by an organization in order to find its Strengths, and Weakness, and what problems or Opportunities it should deal with. SWOT is formed from the initial letters of "Strengths", "Weakness", "Opportunities" and "Threats".

Smart: (Like Smart-phone - has some of the functions of a computer)
(Clean, intelligent, fashionable, quick, computer controlled)
Well defined objectives could be found by formula. "Smart" That is"

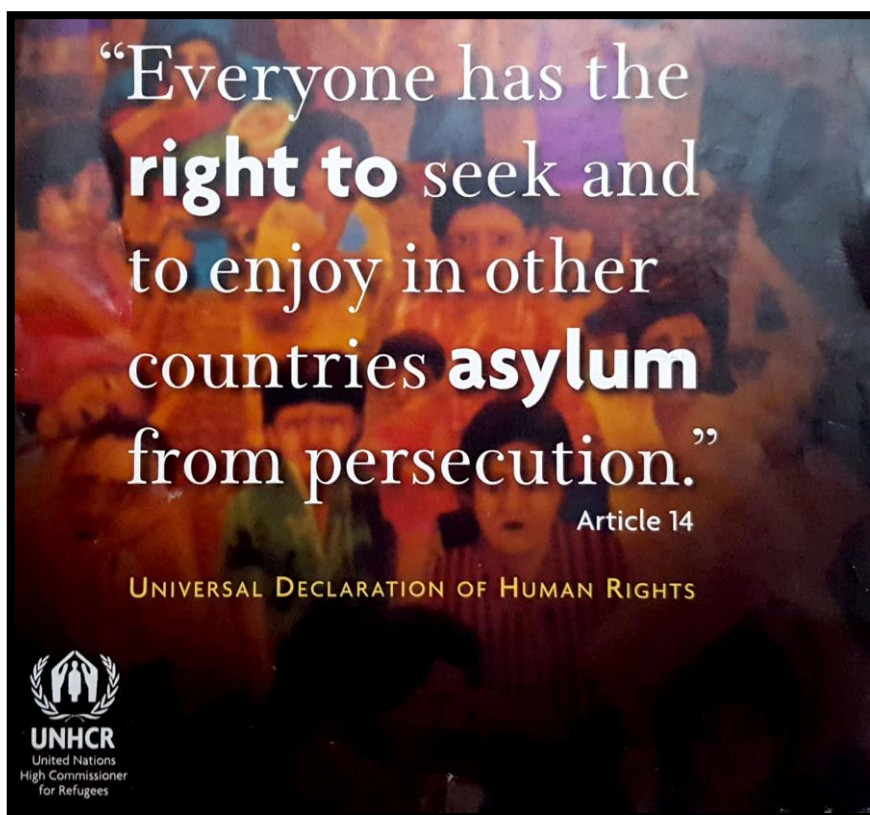
1. Specific.
2. Measurable.
3. Actual or attainable.
4. Realistic - relevant.
5. Time bound.

X. **5 S:** Japanese method: (Popular in Asiatic Countries)
-for efficient management are "

1. Seire - Classify (sort)
2. Seiton - Organize (set)
3. Seiso - Clean (Shine) (clear and tidy)
4. Seiketsu - **Standardizer** (to all areas the same principles).
5. Shitsuke - Self-discipline - (tidiness by everybody daily).

- XI. **Copyright:** The exclusive right given by law for a certain term of years to an author, composer and others to print, publish and sell copies of his or her original work.
1. Life time and 50 years after death
 2. Photo 25 years
 3. Folk lore no limit
 4. Translation -10 years
- XII. **Father of Journalism in Sri Lanka is:**
D.R. Wijewardena (A.N.C.L.)

Prepared by:
Rev.D.A.Iyadurai



Appendix IV

Message for Sri Lankans: “Make hay while the Sunshine”

SOME CONCEPTS OF RECONCILIATION

1. **Reconciliation is a panacea for the ills of the world.** It is to find an acceptable way of dealing with two or more ideas, needs etc. that seem to be opposed to each other, to make people become friends again after an argument or a disagreement. (E.g. He has

recently been reconciled with his wife to make yourself accept an unpleasant situation because it is not possible to change it)

2. **Oxford dictionary says** 'Reconciliation is an end to a disagreement and the start of a good relationship again. The process of making it possible for two different ideas, facts etc. **to exist together without being opposed to each other.**
3. "From the dawn of mankind, reconciliation has been **a community experience in settling disputes and conflicts, among tribes, races and groups through discussion, compromise and agreement ending in reconciliation over previous events and prevent recurrences**" - says Nelson Mandela.
4. **Reconciliation in short is;**
 - a. Building stronger relationship.
 - b. Settling disputes, conflicts.
 - c. Mediation dialogue **Hallowed tradition.**
 - d. Cardinal principles in all religions.
 - e. It is self-fulfilling, self - sustaining.
 - f. To make friends again.
 - g. Successfully applied in several countries for '**unity in diversity**'.
 - h. It cement differences between people of all kinds and character.

Both Nelson Mandela and F.W de Klerk were awarded jointly the Noble Peace Prize in 1993 for bringing peace and progress in South Africa. Reconciliation has been successfully applied in several democratic countries. Eg. Northern Ireland peace process, Timor-Leste, Philippines and others.

5. **All major religions of the world speak of reconciliation as a weapon for peace and prosperity.**

A. **Buddhism in Dhammapada** chapter one, verse five says,:-

(I) *"Hatred does not cease by hatred,
But by loving kindness".*

In other words:

"Hatred is never appeased through hatred in this world
by love alone does it appease".

(II) **Also in Dhamapada verse 223 it says.**

"Conquer the angry man by love, Conquer the ill, natured man by goodness; Conquer the miser with generosity; Conquer the liar with truth"

Dammapada in verse two it says:

(III) *"We are what we think, all that we are arises with our thoughts,
with our thoughts we make the world. Speak or act with a pure mind,
And happiness will follow you, As your shadow unshakable"*

B. According to Hindu concept: 1. in "Purananuru verse 182 it draws attention to a noble idea and says that:-

(I) *'This world exists because of the self-sacrifice and generosity of people Who
do not live for themselves alone but belong to others also'*

(II) **Thirukural** verse 157 says:

*"Though others inflict injuries on you,
Yet compassionating the evil (that will come upon them)
it will be well not to do them
anything contrary to virtue"*

Also it says:-

*All calamities are caused by hatred;
but by the delight (of friendship)
is caused the great wealth of good virtues (verse 860)*

Hindu religious people accept eternal God as their beginning for their first

(IV) **Thirukural** chapter 1 verse 1, in the chapter 'Praise of God' says:

*'As all letters have the letter A for their first,
So the world has the eternal God for its first'*

(C) Islam Says:

(I) *"First, and foremost basic human right is the right to live and ,respect the human
life,
who so ever kill a human being without any reason
like man slaughter or corruption on earth,
it is thought as he had killed all mankind" (HQ 5:32)*

(II) *“All people are considered equal Under law
by reason of their being members of the human race.
Piety and excellence of moral characters are to be the criteria For individual superiority
in the eyes of God” (HQ.V13)*

(III) *“O mankind, we have created you from a male and female” And have made you
nations and tribes that you may know one another
Verily the most honourable of you in the sight of Allah.
Is the best in conduct and pious”.*

(IV) *“Verily Allah is all (himself) knower, all aware HQ. V13 verse 49
“Faith (in God) can be branched into more than 10 parts topped by testifying the
oneness, of God. The last part is removing harm from people’s way. Also it says piety
motivates good deeds”.*

(D)**Biblical Concepts:** Reconciliation in Greek is '**Kotallage**' change of relationship between God and man changed status of man, through the redemptive work of Christ. Three aspects of this change in New Testament are:-

- (I) **A Reconciliation of persons:** between whom there has existed a state of enmity. *“Kattallassa”* denotes an **“exchange”** which when applied to persons suggests, as exchange from enmity to fellowship. Reconciliation is therefore, Gods exercise of grace towards man who is in enmity, because of sin.(2 Cor5:19,Rom 5:10,8:7,Col 1:21, Eph2:3.5, 2Cor 5.10)
- (II) **A reconciliation of condition:** so that all basis of the enmity relationship is removed and a complete basis of fellowship is established. (2Cor 5:18-20 Eph2:16)
- (III) **A reconciliation arising out of the change in man induced by the action of God.** *“KataHage”* suggests that man is not reconciled merely because his relationship has changed, but because God has changed him.(Rom 5:11 11:15, 2 Cor5:18 Eph2:5 Rom 5:10)

John 3:16 calls for all mankind; saying:

*“For God loved the world so much
that he gave his only begotten son.
So that everyone who believes in him
may not die, but have eternal life”.*

6. **“Human Rights** are rights inherent to all human beings regardless of their race, sex, colour, language, religion and social status. People are born free and equal in dignity and rights. They should act towards one another in a spirit of brother hood”.
7. **In its transformation of the personal, social and structural dimensions of life, the journey of reconciliation requires the discipline of lament. People must lament for their past sins. Mostly the so-called leaders of the peoples should set an example and accept their mistakes and change their attitudes for betterment of all our people.**
8. **However, reconsolidation cannot be forced but allowed to flower in their own pace perhaps with encouragement. To quote an adoptance from William Shakespeare; "reconciliation is like mercy. It blesses both, the giver and receiver. It is self-fulfilling and self - sustaining. Moreover, it blesses both as well as those who observed silently and are inspired to join in and practice on their own"**

It is not a theory, achievement, technique or event. It is a journey and a process which leads to Shalom (Peace) of God's new creation a future not yet fully realized but holistic; The communication revolution backed by what is becoming a world concept, is a force for the good society- The Good Governance

Sri Lanka with more than 99% of religious people of all faiths, 3 main languages used for official purposes, with high literacy rate and much resources among the people, should find a quick and feasible solution at the earliest, under our great present leaders of Sri Lanka, His Excellency the President Maithripala Sirisena and the Hon Prime Minister Ranil Wickremasinghe.

Prepared by
Rev. Dr. A. lyadurai
20th of May 2017

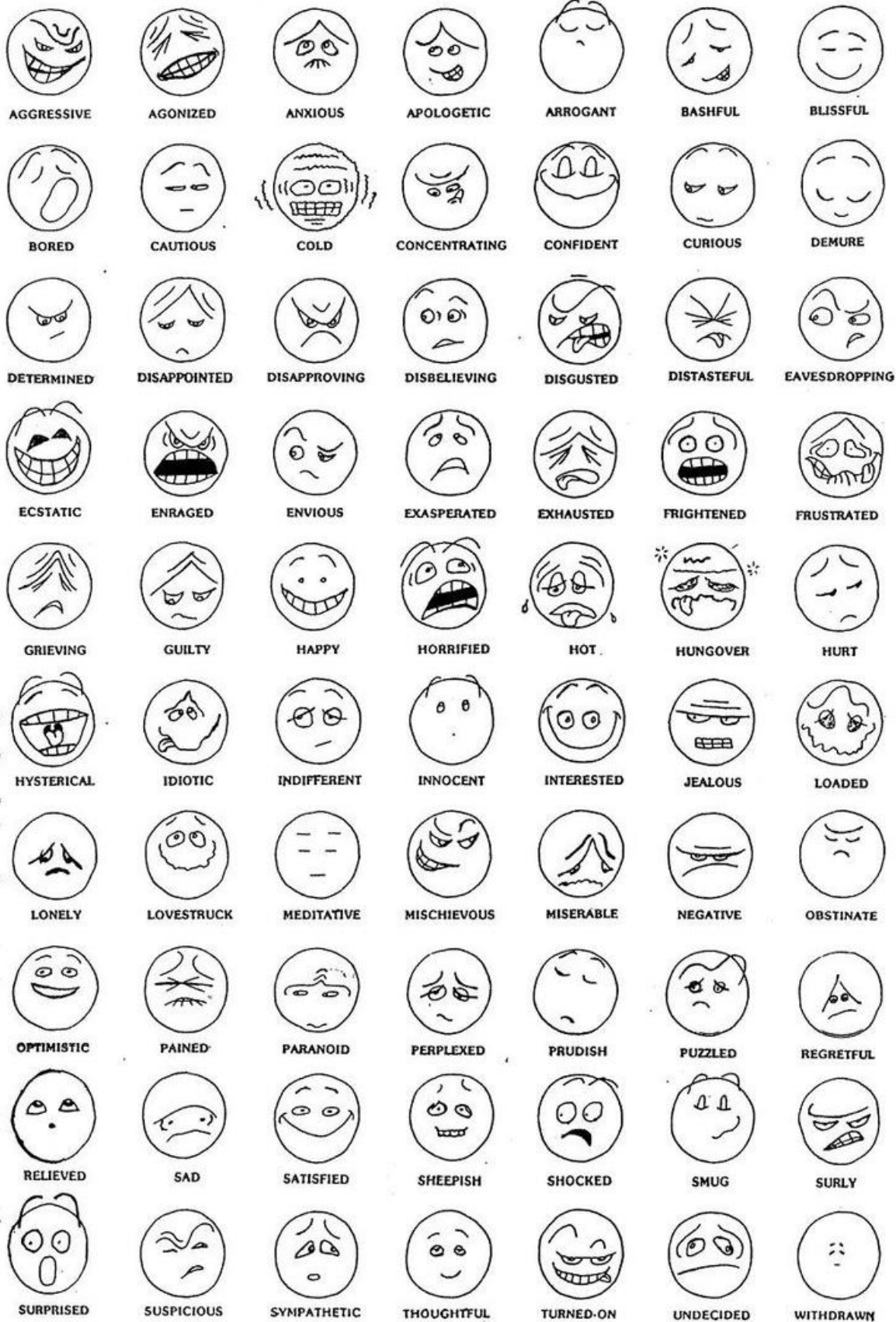
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