

JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

DEPARTMENT OF MEDIA & COMMUNICATION STUDIES



2022 - 2025

PERSONALITY DEVELOPMENT LAB MANUAL

COURSE CODE : 157

Name: _____

Enrollment No. _____

Class: _____

OBJECTIVE OF THIS COURSE

On completion of this course, the student should be able to

- Demonstrate professional conduct
- Apply knowledge gained of professional ethics in media industry

OBJECTIVE OF THIS MANUAL

This Lab Manual is intended to be used by BA(JMC), Semester I students for the Personality Development Lab Practical.

The Personality Development lab Manual covers topics that are essential for the students to strengthen their theoretical concepts. The purpose of this manual is to give guidance and instructions to the student regarding the subject.

- Build capacity of the students to do their assignments professionally
- To have uniformity in assignment presentation
- To be of reference for the students
- Continuous assessment of the students

HOW TO USE THIS MANUAL

Use of this Lab Manual is mandatory for the completion of practicals. It provides the students with first-hand knowledge of the practical subjects. It also makes them learn a systematic approach to do their task proficiently as per the need and requirement of the industry.

INSTRUCTIONS TO STUDENTS

1. Students are **REQUIRED** to carry this manual during the Lab Class.
2. Students are **REQUIRED** to read the topics mentioned before coming to the Lab Class.
3. Students are **REQUIRED** to follow the timeline for each assignment.

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Role-playing is defined as pretending to be someone else or to be in a specific situation that you are not actually in at the time. It is a technique via which participants assume and act out roles so as to resolve conflicts, practice appropriate behavior for various situations, etc.

Role-play is a valuable teaching and training tool that delivers massive amount of imprinted learning.

How does role-play work?

The choice of the role-play relies on the learning agenda and has to have clear aims and objectives. There are various ways role-play can work.

a) Observation:

learning through observation and reflection happens when a group of learners watch a specifically constructed role-play using actors, simulators or even played by the tutors.

b) Modelling:

Helps to learn a concept or an idea through participation. For example students can learn about history and historical figures by acting out scenes.

c) Contemplation:

It helps to stimulate analysis through exploring complex concepts and debating issues- usually ethical problems where there is no clear right or wrong.

d) Skills development:

The participant can practice and develop skills such as breaking bad news, calming down an angry client, negotiating with customers etc.

e) Self-reflection:

Through participating in role-play the learners are bring many of their hidden attitudes to the surface and it helps them understand their own prejudices biases and assumptions. It helps to see the world through the other person eyes and understand methods of communicating.

f) Re-enaction:

By re-enacting a past experience it helps to bring recall and also helps to identify creative solutions to a problem that could have previously difficult due to emotional distress.

Source: www.educationalintegrator.com

Perform a role play on any one of the following below mentioned subject, describe your role and write down your observations, contemplation and self-reflections.

- a) Classroom discipline
- b) Good and Bad presentation skills
- c) Gender Inequality at home
- d) Wife's false complaint on domestic violence
- e) Social Networking sites promote peer pressure
- f) Parent's initiatives to overcome generation gap

Assignment 1

Presentation: A presentation is the process of presenting a topic to an audience. It is typically a demonstration, lecture, or speech meant to inform, persuade, or build good will. It is the act of formally giving something to someone or of formally demonstrating or showing something.

Types of Presentations

Mainly there are two basic types of presentations — informative presentations and persuasive presentations.

1. Informative Presentations: The purpose of an informative presentation is to promote understanding of an idea or to convey information. They are often used to provide people with information about a concept or idea that is new.

2. Persuasive Presentations: The second type of presentation is a persuasive presentation. The goal of a persuasive presentation is to influence a change in the belief, attitude, or behavior of another person when that person has some degree of free choice.

Presentations Etiquettes

- Arrive Early and Prepared
- Dress Properly
- Be Respectful and Thoughtful
- Don't Be Too Quick To React
- Be Aware of Your Word Emphasis
- Own Your Stage and Watch Your Body Language
- Be Prepared for the Unexpected
- Never Turn Your Back on the Audience
- Speak with an Educative Tone
- Visual Aids Should Be Used With Care

What Is Group Discussion?

Group Discussion is more a technique than a orthodox test. It is a technique or a method used for screening candidates as well as testing their potential. It is also designed as a situation test wherein a sample of a candidate's group worthiness and potential as a worker comes out quite explicitly.

Features of Group Discussion

1. Group Discussion, as the name itself indicates, is a group activity carried out by participating individuals. It is an exchange of ideas among the individuals of a group on a specific topic.
- 2 It is used as reliable, testing device - mainly as a tool to assess all the candidates in a group at one go -in order to select the best in comparative perspective.
3. It is also known as leaderless discussion. It means its aim is to find out the natural leadership level of the candidates. Strictly speaking, no one from the group or outside will be officially designated as leader or president or chairman or anything of the sort. Even the examiner or supervisor who launches the discussion will retire to the background. No one will participate or intervene in the deliberations of the group.

What Are to Be Avoided?

- Avoid negative attitude.
- Refrain from continuously objecting others as It disturbs the flow of GD.
- Avoid complaining while in GD
- Do not insult and criticize others
- Avoid aggressive attitude
- Avoid irrelevant stories and personal experiences
- Do not try to be an attention seeker
- Give comments, which is relevant to the GD

GD's can be classified into three categories:

Factual Topics: are with regards to practical things, which an ordinary person appreciates in his day-to-day lifetime. Typically these are generally about socio-economic subject areas.

Controversial Topics: Controversial Topics are those that are argumentative throughout nature. They are intended to generate controversy.

Abstract Topic: Abstract topics are about intangible points. These topics usually are not given often pertaining to discussion, but their possibility can not be ruled out. These kind of topics test your current lateral thinking in addition to creativity.

Group Discussion - Etiquette and Manners

- Arrive on time and dress formally. Punctuality & neatness go a long way.
- Carry a pen and a notepad. You can refer to what others have said previously and will make you look organized.
- Organize your thoughts before you speak. This will help you speak more confidently and to the point.
- Speak sensibly & listen carefully. Pay attention while others are speaking. This will make coherent discussion and you will get involved in the group positively.
- Remember not to deviate yourself from the topic. Don't talk unrelated things and waste other's opportunity.
- Do not interrupt the speech of other participants & wait till they complete.
- Maintain a proper balance in tone while objecting to the points made by other speakers. "Empty vessels make more noise", avoid raising your voice or shouting.
- Respect the opinion of other participants. Also, agree & acknowledge what you find interesting in their views. Use phrases like, "This is interesting and makes me further think that" Or "What you have said here, sheds light on another aspect...".
- Remember others have a right to their opinion. You may disagree but in a polite & dignified manner.
- Do not try to dominate your co-participants. It is a discussion & not an argument.
- Be careful with your body language. Table thumping, pointing fingers, being loud at others convey your attempt to dominate them while looking here and thereby conveys lack of interest & low – confidence. Both are dangerous.
- Disagreement is OK as long as you do it politely. Use phrases like "I am sorry but I think I disagree with you a bit here.....", "You have a good point but there's another aspect to it.....".
- Give others a chance to speak. Don't try to hi-jack the show.

Source: www.mikogo.com

Assignment 2A

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a) Make a power point presentation in group keeping in mind all the presentation etiquettes and paste the screenshots in the space provided.

Topics for Presentation

- 1) LGBT Rights
- 2) Amendments in Juvenile justice act
- 3) General Elections 2019
- 4) Types of Personalities
- 5) Mass Lynching
- 6) Covid 19 effects on mental health
- 7) Any topic of your choice

Assignment 2A

Assignment 2B

Personality Development Lab

b) Conduct Group Discussion session on any topical issue/s in your class and write your observations.

Thematic Apperception Test (TAT)

The Thematic Apperception Test, or TAT, is a projective measure intended to evaluate a person's patterns of thought, attitudes, observational capacity, and emotional responses to ambiguous test materials. In order to get the desired result, the subject is exposed to ambiguous materials like set of cards that portray human figures in different settings and situations and asked to pen down their thoughts and observations. The subject is asked to tell the examiner a story about each card that includes the following elements: the event shown in the picture; what has led up to it; what the characters in the picture are feeling and thinking; and the outcome of the event.

The TAT was created in the 1930s by Henry A. Murray and Christiana D. Morgan while they were working with the Harvard University Psychological Clinic. They created the TAT as a method to reveal the often less-than-obvious subconscious dynamics of a person's personality. Murray and Morgan focused especially on motives related to the needs for achievement, power, intimacy and problem solving.

Source: www.minddisorders.com

Assignment 3

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Look at the pictures. The task is to write a complete story about the pictures. This should be an imaginative story with a beginning, middle, and an end. Try to portray who the people might be, what they are feeling, thinking, and wishing. Try to tell what led to the situation depicted in the picture and how everything will turn out in the end.



Figure 1



Figure 2



Figure 3

Team Building: Refers to the various activities undertaken to motivate the team members and increase the overall performance of the team. Team building is an approach towards enhancing organizational effectiveness and proficiency. The objective of team development is the removal of impediments to improving group effectiveness. The key elements of a team are goal sharing, interdependence, commitment and accountability.

- 1. Facilitates better communication** – Activities that create discussion enable open communication among employees, and between employees and management. This can improve office relationships and in turn, the quality of work done.
- 2. Motivates employees** – Team leadership and team building go hand in hand. The more comfortable your employees are to express their ideas and opinions, the more confident they will become. This will motivate them to take on new challenges.
- 3. Promotes creativity** – Taking a team outside of an office setting and exposing them to new experiences will force them to think outside of their normal routine. Working together with other team members can ignite creativity and fresh ideas, which are great qualities to bring back to the office.
- 4. Develops problem-solving skills** – Team building activities that require coworkers to work together to solve problems can improve the ability to think rationally and strategically. Teams that are able to determine when a problem arises and know what they can do about it, can then effectively take charge when a real crisis occurs.
- 5. Breaks the barrier** – Team building increases the trust factor with your employees. Often in corporate settings there is a disconnect between the leadership team and employees because the employees sense too large of a gap between the two.

Crisis Management: Crisis management is the application of strategies designed to help an organization deal with a sudden and significant negative event. A crisis can occur as a result of an unpredictable event or as an unforeseeable consequence of some event that had been considered a potential risk. In either case, crises almost invariably require that decisions be made quickly to limit damage to the organization. For that reason, one of the first actions in crisis management planning is to identify an individual to serve as crisis manager.

Source: www.managementstudyguide.com

Assignment 4A

a) Make a group of five and write two traits of each which you would like to adopt and change in your respective group member.

b) Discuss any one crisis management case study of your choice. You can use PPT to elaborate the case.

Situation questions provide you with a hypothetical situation and ask how you would deal with different situations. Behaviour based questions are used to assess similar skills and abilities to situational questions. In behaviour based questions the employer asks you to describe what you did in an actual experience. Past action is a predictor of future actions. How you've dealt with situations tells the employer a great deal about how you'll handle things in their organization. Before you select a situation to describe, think about what it says about your ability to work well with others, to solve problems

How to answer behavioural questions

The best way to answer a behavioural question is to use the STAR format.

- **Situation:** The interviewer wants you to present a recent challenge and situation in which you found yourself.
- **Task:** What did you have to achieve? The interviewer will be looking to see what you were trying to achieve from the situation.
- **Action:** What did you do? The interviewer will be looking for information on what you did, why you did it and what the alternatives were.
- **Results:** What were the outcomes of your actions? What did you achieve through your actions and did you meet your objectives? What did you learn from this experience and have you used this learning since?

Source: www.jobsetc.gc.ca

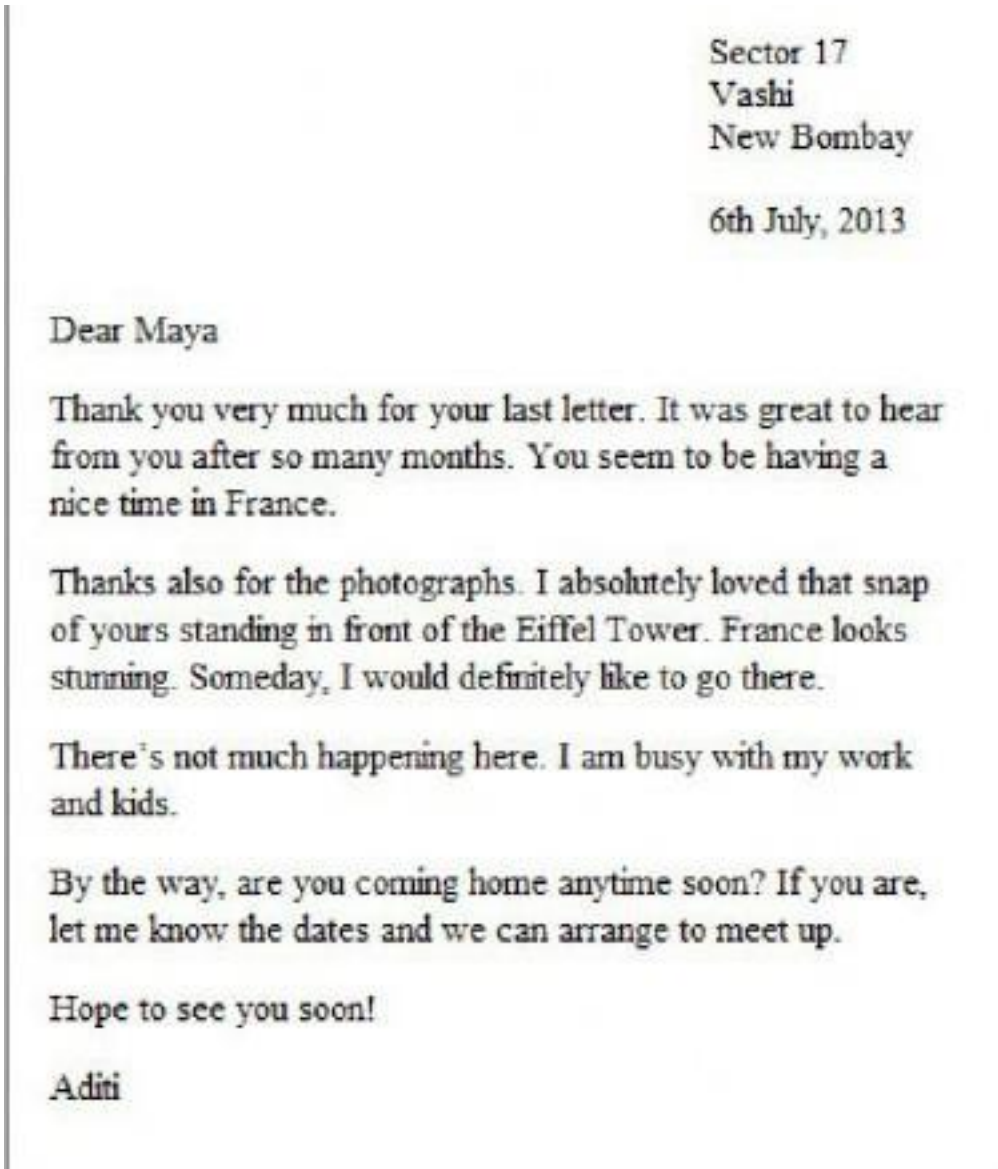
- Describe an example of your previous role when you displayed leadership abilities.
- Describe a time when you were faced with a stressful situation and how you overcame the situation
- Provide an example of when you showed initiative and took the lead

Letter writing is an indispensable skillfulness. Despite the popularity of emails and text communications, everyone has to write letters at some point. Letters of complaint, job applications, thank you letters, letters requesting changes or making suggestions — the list goes on and on.

Informal letters

Sometimes we need to communicate a lot of information and a letter or email may be the easiest way to do this. We may write a letter to mark a special occasion or to communicate something that's difficult to say face-to-face: for example, a letter expressing our sympathy when somebody has died, or a letter sending our congratulations on the birth of a new baby. These are personal letters. Personal letters may be short or long but they are usually chatty and informal.

Figure 4: Example of an informal letter



Formal letters

Formal letters are letters to people who we don't know on a personal level. We may need to write formal letters or emails for many different reasons. For example, we may write to find out information, to apply for a job or a course, to make a complaint, to give information.

For Formal letters

- Who am I writing to?
- Why am I writing?
- What do I need to tell them?
- What do I want them to do?

Important points to be kept in mind while writing a formal letter:

- Dates
- Names
- Contact name or
- A reference number
- Address
- Written in a strictly formal style
- Always written on an A4 (8" x 11" sheet of paper)
- Folded three times so that the address to which the letter is being sent can appear in the window of a business envelope.
- Similar layout

SAMPLE

Personality Development Lab

Sector 17
Vashi
New Bombay

The Manager
Modern Restaurant
Sector 23
Vashi

6 July 2010

Dear Sir / Madam,

I am writing to complain about a meal we had in your restaurant yesterday.

We had booked a table for six but when we arrived there were no free tables and we had to wait for more than 45 minutes to sit down.

From a menu of 12 dishes, only four were available and their quality was poor. The fish, in particular, tasted awful and the waiter was rude when we told him about this.

We have eaten in your restaurant several times in the past but this is the first time we have received such bad treatment. I am not asking for a refund but I would like you to improve the quality of your dishes and service.

Yours faithfully

(Handwritten signature)

Ravi Menon

Structure:

- The sender's address is put at the top right hand side
- Include telephone number and email if available
- The address of the person receiving the letter goes on the left hand side below the sender's address
- The date
- Greeting — Dear Sir or Madam. You can use the titles Miss, Mrs. or Mr. if you know the name of the person to whom you are writing
- The message
- Complimentary close — Yours faithfully or Yours sincerely
- Signature
- Write name in block letters (this is to ensure that the person receiving the letter knows exactly who has sent it. Signatures may not be very clear)

Tips for writing good letters

- Make sure that they are well written. It can be very annoying for someone to have to struggle to read handwriting. Always use your best and clearest handwriting.
- Make sure all your contact details are clearly written down at the top of the letter. If they are not, then you might not get a reply. The correct address is essential.
- Think about what you want to say. If necessary make some notes on a separate sheet of paper first. This will ensure that you do not forget anything.
- Think about to whom you are writing the letter. Use the right style of writing and language — formal or informal, business like or friendly.
- Lay out your letter using paragraphs. This makes it easier for the reader.

Source: www.english-4-bac.blogspot.in

Assignment 6

Personality Development Lab

- Write a letter to a Government Official (Municipal, Provincial, or Federal) about an issue that you feel needs attention in your area.
- Your friend has gone to different state due to the transfer of her/ his father. Recollecting the sweet memories of old times, write a letter in about 100 words inviting her /him to stay with you during the vacation. Also mention the programme you have planned according to her/his liking.

Assignment 6

Mock interviews:

The mock interview questions are skill/behavioral centered and are general interview type questions. The students are given immediate verbal and written feedback from the business member regarding their interview performance, resume, and their professional dress.

The Purpose of An Interview:

An interview is a mutual exchange of information between an employer and you, as a candidate for a position. The primary objectives are to:

- Supplement resume information
- Show that you understand your strengths and weaknesses and have a sense of direction
- Enable the employer to evaluate your personality and attitudes in terms of the demands of the organization and the position
- Allow you to gain information about the organization and the job that is not available through other sources
- Give you and the employer an opportunity to discuss the desirability of further contact or an offer of employment

Source: www.csuci.edu

Answer the following questions:

- What are your strengths?
- What are your weaknesses?
- Describe yourself in two lines?
- Where do you see yourself in 10 years?
- What type of skills can you offer an employer?
- What are some key points on your resume you'd like to share?
- List 5 traits you believe a successful employee should have

Professional Resume Writing

A resume is a one to two page formal document that lists a job applicant's work experience, education and skills. A resume is designed to provide a detailed summary of an applicant's qualifications for a particular job - it is not usually meant to provide a complete picture. A good resume gives the potential employer enough information to believe the applicant is worth interviewing. A one-page cover letter, submitted along with the resume, can provide additional information about the applicant's qualifications.

Basic fresher resume layout

A typical fresher resume fresher resume layout is pretty simple:

- **Name and contact info header-** Large standard font, all easy to read.
- **Career objectives-** Optional, and not necessarily useful. Keep this section brief and clear, if included.
- **Qualifications-** Spell out relevant information. Check to make sure you're providing all the information required and clearly define your skill sets in terms of application requirements. Use the same key-words as the job criteria to get through computer screening.
- **Software skills-** This is a common requirement for many employers and a major checklist criteria item for some.
- **Relevant practical experience-** Projects, internships, related academic work if applicable. Ensure you address the employer's high priority requirements in this section.
- **Achievements-** Clearly define your achievements. Expand to include relevant position requirements.

The DON'T's

- Do not lie in your resume.
- Keep the content limited, try not to exceed three to five bullets per section
- Make sure that there is no single typo or grammatical mistake
- Refrain from using funny or controversial email address
- Avoid proprietary acronyms or jargon

Source: www.investopedia.com

Sample:

Aniket Daga	Address	: 180 M G Road, Kolkata		
	Contact No.	: Residence - xxxxxxxx		
		: Mobile - xxxxxxxx		
	Email Id	: aniket@abc.com		

Career Objective
To work in a challenging and dynamic environment and to keep adding value to the organization that I represent and serve, while also concurrently upgrading my skills and knowledge

Academic Qualification

Examination	School/College	Board/University	Year	Result
B.Com	ABC College	Calcutta University	2007	72%
Higher Secondary	XYZ School	C B S E	2004	55%
Secondary	TNC School	C B S E	2002	69%

Professional Qualification

Examination	Name of the Institute	Year	Result
CFA Level I	Institute of Chartered Finance Analyst of India (I.C.F.A.I)	2006	67%
CFA Level II	Institute of Chartered Finance Analyst of India (I.C.F.A.I)	2007	59%
CFA Level III	Institute of Chartered Finance Analyst of India (I.C.F.A.I)	2008	55%

Achievements

- > Participated in Inter-school and Intra-School Singing competition and was awarded for the same
- > Awarded by school for winning several competition and games like Drawing competition, Chess Competition, Race competition etc.

Individual Skill sets

- > Good communication and presentation skill
- > Comfortable with travel for long periods
- > Personal integrity and commitment to deadlines
- > Can converse in English, Hindi and Bengali language

Computer Proficiency

- > Proficiency in Microsoft Office and Windows
- > Tally, Fact Accounting, Ace

Personal Information

- > Father's Name: S K Daga
- > Date of Birth: 26 March 1986

Write your own resume, keeping in mind all the professional ethics.

What is a portfolio?

A portfolio is an organized collection of material that shows:

- who learners are (strengths, aptitudes, attitudes and values),
- what learners know and can do (knowledge, skills, and attitudes), regardless of where the learning took place (in the home, community, workplace or school), and
- what learners hope to do and become.

It is also:

- A container of evidence: knowledge, skills, achievements
- Collection of specifically collected pieces of a person's work
- Documentation that shows verification of growth and achievement
- Communication of who you are through your experiences and accomplishments

What are the objectives of a Portfolio?**Portfolio Objectives are:**

- To display evidence of new knowledge and experience
- To illustrate achievement
- Track skills you have and also skills you want to acquire
- Bottom line: instead of just talking about yourself from your resume, you can present it.

It also:

- Helps in understanding and display your strengths
- Benefits in Build confidence
- Acts like an ice breaker as it allows person that interviews you to establish a sense of bonding and rapport.

What's included in a portfolio?

Items found in most portfolios include:

- Resume or CV (ask a career advisor for information on CV preparation)
- Transcripts
- Evidence of professional affiliations
- Licenses or certifications
- Letters of reference
- Evidence of specific skills (e.g., public speaking, leadership, writing)
- Work samples (e.g., class projects, items produced during internship or co-op experiences)

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Making an interview portfolio

To make an interview portfolio:

- Put items in loose-leaf binder
- Use sheet protectors
- Use copies (keep a master copy of all items)
- Use index tabs and/or title pages to divide sections
- Maintain a manageable size, ideally 5-10 pages
- Omit page numbers to make it easier to add and move items around
- Use consistent headings and placement of items
- Put sections together according to what the employer is looking for (job description)
- Proofread to make sure it is error free

Ensure that your interview portfolio:

- Looks professional
- Reflects your actual skills
- Is occupationally focused
- Is easy to update
- Is easy for the employer to quickly review
- Can stand alone without explanation
- Supports information presented in your resume

Creating electronic portfolios:

Electronic portfolios use interactive multimedia to increase the range and type of materials that can be included as evidence of learning. They take full advantage of the advanced capacity of desktop computers to include text, graphics, animation, sound and video.

When developing electronic portfolios, remember to:

- Update your electronic portfolio frequently
- Include only relevant work samples arranged to highlight your best skills
- Keep your portfolio concise, neat, and honest

Do not:

- Put your picture in your portfolio (reduces employment law issues)
- Use flashy text, icons, or sound (unless needed)
- Include work samples that are difficult to load

Portfolios for Print Journalism:

- These are likely to include articles from the student newspaper or other publications. Normally 6 to 8 articles are sufficient. Make sure they are readable.
- Include the date and page on which your article appeared, plus the magazine logo if possible. It's fine to include articles that appeared online.
- Play to your strengths, but try to provide a variety of examples: news, current affairs, features, and editorials.
- Broadcast journalists may be asked to provide a demo disk rather than a portfolio. Increasingly journalists need to demonstrate multimedia skills: writing a blog etc.

Portfolios for Multimedia

- It can include images, animations, web pages, sound files, concept papers or anything else that demonstrates your design skills.
- Put your work into different categories such as graphics, photos, video, animation editing and 3D modeling.
- Play to your strengths, but try to provide a variety of short examples.
- Try to provide a context for each example: brief description, where got the idea for the piece, what your influences were, how you went about creating the work, challenges you had to overcome. You may be asked to talk about these at interview.

Web Portfolios

A Web portfolio has many advantages:

- It is permanently available at all times and all over the world for employers to view: they might just find it by accident!
- You can update it regularly to show your latest work and achievements.
- You can include a link to it in your CV and covering letter.
- Viewers can select what they wish to see via a menu: provide a menu/navigation bar so viewers can move around easily.
- Use good quality of website: well organised and relevant with a consistent style and navigation on all pages.
- Use professional tone.
- Check your site once on all the main browsers (e.g. Firefox, Chrome and Safari).
- If items will take time to load, provide a loading screen with "Loading, please wait" and ideally how long to go until loaded.

Blogs

You can also display your portfolio on a blog but keep it professional.

Video:

Job Interview - Creating a Portfolio

<https://www.youtube.com/watch?v=hQhigdJ-xEk>

Source: www.kent.ac.uk

Assignment 9

Build your own portfolio for job interview purpose.

Assignment 9

Assignment 9

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