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**Critical Questions**

1. **Multiple choice questions :-**
2. What are the objectives of Technical communication
3. To provide organized information that aids in quick decision-making
4. To invite corporate joint ventures
5. To disseminate knowledge in oral or written form
6. All of the above

Answer :- D

1. Which is the correct way of process of communication ?
2. Source >> Coding >> Message >> Medium >> Transmission >> Reception >> Decoding

>> Feedback

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Answer :- A

Explanation :- Communication process includes several interrelated steps through which messages are sent from the sender to receiver.The process of communication begins with conceptualization of an idea or message by the sender, goes on to the transmission of the fact, idea, opinion or other information to the receiver and ends with receiver’s feedback to the sender .

1. The transmission of the receiver’s response to the sender is called \_\_\_\_\_\_\_\_.
2. Reception
3. Decoding
4. Feedback
5. Message

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Answer :- C

1. Which mode of the communication, one-way communication intended for an audience of readers, listeners, or viewers where presentation of information occurs and there is no direct opportunity for the active negotiation of meaning exists ?
2. Interpersonal
3. Interpretive
4. Visual
5. Presentational

Answer :- D

Explanation :- Presentational Mode of Communication is :

One-way communication intended for an audience of readers, listeners, or viewers.

a) Presentation of information; not exchange.

b) No direct opportunity for the active negotiation of meaning exists.

c) To ensure the intended audience is successful in its interpretation, the ‘presenter’ needs knowledge of the audience’s language and culture.

d) Writing (messages, articles, advertisements, flyers, brochures, short stories, reports, scripts, PowerPoint presentations).

e) Speaking (telling a story, giving a speech, TV or radio news, drama presentations including skits, presentation to jury).

1. Information flows in an organization both formally and informally .

Which type of communication is being followed when manager informs,instruct,advice or request their subordinates ?

1. Upward communication
2. Horizontal communication
3. Diagonal communication
4. Downward communication

Answer :- D

1. This reading is essentially a preview of the given text. One has to read quickly, without pausing to study the details of the text.
2. Skimming
3. Scanning
4. Intensive reading
5. Extensive reading

Answer :- A. Skimming

Explanation : **Skimming determines (i) audience of text, (ii) type of text, (iii) general context of text, and (iv) purpose of author.**

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1. It is the conclusion i.e. the sentence which summarizes the matter of the paragraph.
2. Cohesion
3. Linkers
4. Clincher
5. Key sentence

Answer :- Clincher

1. Every good writing should incorporate three structural elements as :
2. A good title, heading and an end
3. An introduction body , a body and a conclusion
4. A table of contents , a heading and a paragraph in the main body
5. All of the above

Answer :-D

EXPLANATION :

Elements of A Paragraph:

1. Topic Sentence/ Key Sentence: The opening or the closing sentence of the paragraph, which consists of its central theme. It is considered the backbone of the paragraph.

2. Re-statement of Topic Sentence: This is a statement made for repetition or emphasis of the Topic Sentence, or the idea behind the Topic Sentence, within the same paragraph.

3. Cohesium/ Cohesion: This is the direct grammatical relationship between the sentences.

4. Coherence: This refers to the logical development of ideas within a text. This is the indirect sense of relationship between sentences, where the meaning comes from the utterance of the speaker.

5. Connectives/ Linkers: These are the transitional elements which help the ideas flow from one sentence to another e.g. so, therefore, thus.

6. Clincher: This is the conclusion i.e. the sentence which summarizes the matter of the paragraph.

1. It is a form of non verbal communication and performed as a way of acting out something using gestures .No speech or sound is used while going through the motions of doing something and none of the objects or tools necessary to perform the action is used.

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1. Mime
2. Finger spelling
3. Sign Language
4. None of the above.

Answer : A

Explanation : Mime is often used as a way of enhancing communication, rather than being a complete way of communicating.

1. An incorrect inference is often drawn because:
2. The message yields more than one meaning
3. Sender and the receiver play an unequal role in the communication

c) Any information that is not wanted

d.) Individual’s own personal discomfort

Answer : A

1. **Short answer type :-**
2. **How informal network , in some organizations , is consciously used to a great**

**effect, to develop their human resources, and in turn, their productivity?**

**Explain with the help of Grapevine communication ?**

Answer : So, basically Grapevine communication is defined as unstructured and Informal network formed on social relationship rather than organizational charts or job descriptions. It is actually an informal vehicle through which message flows throughout the organization.

Also, other flows of communication are structured and flow formally through specific channels, whereas the grapevine goes through multiple channels and even multiple versions.

Now the advantages of Grapevine Communication as an informal network are :-

1. **Speed:** Being free from documentation and hierarchical barriers, grapevine serves as the fastest medium of exchanging thoughts and information within and outside an organization.
2. **Quick Feedback:** The feedback of the rumour reaches in no time back to the person from where the rumor originated.
3. **Group Cohesion:** Gossip increases interaction between the employees which directly increases workability of any organization.
4. **Updation:** Grapevine keeps the employees updated. Any news, good or bad, reaches everyone and allows them to respond according to it.
5. **Substitute for Formal Communication:** The formalities of professional communication are often replaced by the informal grapevine.

In these ways the informal network , in some organizations , is consciously used to a great effect, to develop their human resources, and in turn, their productivity.

So as there are many advantages in informal network model being less documentation and more group cohesion many companies use it for their welfare and to earn much interests.

For an example, Michael Eisner, the Chairman of Walt Disney, adopts management by walking around (MBWA). He goes around the company, talks to employees, observes them talking among themselves, and uses this knowledge effectively to adopt or change certain strategies.Benefiting both the workers and the company for further comfort and good zone for workplace.

1. **Communication includes many steps between a sender and a receiver.**

**So how does the process of the communication cycle takes place and explain the steps related to each of the following steps ?**

Answer : Communication process consists of some interrelated steps or parts through which messages are sent form sender to receiver. The process of communication begins with conceptualization of an idea or message by the sender, goes on to the transmission of the fact, idea, opinion or other information to the receiver and ends with receiver’s feedback to the sender. The process consists of the following eight steps:

**1. Formulation of Idea:** Sender/ Communicator develops or conceptualizes an idea to be sent. Also known as the planning stage.

**2. Encoding of Message:** Converting or translation the idea into a perceivable form that can be communicated to others.

**3. Use of Tool:** After encoding, the sender gets a message that can be transmitted to the receiver. The tool can be oral, written, symbolic or nonverbal language. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message.

**4. Selection of Medium:** Medium is the channel or means of transmitting the message to the receiver. The medium of communication can be speaking, writing, signaling, gesturing etc.

**5. Transmission of Message:** Sender transmits the message through chosen medium. In the communication cycle, the task of the sender ends with the transmission of the message.

**6. Reception of Message:** Reception of sender’s message by the receiver, in the form of hearing, seeing, feeling and so on.

**7. Decoding of Message:** Receiver’s interpretation of the sender’s message. Receiver converts the message into thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.

**8. Feedback:** Final step of communication process. Feedback means receiver’s response to sender’s message. Feedback is the essence of two-way communication.

**Source >> Coding >> Message >> Medium >> Transmission >> Reception >> Decoding >> Feedback .**

1. **“Proxemics” and “Haptics” are kind of Non-verbal cues which differs from each other and have totally different meanings but still are the prominent and the most important in a person’s value of life and necessity to communicate. How ?**

Answer : Proxemics is the study of how people use and perceive the physical space around them – space between sender and receiver of a message influences how message is interpreted. Comfortable personal distances also depend on the culture, social situation, gender, and individual preference. Hall notes that different cultures maintain different standards of personal space e.g. in Latin cultures the relative distance between people is smaller, and people tend to be more comfortable standing close to each other; in Nordic cultures the opposite is true.

On the other hand, Haptics is a type of communication which focuses on touching as an element of communication, indicating both type of touch as well as its frequency and intensity. Touch is an extremely important sense for humans, providing information about surfaces and textures in interpersonal relationships, and vital in conveying physical intimacy. Socially acceptable levels of touching vary from one culture to another.

As in communication there is a method a way of speaking in case of verbal while in non verbal the body language too matters as well as the person speaking to and the space the person lives and the environment it likes to stay with in .

Environment involves the communicative value of the physical space, such as room size, color, accessibility and location. Business people, for example, assume significant meaning about desk size, offices with (or without) windows, and so on. Generally it is assumed that the most important people in a company occupy the uppermost floor in a building.

Similarly, the form of touch is also a principal key otherwise known as Haptics.

It too varies in the following forms; It has been noted, for example, that Mediterranean, Middle Eastern and Latin American cultures employ much social touching in conversation, including embraces and hand-holding; these are called high-contact (or high-touch) cultures. In moderate-touch cultures such as North America and Northern Europe, touching is used only occasionally, such as in handshakes and sporadic shoulder touching or back slapping. In low-contact cultures such as in Northern Asian cultures, meanwhile, social touching is rarely used at all. But the geography is by no means that simple. People in the Asian nation of the Philippines, for example, use a large amount of social touching in conversation and personal interaction. Even within a culture, Haptics vary. For example, handshakes vary in length and strength of grip depending on the actual (or hoped for) degree of intimacy between the two people shaking hands.

1. **There are many common causes that lead to various Intrapersonal barriers and Interpersonal barriers.**

**Elaborate these causes and suggest measures to reduce their effects.**

Answer : Each of us interprets the same information in different ways due to differences in culture, personality, education, perception, and experience. These differences lead to certain in-built or intrapersonal barriers.

The common causes that leads to various Intrapersonal barriers are as follows :-

**1. Wrong Assumption**: This happens when the sender does not have adequate knowledge about the receiver’s background e.g. when the doctor tells the patient to take a medicine in an SOS condition, not knowing if the patient knows what SOS means.

**2. Varied Perception**: This happens when the same situation is perceived in different ways by different people e.g. story of the six blind people who perceived an elephant in six different ways (as a fan/ snake/ sword/ tree/ wall/ rope).

**3. Different Background**: This happens when one person finds something about the other person difficult to appreciate e.g. the other person’s culture, education, language, financial status etc.

**4. Wrong Inference**: This happens when someone comes to a conclusion without verifying facts e.g. when a teacher assumes that the long absence of a student is due to laziness.

**5. Blocked Category**: This happens when the receiver reacts positively to information only when it conforms with his/ her own views, and rejects/ distorts/ avoids unfavourable information e.g. people who are uncomfortable with the use of technology.

**6. Categorical Thinking**: This happens when a person thinks that he/ she knows everything about a subject and refuses to accept further information e.g. an employee who thinks he/ she knows everything about the board meeting.

Similarly, Interpersonal Barriers are the kind of barrier occurs from inappropriate transaction of words between two or more people or certain limitations on communication skills.

1. **Human communication takes place at different levels'.Justify this statement. How do 'fear of superiors' and 'too many transfer stations' cause barriers to communication?**

Answer : Communication takes place at different levels, and hence making different types of communication each being different from each other at each levels.

Person may talk to itself or may talk to someone else and even to some other beings such as AI or robots. The different levels of communication are as follows :

1. **EXTRAPERSONAL** Communication is where the environment plays a vital role. This happens when people talk to non-human and even non-living beings. For Example, a person talking to his pet, or talking to himself when he is lonely, or talking to trees and walls etc.
2. **INTRAPERSONAL** Communication occurs in your own mind. It is ‘self-talk’, the inner speech or mental conversations that we carry on with ourselves. It may be conscious or unconscious. It is the basis of your feelings, biases, prejudices, and beliefs. Examples are when you make any kind of decision – what to eat or wear. When you think about something – what you want to do on the weekend or when you think about another person. You also communicate with yourself when you put things down on paper (calendar, to-do list, planner, notes, writing warm-up).
3. **INTERPERSONAL** Communication happens between two people or within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organization. Examples would be a group planning a surprise birthday party for someone. A team working together on a project. A focus group discussing the pros and cons of a new product. A group therapy session.
4. **MEDIA** Communication takes place through mechanical and electronic communicating instruments like mobile phones, e-mails, social media platforms, chat engines, interactive websites etc.
5. **GROUP** Communication involves a speaker who seeks to inform, persuade or motivate an audience. Interaction and feedback are there, but not immediate. Group members listen effectively and understand their role. Group size and physical arrangement are the important factors. Examples: a teacher and a class of students. A preacher and a congregation. A speaker and an assembly of people in the auditorium.
6. **ORGANIZATIONAL** Communication involves communication that takes place at different hierarchical levels within an organization. Co-ordination and collaboration are very important in organizational communication. This can be further sub-divided into (i) internal-operational: all communication within the organization, (ii) external-operational: communication between the organization and people outside the organization, and (iii) personal: communication within the organization but other than business or official purposes.

1. **MASS or PUBLIC** Communication is the electronic or print transmission of messages to the general public. It is non-interactive. Outlets called MASS MEDIA include things like radio, television, film, and printed materials designed to reach large audiences. A television commercial. A magazine article. Hearing a song on the radio. Books, Newspapers, Billboards. The key is that you are reaching a large amount of people without it being face to face. Feedback is generally delayed with mass communication.

So, 'fear of superiors' and 'too many transfer stations' cause barriers to communication, these are the forms of organizational communication.

As we know more links there are in a communication chain link more will be the occurrence of the miscommunication. Hence causing trouble either for the sender or for the receiver.

For example, if Manager 1 asks a S1 to convey a message to Manager 2. But because of some inconvenience or sheer laziness S1 asked to P1 to convey it forward to Manager 2 , similarly P1 asked this in same sense to S2 to convey message to Manager 2 given by Manager 1.

Here there are 5 people involved in the process of a message conveyance and leading to inconvenience of the initial message been given or transmitted by the sender.

So in case of fear of superiors;

In rigidly structured organizations, fear or awe of superiors prevents subordinates from speaking frankly. An employee may not be pleased with the way his/her boss extracts work from him/ her but is unable to put his/her point across because of fear of losing the boss's goodwill. As a supervisor, it is essential to create an environment which enables people to speak freely. An open environment is conducive to increasing the confidence and goodwill of a communicator. To avoid speaking directly to their boss, some employees may shun all communication with their superiors. At the other extreme, they may present all the information they have. This is because they feel that they will be viewed in an unfavourable light by leaving out some vital information. In written communication, this results in bulky reports, where essential information is clubbed with unimportant details. Such unfocussed messages result in a lot of wasted time. Such practices need to be eliminated by superiors to ensure that communication flows effectively in their organizations.