

Communication

Communicate or Collapse

**Communication is a
process of sharing
ideas, feelings and
thoughts**

It is a two-way process. The sender encodes a message and sends it to the receiver. As soon as the message is received by the receiver from the sender, the receiver decodes the message and gives a response according to his/her understanding of it

**The receiver gives
response to the perceived
content. (perception)**

**Receiver's response is
Feedback**

Classification

**Verbal
Communication**

Oral

Written

Visual

Audio-Visual

**Non-Verbal
Communication**

Body Language

Gesture

Posture

Signs

Visual Appeal of an Advertisement



Classification of Non Verbal Comm

- **Kinesics (Body Language)**
- **Proxemics (Study of Space)**
- **Haptics (Study of Touch)**
- **Chronemics (Study of Time)**
- **Paralinguistics (Study of Tone)**
- **Chromatics (Study of Colour)**
- **Oculesics (Study of Eyes)**

Proxemics

- **Intimate Zone**
- **Personal Zone**
- **Social Zone**
- **Public Zone**

The Mehrabian Model

- **7% of meaning is in the words that are spoken**
- **38% of meaning is paralinguistic**
- **55% of meaning is conveyed through facial expression.**

The Mehrabian Model is not relevant to every situation

❖ **NO ENTRY**

❖ **ADMISSION RESTRICTED**

❖ **VISITORS ONLY**

❖ **BLOW HORN**


Business/Professional Communication


However there is no basic difference between the general and business communication, the only difference lies in their application to situations. The general communication plays diverse roles, business communication is specifically concerned with well defined business/professional activities.


Find out the Significance


- You have to come on **MONDAY**,
remember **Monday**
- **YOU** have to come on Monday
- **YOU HAVE TO COME ON MONDAY**
- You have to come Monday


Kinesics(Ray Birdwhistell-1952)

Carlos: Hi. 

Merissa: Hi. 

Carlos: Are you going to the party tonight? 

Merissa: No. Probably not. 

Carlos: Oh. 

Emoticons



Personality

- **The word “personality” has derived from the Greek word “persona” meaning mask**
- **Personality is a mask that we wear in order to make ourselves accomplished and employable**

My Personality and I

- **Composed**
- **Confident**
- **Smart**
- **Graceful**
- **Charming**
- **Impulsive**
- **Restless**
- **Impatient**
- **Happy-go-Lucky**
- **Short Tempered**

Hard Skills

- **Specific teachable abilities that can be defined and measured. It includes job skills like:**
- **Typing (speed)**
- **Mathematical Skill**
- **Proficiency with software applications**
- **Comprehending a written document**
- **Writing ability**

Soft Skills

Soft Skills are personal attributes that enhance an individual's reactions, job performance and career aspects. It is associated with personality traits such as:

- Common Sense**
- Communication**
- Team Work**
- Flexibility**

- **Empathy**
- **Leadership**
- **Sociability**
- **Negotiation**
- **Good Manners**
- **Sense of Humour**
- **Responsibility**
- **Presence of Mind**

Thank you