

# COMMUNICATION



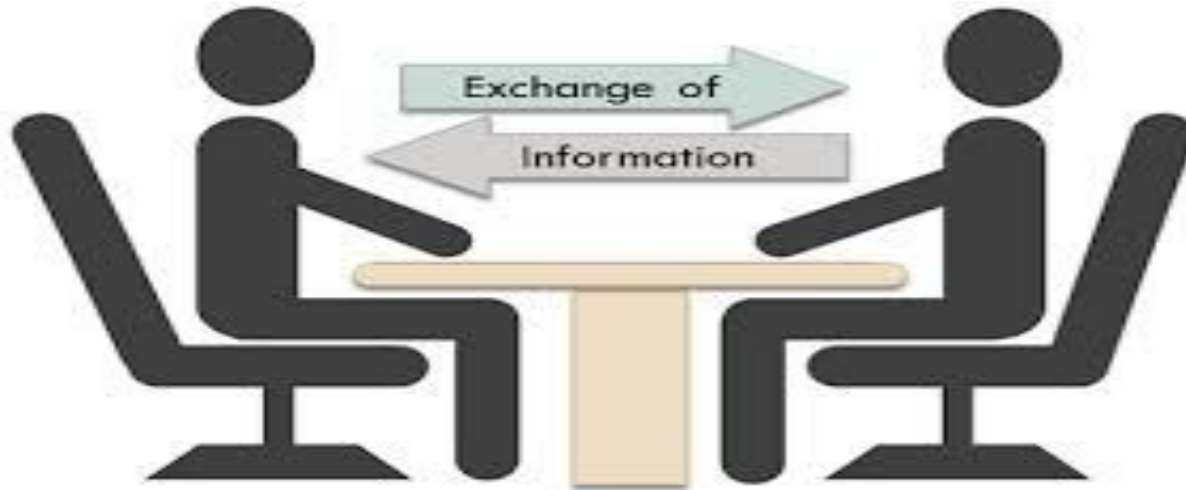
COMMUNICATION  
SKILLS

# WHAT IS COMMUNICATION??

“communicare – to share”

Communication is the transfer of information and understanding from one person to another person. It is a way of reaching others with facts, ideas, thoughts and values.

~Kieth Davis



# EFFECTIVE COMMUNICATION

An Effective Communication is a communication between two or more persons wherein the intended message is successfully delivered, received and understood.

The communication is said to be effective when all the parties (sender and receiver) in the communication, assign similar meanings to the message and listen carefully to what all have been said and make the sender feel heard and understood.



# IMPORTANCE OF EFFECTIVE COMMUNICATION

- Effective Communication
  - Increases engagement
  - Promotes team building
  - Improves productivity
  - Building trust
  - Preventing or resolving problems
  - Providing clarity and direction
  - Creates better relationships

# TRAITS FOR GOOD COMMUNICATION



- **Listening:** Being a good listener is one of the best ways to be a good communicator. No one likes communicating with someone who cares only about putting in her two cents and does not take the time to listen to the other person. If you're not a good listener, it's going to be hard to comprehend what you're being asked to do.
- **Friendliness:** Through a friendly tone, a personal question, or simply a smile, you will encourage your co-workers to engage in open and honest communication with you.
- **Open Mindedness:** A good communicator should enter into any conversation with a flexible, open mind. Be open to listening to and understanding the other person's point of view, rather than simply getting your message across.

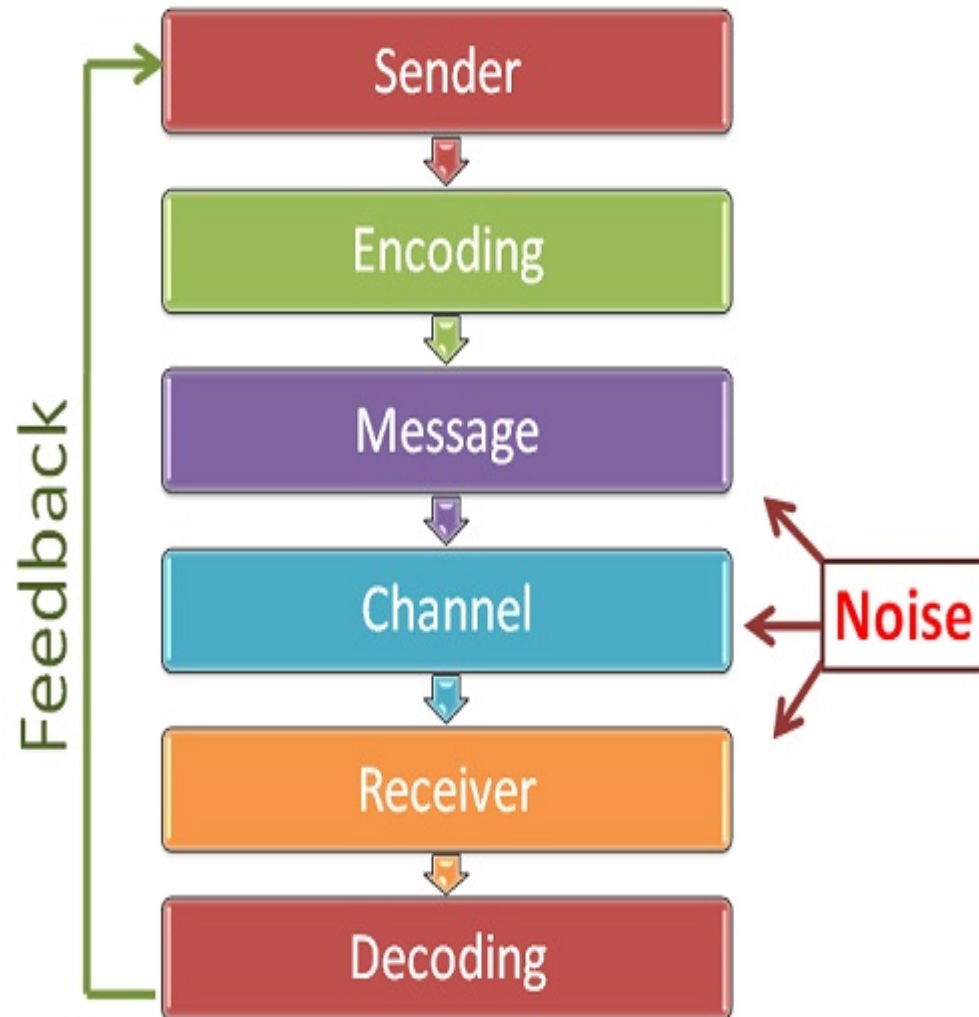
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- **Feedback:** Being able to give and receive feedback appropriately is an important communication skill.
- **Confidence:** It is important to be confident in your interactions with others. Confidence shows your co-workers that you believe in what you're saying and will follow through.
- **Non-verbal Communication:** Your body Language, eye contact, hand gestures, and tone of voice all color the message you are trying to convey. Also, pay attention to other people's nonverbal signals while you are talking. Often, nonverbal cues convey how a person is really feeling.



# FLOW OF COMMUNICATION



# COMMUNICATION PROCESS:

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are seven major elements of communication process:

**Sender:** The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

**Encoding:** The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.

**Message:** Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sighs, sounds, etc. or any other signal that triggers the response of a receiver.



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**Communication Channel:** The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.

**Receiver:** The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.

**Decoding:** Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

**Feedback:** The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

# LEVELS OF COMMUNICATION

- Intrapersonal
  - The communication within yourself.
  - The sound of your thinking
  - Self Concept; Self Awareness
  - This the level where your self concept is formed.
- Interpersonal
  - This level of communication usually involves two people.
  - Getting to know someone personally.
  - Focused and goal- oriented
  - People exchange information on a one on one basis.
  - It is also called Dyadic Communication

# LEVELS OF COMMUNICATION

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### Small Group

This level of communication involves 3 or more people.

#### **Positive Characteristics of a Small Group:**

Everyone can be actively involved

Allows for creativity

### Public

Public Communication  
Public Speaking – an audience of 12 or more.

It is the speaker's responsibility to keep the audience's attention.

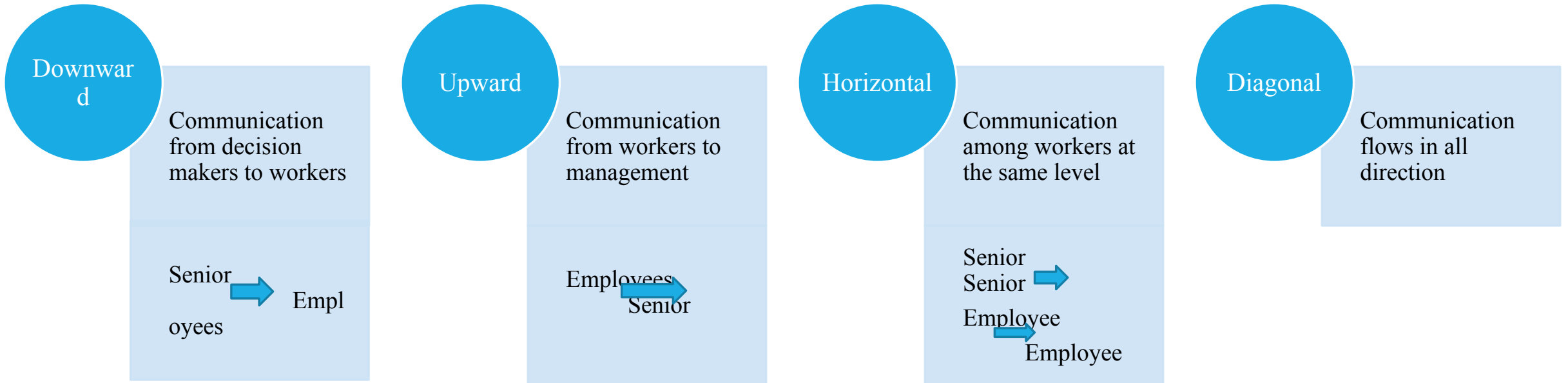
Public communication takes place when people gather in a group too large for everyone to talk and participate.

### Mass

A feature of mass communication is that many people in many places, at different times can receive the same message.

Feedback at this level can be delayed

# COMMUNICATION CHANNELS WITHIN AN ORGANIZATION



# LISTENING

Listening is an active process by which we make sense of, assess, and respond to what we hear.

The psychological process of receiving, attending to, constructing meaning from, and responding to spoken or nonverbal messages



# PROCESS OF LISTENING





# PROCESS OF LISTENING

**Receiving** – it refers to the response caused by sound waves stimulating the sensory receptors of the ear; it is physical response.

**Understanding** – it is the stage at which you learn what the speaker means-the thoughts and emotional tone.

**Remembering** – it is important listening process because it means that an individual has not only received and interpreted a message but has also added it to the mind's storage bank.

**Evaluating** – it consists of judging the messages in some way. At times, you may try to evaluate the speaker's underlying intentions or motives.

**Responding** – this stage requires that the receiver complete the process through verbal and/or nonverbal feedback; because the speaker has no other way to determine if a message has been received . This stage becomes the only overt means by which the sender may determine the degree of success in transmitting the message.

# Types Of Listening

Appreciative

Emphatic

Comprehensive

Critical

# TYPES OF LISTENING

**Appreciative Listening** -listening for pleasure and enjoyment, as when we listen to music, to a comedy routine, or to an entertaining speech.

-describes how well speakers choose and use words, use humor, ask questions. tell stories, and argue persuasively.

**Emphatic Listening** -listening to provide emotional support for the speaker, as when a psychiatrist listens to a patient or when we lend a sympathetic ear to a friend.

-focuses on understanding and identifying with a person's situation, feelings, or motives -there is an attempt to understand what the other person is feeling

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**Comprehensive/ Active Listening** - listening to understand the message of a speaker, as when we attend a classroom lecture or listen to directions for finding a friend's house

-focuses on accurately understanding the meaning of the speaker's words while simultaneously interpreting non-verbal cues such as facial expressions, gestures, posture, and vocal quality.

**Critical/ Analytical Listening** – Judging the quality of a message and deciding to accept or reject it.

-focuses on evaluating whether a message is logical and reasonable.

# Types of Listening Skills



## Attentive listening involves:

- Holding eye contact
- Maintaining good posture
- Nodding
- Mirroring speaker's body language to show interest
- Allowing speaker to complete entire thoughts



## Reflection listening involves:

Repeating and paraphrasing what speaker has said to show that you truly understand what they are telling you

# SPEAKING

Speaking effectively is defined as speaking in such a way that your message is clearly heard and, if possible, acted upon. There are two main elements to speaking effectively: what you say, and how you say it.

What you say means your choice of words. The words you might use when chatting to a friend are likely to be quite different from those used in a formal presentation or interview.

Similarly, the way that you speak will also vary in different situations.



# TYPES OF SPEAKING

There are three kinds of speaking situations in which we find ourselves:

1. interactive,
2. partially interactive, and
3. Non-interactive.

**Interactive speaking** situations include face-to-face conversations and telephone calls, in which we are alternately listening and speaking, and in which we have a chance to ask for clarification, repetition, or slower speech from our conversation partner.

Some speaking situations are **partially interactive**, such as when giving a speech to a live audience, where the convention is that the audience does not interrupt the speech. The speaker nevertheless can see the audience and judge from the expressions on their faces and body language whether or not he or she is being understood.

Few speaking situations may be totally **non-interactive**, such as when recording a speech for a radio broadcast.

# WHAT TO DO BEFORE SPEAKING?

The first step to speaking is to think and the first step to perfect speaking is to think positive. Good speakers have the ability to quickly analyze and absorb the information given to them, assess it fast and to make a decision and communicate that decision to other. Keep in mind to:

1. **Be an active listener:** The key ingredient towards making you a person who can think on the spot and respond intelligently is to be an active listener. This means listening carefully and giving your full attention to the words, tone, emotion and logic behind what the other one is saying.
2. **Be a quick organizer of thoughts:** All of us have the ability to think fast. The trick is to adopt some frameworks or models to structure new information into something coherent that we can respond with. One can break down issues or ideas into past, present and future.
3. **Structure your speech in your mind:** These are useful frameworks to organize ideas and thoughts quickly. The basic structure of any speech involves: Opening, Body, Conclusion. It is very useful in delivering speeches and especially for speaking in situations such as table topics during meetings or other times when called upon to "say some words". Thinking before speaking is important for us to add value in terms of communicating our thoughts, ideas and feelings. We can touch lives through deeds and we can touch lives through speech.

# SPEAKING SKILLS:

Some speaking skills are:

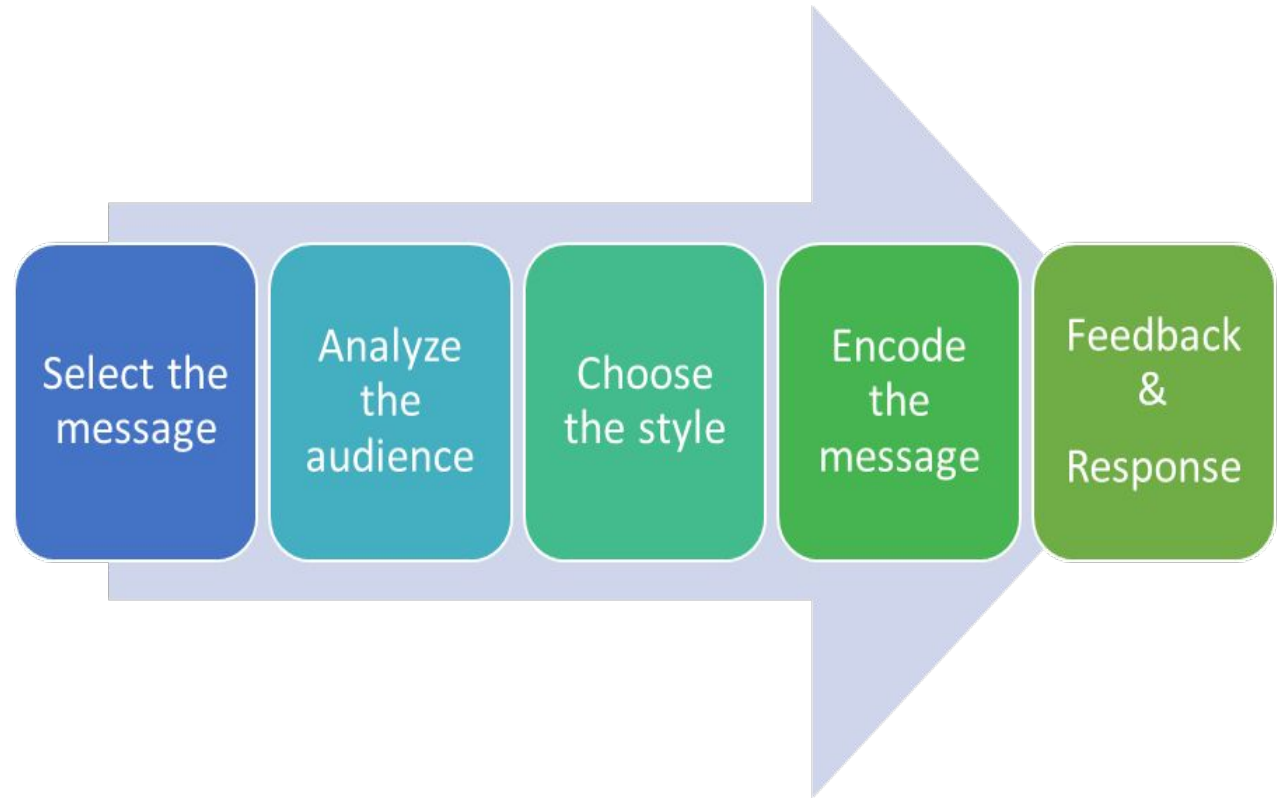
1. **Be prepared and practice.**
2. **Know your audience.**
3. **Pay attention to the old KISS principle, that is, Keep It Short and Simple**
4. **Interact with your audience.**
5. **Speak with sincerity and passion.**
6. **Close your speech in a memorable way.**
7. **Fluency**



# THE SPEECH PROCESS

The speech process includes five steps:

1. Selecting a message
2. Analyzing the listeners (audience)
3. Choosing the style
4. Encoding the message
5. Feedback and response



# STRATEGIES FOR EFFECTIVE ORAL DELIVERY

## VOCAL CUES

A voice communicates a great deal more than words alone. A presenter's voice is a potentially powerful tool to make an oral delivery effective and impressive.

The quality of a speaker's voice is determined by four characteristics: pitch, volume, rate, and tone.

◆ **Pitch:** The term pitch refers to the degree of highness or lowness of a sound.

An effective presenter uses pitch changes to indicate a change in the message. At the end of a sentence, dropping the pitch signifies a statement; raising the pitch signifies a question. For that reason, repeated lifts in pitch at the end of declarative statements create an impression of a speaker who is uncertain. Occasional and appropriate variations in pitch can be used to accentuate meaning. Rapid, frequent, and meaningless changes in pitch make it difficult for an audience to listen attentively, and may suggest that the speaker is highly emotional or frantic.

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- ◆ **Volume:** Listeners want to clearly hear a speaker without straining to do so and without being blasted out of their chairs. A presenter who speaks too loudly may be perceived as bombastic, aggressive, or insensitive to listeners. On the other hand, one who speaks too softly may convey the impression of being passive or insecure.
- ◆ **Tone:** The quality of tone is a combination of pitch, strength, and character. Character refers to the sense or meaning a particular tone conveys. For example, a tone of voice may be described as gentle, angry, sarcastic, childish, or serious. The tone of voice with which a speaker expresses a point says more to an audience than the words themselves. As with other vocal characteristics, tone also says something to an audience about the speaker. A faltering tone of voice is perceived as timid or indecisive, a harsh tone of voice as aggressive. A nasal tone lacks the depth that adds authority to a voice. A monotone or flat tone that lacks variations suggests a lack of interest or energy.
- ◆ **Rate:** An average rate of speech is 140 words per minute. As with other vocal characteristics, the rate of speech should be varied during a presentation. For emphasis, a speaker may periodically slow down to less than 100 words per minute to voice a point in a deliberate manner. To elevate the level of energy or quickly convey a point of lesser importance, a speaker may occasionally accelerate the rate to more than 170 words per minute. A consistently slow rate of speech conveys fatigue or disinterest. Flailing speech can suggest that the speaker has difficulty formulating thoughts. Presenters who consistently speak at a rapid rate may be perceived to be nervous, impatient, or hurried.



# SPEECH PATTERNS:

The term speech pattern refers to any vocal trait that is habitual. Although usually learned behavior, speech patterns are sometimes a reflection of a psychological or emotional condition. Some speech patterns are very pleasing and add to the clarity and meaning of a message, others are very distracting or muddle a message. The speech patterns with which presenters are most concerned are inflection, articulation, fillers, pauses, and accents.

- ◆ **Inflection:** Proper inflection is the practice of altering the tone and/or pitch of voice to more clearly express or magnify meaning. It is an effective communication technique that can help to sustain audience attention and make a message more memorable. Proper inflection is a speech pattern of skilled speakers who deliver each point in just the right pitch and tone. Communication Skills (MCM 301) © Copyright Virtual University of Pakistan 78 that exactly conveys the message of the information, how the speaker feels about the point, or how the speaker wants the audience to feel in response.

Meaningless or misplaced inflection is a barrier to effective communication.

- ❖ **Articulation:** Articulation is the skill of speaking in distinct syllables. Articulate speech is characterized by correct pronunciation and clear enunciation.
- ❖ **Fillers:** One of the more distracting patterns of speech is the use of fillers unnecessary words or phrases that are repeatedly interjected into a message. Fillers interrupt the continuity of communication.
- ❖ **Pauses:** At one time, a soft drink was advertised with the slogan, “The pause that refreshes.” Pauses in a presentation can have the same effect. While a presenter is speaking, the audience is working at listening. A moment of silence gives listeners an opportunity to digest what they have heard. Pauses help a speaker avoid the use of fillers.
- ❖ **Accented Speech:** Every speaker has an accent. How pronounced an accent sounds depends upon how much the presenter's speech varies from that of the listener. Some accents are pleasing to listen to. They add a distinctive flavor to a presentation and enhance how the presenter is perceived.

# VISUAL CUES

People in an audience are viewers as well as listeners. They see a speaker before they hear the first words of a message. As with vocal cues, visual cues convey meaning, spark attention and response from the audience, and shape audience perceptions of the presenter. Skilled presenters are alert to what they communicate by:

- ❖ facial expressions
- ❖ eye contact
- ❖ Gestures
- ❖ Movement
  - ✓ Head Movement
  - ✓ Body Movement
- ❖ attire.



# METHODS OF SPEECH DELIVERY:

Speaking in public has more formality than talking. During a speech, you should present yourself professionally. This doesn't mean you must wear a suit or "dress up" (unless your instructor asks you to), but it does mean making yourself presentable by being well groomed and wearing clean, appropriate clothes. It also means being prepared to use language correctly and appropriately for the audience and the topic, to make eye contact with your audience, and to look like you know your topic very well. There are four methods of speech delivery:

- 1. Impromptu speaking**
- 2. Extemporaneous Speaking**
- 3. Speaking from a Manuscript**
- 4. Speaking from Memory**

# METHODS OF SPEECH DELIVERY:

1. **Impromptu Speech:** Theoretically, an “impromptu” speech is “made up on the spot.” It is unprepared and unrehearsed. Impromptu speeches are generally short and are often given with little or no notice. Notes are rare and the speaker generally looks directly at the audience.



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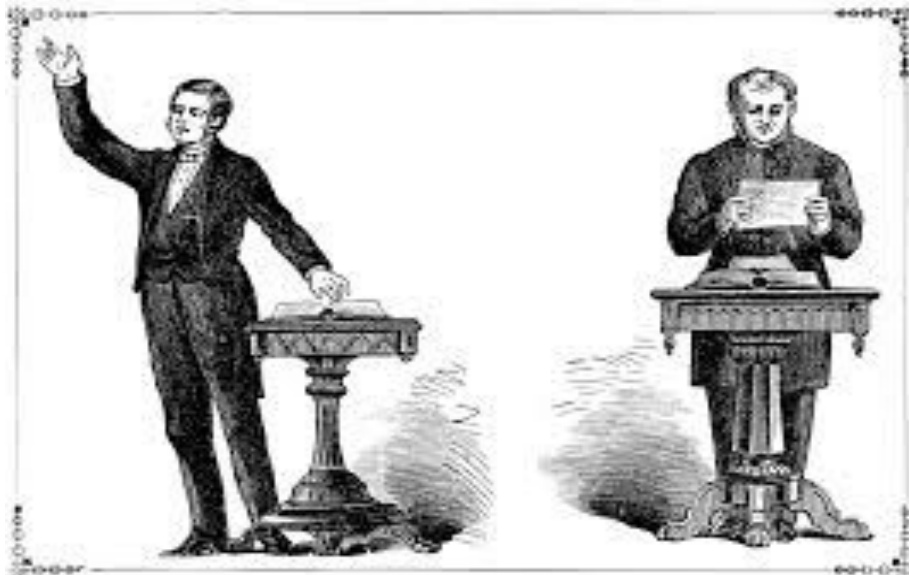
**2. Extemporaneous Speech:** it is the presentation of a carefully planned and rehearsed speech, spoken in a conversational manner using brief notes. By using notes rather than a full manuscript, the extemporaneous speaker can establish and maintain eye contact with the audience and assess how well they are understanding the speech as it progresses.





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3. **Speaking from a Manuscript:** The speech is written and the speaker reads it word for word to the audience. In a manuscript speech, the speaker maintains his or her attention on the printed page except when using visual aids.



4. **Speaking from Memory:** One of the methods of speech delivery includes **reciting it from memory**. In this case, you write down a complete script for what you want to say and then learn it by heart. This kind of speech delivery is particularly useful when you want to make sure that your message is exactly on point. Memorizing a speech also enables you to be free of notes while in the spotlight



# COMMON BARRIERS TO EFFECTIVE COMMUNICATION:

- ❖ **The use of jargon.** Over-complicated, unfamiliar and/or technical terms.
- ❖ **Emotional barriers and taboos.** Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.
- ❖ **Lack of attention, interest, distractions, or irrelevance to the receiver.**
- ❖ **Differences in perception and viewpoint.**
- ❖ **Physical disabilities such as hearing problems or speech difficulties.**
- ❖ **Physical barriers to non-verbal communication.** Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
- ❖ **Language differences and the difficulty in understanding unfamiliar accents.**
- ❖ **Expectations and prejudices which may lead to false assumptions or stereotyping.** People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- ❖ **Cultural differences.** The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.