

* What is Communication?

Ans →

Communication is a process of sharing information, communication is a process of words, sounds, signs, or express of behaviors, idea, thought, feelings, information is called Communication.

* Types of Communication

There are two types of communication (Based on the communication channel)

- (i) Verbal Communication
- (ii) Non-verbal Communication

* There are two types of communication (Based on style and purpose)

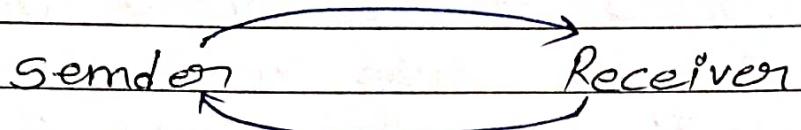
- (i) Formal Communication
- (ii) Informal Communication

* Process of Communication

(i) Ideation:

* what is Communication?

\Rightarrow Communication is the process of sharing idea, information, thoughts, feelings, emotions and knowledge from one person to another person is called Communication.



* process / stages of communication :-

- i Ideation
- ii Encoding
- iii Transmission
- iv Decoding
- v Response

i Ideation : The process of communication begins with ideation, which refers to the formation of the idea or selection of a message to be communicated.

ii Encoding : Encoding is the next step in communication. It is the process of changing the information into message, encoding process is based on the purpose of communication and relation between the sender and receiver.

iii Transmission : After encoding message goes to the receiver through channel without any interruption of noise, it is transmission. It refers to the flow of message over the chosen channel.

iv) Decoding : Decoding is the process of converting message into receiver's language and thought and receiver's meaning.

v) Response : Response is the last process in the communication, response like feedback of receiver it can be positive, it can be negative. It helps the sender that the message was received and understood by the receiver.

* Importance of Communication :

- i) Communication is important to express oneself.
- ii) Communication helps in education, business.
- iii) Through communication we can share our ideas, thought, information, knowledge, problems, happiness.
- iv) Through communication we can create poem, story, jokes and make them happy.
- v) Effective communication is the window of the success in our life.
- vi) It makes relationships and gives a chance to understand others.
- vii) Communication is the skill which makes your life easy and smooth.

* Importance of Communication in English :

- i) English is a global language and we can say that it is an international language.

- i) It is a link language which links a nation where exist many various language.
- ii) Communication in english is the window of the world to communicate one nation to another nation.
- iii) English makes cultural linkages through communication and access to scientific and technological advancement.
- v) It is used by entertainment and sports world. It is a library language.

* Types of Communication

- i) Verbal and non-verbal
ii) Oral and written

i) What is verbal communication?

Ans → That communication in which we use words and language to communicate with each other is called verbal communication. Verbal communication is communication done between people, the biggest advantage of verbal communication is that it provides immediate feedback to the sender of the message. In verbal communication, facial expression, voice modulation, tone are expressed in verbal communication.

* Non-verbal Communication :-

⇒ That communication in which we do not use words and language in this communication. Gestures, postures, facial expression, body language take place of words and language.

* Oral Communication :- Oral communication is the process of exchange of ideas, information, knowledge, feelings through spoken and using of words and mouth.
Ex ⇒ Group discussion, presentation, lecture

* Written Communication. Written communication is the process of express and exchange ideas, information, knowledge, feelings thoughts in writing through letters, telegrams, reports. is called written communication. It consume more time as compare to oral communication. The biggest advantage of written communication is that it's maintain permanent record.

* Formal Communication :- formal communication is an exchange of official information between people within the same organization. In formal communication information pass through in the form of letters, notices and documents. In this communication all talks are related to works and organization profiles and product relative.

* Informal Communication: Informal Communication refers to the communication that flows without following the formal defined path. Informal Communication is also known as grapevine. In this communication any information does not relate to official and organization. In this communication all talk does not relate to profit of organization. Anyone talk casually in informal communication.

Classification of Non-Verbal Communication

* Kinesics: Kinesics refers to communication through the body language of the parties communicating.

→ Topic aspect
 → Paralanguage: Paralanguage refers to communication through in the case of volume, speed, speech, voice, modulation, spoken pitch, space utilization.

* Proxemics: Some people stand very close to another person while talking. Some people may be friendly with it, while others may take offence. Thus, Proxemics of communication is called proximity.

* Chronemics: Chronemics refers to communication using time as a factor.

* Effective Communication: When the receiver understands what a sender intends to communicate, it is called effective communication if message is communicated in minimum words and time it is also effective communication.

* Language as a tool of Communication:

⇒ Language is a communication tool which is used by everyone in their life to express information, argument, knowledge, feelings, thoughts, happiness, sadness to others. If language was not there in our life then this world would seem dumb to us.

* Characteristics of language :-

- i) Language is systemic ✓
- ii) Language is symbolic ✓
- iii) Language is social ✓
- iv) Language is arbitrary ✓
- v) Language is cultural ✓
- vi) Language is dynamic ✓
- vii) Language is variation
- viii) Language is meaningful ✓
- ix) Language is human

* Barriers to Communication

As communication is a complex process, it is desirable to take care of communication interference and the barriers in communication that may hamper the smooth flow of effective communication.

i) Improper Encoding:-

(i)

Improper Encoding : Improper encoding is a recurrent barrier in the process of communication.

- Since there is a lack of understanding on the part of the receiver. It leads to confusion and misunderstanding.

X (ii)

Bypassing : Bypassing is probably the most common communication barrier that you have to deal with. Words mean different things to different people. Age, education, and cultural background are three of the more obvious variables that influence the language a person uses.

X (iii)

frame of Reference : Different words have different meanings to different people. Bypassing happens when two people attached different meanings to the same word. Frame of reference may also lead to confusion and misunderstanding.

(iv)

Physical Distractions : Physical distractions can easily disrupt communication, for example you are trying to give an oral presentation in the classroom but the room temperature is very high and there is no AC and fan in the room then there is may communication failure because a person who is physically uncomfortable can be neither a good speaker nor a good listener. Electricity failure, weather problem, Technical barrier.

(v)

cultural differences : A cultural barrier is an issue arising from a misunderstanding of meaning, caused by cultural differences between sender and receiver.

* Oral communication is better than written Communication why :

Ans ⇒

Because oral communication gives immediate response on the spot, it consume less time in comparison to written communication. Oral communication clarifies all doubts and misunderstandings so that oral communication is better than written communication.

*

channels of Communication
formal communication channel

(i)

Downward communication

(ii)

Upward communication

(iii)

Horizontal communication

(iv)

Diagonal communication

(i)

Downward communication : It refers to communication from the higher hierarchy level to lower hierarchy level. A communication from the ~~director of a company~~ general manager of a company to the branch managers is an example of downward communication. Downward communication is providing direction and control.

Verdict

(ii)

Upward Communication: It refers to communication from the lower hierarchy level to higher hierarchy level. A business report from the branch manager of a company to the managing director of the company is an example of upward communication. Upward communication is to provide feedback to branch managers.

(iii)

Horizontal communication: The main objectives of horizontal communication are developing teamwork and promoting group coordination within an organisation. It takes place between in this ~~same department~~ ~~in different groups~~ or people working at the same level of hierarchy - all managers are fallowing and make decision and doing teamwork.

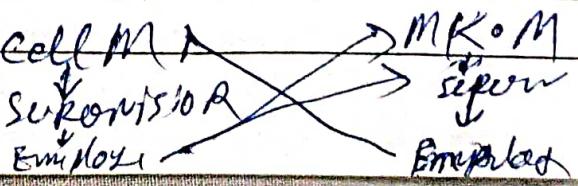
(iv)

Diagonal Communication: Diagonal communication is the product of modern changes in information technology and management and is the result of the growing realisation of ~~fraternity~~ foraternity and equality in the corporate sector. Cells ^{Managers} _{Marketing}

Horizontal communication refers to the flow of information at the same level in any organization.

(v)

Diagonal communication: the transfer of information among people who are neither in the same department nor on the same level of organisation.



* characteristics of language

✓ i) language is arbitrary

~~language is infinite~~

✓ ii) language is abstract

~~language is concrete~~

✓ iii) language is restricted

✓

✓ iv) language is repetitive

✓

✓ v) language is creative

✓

✓ vi) language is recursive

✓

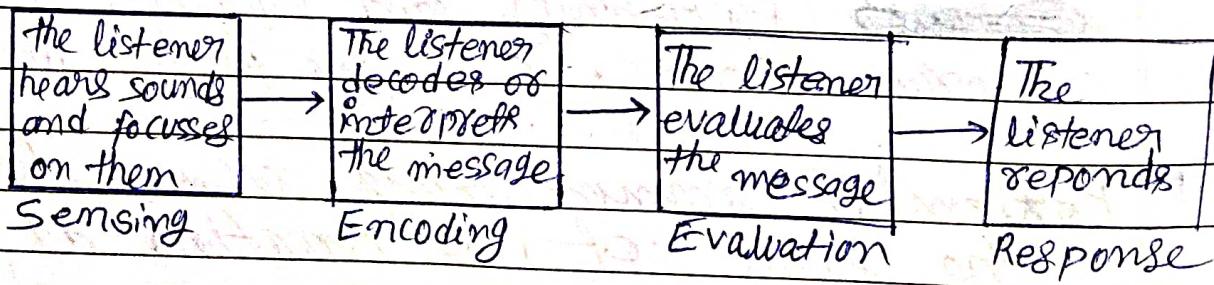
✓ vii) language is artificial

✓

Listening skills

Listening skill is about hearing attentively, decoding etc.

* Listening process: Listening is a process of receiving and interpreting the spoken word and respond to what we hear.



See Rayhan

* Types of listening

- i) Superficial listening
- ii) Appreciative listening
- iii) Focused listening
- iv) Evaluative listening
- v) Attentive listening
- vi) Empathetic listening

i) Superficial listening : In this type of listening, the listener has little awareness of the content but he or she shows that he or she is listening to everything carefully.

ii) Appreciative listening : In this type of listening the main purpose of listening is to get enjoyment and pleasure, E.g. → listening to songs and jokes of our choice

iii) Focused listening : In this type of listening, listening involves for some specific and particular information. It is most common type of listening.

iv) Evaluative listening : In this type of listening listening involves evaluation of the oral message given by the speaker by using our own thoughts for understand of a message.

v) Attentive listening : In this type of listening listening involves listening to everything with complete attention. like → group discussion. It is basically active and intelligent listening.

It should be used in classroom by the students.

* Empathetic listening : In this type of listening, listener listening not only to what the speaker is saying but also to how the speaker is saying, ~~so~~ that listener also listen speaker's feelings, emotions and state of mind.

List I

List II

- ① Superficial listening → listening to a radio programme while reading a newspaper
- ② Appreciative listening → listening to a musical programme
- ③ Focused listening → listening to a news report
- ④ Evaluative listening → listening to a business presentation
- ⑤ Attentive listening → listening to a speaker during a group discussion.
- ⑥ Empathetic listening → listening to a frustrated colleague

* Describe any two qualities of a good listener.

- Any →
- i) Listens without distractions
 - ii) Avoids interrupting
 - iii) Attentive listening

* Effective listening : effective listening is the ability to accurately receive and interpret messages in the communication process, listening is the ability to understand and respond effectively in the communication process.

* Barriers to listening : Something barriers in the listening process from the listener barriers to listening could be physical, psychological, linguistic or cultural.

B to L prevents us from receiving and understanding the message.

- (i) physical barriers
- (ii) psychological barriers
- (iii) linguistic barriers
- (iv) cultural barriers

(i) Physical barriers : physical barrier due to noise, distance, physical discomfort and physical distractions.

for example : Two person are talking but there is noise and/or there is too distance between speaker and listener or listener is physically distracted or physically uncomfortable so that this occurs physical barrier to the listening process.

(ii) psychological barriers : psychological barriers due to emotional disturbance, Anxiety, and over arousal of emotions.

for example : A speaker and a listener are talking to each - other but listener gets emotional or listener gets anxiety or over arousal ~~of~~ of emotions. so there occurs psychological barriers because it leads to lack of interest and concentration by the listener.

(iii) Linguistic barriers : Linguistic barrier due to different language and improper message decoding.

for example : people of bihar generally speak hindi and people of punjab generally speak punjabi so that there is occurs linguistic barrier.

(iv) Cultural barriers : Cultural barriers due to cultural differences, different values and different social norms.

for example : workers are working within an organisation having different native languages

* poor listening habits :

- any →
 - i) Inattentive listening
 - ii) fake attention
 - iii) Tolerate distraction
 - iv) not concentration
 - v) Create noise

* Importance of listening in communication

- (i) To become a good listener.
- (ii) To attend a group discussion
- (iii) To understand the main points of a lecture
- (iv) To obtain specific information

* Difference between hearing and listening.

Hearing

- (i) hearing is a act of receiving sound waves and vibrations through your ears.

- (ii) Hearing simply happens.

- (iii) hearing process in which you use only ears

- (iv) physiological

- (v) subconscious level

- (vi) in this process concentration is not required

Listening

- Listening is the act of hearing a sound and understanding what you hear.

- Listening leads to learning.

- Listening not only use ears but also uses different senses.

- psychological

- conscious level

- in this process concentration is required.

* Characteristics of language

(i) language is arbitrary : language is arbitrary there is no any relationships between a word and an object there is no any logic to call a thing by its name just we say, some people speaking a particular language they accept that some sounds and some symbols will represent a particular thing for example : A table could have been called by another name but some people who speak english they accept that a piece of furniture with four legs will be called 'table'.

* language is abstract : language is abstract because it represents generalized ideas of things . the idea which the word represents is different every time for example :

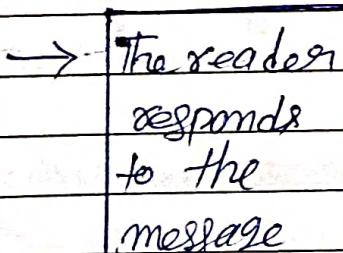
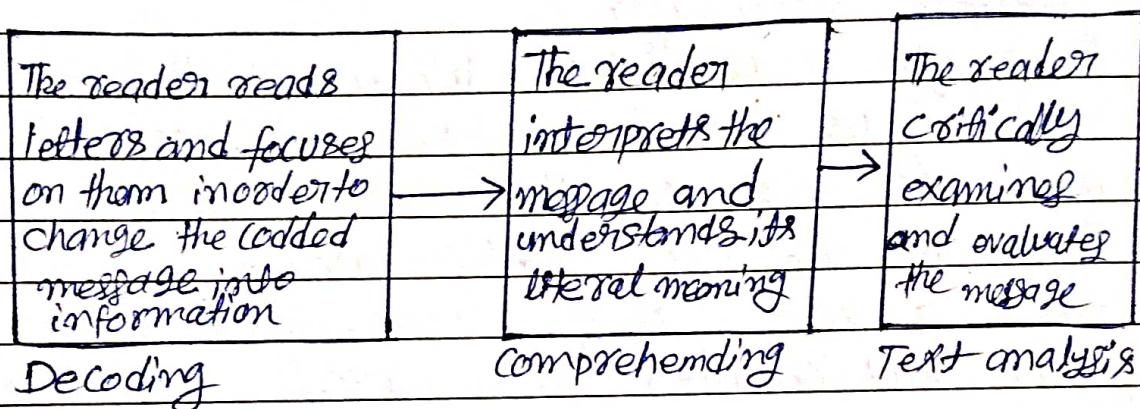
'dog' can represent anything from a flock to sari .

Abstractness is an important feature of language . It makes all generalization possible .

* language is creative : language is very creative the words can be added by different processes : borrowing , constructing , back formation

- * language is recursive : recursiveness is the characteristic of language which enables you to generate any number of sentences using the same basic grammatical templates. It also allows you to express any idea, thought, feeling using the finite vocabulary.
- * language is restricted : When we think and when we want to translate our thoughts into language so there some meaning is lost in the process, no word can transmit the exact reality. You want to say something but you cannot find words and sentences to express your feelings. This is because of language is restricted. it has limitation.
- * language is repetitive : ~~whatever~~ Whatever language you use, it has capacity for repetition. This may either improve or spoil ~~list~~ your effective communication because language is repetitive.
- * language is artificial : language is created by people, it does not exist outside the minds of people. It is created by humans as they need it. Humans attach meanings to words as they need to and modify these meanings according to changing needs. This is why we say language is 'artificial'.

* **Reading process** :- Reading is a complex communicative process of receiving and interpreting the written word. Reading is concerned with four factors : decoding, Comprehending, text analysis, and response.



Response

* **Reading Skill** :- As a complex process of decoding and comprehending the written message, reading could be quite a challenging activity because the act of understanding is not always simple. depending upon the purpose of reading, reading skill include vocabulary skills, visual perceptual skill, rapid skills and intensive reading skills.

* Rapid reading skill : Rapid reading skill include prediction, scanning and skimming skills while intensive reading involves detailed reading critical reading and inferential skills.

* Reading Skill or strategy

- (i) Vocabulary skills (ii) visual perceptual skill
 - (iii) Intensive reading skills (iv) scanning skills
 - (v) Skimming skills (vi) prediction techniques
 - (vii) Rapid reading skill
- (i) Vocabulary skills : A good vocabulary skill is necessary for effective reading skill for understand what we read. We need to recognise the meaning of words as well as guess the meaning from word structure and infer the meaning from the contexts. We need to learn and practice these vocabulary skills.

* Visual perceptual skill : Visual perception skill is a basic requirement for reading effectiveness because we recognise a word through sight. Inaccurate visual perception may leads to visual misreading and lack of comprehension. It may also leads to confusion and misunderstanding.

Reading strategy → VVIR

* Intensive reading skills :- In comparison to rapid reading skills, intensive reading is detailed reading that demands better concentration and motivation. The three rapid reading techniques of prediction, scanning, and skimming, prepare the reader for intensive reading.

* Scanning Skill :- Scanning skill refers to the ability to locate specific information or facts as quickly as possible. Scanning is an important rapid reading technique which provides better comprehension.

* Skimming Skills :- As the main objective of skimming is to understand the central idea and the main points of a text, the reader needs to use a reading strategy that involves fast reading and quick analysis. Skimming is a rapid reading technique that prepares the reader for detailed reading.

* Prediction technique :- Prediction technique is a rapid reading skill. It refers to the process of reading quickly in for guess the information that a passage or text contains.

* difference between informational report and analytical report :-

Ans →	Analytical report	informational report
i	It provides facts, data, feedback and other types of information.	It provides also facts, data, feedback, and other types of information.
ii	It provides analyze and interpret information.	It does not provide analyze and interpret information.
iii	It provides recommendations.	It does not provide recommendation.
iv	Example :- Science Research	Example :- annual report
v	Use to solve business problem	Use also to solve business problem.

syllable → a syllable is the minimal unit of speech

stress placement ∵ stress is a relative property of a syllable in relation to the adjoining syllable

for placing stress, extra ~~any~~ muscular effort is put by the speaker, and the stressed syllable is perceived as louder by the listener.

Apply
Mobile
marbail

superior

APPc

focused

evaluative

Attentive

emphatic

British Accent

Speech Sounds \doteq sound system of language
 phonetic language \doteq correspondence between
 speech sound of letter/word IPA

44 Speech sounds in English language

phonetics - Heading phoneme - speech sounds -
 Heading

phonetics - Heading is that branch of linguistics
 which studies sound system of language

No of Consonants \doteq 24 No of vowels = 20
 Consonants

- ① /p/ \xrightarrow{q} as in picnic, put, picture, trip
People
- ② /b/ \xrightarrow{q} as in back, brief, believe
- ③ /t/ \xrightarrow{o} \xrightarrow{d} as in time, ticket, torch
- ④ /d/ \xrightarrow{q} as in doctor, dice, divide
- ⑤ /k/ \xrightarrow{q} as in kite, kitchen, cut
- ⑥ /g/ \xrightarrow{q} as in gift, give, golf, game
- ⑦ /f/ \xrightarrow{q} as in find, fresh
- ⑧ /s/ \xrightarrow{q} as in son, since
- ⑨ /v/ \xrightarrow{q} as in van, vowel, virtual

- (10) /h/ → ε → hand, hide
- (11) /r/ → χ → right, run, revise
- (12) /m/ → θ → man, moon, mars, march
- (13) /n/ → η → new, nine, nice
- (14) /w/ → ψ → what, watch, want
- (15) /dʒ/ → χ → as in jug, june, jupiter
- (16) /tʃ/ → χ → as in child, charm, chance, change
- (17) /θ/ → χ → as in thought, think, throw
- (18) /ð/ → χ → as in this, that, these
- (19) /l/ → χ → life, life, long, life
- (20) /z/ → χ → zigzag, zebra
- (21) /j/ → χ → yes, yummy, yesterday
- (22) /ʃ/ → χ → shine, shop, sharp
- (23) /ʒ/ → χ → confusion, vision, fusion
measure
- (24) /ŋ/ → χ → ring, swing, reading

Sentence Structure

- (1) S V
- (2) S V O
- (3) S V O C
- (4) S V O O
- (5) S V O A
- (6) S V C

(1) Compliment = Subject ~~of verb or verb phrase~~
~~of verb or verb phrase~~

i) subject Compliment
~~of subject of verb or verb phrase of S.C.~~

ii) object Compliment = ~~of object of verb or verb phrase~~
~~object Compliment~~

How to find object → Just ask ~~verb~~; ~~verb~~
 if you will get than it is your object.

Two types of object → Direct object
 → Indirect object

For ex. Sentence ~~if~~ ~~of~~ object ~~verb~~ meaning
 direct object ~~verb~~ ~~of~~ indirect object, ~~verb~~, G.R.
 direct object ~~verb~~ ~~of~~ direct object ~~verb~~;

→ Adjectives → An adjective is not necessary add extra in
 → Complements → A complement is necessary in
 order to complete the meaning.

(15)

4/3 S

(16)

(10)-(6)
10
10
10

3.

(15)

① She is sleeping.
S V

② She is pretty
S V Complement

③ Boy are play cricket these day.
S V O Adjunct

* Rabul loves painting.
S V O

* 6 verbs → i) finite verb → change with tense and Number

ii) Non finite verb →
 Infinitive → To + v'
 Gerund → V'
 Participle → same
 ✓

iii) Auxiliary verb → is, are, am, was, were

iv) Modal verb → can, could, may, might

v) Transitive verb → active verb

vi) Intransitive verb → does not take any verbs

④ He promised to help me.
S V I indirect D.O.
 object Direct object

- (5) They made Raman a Captain.
 S V I.o D.o
- (6) He made Neha pasta for lunch.
 S V I.o D.o
- (7) He kept us writing.
 S V I.o O complement
- (8) His parents named him Haasi.
 S V O O complement
- (9) The jury found him guilty.
 S V O O complement
- (10) Boys are playing in the ground.
 S V V Adjunct
- (11) He laugh loudly.
 S V Adjunct
- (12) I don't know him.
 S V O
- (13) Her dress appears New.
 S V Complement
- (14) She was a friendly person.
 S V Complement
- (15) Kalpana cooks very well.
 S V Adjunct

~~She is pretty~~

S V O
S V O G
Market us
Date 1/20
Page No. 1

(16) The Sales fester delusion.
S V Complement

(17) I am teaching you grammar.
S V I.O do.O

(18) The flames spread everywhere.
S V Adj A

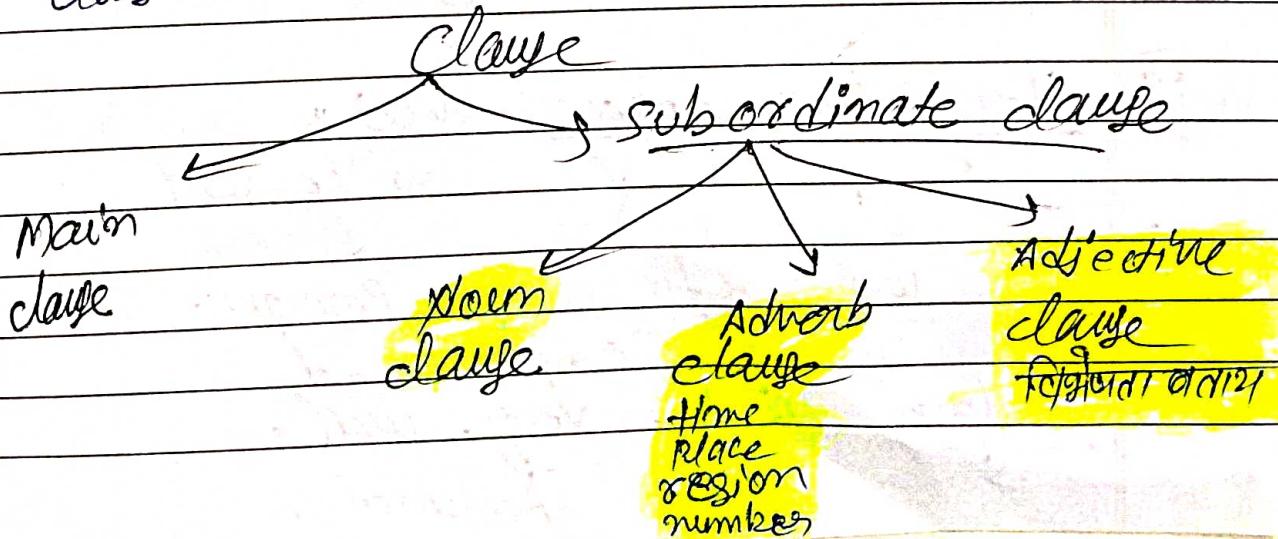
(19) The flames spread in every direction.
S V A

* Misplaced Modifier :-

Phrase → a yellow dress

clause → He has a chain of gold.
S predicate

He has a chain which is made of gold.
Independent clause Dependent clause



(20) Ex → The star performed at the concert chose dress which would look good on her.

Time dependent
clause

Adjective clause

(21) It That it may rain seems likely.

Subordinate
clause

I.C

(22) I know that he is honest.

~~I.C~~ D.C

~~I.C~~

Noun Clause

(23) When the food arrived the children ate everything.

D.C

Adverb Clause

J.C

(24) We decided not to go Disney World where the entrance tickets are very costly because we could not afford it.

J.C

→ D.C

Adjective clause

* I know a place that offences
homemade picelctis.

Ie

Ic

Dcl

Adjective clause

Articles

A, An, The → Definite

In Definite

a university

an ugly

The ~~most~~ of ~~the~~ ~~is~~ ~~specific~~ ~~at~~
(Special ~~at~~)

* This is the toy.

* This is a toy (random)

* Rule → The ~~not~~ ~~def~~ ~~most~~ ~~at~~
Name ~~is~~ ~~not~~ ~~of~~ ~~at~~

The India X The Ram (X)
The USA ✓
The Country X

The Street (X)

Rule ③

~~36. कर्ता ने पाया था कि बाल की 31 वीं जन्म दिन उसके बाहर से नहीं आया था।~~

The gang. The man (X)
The Yammuna. The woman (X)

The Holy book

The Bibal

The dog

The cat

organic

Ex ① I received an telephone call.② Mister knight is a European.③ This is a unique opportunity.④ Is it an ugly animal.⑤ I want an apple from that basket.⑥ This is a useful drug.

⑦ The church on the corner is progressive.

⑧ Mislene speaks X Chinese.⑨ One of the students seat ^{OP} the professor
is late today.⑩ I leaned on X main street when
I first come to town.

- I bought an umbrella to go out in the rain.
- The Ink in my Pen is red.
- My neighbours have a cat and a dog.
- Please give me the cake. That is on the counter.
- I have fixed an appointment with the doctor.
- The ~~Eiffel tower~~ Eiffel tower lights up at night.
- The Pacific Ocean is one of the five oceans of the world.
- My Son is an apple of my eye.
- Will you take a picture of us?

Vowels

① Pure (1st) vowels

Long vowels
(5)

Short vowels
(7)

② Diphthong (8)

① |ɪ| → ɪ

② |ə:| → ɛ

③ |ʊ| → ʊ → put

④ |u| → ɔ̄ → phone, cool

⑤ |e| → e → set, met

⑥ |æ| → ʌ → sat, mat, dog

⑦ |ə| → (ɔ̄) → about, above

⑧ |ʌ| → ɔ̄ → lamp, club

⑨ |ɔ:| → ɒ ++ → bird

⑩ |a:| → ɑ̄ ++ (kaam, faam, alarm, aam)

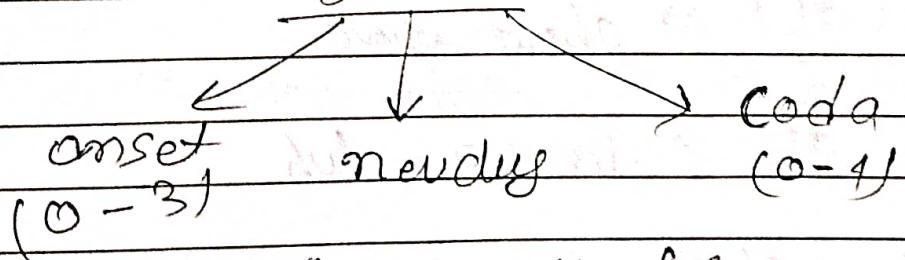
⑪ |ɔ:| → ɔ̄ ++ Caught, fought

|ʊ| → ʊ ++ orange

- (12) |ɪə| → 537 → dear, fear
- (13) |eɪ| → 637 → ear, care, glare, fair
- (14) |əʊ| → 373 → flow, so, low, now
- (15) |aʊ| → 579 → doubt
- (16) |eɪ| → e + 3 → e3 → make, cake, fake
fake, wait
- (17) |aɪ| → 375 → dry, fly, eye, eye, kite
- (18) |ɔɪ| → 375 → boy, toy, noise
- (19) |ʊə| → (331) poor, square,
- (20) |ʊ| → 311 → orange

* Stress placement

Syllable



Example : phonetic transcription

/ɪg'zæmp/ → Example

Syllable → a syllable is the minimal unit of speech

Stress placement ÷ stress is a relative property of a syllable in relation to the adjoining syllable

for placing stress, extra muscular effort is put by the speaker, and the stress syllable is perceived as louder by the listener.

Appley

Mobile

/maʊbaɪl/

superficial

APP

focussed

evaluative

Attentive

emphatic