

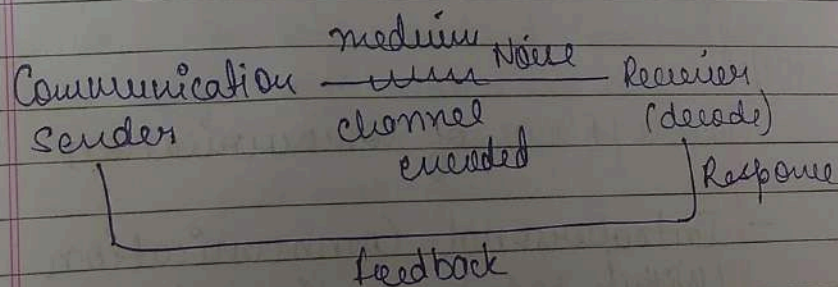
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## Communication

from latin: communicate meaning "to share"  
the act of sharing or exchanging information  
ideas or feelings

Communication is a process where sender  
sends a msg through some specific  
media or medium that is been decided by  
the receiver and then the receiver report  
its or give feedback of it. It's whole  
circle of exchanging ideas information  
data, interest, hobbies etc.



## \* Types of Communication

- ① Verbal & Non Verbal communication = in verbal communication there is sound produced & in non verbal communication there is no voice. Verbal communication consist of getting your message across using sounds,



Words and language while non verbal communication involves used things like eye movement, body language and tone.

## ② Technical & general communication

Technical communication is a way of communication is mostly formal in style and approach. It follows a set pattern.

General communication is way of communication is informal in style and approach. There is not set pattern in it.

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## levels / flows of communication

### - Intrapersonal Communication

(Within body) emotions: is a process by which an individual communicates within themselves, acting as both sender and receiver of messages and encompasses the use of unspoken words to consciously engage in self-talk and inner speech.



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- Extrapersonal Communication (outside body): communication that takes place with human <sup>being</sup> entities and <sup>non</sup> human entities as well, it is called to be extrapersonal communication. For example, the barking of a pet dog, dog wagging tail, chirping of birds when a stranger is at door, parrot calling the name.

- Interpersonal Communication (close proximity in both parties): is an exchange of information b/w two or more people. It is also an area of research that seeks to understand how human use verbal and nonverbal cues to accomplish a number of personal and relational goals.

- Mass Communication: is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as its technologies are used for the dissemination of information of which journalism and advertising are part.



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- Organisation Communication : the realm of communication studies organisational communication is a field of study surrounding all areas of communication to the functioning of an organization.

- Vertical communication : may be upward or downward in nature. some examples of vertical communication include instructions, formal reports, business orders, and work reports.
- This form of communication may be formal or informal.
  - Helping to define channel of communication and company roles.

Two subpart of Vertical communication is as follow

- ① Upward communication is the process of information flowing from the lower levels of a hierarchy to upper levels. This type of communication is becoming more popular in organizations as traditional forms of communications are becoming less popular.



upward communication

Production Manager

Assistant Production Manager

Production Supervisor

Worker

② Downward communication: occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure..

In other words, messages and orders start at the upper level of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path.

Downward communication

Production Manager

Assistant Production Manager

Production Supervisor

Worker



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Vertical Communication

- Horizontal Communication: think about brainstorming sessions, department-wide meetings and group discussions with your coworkers. These are examples of horizontal communication. Information that flows laterally or from left to right and vice versa follows a horizontal path.

Grapevine communication: is indirect and informal. Basically, it means gaining information from places other than the official sources. Rumors, "he said/she said" situations, gossip, and "games of telephone" are other terms used to describe grapevine communication.



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## \* Barriers of Communication (Noise)

A communication barrier is anything that comes in the way of receiving and understanding messages that one sends to another to convey his ideal, thoughts, or any other kind of information. These various barriers of communication block or interfere with the message that someone is trying to send.

\* Physical barrier: to communication are factors that interfere with a conversation. They can materialize from the natural environment or be a product of human creation. The elements can prevent the sender from delivering a message to the receiver, or they can cause the receiver to misinterpret the message.

\* Mental barrier: Sometimes, strong emotions like anger or sadness, nervousness, personal grudges etc. can affect our mental well-being thus, making communication less than effective. Such inner



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facing emotions are known as emotional noise or Psychological Barriers and it is one of the powerful barriers to communication (lack of interest or bad health)

\* Language barrier: is a figurative phrase used primarily to refer to linguistic barrier to communication i.e. the difficulties in communication experienced by people or groups originally speaking different languages, or even dialects in some cases.

\* Cultural barrier: People who live in various cultures and historical epochs communicate differently and have different patterns of thought. A cultural barrier in communication occurs mainly when communication happens between two cultural backgrounds.

- Gender Barrier
- Language Barrier
- Emotional



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Oral communication: spoken words are used includes face to face conversation, telephonic conversation, video, radio, television, voice mail, internet. Communication is influenced by pitch, volume, speech and clarity of speaking.

### Written Communication

- In written communication, message signs or symbols are used to communicate.
- In written communication, message can be transmitted via email, letter, report, memo.
- Written communication is most common form of communication being used in business.

### \* Advantages

Message can be edited and revised.

Written communication provides record and backup.

A written message enables receiver to fully understand it and send appropriate feedback.

- \* Disadvantage: it does not bring instant. It takes more time in composing a written message as compared to word of mouth and number of people struggle for writing ability.



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- Small Group Communication  
Occurs within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion with an organization.

Ex: would be a group planning a surprise for party someone

- One to -group Communication  
Involves a speaker who seeks to inform, persuades or motivates an audience.

Ex are a teacher and a class of student

- How to Overcome Barriers of Communication
  - Taking the receiver more seriously.
  - Clear message
  - Delivering message skillfully
  - Focusing on the receiver
  - Using multiple channels to communicate instead of relying on one channel
  - Ensuring appropriate feedback
  - Be aware of your own state of mind / emotions / attitude



- Tools of effective Communication
- Be brief
  - Manners
  - Using "I"
  - Be positive
  - Good listener
  - Spice up your words
  - Clarity
  - Pronunciation

- Communicator: the person originating the message

Receiver: the person receiving a message

Perceptual screen: a window through which we interact with people that influences the quality, accuracy, and clarity of communication

- Message: the thoughts and feelings that the communicator is attempting to elicit in the receiver

- Feedback loop: the pathway that completes two-way communication

- Language: the words, their pronunciation and the methods of combining them used & understood by a group of people



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- Data: uninterpreted and unanalyzed facts.

- Information data have been interpreted & analyzed & have some meaning in the receiver

- Reflective listening: the skill of listening carefully to another person and repeating back to the speaker the heard message to correct any inaccuracies or misunderstandings.

- Defensive Communication that can be aggressive, attacking & angry or passive & withdrawing

- Non defensive communication that is assertive, direct & powerful provides

- basis for defense when attacked

- restores order, balance and effectiveness



clarity  
correctness  
consistency  
courtesy  
compassion  
cohesion  
cordiality

Compounding  
combination of two meaningful  
words

play + ground = playground

3 types of compounding

open compounding

uttar pradesh

close  
compounding

classroom

hyphenated  
comp  
Bio-tech



## Business Communication

(Q) Q10

Synonyms is word or expression that has the same or nearly the same meaning as another in the same language.

Words that are synonyms are said to be synonymous. If you talk about a long time or an extended time, long and extended become synonyms. In the figurative sense, two words are often said to be synonymous if they have the same connotation. For example, dark is synonymous to gloomy as merry is to happiness.

Synonyms can be the any part of speech (e.g. nouns, verbs, adjectives, adverbs or prepositions). as long as both members of the pair are the same part of speech. More examples of English synonyms are given below.

- Beaker and receptacle (noun)
- Opening and aperture (noun)
- Wash and clean (verb)
- Beautiful and attractive (adjective)



Antonyms : are the word pairs that are opposite in meaning such as dark and light, tall and short, abyss and aceme and depending on the meaning. Both long and tall are antonyms of short. There are different kind of opposites are discussed below

Homonyms : is a word that has both the same pronunciation and the same spelling as another, but is etymologically unrelated it

- bill (statement charges) : bill (beak)
- fair (just) : fair (sale, entertainment)
- pulse (noun, a line) : pulse (edible seeds)
- soil (earth) : soil (make dirty)

Homophones : is a word that is pronounced the same as another. This term is usually used for partial homonyms, which are distinguished by both meaning and spelling.

Ex:

- feat : feet, no : know, none : run,
- stare : stair

Some English pairs are homophones in some accents but not in other ex:  
saw : sore, pore : power, wine : white



Eponyms: is a person or thing, or the name of a person or thing, after whom something is named, such as a building, an institution, an organization, a machine, a product, or a process

Infinitives: is a kind of noun with some features of the verbs, especially that of taking an object and adverbial qualifiers. In short, the infinitive is a verb noun.

she never finds fault with me / finite verb  
she never tries to find fault with no / verb infinitive

Blending = to mix

to combine with something in an attractive or suitable way



## Verbal Presentation

Verbal communication is any communication that uses language to convey meaning. It can include oral communication, such as speaking to another person over the telephone, face to face discussions, interviews, debates, presentation and so on. It can also include written communication, such as letters and emails.

### Example

- ① Advising other regarding an appropriate course of action.
- ② Assertiveness.
- ③ Conveying feedback in a constructive manner emphasizing specific, changeable behaviours.
- ④ Disciplining employees in a direct and respectful manner.
- ⑤ Giving credit to others.
- ⑥ Recognizing and countering objections.



## Non-verbal Communication

Stand up straight but keep your body relaxed  
keep your arms and hands open with palms  
up to show trustworthiness and honesty.  
When directly speaking to someone in the  
audience, lean slightly forward towards  
him/her or tilt your head slightly  
towards their direction to convey interest

### Examples

- Facial expressions, The human face is extremely expressive able to convey countless emotions without saying a word.
- Body movement and posture.
- Gestures.
- Eye Contact
- Touch
- Space
- Voice
- Pay attention to inconsistencies.

Affixation the process of adding affixes to roots or bases in order to vary function, modify meaning etc.

A word element of English grammar used to alter the meaning or form of a word and comes in the form of either a prefix or a suffix

Prefix like "un", "self", "re" suffix = "-hood", "-ing" or "ed"



### Note taking

- Write phrases, not full sentences.
- Take notes in your own words.
- Structure your notes with headings, subheadings and numbered lists.
- Code your notes - use colour and symbol to mark structure and emphasis.
- Use colour to highlight major sections, main points and diagrams.

### 4 types of note taking

- lists
- outlines
- concept maps
- the Cornell method

↓  
a person engaged in commercial or industrial business (specially an owner or executive).

### Precis Writing

- Read the comprehension carefully.
- Note down the important points.
- Make a rough draft of the precis.
- Make use of simple and precise language as much as possible.
- Draft the final precis once all the points have been included.

A precis writing is a gist of any passage in a few words as possible.



## How to Write a Precis in 6 steps

- (1) Pick the article, work, or story you will write a precis on.
- (2) Read the original piece
- (3) Re-read it and take notes
- (4) Make an outline
- (5) Write a precis
- (6) Proofreading and editing.

### Example

#### Writing Method of Paragraph

- (1) Decide on a guiding idea for the paragraph and create a topic sentence.
- (2) Explain the guiding idea
- (3) Give examples (or multiple examples)
- (4) Explain the examples.
- (5) Complete the paragraph's idea or draw a conclusion.

Paragraph writing: is a self contained unit of discourse in writing dealing with a particular point or idea. Though not required by the orthographic conventions of any language, means of organizing extended segment of prose

orthography the art of writing words with the proper letters



• Review: the examining or considering again of something in order to decide changes are necessary.

to a look back at something in order to check, remember, or be clear about something

~~Pre~~ Preview: a chance to see a play, film etc, before it is shown to general public

• an advance statement, sample or survey an advance showing or performance

• Scanning: something is reading a text quickly in order to find specific information e.g. figures or names.

• Skimming: is reading rapidly in order to get a general overview on the material

Skimming tells you what general information is within a section scanning helps you locate a particular fact.



Word formation formation of words in language by the processes of derivation and composition

Four kinds of word formation

- ① prefixes
- ② suffixes
- ③ Conversion and compounds

Business Communication is communication that is intended to help a business achieve a fundamental goal, through information sharing b/w employees as well as people outside the company.

Letter = a business letter is used by an organization or an individual for professional communication with other individual or companies.

Ex of business letters are job offer letters, sales letters, investor and job offer letters, resignation letters, business circulars, shareholder letters, letter of recommendation.

Parts of a Business Letter

- The heading. The heading contains the sender's address with the date on the last line.
- Recipient's address. This is the address your company is sending your letter to.
- The Salutation.



- The Body
- The complimentary close
- The signature line
- Enclosures

Letters in communication: a letter is a form of non-fictional written, typed or printed communication.

Report are document designed to record and convey information to the reader. Reports are part of any business or organization, from credit reports to police reports, they serve to document specific information for specific audiences, goals or functions.

types of reports include, memo, meeting min, expense reports, audit reports, closure reports, progress reports, justification reports, compliance reports, annual reports and feasibility reports.

Steps in report writing

- ① 5 Step Guide a Report Writing
- ② Read the brief terms of reference carefully. The brief should tell you.
- ③ Plan each section
- ④ Relate finding to background research



- (5) Put yourself in the position of the reader
- (6) Edit ruthlessly and proofread.

Proposals: business proposals are documents designed to make a persuasive appeal to the audience to achieve a defined outcome, often proposing a solution to a problem. Much like a report with several common elements & persuasive speech, a business proposal makes the case for your product or service.

Proposal is a special type of professional report with two distinct purposes: to persuade your reader to agree with your recommendations about how to address a problem or issue - to get your reader to act on your recommendations.

an act of putting forward or stating something for consideration



## Steps to writing your own project proposal

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- ① Define the problem
- ② Present your sol
- ③ Define your deliverables and success criteria
- ④ State your plan or approach
- ⑤ Outline your project schedule and budget
- ⑥ Tie it all together
- ⑦ Edit / proofread your proposal

Business proposals ~~are~~ can be solicited and unsolicited

Solicited is sent upon customer request and can be formal or informal.

Unsolicited is sent out as a based and in this sense is similar to a cold email



Decoding is the ability to apply your knowledge of letter-sound relationships, including knowledge of the letter patterns to correctly pronounce written words.

A letter scale is a weighing scale used for weighing letters in order to determine the correct amount of postage.

Paraphrasing is to express something again using different words so that it is easier to understand.