

unit - 1

Basic's of communication

- 1) meaning & objectives of communication.
- 2) process of communication, importance of communication,
- 3) Steps of Effective communication
- 4) Methods of communication
 - a) verbal & Non verbal
 - b) oral & written
 - c) Internal & External.

Unit - 2

use of English language

- 1) tenses in a nutshell - for proper sentence construction.
- 2) punctuation: commas, semi-colons, Hyphens & Dashes, Apostrophes
- 3) vocabulary Building -; Antonyms and Synonyms; Prefixes & Suffixes
- 4) Development of English language: through ESWR LSRW Skills Listening, Speaking, Reading, writing
Listening to common English sentences, popular & motivational speeches
Reading skills - Speed reading techniques:- Loud and silent, Reading simple Motivational Success stories of well known people.
Tactful use of language: Asking for action, talking about errors
Techniques of Emphasis.

Unit - 3 written communication - I

- 1) meaning, Distinction with oral communication, merits & Limitations of written communication.
- 2) letter writing, Essentials of Good Business letter
- 3) types of letters: types of Application letters - Application to Director for Leave, Application for delayed fee payment, Application for bonafide Certificate
- 4) Writing Direct Messages by Manager - Delivering positive, Neutral & Negative information.

unit - 4

Written Communication - II

- 1) E-mail - Drafting & sending Emails
- 2) Report writing: meaning & Nature of Report, Formats of Reports - Formal, Informal reports, writing Reports - Data collection, organizing, presentation of the report.

unit - 5

Organizational communication - I

- 1) Job Applications: covering Letter Resume - Appointment letter
- 2) meaning & importance of organizational communication
- 3) ~~Upward~~ & ~~Downward~~ communication
- 4) Horizontal communication
- 5) Grapevine.

unit - 6

Organizational communication - II

- 1) Internal communication: Notice, circular Memo.
- 2) External communication - Enquiries, Quotations, Bank & Financial Institutions.
- 3) Holding press conferences & preparing press Releases.

Practice's

- 1) prepare letter of application to
 - a) the Director / Head for leave
 - b) the Director / Head for delay in payment of fee
 - c) the Director / Head for Bona fide Certificate
- 2) prepare Notice
- 3) prepare Memo
- 4) prepare circular
- 5) create E-mail
- 6) prepare written Report
- 7) prepare Grammar worksheet - punctuation (prepare 10-15 sentences ~~and~~ using various punctuation mark)
- 8) prepare Grammar worksheet - tenses (prepare 10-15 sentences using various tense).
- 9) Give a two minute talk on a topic of choice (with proper beginning and ending)
- 10) prepare a Report.
- 11) Draft & resume
- 12) Write a Job Application Letter including a covering letter

Note student may use their creativity.

Unit :- 1

★ Basic's of communication. ★

★ Test

Q

Define communication Gives the its objectives & importance
 → definition:-

Communication is the process by which information is the process by which information is transmitted betⁿ Individuals & organization, so that & understanding. Response results

or

Def:-

Communication is the process which involves transmission & Accurate replication's of ideas, Insured by Feedback for the purpose of action which will accomplish organizational goal.

objective of communication's are

objective

1) Information :- one of the most important objectives of communication is passing or receiving information about a particular fact or circumstance.

2) Advise :- Advise is an important objective of communication as it involves personal opinion as is likely to be subjective. Advise is given to influence his or her opinion or behaviour.

3) order :- order is an Authoritative communication. The → downward flow of information is dominated by address over may be written or oral general or specific, Procegeral or Operational

4) Sugession :- Sugession enjoy great advantage over other mean's of communication like advise or order sugession is suppose to be vary mild and suitable form of communication.

- 5) Persuasion :- It is an important objective of communication in the objective of communication. In the factory & in the office, the lazy & the incompetent workers have to be persuaded to their works.
- 6) Education :- Education is a very conscious process of communication. The main purpose of education is to widen knowledge as well as to improve skill.
- 7) Warning :- Warning is a formal means of communication as it demands immediate action if employees do not follow the rules and regulations, it may become necessary to warn them.
- 8) Rise in moral :- Moral boosting is only possible through communication. High moral results in better performance.
- 9) Motivation :- Motivation energises and activates a person and channelizes his/her behaviour towards the attainment of desired goals. Thus motivation as a form of communication is very crucial in handling human behaviour.

Importance of Communication :-

Importance

1) Managerial Efficiency :- Communication helps in smooth operation of management. Managerial task can only be performed when communication system is effective.

2) Enhance Moral & relations :- effective communication emphasises the employee participation in management. It helps to build the employee moral and cordial industrial relationship between management & employees.

3] Effective leadership:-

effective leadership depends upon effective communication. Two way communication helps in effective communication. Managerial must handle the sub ordinate for ordering. Collaborative leadership is essential. & that can be spent from proper system of communication.

4] Mutual Trust & Confidence:-

Mutual trust & confidence betⁿ labour & management is necessary for effective movement of organization. When there is effective communication it helps to reduce mis understanding & develop mutual trust.

5] Better decision:-

The success of organization can be measured in better decision when the information, data and other facts are not effectively communicated it hampers the decision making. So, when the facts are communicated the concerned departments, organization & person. It is easy to make decision promptly.

6.

6] Staffing:-

When the information is correctly communicated in time it helps the function of selection, placement, socialization, promotion, & transfer.

7] Better Managerial concern:-

All managerial function such as planning, directing, organizing, controlling, etc. cannot be conducted without communication.

test

Q Explain internal & external Communication.

→ Every business or business house send's out & receives in oral & return messages both internally & externally. both this internal & External channels are equally important to the success and smooth working through the business organization.

The internal & External communication is further divided into for the following types & channels.

(1) Internal communication :-

The communication within & organization, among Managers, employees & others are called internal communication. The internal communication channel should work properly & effectively for perfect co-ordination among all the departments or sections or units.

Internal communication divides 2 part

1) Formal communication

2) Informal - II -

1) Formal - II - :- Formal communication take place within the line of Authority. It indicates the official line of communication in which communication take place through the prescribed & well defined channels. Thus, a worker cannot directly communicate with the production manager in authorised manner. Formal communⁿ is divided into 5 parts.

They are

1) Upward communication

2) Downward - II -

3) vertical - II -

4) Horizontal - II -

5) Consensus - II -

1) Upward Communication :-

2) Informal communication :-

Informal communication occurs when two persons come together & talk about their working condition, family concerns etc. Gossips are the example of the informal communication. It is a non official form of communication. The informal communication has no fixed direction. It can operate in any direction.

Informal communication are divided into single path grapevine communication

3) External communication :-

Messages which are sent out of the organization are called external communication. These messages are sent to or received from suppliers, customers, Banks, insurance companies, government department & general public. The style, format & tone of outward communication affect the organization's public image & public relations.

① What do you understand by upward communication?

Give its Advantage & disadvantages.

→ upward communication is the flow of information from subordinates to superior, for from employees to Management without upward communication management works in a vacuum, Not knowing if messages are received properly or other problem exist in the organization.

upward communication is the mean for a

Staff for -

- 1) Exchange information
- 2) occur idea
- 3) enthusiasm
- 4) Achieve Job Satisfaction
- 5) provide feed back.

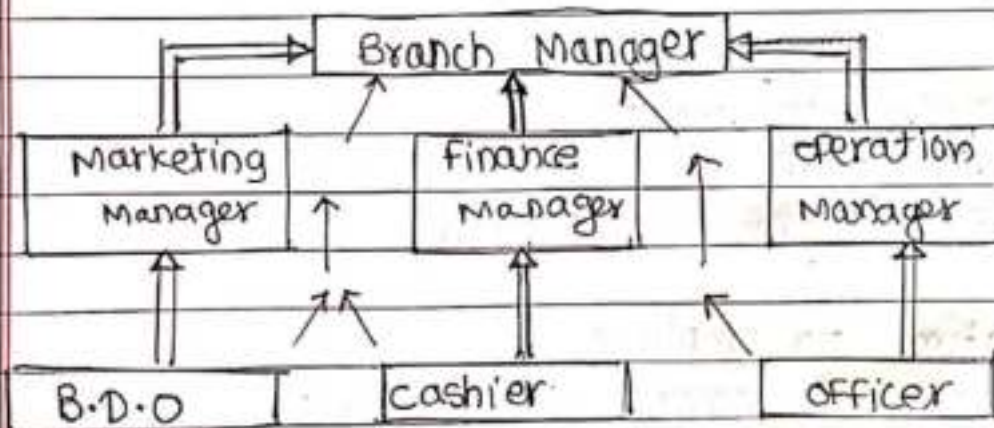


Fig:- 'Upward communication in a Bank'

* Advantage of upward communication *

- 1) Development of plan
- 2) providing suggestion & opinions
- 3) motivating to employees
- 4) providing constructive suggestion
- 5) good labour-management relationship
- 6) providing feedback

- 7) Creating favourable environment
- 8) Harmonizing
- 9) Decision Making
- 10) Developing creative & innovative ideas.
- 11) Facilitating collective decisions

1) Development of plan

The information received from subordinates plays important role to development of the planning of the organization.

2) Providing suggestions & opinions

By upward communication systems subordinates take necessary suggestions & opinions from about the work relative essence of the organization.

3) Motivating to employees

upward communication system allows lower level staff to express their attitude or opinion to upper level staff as a result subordinates are influenced to work more towards fulfillment to targets.

4)

All staff employees are supplied with constructive and important messages that can help to employees the goals or objectives.

5) Good labour-management relationship:-

Hear information is envited from lower level exicutive & employees & on the basis of this enformation to exicutive makes the decision.

so a good relⁿ betⁿ sub-ordinates & bosses should create for the betterment of the organization

6) providing feedback:-

The sub ordinate reaction is return to the superior to in this commuⁿ system. so top~~rank~~ level management deside what to do & what not do clearly understand & followed

7) Creating Favourable environment

upward communication helps to develop a favorable working situation in an organization

By creating a good relation among all employees

8) Harmoning

upward commuⁿ create friendly environment in the organization which lead to peaceFull & Normative relationship among the sub-ordinates & superiors

9) Decision Making

top level exice, exicutive superior much information before taking a decision on patticular essue. Sub ordinates supply this enfor^m to the help of upward communication

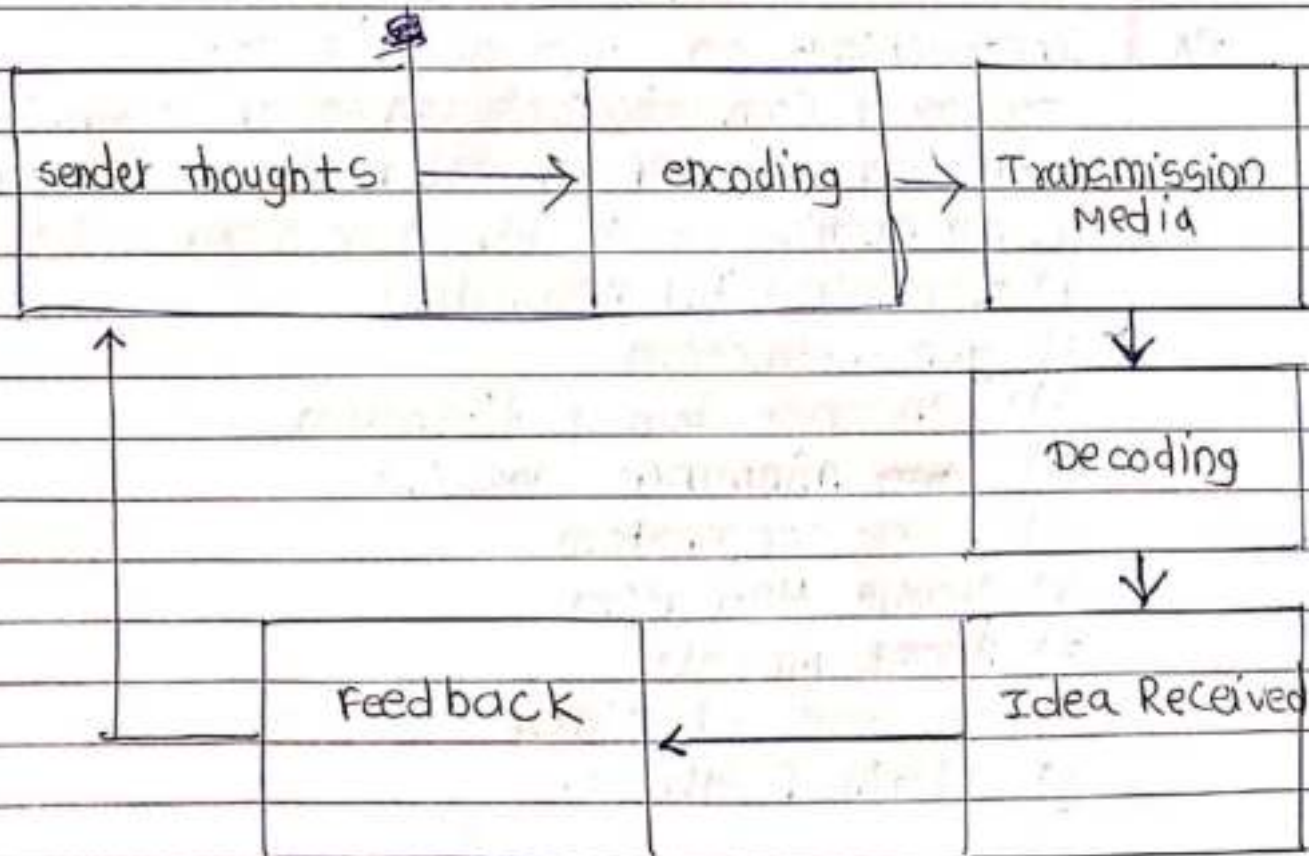
10) Developing creative & innovative ideas
upward communication facilitates easy access of the employees or subordinates to the superiors in providing necessary constructive suggestions & opinions about the work related issues of the organization.

11) Facilitating collective decisions
Since upward communication is participative in nature, it allows the subordinates to convey their feeling, constructive suggestions & opinions and work related in the decision making process.

Imp ★ process of Communication

12 Marks

- 1) Sender thoughts
- 2) Encoding / Messages
- 3) Transmission through the Media
- 4) Decoding by Receiver
- 5) Idea received
- 6) Feedback



process of communication

Q what do you understand by downward communication.
Given its advantage and disadvantage?

→ Information Flowing from the top of the organisational management hierarchy and telling people in the organisation what is important (mission) and what is valued (policies)

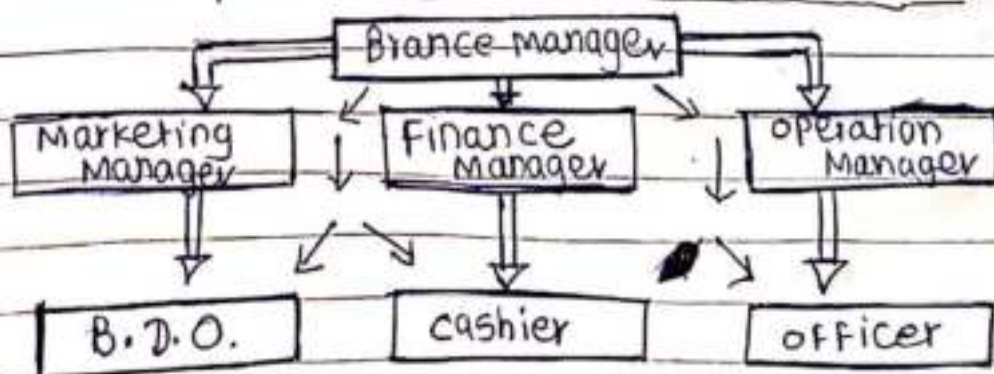
Downward Commuⁿ generally provides enabling information - which allows a sub-ordinate to do something.

ex Instructions on How to do a Task.

Downward Communication's comes after upward communication have been successfully established. This type of communication is needed in an organization to -

- 1) transmit vital information
- 2) give instruction.
- 3) encourage ^{two} way discussion
- 4) ~~Ann~~ Announce decision
- 5) seek cooperation.
- 6) provide Motivation
- 7) Boost morale
- 8) Increase efficiency
- 9) obtain feedback.

Downward & upward communication are collectively called "vertical communication".



Advantages or Merits of downward communication.

Downward communication benefit the organization in many diff ways. Through this communication, superior provide Necessary information & directives to the subordinates.

The Major Advantages of downward communications are highlighted below -

- 1) Delegating authority & Responsibility
- 2) Increases efficiency
- 3) Informing organizational plans, & pos procedures
- 4) explaining the complexing issues
- 5) Managing Discipline.
- 6) issuing orders & instructions
- 7) Avoiding bypassing or hierarching
- 8) Maintaining good labor Management Relationships

1) Delegating authority & Responsibility

It is essential to make the subordinates Capable in performing their jobs. Since downward communications starts from higher level, It helps Managers in delegating authority & Responsibility to the Right person.

delegation Means and entrusting the Subordinate with sub responsibility along with ~~due~~^{due} authority

2) Increases efficiency:

Downward communication provide necessary guidance, orders, instructions & explanation of various complex issues to the subordinates that ultimately increase the efficiency of the employees.

आशा

3) Informing organizational plans & procedures.

In an organization, the top level executive develops the plans, policies, strategies, procedures etc. Downward communication plays a significant role in communications. These plans, policies, strategies, procedure to the lower level of the organization.

4) explaining the complexing issues.

Some times subordinates need explanation of organizational policies & procedures. In such situation, managers rely on downward communication to provide necessary explanation & analysis.

5) Managing Discipline.

downward communication with conformity with official recognize rules & regulations. So it helps in establishing official discipline in the organization.

6) Issuing orders & instructions.

downward communication is the only means to circulate various orders, instructions, guidance & advises to the subordinates. without downward communication, organization is like a boat without boatman.

7) Avoiding bypassing or breaching :
 Downward communⁿ takes place by followⁿ the established chain of command of the organization. Thus, it reduces the chance of sending message to someone through bypassing the immediate subordinates.

8) Maintaining good labor management relationship:
 Downward communⁿ helps to create & maintain good labor management relationship in the organization. When top level executives communicate with their subordinates sincerely, it develops good interpersonal & intergroup relationships betⁿ management & workers. In turn this will motivate the employees and ensure good labor management relation in the organization.

commun In conclusion we can say that downward communication ties together the entire organization & ensure the achievements of organizational goals.

* Disadvantages & Demerits of downward communⁿ *

Main Disadvantages/ or limitations are discussed below.

- ❖ 1) Time consuming
- 2) ~~the~~ Distortion of information
- 3) Lack of explanation
- 4) Lack of feedback
- 5) Lack of enthusiasm
- 6) creation of frustration
- 7) Deterioration of a relationship.

1) Time consuming *

Downward commuⁿ is a delayed process. In this communication, information flows to diff level of hierarchy. As a result, when information reaches to the lower level workers, it may have lost its significance or utility.

2) ^{to go} Distortion of Information :-

Downward communication also suffer from problem of Distortion Message. people have the tendency to Modify or Manipulate information \therefore , information is passed from one individual to another or from one level to another, Authenticity of information is lost.

3) Lack of explanation :-

In most cases, downward communication contain Messages without necessary explanation & clarification. For this reason, subordinates fail to understand the Message accurately.

4) Lack of Feedback:

Absence of feedback is another major drawback of downward communication. The Top level executive usually place little or no importance to the Messages received from subordinates. As a result communication becomes ineffective.

5] Lack of enthusiasm.

Managers send orders instructions and advices to the subordinates through downward communⁿ. This form of communication energises & activates the employees. therefore delay in the downward flow information adversely affects the enthusiasm of the employees.

6] Creation of frustration:

downward communⁿ is directive in nature. This type of communication hardly allows the subordinates to discuss any matter to superior. More over, the subordinates are compelled to follow orders and instructions of the superior. Such create frustration in the mind of the employees.

7] deterioration of relationship:

Heavy reliance on downward communication also deteriorates labor management relationship be^c it does not provide any scope of direct communication betⁿ them.

Warming

Q. Explain the process of communication /

or Q. "communication is a two way process of exchanging ideas or information betⁿ two human beings".

Explain this statement with the help of diagram

→ communication simply means exchange of idea or informⁿ betⁿ two persons. a person send a message to another person and gets the response from the receivers on the message.

This whole phenomenon can be explain as under.

1) sender thoughts :-

The very first in the process of communication is generation of thoughts in sender's mind. This thought may be about request, order, enquiry, production or any other such activity.

2) Encoding / message :-

The thought generated in the mind of sender is ambiguous and unable to communicate unless it is put into a receivable form.

This stage is known as encoding. Here the sender converts his thoughts into a message by means of a language.

eg:- A sender thinks about having a job. Now he will put his thoughts on a paper. That is called job application. In this way, his thoughts become a message.

3) Transmission through media :-

Once a thought is converted into message, it should be transmitted to the receiver through a suitable medium. This media might be electronic media as TV, e-mail, Radio etc. or it may be print media like newspapers, letters or maxims etc.

4) Decoding by receiver :-

A receiver receives the message from the sender. The receiver attempts to understand and interpret the message. This process of converting the language of message into thoughts is known as decoding.

For instance, the Receiver having Received Job Appⁿ, Read the Appⁿ & understand the Message Conveyed by the Applicant.

5) Idea Received:-

As soon as the process of decoding is finished, the idea given by the sender is received by the receiver. It means the thought that was generated in the mind of sender has been transmitted to the mind of receiver
eg

In our example, the Sender wanted to inform the receiver about his thought of having a job. Now the Sender has got this idea.

6) Feedback:-

The process of communⁿ is incomplete until the Receiver respond to the sender. This response may be negative, positive or further enquiry. It means when the Receiver of a Job Appⁿ welcomes or regrets the senders, the process of communication is deemed to be complete. This whole process can be displayed or shown through the following diagram.

