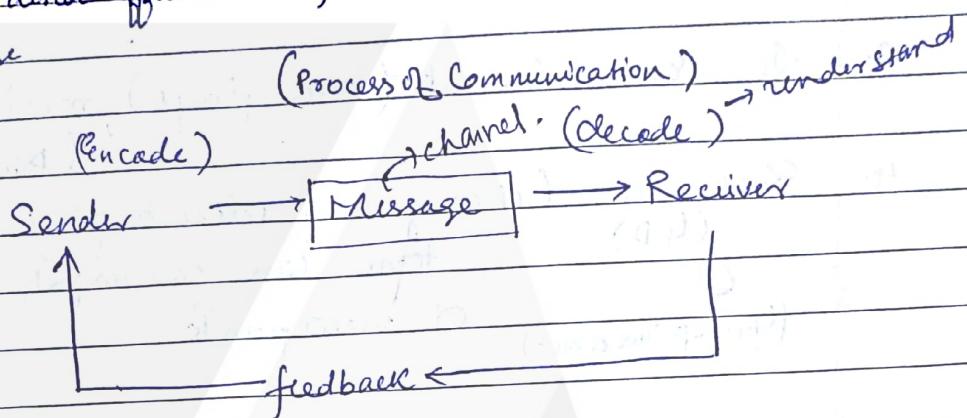


"Module-I" (Communication)

* Communication: Communication means transfer of ideas, feelings, plans, messages or information from one person to another.

It is considered effective only when it gets the desired action or response



(Response or action)

* Difference b/w General & professional Communication:

General

1. General Communication

Contains Informal msg.

eg: Hi how r u?

2. The style & approach is informal

3. Most of them it is oral

4. The audience are not always specific

5. This doesn't involve any technical or jargons.

Professional

1. Formal or professional message

eg: How are you?

2. Their style & approach is formal and objective (proper reason)

3. It can be oral as well as written

4. Audience are specific audience

5. Frequently involves of Jargons and graphical illustrations

{ Date : 16 Jan. 2018 }

Topic

A) Importance of Communication:

1. To Educate and Instruct,
2. To inform
3. To Entertainment (street plays), movies etc.
(Documentary)
4. Discussion (Sharing any Ideas & opinions to a particular topic can have impact any kind of people or viewpoints.)
(Group discussion)
5. To persuade
(Convinces someone to take action); e.g.: Advertisement.
6. Cultural Promotion in Promoting one's culture as well as tradition of a country.

7. Integration :- When we stand together towards a common cause and tolerance towards each other.

B) Role and purpose of communication:

1. To advising someone:- Eg: When a superior is communicating a junior or subordinates.

2. Counselling :- To communicate any types of emotional concerns to restore the physical as well as mental health.

at (Catharsis)

3. To give a vent to pent up feelings or emotions.

my companion

(Models of communication)
(next class)

3. Giving Orders:-

4. Marketing : (Advertisements, etc.)

↳ They are trying to grab our attention

5. Giving Warnings

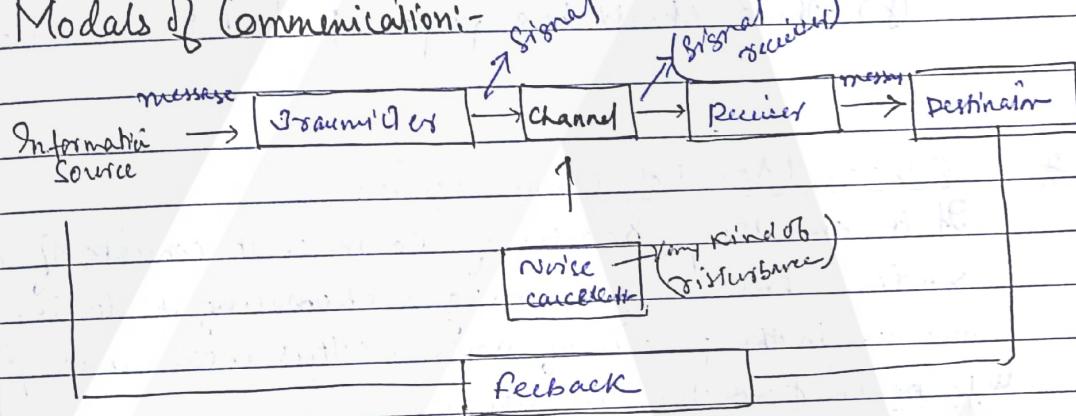
6. projecting an Image (properties, Brochure) etc..

7. Getting feedback..

Date :

: (30-1-18)

Models of Communication:-



(Shannon & Weaver Model of Communication).

The original model was designed by Shannon & Weaver to mirror the functioning of radio and telephone technologies.

Their initial model consisted of three primary parts:

① Sender

② Channel

③ Receiver

The ~~sender~~ was the part of the telephone, a person spoke into, the channel is the telephone itself and the receiver was the part of the phone where one could hear the other person?

After
Shannon and Weaver recognised that there is a static

that interacts with one listening to a telephone call which they deemed as noise. This structure is based on the following elements:-

- An Information source (which produce a msg.)
- A transmitter (which encodes msg into signal)
- A channel (to which signals are adapted for transmission)
- A Receiver (which decodes the msg from the signal.)
- A destination (Where the msg arrives)
- There should be a proper feedback (Weaver talked about it.)

Linear Model of communication :-

It is one way model of comm. - It consists of a sender encoding a msg & channeling it to the receiver in the presence of noise. This model displays "no feedback" from the receiver.

e.g. A letter, An E-mail; msg and a lecture.

Types of Communication :-

1. Verbal communication → oral (when we speak)
→ written (when we write)

2. Non-Verbal communication

→ Body postures

→ Gestures

→ Facial expression

→ Hand movements

→ Eye contact

→ Voice modulation (Intonation)

- A person's voice is further divided into
 - Volume
 - Pitch
 - Possessiveness (Important) *

3. Intrapersonal communication :-

Intrapreciation

e.g.: Meditation

4. Interpersonal communication :-

5. Mass communication :-

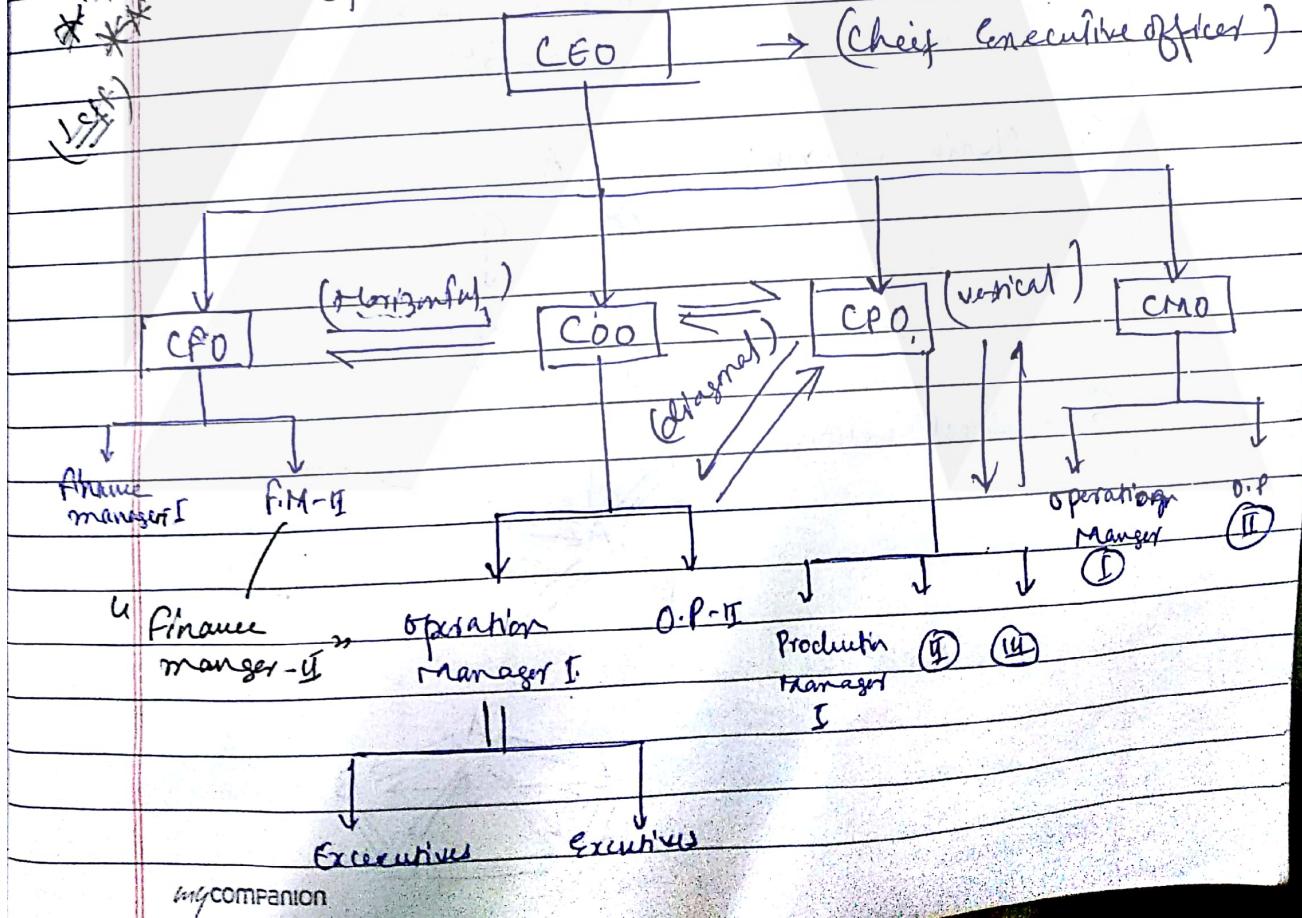
e.g.: Media, Book, television, etc.

6. Media communication :-

computer, facebook, twitter, etc

Important

The different Channels of Communication:-



* Vertical Network:

It means when there is communication between

Supervisor & subordinate.

(2 types)

upward downward.

* Horizontal network:

A conversation which takes place between people.

"Same designation"

* Diagonal network:

The information flow bet. the diff. employee of various designation in an organization.

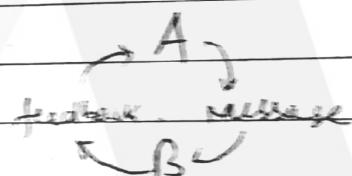
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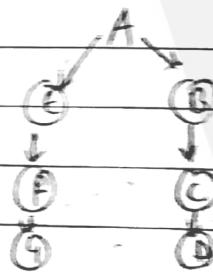


Networks:

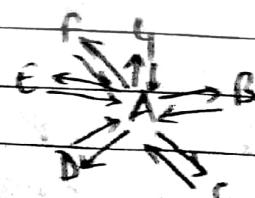
① Point network:



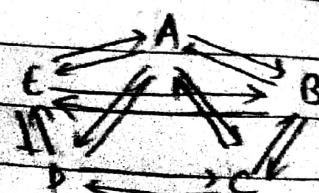
② Chain network:



③ Wheel network:



④ Star Network:



by comparison

The patterns of contacts among the members of an organisation and flow of information among them is communication network. network helps managers to establish contacts in diff. pattern through communication flow.

1. circuit:- When two person communicate each other it is a circuit network. It is not necessary that one needs to be superior and the other person a subordinate.

2. chain network:- In this type of network, the organisational hierarchy and chain of command is clear.

3. wheel network:- In this type of network all the subordinates receive commands from one superior. This is "highly centralised type of communication Network". Here "superior wants the immediate feedback".

4. star Network:- Under this communication network, all members of the group communicate with each other and exchange information. "Team work" works in this type of network.

→ Principles of Communication:-

1. Principle of Clarity:-

2. Principle of Attention (U must be a good listener).

3. Principle of Feedback

4. Principle of Consistency: (logical arrangements of ideas)

5. Principle of Timeliness

6. Principle of Addressing my companion

Important!!

→ Barries to Communication-

Barries are the hindrances or difficulties involved in the process of communication. Every message is distorted and is not properly understood by the receiver.

1. "Physical barrier" means there is no one who can communicate to whom I want to communicate.

Marked out territories, closed office doors, separate areas for the people of different values in which strangers are not allowed brands of various types of physical barriers.

2. Perceptual barrier:-

3. Emotional barriers.

4. Cultural barriers.

5. Language barrier (Semantic barrier)

6. Gender Barrier.

7. Noise as a barrier.

(Physical) → Physical noise
(Emotional) → Psychological noise

8. Poor listening skills.

9. IAs, 'I' attitude, it means, being biased or prejudiced towards someone.

10. Conflicting Information.
e.g. (Saturday is open)

Ways to overcome the barriers of communication:

1. Use simple language
2. Being receptive to changes
3. Improve listening skills
4. Avoid Jargons.
5. Avoid Prejudice
(cannot pre-judge any one)
6. Avoid fear
7. Build Credibility
8. Developed emotional stability
9. Receive feedback
10. Select the proper channel of Comm.
11. Send a msg which should be clear & brief
12. Dress according to the Occasion.
(Attire/Outfit)

(Speaking)

Oral communication: It is the process of verbally transmitting information and ideas from one individual or group to another. It can be either formal or informal.

→ 3 types of "Informal" Communication:-

1. Face to face conversation

2. Telephonic conversation

3. discussion take place in business meetings.

→ Formal types of oral communication:-

1. Presentation at business meetings.

2. Classroom lectures.

3. Any kind of Public speeches.

Advantages:-

1. It is time saving.

2. Quick feedback.

3. powerful means of persuasion and control.

4. Saving money.

5. It is effective for all the age groups.

6. More reliable. (can Judge on someone easily).

7. More flexibility or more flexible

8. Complete understanding.

Disadvantages:-

1. No legal validity

2. absence of permanent Record

3. Emotional outburst-

4. confused speech

5. great chance of misunderstanding.

6. Distortion of the meaning.

Imp!

7. Risk of leakage of secret information.

6.2
5

Written communication :-

It involves any type of message that makes use of written words.

Different forms :-

1. Memorandums

2. Reports

3. Bulletins

4. E-mails

5. Instant messages

6. Internet websites

7. Advertisements

8. Brochures

Advantages :-

1. Legally valid.

2. To provide detailed information e.g.: (Reports)

3. Easy to produce time

4. It is a permanent record

5. Scope to make changes

Disadvantages :-

1. slow and time consuming

2. Delay feedback

3. Only for educated people

4. Lacks personal touch

SRW : Introduction for Communication skills:

A) Listening:-

Every good conversation starts with good listening.
It is a passive learning, an art and needs lots of patience

Importance:-

- To build Relations
- To understand Others.
- To get Entertained. (eg: Music, movies, radio, etc)
- To Learn
- To show empathy
↳ (any kind of emotions).
- To Gather Informations.

~~Ques~~

How can you be a good listener?
Improve listening skills

- Pay close attention ✓
- Demonstrate physically that you're listening, eye contact ✓
- Don't interrupt while asking questions ✓

B) Speaking:- Same as oral communication

C) Reading:- It follows two methods:-

Skimming and Scanning

→ Scanning:-

1. Process of getting an overview of text.

→ Skimming:-

Reading the text quickly to get a general idea of the text.

How to skim a text -

- Read the title
- Introduction (Read)
- Notice the pictures, charts, etc in the book
- Noticed the Bold words (static)
- Read the Summary

D) Writting:-

→ Give expression to your thoughts or Ideas.

→ It can revise

→ You can edit

→ You can focus on grammar

→ Grammar

→ Punctuation mark

→ Avoid informal english or language.

Date:- 6-03-2018-

Module - 3

(Non-Verbal Communication):

Principles and Significance of Non-Verbal Communication:-

Non-verbal communication b/w people is communication through sending and receiving wordless clues. It includes the use of visual clues, such as

(KOPPAC)

(i) Kinesis (Body language.) K

✓ (ii) Distance (proxemics) P

(iii) voice modulation (para-language) P

(iv) haptics (means touch). T

(v) Chronemics (means use of time) C

(vi) Oculistics (Eye-contact) O

(vii) non-verbal communication involves conscious & subconscious process of encoding & decoding,

Principles of Non-verbal communication:- (betw 2 people)

- Non-verbal Comm. convey imp: Interpersonal and emotional message

- Non-verbal Comm. is more "involuntary than verbal."

- It is more ambiguous
(not clear)

→ Non-verbal signals can be linked to multiple meanings and unlike words, many non-verbal signals don't have any one specific meaning. There is always a probability of experiencing uncertainty.

- Non-verbal comm. Influences Other.

- It regulates conversational flow.

- It affects Relations.

- It expresses our Identities.

Significance:-

- Complementary: It complement a verbal msg. by adding to its meaning.
(eg: Give a pat on a back)

- Easy Presentation: Info. can be easily presented in non-verbal communication through using visual, audio-visual and silent means of non-verbal communication.

- Substituting non-verbal message may substitute for a verbal message, specially it is plagued by noise or any kind of interference.

Eg: (Zip your mouth), make a gesture:

→ Fingers on lips to indicate to-be quiet.

- Repeat: It is used to repeat the verbal message.
Eg: while telling the direction, we use non-verbal comm.
- Non-verbal helps to educate illiterate people.
Eg: Visual aids.

✓ Attractive Presentation:

→ Non-verbal comm. is based on visual, pictures, graphs & signs.

- Quick expression of message Date: 13-3-18

u (Important) KOPPACT

- Kinesis: It includes body language, body movements, gesture, postures, facial expressions, hand movements. It can be used to emphasise on what's being said. In all the non-verbal modes, facial expression are the more significant one as it pays the 55% of the total non-verbal comm. Facial expression are divided into eye contact and micro-expression. Postures can reflect people's emotions, attitudes & Intentions.

(folded arms)

These postures can be categorised as folded open & closed postures. It determines individual's confidence and receptivity of the audience. Movement of hands, nodding, strengthens our opinions. The meanings of gestures are interpreted differently across the diff. cultures. It is important to be clear, as it can lead to misinterpretation.

(eye contact).

2. Oculistics: It deals with eye contact. It can help to establish interest, engagement, involvement & attention with the audience.

The function of making an eye contact with someone are -

- To give and receive feedback (turn)
- To know when it is your chance to speak
- It helps to communicate about a relationship bet. two people

3. Proxemics: It is the spatial distance, closeness betr people, group or society. It involves, whispering & embracing. Close friend, relatives etc. share excellent space with each other which helps them to understand each other. The need of physical space differs & depends on culture, situation and closeness on a relationship. Physical space communicates many non-verbal messages including signals of intimacy, affection, aggression and dominance. While delivering the speech, one must have 8-10 ft. distance.

4. Para language: It is the pitch and tone of a verbal message. When we speak, the other person reads out

voices in addition to listening to our words. The different meanings can be reflected through a pace of speaking, loudness, tone and intonation. It depicts various emotions like anger, happiness, fear, sadness, etc.

Tone can also reflects or indicates sarcasm, anger and affection. Pitch is the high & low modulation of voice.

High pitch highlights the impt. message & low pitch can determine fatiguedness, importance and disinterest.

5. Artifices (A)

6. Chronemics (use of time properly)

7. Touch or haptics or Tactilics:

* Way of Dressing: It adds to one's personality.

* It can easily the interest and disinterest in audience as well as touch speaker.

Eg: Looking at the watch while not sitting the class, any presentation, etc.

* Leads to the way to comfortable

Eg: msg. given by weak handshake, tap on the shoulder, controlling grip on your arm, etc.



1. Q:

What do you mean by the term communication. What are the 7 C's of communication?

Ans:

Communication means transfer of ideas, feelings, please, or information from one person to another.

2. Q:

(a) Completeness (completeness idea & info)

(b) Conciseness (brief)

(c) Consideration (audience, age group)

(d) Clarity (expression)

(e) Concreteness (genuine & factual)

(f) Courtesy (very much polite)

(g) Correctness.

2. Q:

What do you mean by listening & hearing?

Listening

1. It is hearing a sound and understanding it.

2. It requires concentration.

3. In listening, brain goes through the process of understanding the meaning.

4. It is voluntarily done.

5. It is done at conscious level.

Hearing

1. It is perceiving or receiving a sound.

2. Hearing just happen just at the time, whether you like it or not.

3. Ears only receive vibration.

4. It is involuntarily done.

5. It is done at subconscious level.

Q3: What is the process of listening?

Q3: What are the different types of listening?

Ans: There are 4 types of listening -

(i) Content listening.

(ii) Emphatic " or Reflective listening.

(iii) Appreciated listening.

(iv) Analytic listening.

* 7th module:-

wings of fire:

By APJ Abdul Kalam:-

* 7C's of communication:-

① Completeness:- The msg should be complete i.e it must include the relevant info as required by the audience. The complete information gives answers to all the questions to the receiver and helps in better decision-making.

② Concise:- The msg should be precise and to the point. The sender should avoid the lengthy sentence and try to convey the matter in the least possible words. The short and brief msg is more comprehensive and helps in retaining the receiver's attention.

③ Consideration:- It must take into consideration of receiver's opinion, knowledge, mindset, background, etc. In order to have effective communication.

④ Clarity: The msg must should be clear and easily understandable to the audience. The msg should prioritize one single goal at a time and shall not cover several ideas in a single sentence.

⑤ Concreteness: The communication should be concrete which mean the message should be clear and particularly such that no room for misinterpretation left. All the facts & ideas related to the topic shall be mentioned in a message during communication.

⑥ Consideration: It implies that the sender must take into considerations both the feelings and viewpoint of the receivers such that the message is pertinent focused at the audience. The msg should be biased and must include the terms that show respect for the recipient.

⑦ Correctness: The msg should be correct i.e. correct language should be used, and the sender must ensure that there should not be any grammatical & spelling mistake. Also, the message should be frank and well timed.

FC's communication is a checklist that helps to improve the professional communication skills and therefore chance that message will be rendered in exactly the same way as it was intended.

→ now in English# Barries ^{to} effective listening:- (L)

- (1) Trying to listen to more than one conversation at a time.
(telephonemorphone)
- (2) You find the communicator attractive or unattractive.
- (3) You are not interested.
- (4) Not focusing.
- (5) Feeling unwell or tired (e.g. hungry, thirsty, or needing the rest of toilet).
- (6) You are prejudiced or biased.
- (7) Having a closed mind.
- (8) You make judgement (thinking).
e.g. a person is not very bright or is under qualified so there is no point of listening to what they have to say.

Barries ^{to} effective reading:- (R)

- (1) Lack of grammatical and linguistic competence.
- (2) Lack of motivation.
- (3) Lack of concentration.
- (4) Proper light and ventilation.
- (5) Size of the book.

→ (pronunciation of reading & writing by word)

- ⑥ Articulating the words and sentences loudly.
- ⑦ Narrow eye span: (shorter the eye span, slower the speed & comprehension).

Barriers to effective ~~listening~~ ^(Speaking): -(S)

- ① The use of Jargon
- ② Emotional Barriers or out of limit
- ③ Difference in perception and viewpoint
- ④ Cultural difference.
- ⑤ Physical disabilities such as hearing problems or speech difficulties
- ⑥ Understanding unfamiliar accent.