

## Assignment - I

1) Definition and process of communication.

Sol. Communication is an activity or process of expressing ideas or feelings or information. The word communication has its roots in the latin word "Communicare" which means to share ideas, information, knowledge bet. a sender and receiver.

\* Process Of  
Communication:

→ The word communication comes from latin word "Communicare" which means to share. We share ideas, information, knowledge, feelings and thoughts. For sharing ideas we require minimum 2 parties, sender and receiver. Without them communication cannot take place. It's not sufficient to have two parties, there has to be co-operation between them.

→ It means they should have readiness to listen and understand and should have a common accepted code of language. Thus communication can be defined as:

"Communication is the exchange of information, ideas between the sender and the receiver through an accepted code of symbols".

→ The communication  
process:

Sender Message → Sent channel → Receiver Received Message  
encoded Message

message → Response  
decoded

- The sender encodes the message and sends it through a channel. This channel is language, actions, sign object or combinations of these.
- The receiver receives the message, decodes it and act upon it. If the message received is same as the message sent, there will be response. Otherwise there will be a breakdown of communication. This may happen due to "Noise".
- The transmission of the receiver's response to the sender is called "feedback". The process of communication is complete only when one gets a response from the recipient. One has to resend the message in the other case.
- Essentials of Effective Communication are:
  - A.) Common Communication Environment
  - B.) Co-operation between the Sender and the Receiver
  - C.) Selection of an appropriate channel.
  - D.) Correct encoding and decoding of message.
  - E.) Receipt of the desired response and feedback.

2.) Short Note on:-

(a) Difference between general and technical communication.

<u>sol.</u>	<u>General</u> <u>Communication</u>	<u>Technical</u> <u>Communication</u>
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|--|---|
| <p>→ It communicates a general message.</p> <p>→ It's informal in style.</p> <p>→ It has no set pattern of communication.</p> <p>→ It's mostly oral.</p> <p>→ It is not always meant for a specific audience.</p> <p>→ It doesn't involve the use of technical vocabulary.</p> | <p>→ It always contains a specific technical message.</p> <p>→ It's mostly formal.</p> <p>→ It follows a set pattern.</p> <p>→ It maybe both oral and written.</p> <p>→ It is always meant for a specific audience.</p> <p>→ It frequently involves jargon, graphics etc.</p> |
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(b) Noise:-

- When we communicate, we desire that the message received should be message sent. But it's not always in all the cases. This is due to presence of "Noise".



"Noise is defined as any unplanned influence in communication process".

→ Noise can be classified as channel and semantic. Channel noise is any interference in the mechanics of the medium used to send a message. The factors responsible for the channel noise are faulty background, noise in the telephone lines, too high a volume or pitch from loudspeakers.

→ Internally generated obstacles are known as semantic noise. It may be due to the connotative meaning of a word, having another meaning in to other context, language or society.

→ Further, it greatly depends on sender and receiver because most of the times, meaning lies in the interpretation of a word in mind of a receiver and a sender. Semantic noise can also be caused by ambiguous words and sentences, faulty grammar, misspelling and incorrect punctuation.

Q.) Write a note on levels of communication.

Sol. Human communication take place at 5 levels:

- 1) Extrapersonal communication
- 2) Intrapersonal communication
- 3) Interpersonal communication
- 4) Organizational communication
- 5) Mass communication

1.) Extrapersonal

Communication : Communication between human beings and non-human entities is called extrapersonal communication.

→ For example : a pet dog wagging its tail.

2.) Intrapersonal

Communication : This takes place within the individual. Our brain is linked to all the parts of the body by an electrochemical system. This system communicates with other person internal conversation with oneself continues simultaneously.

3.) Interpersonal

communication : Communication at interpersonal level refers to the sharing of information among people. It depends on how many people are involved, how close they are to one another physically, how many sensory channels are used and the feedback provided.

→ Interpersonal Communication can be formal or informal, depending upon the formality of the situation. Interpersonal communication takes on different styles.

4.)

### Organizational

Communication : Communication in an organization takes place at various hierarchical levels.

4.1 → Internal Operational : All communication that occurs in conducting work within an organization is classified as internal operational.

4.2 → External Operational : The work related communication that an organization does with people outside the organization is called external operational.

4.3 → Personal : All communication in an organization that occurs without purpose as far as business is concerned is called personal communication.

5.)

### Mass

Communication : A mediator is required to transmit information in mass communication.

There are several mass media such as journals, books, televisions etc.

5.1 → Large Reach : It reaches the audience which is scattered over a wide geographical area.



5.2 → Impersonality : It's largely impersonal as the participants are unknown to each.

5.3 → Presence of a gate keeper : The gate keeper or a mediator is a person or a group of person who are active in transferring or sending the message from the source to the target audience through a mass medium.

4.) write the following short notes :

601. Kinesics :

→ Kinesics is the study of the body's physical movements. It's the way the body communicates without words. The words remain static on paper and punctuation marks are used to convey pauses, expression etc. But in face-to-face communication, the message is conveyed to both, verbal and non-verbal communication.

1.) Personal Appearance :

→ People see as before they hear us. Appearance includes clothes, hair, accessories and cosmetics and so on. Clothes emphasizes the body's movements and the choice of clothes reveals a lot about the wearer's personality and attitude.

## 2.) Posture :

→ Posture refers to the way we hold ourselves when we stand sit or walk. One's posture changes according to the situation. If one is pacing constantly, bobbing the shoulders, fidgeting with notes, jingling coins, moving constantly or staying glued at one place, shows one's lack of confidence and nervousness.

## 3.) Gestures :

→ It's the movement made by hands, head and face. Skillful and appropriate gestures can add to the impact of verbal communication. A well-timed gesture drives a point home. It should be well-suited to the audience and occasions.

## 4.) Facial Expressions :

→ Along with postures and gestures, facial expression also play an important part in Non-verbal communication. Facial expressions are subtle. They can be used for many purposes like to aid, inhibit or complement communication.

## 5.) Eye-Contact :

→ Eyes are considered to be the 'windows' of the soul. We find truthfulness, intelligence, attitude and feelings in the eyes. It's a direct and very powerful form of



non-verbal communication. Eyes are also rich source of feedback.

### \* Proxemics :

→ It's the study of physical space in interpersonal relations. It is related to behavioural norms. In a professional setting, space is used to signal power and status. Gestures should be in accordance with the space available.

### 1) Intimate :

→ This zone starts with personal touch and extends upto 18 inches. Members of the family, spouses, relatives and parents fall under this zone. This zone doesn't need active conversation.

### 2) Personal :

→ This zone stretches from 18 inches to 4 feet. Close friends, colleagues, peers etc fall in this zone. There will be a normal conversation in this zone. It permits spontaneous and unplanned communication.

### 3) Social :

→ Social events take place in the radius of 4 feet to 12 feet. In this zone, relationships are more formal and official. People are more conscious in their movements.

4.) Public :

→ This zone starts from 12 feet and extend to 96 feet or to the range of eyesight and hearing. Events that take place in this zone are formal. Here the audience is an impartial observer.

\* Paralinguistic :

→ It refers to the study of human voice and how words are spoken. It's features are Non-Verbal vocal clues that help us to give urgency to our voice. Our voice is our trademark.

1.) Quality :

→ Quality is a characteristics that distinguishes one voice from another. Each one of us has a Unique voice and resonating Mechanism. The quality of the voice cannot be changed but it can be trained for its optimum impact.

2.) Volume :

→ Volume is the loudness or the softness of the voice. Our voice should always project but need not be loud always. If the place where we communicate is large and open, the volume should be high. But in the small or enclosed place will require low voice.



3.) Pace or Rate :

→ Rate is the number of words that a person speaks per minute. It varies from person to person, from 80 to 250 words per minute. The normal rate is from 120 to 150 words per minute. If a person speaks too slowly and monotonously, he may be considered as a dull speaker, even if the content is interesting.

4.) Pitch :

→ Pitch refers to the number of vibrations of our voice per second. The rise and fall of the voice conveys various emotions. Inflections give warmth, vitality and exuberance to our speech. Lowness can indicate sadness, shock, dullness and guilt.

5.) Articulation :

→ Articulation is how distinctively the sound is produced. The speaker should be careful not to stop, slur, chop, truncate or omit the sounds between the words or sentences.

6.) Pronunciation :

→ Pronunciation requires us to speak our sounds in generally accepted way. The best is to follow British Received pronunciation. It is also known as Queen's English, Oxford English or BBC English.



### 7.) Voice Modulation :

→ While intonation refers to tonal variations, modulation pertains to the way we regulate, vary or adjust the tone, pitch, volume of the sound on speaking voice. Modulation of the voice brings flexibility and vitality to our voice.

### 8.) Pauses :

→ A pause is a short silence flanked by words. A pause in speaking helps the listener reflect on the message and digest it accordingly. It also helps the speaker to glide from one thought to another. It embellishes the speech as it is a natural process to give a break.

### 5.) Cross-Cultural Communication.

Sol. This age of globalization and information Technology has entirely changed the face of governments, business and organizations. Communication is the backbone of intra-organizational and inter-organizational co-ordination.

→ There are different cultural groups in the world with different patterns of behaviour, religions, languages, politics, values and norms. The same action is interpreted differently in different nations. When we cross boundaries we carry our own culture with us.

Culture is a complex concept with variety of definitions. The dictionary meaning of the word "culture" is a group or community with which we share common experiences that shape the way we understand the world.

### 1.) language :

→ language forms the basics of all communication. It includes spoken, written and body language. we often have to deal with people who speak different languages.

### 2.) Religion and Belief :

→ Another important element of culture is religion. An individual's religion, belief and norms, sacred objects, philosophical systems, prayers and rituals are all parts of culture. Religion and beliefs affect the communication process.

### 3.) Values and attitudes :

→ Different values and attributes (attitudes) of individuals towards time management, decision making, achievement, work, change etc are also important parts of culture. These attributes affect communication between people of different cultures to respect / with differing values to a great extent. It becomes important for people of different cultures to respect and appreciate each other's values otherwise it may create an adverse impact on their sensitivity.



4.) Politics and law :

→ The political system of a nation consists of national interests, power and ideologies, political risks, sovereignty, law of the country in which the organization works.

5.) Technology :

→ Technology includes scientific make-up, invention, communication media, urbanization etc. These all are the essential parts of culture.

6.) Social Organizations :

→ Social organizations is an important element of culture. It consists of social institutions, the authority structure, interest group and status system.

6.) Write detailed answers on the following questions :

Sol. Interpersonal  
Barriers :

→ Individuals are unique because of differences in perceptions, experiences, education, personality, attitude, culture etc.

1.) Wrong Assumptions :



→ Wrong assumptions are generally made because the sender or the receiver doesn't have adequate knowledge about the other's background or entertains certain false concepts which are fixed in his mind.

2.) Varied Perceptions :

→ Different individuals hold different view points 'about' the same situation. Although nobody is wrong in that situation, all have different understanding of the same event, situation or person.

3.) Differing Backgrounds :

→ No two persons have the same background. They can be different due to education, culture, language, environment, financial status etc. At times, something not experienced earlier is difficult to infer or appreciate.

4.) Wrong Inferences :

→ Inferences are more anatomic than facts, therefore they can provide more base for gossip and rumor to spread. When the professionals analyse material, solve problems and plan procedures, it's essential that the inferences are supported by facts.

5.) Blocked / Impervious Categories :

→ Communication and other technologies are advancing so rapidly today that many people find it difficult to quickly adapt themselves to these developments. Such people react positively to information if it is consonance with their views otherwise they may reject it.

### 6.) Categorical Thinking :

→ People who feel that they "know it all" are called "Pansophists". This type of thinking exists in people who feel that they know every thing about a particular subject and therefore they refuse to accept any further information on that topic.

### \* 2.) Interpersonal Barriers :

→ Interpersonal barriers occur due to inappropriate transaction of words between two or more people.

#### 1.) Limited Vocabulary :

→ Inadequate vocabulary can be a major hindrance in communication. At times, we find ourselves searching for the exact word or phrase that would be appropriate for what we want to express.



## 2.) Incompatibility / Incongruity of Verbal and Non-Verbal messages :

→ The stark difference between the verbal and non-verbal aspects of the communication leaves the listeners feeling confused and puzzled. Non-verbal cues provide a deeper insight into the listener's message. Physical appearance often serves as one of the most important Non-verbal cues.

## 3.) Emotional Outburst :

→ A moderate level of emotional involvement intensifies communication. It becomes more personal. But excessive emotional involvement can be an obstacle in communication. Extreme anger, prejudice, stereotyping, boredom, excitement etc. also hinder communication.

## 4.) Communication Selectivity :

→ When the receiver in communication process pays attention only to a part of the message, he is imposing a barrier known as communication selectivity. This happens because he's interested in only that part of message which is useful to him. In such situation, the sender is not at fault.

## 5.) Cultural Variation :



→ This is one of the predominant interpersonal factors contributing to communication failure. The outlook of the Global and domestic workforce has changed drastically. One must understand the communication inadequacy arising due to different languages and cultures.

#### 6.) Poor listening Skills:

→ A common obstacle to communication is poor listening habits. Misunderstanding and conflicts can be avoided if people listen to the message with attention.

#### 7.) Noise in the Channel:

→ Noise is any unwanted signal that acts as hindrance in the flow of communication. It's not necessarily limited to audio disturbances, but it can also occur in visual, audio visual and written physical or psychological form.

#### ★ 3.) Organizational Barriers:

→ Every organization has its own communication techniques, and they nurture their own climate. They have their policies which describe their protocols.

1) Too many Transfer Stations :

→ The more links there are in a communication chain, the greater are the chances of miscommunication. Some employees may filter out the parts of the message which they may consider unimportant.

2) Fear of Superiors :

→ In rigidly structured organizations fear of superior prevents subordinates from speaking frankly. An employee may not be pleased with the way the boss extract work, but he is unable to say anything because he doesn't want to lose his goodwill.

3) Negative Tendencies :

→ Many organizations create work groups. While some groups are formed according to the requirements of the task at hand, many other small groups are also formed from time to time for recreational, social or community purposes.

4) Use of inappropriate Media :

→ Some of the common media used in organizations are groups, charts, telephones, facsimile machines, boards, emails, films and slides, presentations, teleconferencing and video conferencing.



## 5.) Information Overload :

→ One of the major problems faced by organizations today is the decrease in efficiency resulting from manual handling of huge amount of data. This is known as information overload. The usual results of information overload are fatigue, disinterest or boredom.

## 7.) Characteristics of a Report.

sol. Precision : Precision gives unity and coherence to the report and makes it a valuable document. It clearly reflects the purpose which determines the format, content etc.

### 2.) Factual

Details : The report should be very detailed and factual. It should meet the audience's expectations. Scientific accuracy of the fact is very essential.

3.) Relevance : The facts presented in a report should not only be accurate but also relevant. It must lead to central purpose. It's equally essential that no irrelevant information is executed.

4.) Reader-Oriented : A good report is always oriented. It's necessary to know who the readers will be, whether a layperson or technical expert.



5.) Objectivity of Recommendation: If recommendations are made at the end of the report, they must be impartial and objective. They must not reveal any self interest on the part of a writer.

6.) Simple and Unambiguous language: The report should be clean, brief and grammatically accurate. It should be written in simple and unambiguous language.

→ Clarity

→ Brevity

→ Grammatical Accuracy

7.) Special Format: The technical report uses a rather involved format including cover, title page, table of content, list of illustrations, letter of transmittal and appendices.

8.) Illustrations: Most technical reports contain illustrations, which may be tables, graphs, maps, drawings or photographs.

9.) Homogeneity: A report should deal with one main topic. All the sections of the report should focus on that topic.

10.) Documentation: A good report should acknowledge source of information in appropriate manner.

8.) Characteristics of a Proposal.

Sol. Technical proposal whether they are sales proposals or research proposal it must be the blend of information organization and reason.

→ Also one should demonstrate before the decision maker in a way that their needs are satisfied.

→ Ought to be creative, neat and more attractive.

→ Permit informality and personal approach in style to some extent.

→ Keep in view the customer's convenience, financial gain and prestige. Also use direct unambiguous expressions.

→ Anticipate any possible reasons for rejection and provide suggestions for overcoming them.

→ With all above characteristics one should have the idea of what is the purpose what are the evidences one needs to give and how to demonstrate it and etc.

9.) Guidelines to write technical descriptions.



Sol. Guideline to writing Good Description. The following are the guideline for writing technical description with respect to organization, content and structure.

\* Organization :

1.1 Overview : Begin with brief overview that reveals the object.  
 [A] : Overall framework, arrangement or shape.  
 [B] : Purpose or function.

1.2 Parts : Divide the object into parts and describe each part.  
 [A] : In sufficient detail so that reader is able to use, make or draw it.  
 [B] : In a way that reveals its role and its relations to other parts.

1.3 Order : Organize the part descriptions in one of the following order  
 [A] : Spatial order (top to bottom, outside to inside)  
 [B] : Priority order (make to least importance)  
 [C] : Chronological order (order of assembly or disassembly)

\* Content :

2.1 Specifies :

[A] : Include relevant specific features (such as size, shape, color, material and technical names).  
 [B] : Omit irrelevant, background, confusing details and needless words.

Comparison: Compare features on points with other things already familiar.

Contrast: Contrast properties with the properties of others to reveal their significance.

\* Структура:

8.1 Format: Clarify the text with  
[A]: Heads → identify the topic with clear, nested section headings

[B]: Lists → Itemize related features with identifying marks.

[C]: Figures → Integrate figures on text with tables and references.

3.2 Verbal Clues: Guide the reader through the instruction with

[A]: Parallelism: Use parallel words and phrases for parallel ideas.

[B]: Proterics: Use verbal links such as (also, but, however, moreover, etc) to signal how the descriptions fit together.

10.) What preparations do we make before a meeting?

601. Meeting is an important fact of the corporate life. A group of people performing functions in an organization may come together during a meeting to work on a specific project. With the massive organizational, technological and social changes taking place there is an even greater need for people in an organization to co-operate and share knowledge.



## \* Preparation:

Is this meeting necessary?

What are my objectives?

Is the timing right?

How much will the meeting cost?

Once you have decided to call the meeting, determine the following:

Time

Duration

Meeting Notice and Agenda

Venue and Set-up

Participants.

### 1.) Time:

→ If the meeting is initiated by a crisis or an emergency, there may not be much choice in terms of scheduling.

∴ Choose a time during which the participants are at the best

∴ Start at an unusual time and end at a natural break point.

∴ Allow ample time for preparation.

∴ Avoid surprise meeting.

### 2.) Duration:

→ The appropriate length for a meeting depends on the type of meeting and on the number, complexity and sensitivity of the agenda items. The greater the number of participants the shorter the meeting should be.

### 3.) Meeting Notice and Agenda:

→ It's important to inform the participants well in advance about the meeting so that they can attend and contribute significantly. This can be done by:

- Sending an email

- Informing participants over Telephone.

### 4.) Participants:

→ One of the primary cause of Unproductive meeting is not having the right people in attendance. An invitation to a meeting should always be based on purpose rather than politics.

### 5.) Venue and Set-Up:

→ "Where" people meet is as crucial as "Why" and "When". A meeting room can enhance or reduce productivity, encourage or discourage communication, promote or stifle conference room and make participants feel relaxed or tense.



## 11.) How to write Agenda of a Meeting?

601. An agenda is the important tool that ensures the success of any meeting in an organization. It's a list of topics to be discussed with time limits and usually sent along with the notice of the meeting.

→ Follow a simple format that consist of a heading and main body.

→ The heading consists of name of organization, heading name, of the meeting, date, venue, and starting and ending time.

→ The main body must have the list of all topics to be discussed along with individual time allotted to each topic.

→ The list of topics must be arranged and allotted time according to the importance. You must keep more important topic first so that enough justice is given to them.

→ The action points must be written clearly, whether you want to discuss, develop or take decisions.

→ Send the agenda in advance to all who are going to attend the meeting.

## 12.) How to write Minutes of Meeting?

Qol. In general, the Secretary takes notes during the meeting and then prepares the minutes to be read out and signed by chair persons during the next meeting. The recent trend is towards managers who chair the meeting themselves preparing the minutes.

→ After the meeting gets over, a fair copy of the minutes is prepared with the contents arranged in an appropriate format. This is then circulated among the attendees in order to receive any comment. Once the comments are received they are verified and minutes are given a final shape by the chairperson.

→ Minutes can be classified into 2 types and various styles.

Formal Minutes

Informal Minutes

Minimal

Bullet point list

Medium

Table format

Verbatim

Narrative report.