

# COMMUNICATION

## SKILLS

### Role and Importance of Communication

Communication is important due to the following reasons :-

- 1.) Exchange of Information - Opinions & Ideas:  
Communication is the exchange of information opinions and ideas from one person to another. It involves sender
- 2.) Growing sizes of Organizations - Since organizations are growing larger in size globally, people too come here from diverse backgrounds. Communication here is important to stay in touch, send directions and receive feedback.
- 3.) Increasing Specialization - Communication enhances relationships, builds trust and paves the way for career success.

4.) Technological Advancement — Since there are technological advancements, communication between superiors and subordinates becomes essential.

5.) Advances in Behavioural Sciences — Psychology, Sociology throw light on human behaviour & helps in developing meaningful relationships, which is possible through communication.

6.) Cut-throat competition — To survive this, persuasive communication in the form of advertising, publicity is essential.

7.) Human Interactions — Communicating towards customers, government, suppliers is the way an organization can make its image.

8.) Seeing Humanity — Management should recognize workers as sensitive human beings and work in integration with them.

9.) Motivation and Morale — Communication plays an important role in inspiring and motivating people.

10.) Develop Professionalism in Students — In future, students will become all kinds of professionals. e.g.: if they become doctors, they

have to communicate effectively with patients.

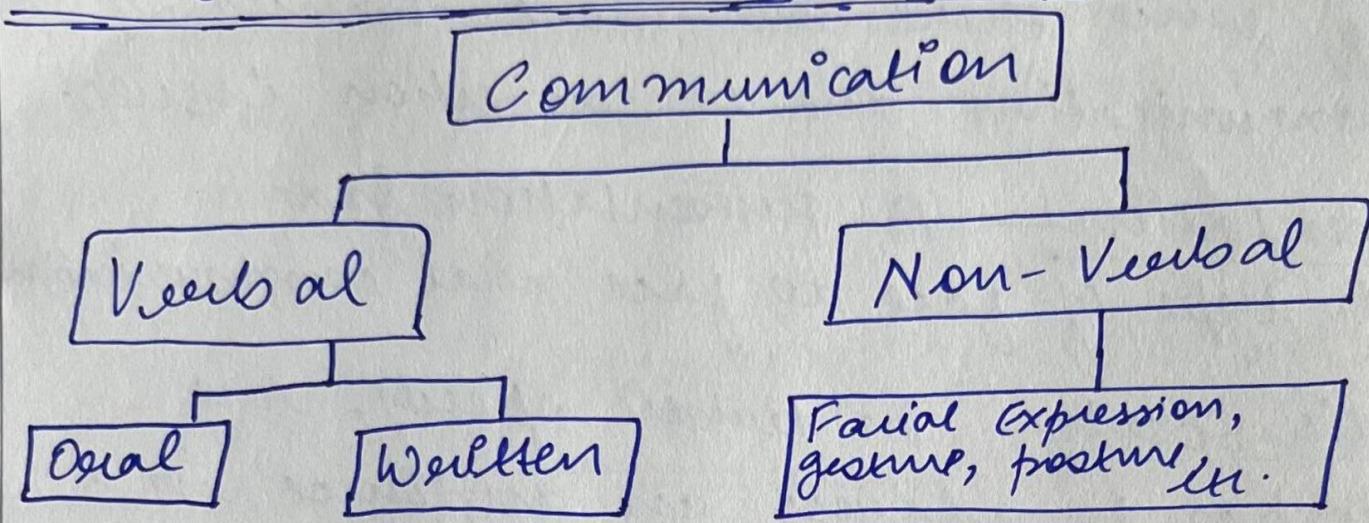
11.) Increase the quality of Being Friendly —  
Good communication help in building strong friendships, where we can understand the feelings of each other.

## Attributes of Communication

- 1.) Relationships — knowing how to communicate with mons, learners, authority and colleagues in a right way helps in our success.
- 2.) listening — This includes paying attention to how others speak as well as their non-verbal messages.
- 3.) Awareness of others — effective communicators make good eye contact while talking. They know how and what to say, considering the emotional aspect.
- 4.) empathy — This means trying to understand the viewpoint of others. We must understand the needs of employees, considering their abilities, attitudes, cultures.

- 5.) Inspiration with Encouragement - Good managers encourage and inspire their workers with words and action.
- 6.) Humour - Good communicators encourage to use humor to make work fun; when appropriate.
- 7.) Fairness - This means treating employee equally. They avoid confusion and encourage transparency.
- 8.) Avoiding conflict - Good managers anticipate problems and resolve them before they come to a head. They discourage office politics.
- 9.) Positive Attitude - Effective managers should be approachable, who are friendly & positive.
- 10.) Minimal Stress - Since stress serves as an obstacle to communication, hence good manager should train themselves to stop stressing.
- 11.) Respectful - People who communicate effectively, listen actively and thoughtfully, even if they disagree. Hence, respectful listening should be mastered.
- 12.) Courage - Managers should convey a vision, cultivate goals, foster growth and well-being for a work-life balance.

## Verbal and Non-Verbal Communications



## TYPES OF COMMUNICATION

Verbal communication :- When we communicate with the help of words, it is called verbal communication. This refers to exchange of information through written or oral words.

-Various forms of oral communication are :-  
communications - Oral

(i) Face-to-face conversations - Oral communication is most effective when it is done face to face. This type ensures that there is no mis-communication or mis-understanding.

- (ii.) Telephone - This communication depends entirely on the voice without any physical presence hence there are more chances of mis-communication due to connection issues.
- (iii.) Presentation - A presentation is a formal type of face to face oral communication.
- (iv.) Public speech - In public speeches, the speaker has to address an audience in a large number of people at the same time.
- (v.) Interview - An interview is a formal means of oral communication that normally takes place for recruitment.
- (vi.) Meeting - Meeting is used to address an issue or pass on some crucial piece of information.

12.) Written communication - This involves passing of information in written form.

- (i.) E-mails - Email is a way of communicating message in written form, which is formal & is done with the medium of internet.
- (ii.) Proposals - A proposal from a business perspective is a written document for a client to obtain a job.

(iii.) Reports - These are written documents that narrate business or employee's activities.

(iv.) Brochures - These are promotional written documents which inform the customer about the company and its products.

## VERBAL COMMUNICATION SKILLS

Skills of Verbal communication are :-

- ~~effective~~ Speaking /
- Listening

\* Effective Speaking involves 3 main areas:

(i.) the words you choose

(ii.) how you say them

(iii.) how you re-inforce them with other non-verbal communication.

All these affect the transmission of your message, and how it is received and understood by your audience.

This involves considering your choice of words carefully. Since we can probably use different words in different situations. Eg: what we choose to say to a colleague, may be very different from how we present a subject at a major conference.

★ listening - Following are the ways you can listen more effectively :-

- (i) Be prepared to listen
- (ii) Keep an open mind
- (iii) Concentrate on the main direction of the speaker's message.
- (iv) Avoid distractions.
- (v) Be objective
- (vi) Do not stereotype the speaker.
- (vii) Do not dwell on one or two points at the expense of others.

## NON-VERBAL COMMUNICATION

### METHODS.

Non-Verbal communication occurs through visual symbols and senses.  
e.g.: A company's letter is carefully designed with attention to its visual aspects and the impression it conveys.

Colours - Colours signify importance as matters related life and death, in traffic signals are denoted by colours.

e.g.: • Teams have colour in their dress for identification  
• Countries have colours on their flag  
• Colours also has psychological effect.

Pictures - Used in brochures, posters, pictures contain very few words. Pictures attract eye when the reader glances at them.

- Maps - Map shows directions and territories. They even show geographical location like climate, events and places.

## BODY LANGUAGE

### 1.) Kinesics (Body language)

Kinesics is the study of the body's physical movements, through various parts like:-

- Face
- Dress
- Gestures
- Postures
- Gait
- Eyes

Body language is also the communication of personal feelings, emotions through body movement

### 2.) Peroxemics (Space language)

- Peroxemics is the study of physical space in interpersonal relations. The way people use space says a lot about them.

- Intimate Space = 0 - 18"
- Personal space = 18" - 4 ft
- Social space = 4 feet - 12 feet

3.) Chronemics - C Study the role of time in communication

Chronemics deals with questions like:

- How do we communicate with others?
  - What does time mean to us?
- Hence, we should always be on time for effective communication.

4.) Paralanguage : Voice Dynamics

C Communication through ways other than words & tone of voice). These include:

- Rate or speed of speaking
- Pitch
- intonation
- Volume
- Articulation
- Pronunciation

# NON-VERBAL COMMUNICATION

- Non-Verbal communication is the process of sending and receiving messages without using words.

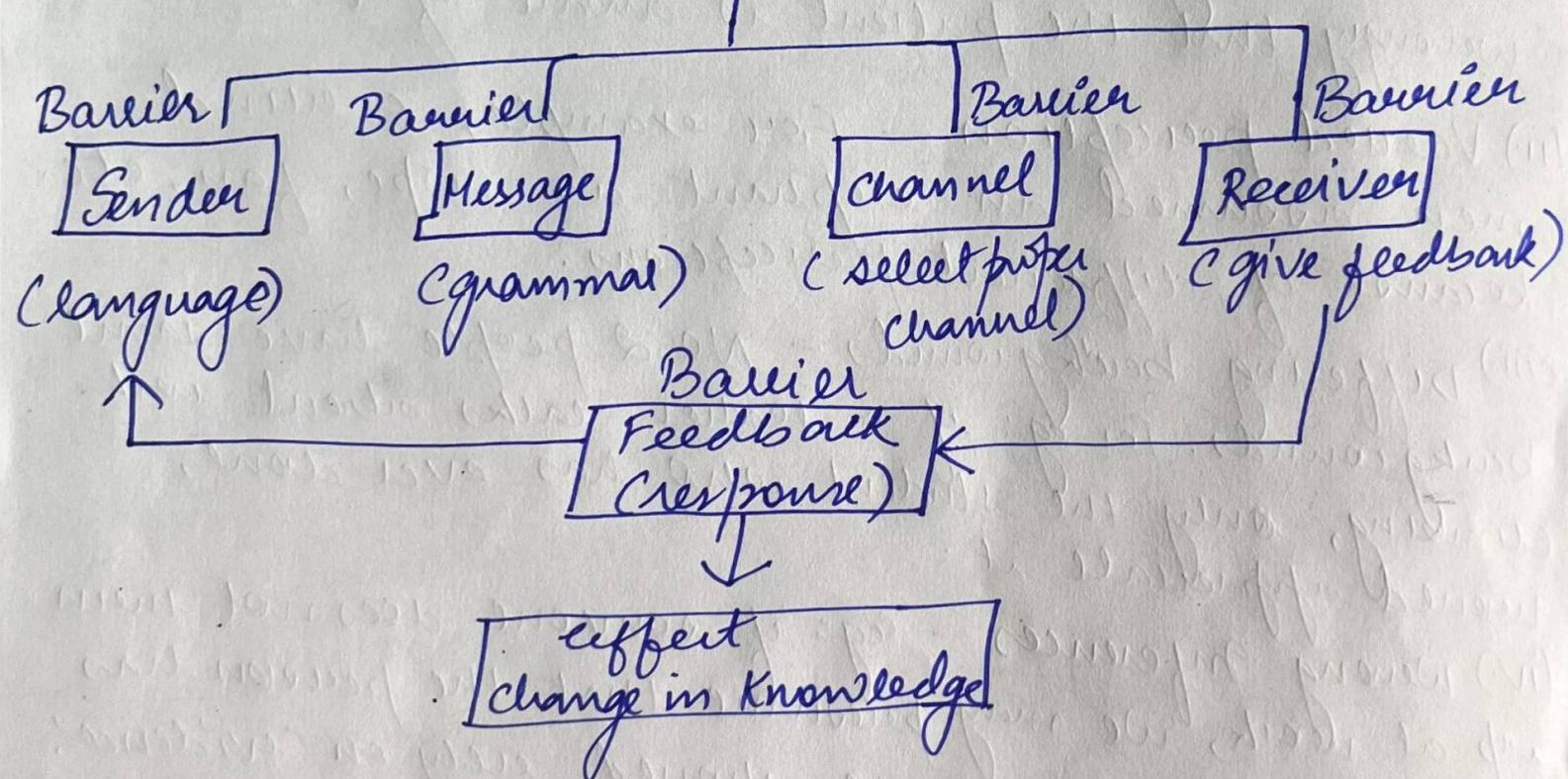
## TYPES:-

- 1.) Facial Expressions - We often see the person's face, and this it gives us idea of happiness, sadness, anger and fear.
- 2.) Gestures - Examples like 'thumbs up' are part of gestures. Here we make use of movements.
- 3.) Eye Gaze - These include things like looking, staring, & blinking.
- 4.) Appearance - Our choice of hairstyle, clothing. This can alter the other person's psychological reactions and judgements.

# BARRIERS TO COMMUNICATION

Communication Barriers are obstacles that arise in the communication process. Barrier arises when the receiver does not understand what the sender is trying to say.

## Barriers to communication Process



Definition of Barriers — Barriers comprise of anything that impedes the communication process and prevents the intended meaning of the message from reaching the receiver.

## Types of Barriers :-

- 1.) Intrapersonal Barriers
- 2.) Interpersonal Barriers
- 3.) Organizational Barriers

### 1) Intrapersonal Barriers

[These stem from a person's attitude or habits]

- (i) Wrong Assumption — For example, a doctor recommending 'SOS' to a patient assuming wrongly that the patient is aware of it.
- (ii) Varied perception — For example, 6 blind men assumed an elephant as wife, fan, etc. because of different perceptions.
- (iii) Differing backgrounds — No 2 people have same backgrounds. For eg: if a teacher talks about rock climbing, only the student who has ever done, would appreciate it.
- (iv) Wrong inferences — eg: if someone does not turn up at work, we may presume that the person has left the job. Hence we should rely on evidence!
- (v) (Misoneists) Imprecious category — These people always resist and criticize communication or technologies.
- (vi) (Pansophists) Categorical thinking — People who feel that they 'know it all'. They refuse to accept or listen to any further information.

## \*2.) Interpersonal Barriers

- (These arise due to inappropriate transaction of words between two or more persons)
- (i.) Incongruity of Verbal and Non verbal-messages — These occur when the expression on the face is opposite to what they are saying.
  - (ii.) Communication Selectivity — When receiver pays attention to only a part of the message.
  - (iii.) Cultural Variations — Management and employees need to closely observe the laws, customs of their host countries.
  - (iv.) Poor-listening skills — We must remember reading and listening are not the same. Therefore when we pay careful attention while listening.
  - (v.) Noise in the channel — A noise interferes in the transmission of signals. Disturbance can be in the form of audio-visual, written, physical or psychological forms.

## \*3.) Organizational Barriers

- (These come up because of the hierarchical structure)
- (i.) Too many transfer stations — more links in the communication chain means great chances of miscommunication.

- (ii.) Fear of Superiors — Fear of superiors prevents subordinates from speaking frankly.
- (iii.) Negative Tendencies — There can be negative tendencies from groups of people who share dissimilar values, beliefs and systems.
- (iv.) Use of Inappropriate Media — Various media used are telephones, e-mails, etc. Hence, before sending a message, we should consider time, cost, type of message.
- (V.) Information Overloaded — Receiver here is unable to handle huge amount of data. Here quality should be important than quantity.

## SOCIO-Psychological Barriers

Problems related to understanding and response to communication arise from our socially learnt attributes. These are called socio-psychological barriers.

Example - Person A and Person B are newly made friends in an organization but Person A develops hatred of Person B because of his food preferences. Later, because of hatred, Person A insults Person B publicly while the entire team was at fault. Their friendship ends.

## Difference Between Socio-Psychological and Socio-Physiological Barriers.

While socio-psychological barriers exist on mental level, socio-physiological barriers arise due to limitations of human mind, eg, poor-eyesight, hearing difficulties, etc.

### Types of Socio-Psychological Barriers

- 1.) Emotions — Emotions like fear, anxiety can hamper how we send and receive messages.
- 2.) Opinions and Attitudes — Disagreeing with your colleague always may become a barrier.

3.) Difference in Status — In many work places, employees and their seniors don't get along because the former are too reverential and the latter is distant.

4.) Attention Issues — This means getting distracted too frequently or being unable to see the other person's problem.

5.) Distrust and Premature Evaluation — Not trusting someone means not trusting their messages as well but this leads to premature evaluations.

How to overcome Socio-Psychological Barriers?

- 
- Try to be as broad minded as possible.
  - Develop your social skills with the fellow employees.
  - Try to create a working environment where everyone has an equal opportunity to express their point of view.

# Inter-Cultural Barriers

We should adapt the language and adjust our cultural environment to gain success. This means communicating with people of other cultures.

Some of the most significant differences between cultures are:

- language
- values and norms of behaviour
- social relationships
- concept of time
- concepts of space
- perception

How to Overcome Inter cultural <sup>Differences?</sup>

- (i) Language - If we don't know correct language, people mis-interpret things.
- (ii) Body language - Body language provide justification for communication.
- (iii) Stereotypes - We should be aware of biased thoughts.

# How to Overcome Barriers

Following measures can be adopted to make communication effective:

- Purposeful communication
- clear and brief message
- Use of the 7C's
- continuous Process
- Adequate facilities
- Mutual faith and Trust
- Appropriate language
- Be sensitive to the receiver's point of view
- Use proper channel
- Be brief
- Keep an open mind
- encourage subordinates to express
- Pay complete attention
- Listen patiently
- Use direct, simple language
- Learn to use feedback well

# Communication Mediums

- A medium is the means of transmitting or conveying a message.
- Each medium has advantages in one situation and disadvantages in other. e.g. of few mediums are pictures, mail, telephone.

## Characterization and choice of Medium

- There should be very aspects considered while choosing a particular medium. They are :-
- a.) The type of audience you want to reach.
  - b.) The speed with which the message should be conveyed.
  - c.) Need for confidentiality of the message.
  - d.) Need for accuracy in transmission.
  - e.) Need for reliability of the medium.
  - f.) Availability of the medium
  - g.) Feedback capacity of the medium.

# TYPES OF COMMUNICATION MEDIUMS

Packets - These services collect and deliver packets door to door. This is usually used for delivery of letters and parcels.

Telephone - This is an electronic communication where a person is able to talk to the other person without being present at their place.

Cellular Phone - Cellular phone (mobile) operate through airways where the sender or receiver can make calls to each other and even send text messages.

E-mail - Electronic-mail requires a computer, a telephone line and a modem. Here, you can communicate by sending messages, attachments and documents.

Fax - This device sends copies of printed pages over telephone lines. The sender here dials the receiver's fax number, insert the documents and press the start button.

# Effective Communication

Correctness - this implies that there are no grammatical errors. correct communication has the following features :-

- The message is exact, correct & well-timed.
- If the communication is correct, it boosts confidence level.
- Correct message has a greater impact on the audience.

Clarity - clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve everything at once. clarity has the following features:-

- It makes understanding easier
- Complete clarity of thoughts and ideas enhances the meaning of the message.
- Clear message makes use of exact, appropriate words.

Conciseness- This means communicating in least possible words. Concise communication has following features:

- It is time saving and cost saving.
- It highlights the main message without using excessive words.

Courtesy- courtesy lies in the message of the sender and the respect of the receiver. Courteous message has following features

- Courtesy means taking receiver's viewpoints and message into consideration.
- It is focused on the audience and positive.

# GROUP COMMUNICATION

## Meetings (Types, purpose)

Group communication takes place in a meeting which can be formal or informal.

- A meeting is an education for all people who take part in it including the leader/chairman.

## Types of Meetings :-

- 1.) Very formal meetings - like those of parliament, council, executive bodies.
- 2.) Formal meetings - committee meetings, managing councils, advisory bodies.
- 3.) Informal meetings - group discussions, brainstorming sessions.

## Basis of Purpose of Meetings :-

- 1.) Decision-making Meeting : This meeting is done when something has to be finalized among two people.
- 2.) Executive meeting : Directors or executives hold this meeting where they pass orders and give instructions on carrying out a work.
- 3.) Briefing Meeting : Briefing is a meeting where instructions are given to people. Only questions are answered in briefing, no discussions are done.

4) Problem-Solving Meeting: When there is any problem, a specific meeting may get called to address that problem.

5) Consultation Meeting: When any advisory body conducts a meeting to in order to advise other bodies. Examples are joint consultations between departments, groups.

## GROUP DISCUSSIONS

A group discussion (GD) is an exchange of information, opinions <sup>on a topic</sup> among members of a group.

Some factors to keep in mind during GD are:-

- Be yourself
- Do not repeat irrelevant point.
- Be active and dynamic participant.

A gd is divided into 3 different phases:-

- 1.) Initiation / Introduction
- 2.) The actual Group discussion
- 3.) Summarization / conclusion

# CONDUCT OF A MEETING

- Any kind of meeting is conducted by the chairman or leader or convener.
- The convener - calls or arranges the meeting.
- The chairman - keeps the rules & conduct of the meeting.
- The leader - conducts a GD or conference.

## Chairman's Responsibilities

- The leader must be skillful who can work on the agenda of the meeting.
  - He should strictly observe the given time.
- His roles are
- 1.) Opening the meeting
  - 2.) Running ~~the~~ the meeting
  - 3.) Closing the meeting
  - 4.) Post-meeting activities.

## Participant's Roll

- every participant has a role in the meeting.
- This also helps in gaining more knowledge in our own field from other participants.
- Participation also means presenting your own point of view.

Following are few suggestions for active participation:-

- (i.) Study & collect all information time to time.
- (ii.) Keep an open mind.
- (iii.) Do not distract others by shuffling papers.
- (iv.) Have a sporting spirit, thank others.
- (v.) Show interest in what others say.
- (vi.) Do not get carried away by emotions.
- (vii.) Be a good listener.
- (viii.) Be courteous all the times.

# MAKING PRESENTATIONS

- Basic preparation needed for making a presentation is collecting the information.

## \* Collection and Evaluation of Information

- First step includes collecting data from books.
- Next, look at library catalogue & make notes.
- Internet too, gives useful information but should be used carefully.

## \* Organisation of Information

- Preparing an outline with headings and sub-headings helps in keeping the data organised.
- Design and visualise graphics.
- Keep in mind that one draft is never enough.

## \* Interaction with Audience

- While giving presentation, interaction with other students add a great value.
- Questions from audience are important. They are important for audience as well as presenters.
- This leads to open learning atmosphere.

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