

What is communication?

Communication is a process, which involves sharing of information between people through a continuous activity of speaking, listening, and understanding.

What do we study in this course?

This course will help you in improving your communication skills generally and business communication skills specifically by equipping you with the necessary proficiency and factors to be kept in mind for successful communication.

What are the different elements or factors involved in the process of communication?

Sender Message Channel Receiver Feedback

Why studying communication or communication skills is important?

Communication is a learned skill. Most people are born with the physical ability to talk. But in order to speak well and communicate effectively we have to learn the art and improve upon our ability to talk.

What do we mean by noise in communication?

Noise is any type of barrier that hinders the process of communication. For example, a disturbing sound in the background when two persons are talking on telephone, poor use of vocabulary, etc.

What is feedback?

Feedback is the receiver's response towards a message. It is important because it helps sender analyzing the success of the whole process of communication. It may also help in identifying the barriers (if any) to communication.

What is Mass Communication?

Mass communication is the process of sending messages to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer.

What is Mass Media?

Mass Media are the mediums or media used for mass communication like newspaper, magazine, radio, television, VCR, etc.

What is the difference between communication and mass communication?

Communication is the process of sharing information at all levels i.e. it may include person to person communication, group communication, mediated communication (e.g. talking on telephone) etc. But mass communication is specifically the sharing or transfer of information that takes place at mass level (i.e. involving large, dissimilar, anonymous audiences) via mass media.

What is probing and encoding?

Probing is the fourth category of feedback in which the other person attempts to gain the additional, informative and investigating material for feedback or we can say that he tries to find out the truth. Encoding is the process of transforming information from one format into another. The opposite operation is called decoding.

What is mediated communication?

Mediated communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback. Mediated communication often uses a mechanical or electrical device to transmit or receive messages. Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite. Mediated communication also occurs through letters, reports, forms, and interoffice memoranda.

What is the difference between mediated and mass communication?

Mass communication includes messages sent to large, public, dissimilar, anonymous, distant audiences using some intermediate instrument of transfer. The instruments include electronic (for example, radio, television, tape, and film) and print (for example, newspaper, magazine, book, pamphlet, brochure, direct-mail campaign). The "mass media," as they are often called, have grown to include the print media of books, newspapers and magazines, the electronic media of television, radio, and audio/video recording, and the new media of computers and computer networks. Mediated communication occurs when two (or a few) people use some intermediate means for carrying their messages. They do not communicate face to face and thus do not have direct feedback. Mediated communication often uses a mechanical or electrical device to transmit or receive messages. Examples include the telephone, closed-circuit television, radio, radar, and the communication satellite. Mediated communication also occurs through letters, reports, forms, and interoffice memoranda.

What is the difference between impromptu and extemporaneous speech?

When you speak extemporaneously you are literally making up the words of your speech as you go. That does not mean that you do not do preparation. Rather, as you rehearse you work from an outline or speaker notes that remind you of the progression of ideas in your speech. The impromptu speech occurs with little or no time for preparation. There are reduced chances for analyzing the audience, and therefore organizing and encoding requires a fast-thinking speaker. Some communication experts say that an impromptu speech is delivered without any preparation or on the spur of the moment and an extemporaneous speech is given without any notes, but some thought is given to the topic.

What basic characteristics distinguish nonverbal from verbal communication?

Nonverbal communication is interpersonal communication through nonlinguistic means and in verbal communication we use words (in writing or spoken) to communicate. In the verbal communication process, the verbal and nonverbal messages need to be consistent

with one another; when they contradict with one another, the nonverbal message typically expresses true feelings more accurately than does the verbal element.

What is the significance of body language in communication?

Body language is clearly central to good communication and is particularly important when attempting to communicate across cultural and language barriers. In some cultures, the spoken word is by far the most important communication tool like for native Americans but in other cultures, however, the way words are spoken along with the gestures, posture and facial expressions that accompany those words is of greater significance.

What is slang?

Slang is the use of highly informal words and expressions that are not considered standard in the speaker's dialect or language. Slang is very often colloquial; the language and dialect tend to be specific to a particular territory.

How do emotional appeals differ from logical appeals?

An emotional appeal calls on human feelings, basing the argument on audience needs or sympathies; however, such an appeal must be subtle. A logical appeal calls on human reason.

Q No 1

What is the significance of body language in communication?

Ans:

People don't always say what they mean, but their body language is usually an accurate indication of their attitude and emotional state.

Body language is a form of mental and physical ability of human non-verbal communication, which consists of body posture, gestures, facial expressions, and eye movements

James Borg states that human communication consists of 93 percent body language and paralinguistic cues, while only 7% of communication consists of words themselves.

The role of body language in communication is truly great. Being able to understand non-verbal signs enables us to make quick judgments about other people's friendliness, powerfulness and sexual potential.

Q No 2

Differentiate between hearing and listening.

- Hearing is when you hear what's being said. Listening is when you pay attention to what's being said. And try to understand
- Hearing is when the sound reaches your ears. Listening, however, is when it reaches your brain
- Listening is the process by which spoken language is converted to meaning in the mind

Q No 3

Explain briefly any three barriers originating from the speaker's end?

Badly Expressed Message: Improper formulation and presentation of message can prove to be detrimental to the growth of communication and therefore its impact on the receiver is sure to be negative. As there is lack of comprehension on the part of the listener it leads to misunderstanding and subsequent erection of barriers in the process of communication.

Loss in Transmission: While speaking or delivering an important point, part of the message might be lost due to problems in the medium of transmitting the message. For example, speaking on the telephone. It might happen that just when you wish to communicate an essential item of information disturbance in the line might make the receiver miss out on an important part of the message. This would deprive the message of the communicative impact.

Poor Retention: Poor retention either on the part of the sender or on the part of the receiver can create problems or lead to misunderstanding. If it is the speaker he might posit contradictory points of view which would often lead to a warped

sense of understanding of the message. The receiver's past or present experiences with the sender prepare him for what is to follow. If ideas contrary to his expectations are presented they create a sense of uncertainty in the mind of the receiver. Similarly if the receiver has poor retention power he would, more often than not, get confused and this would lead to misunderstanding of the message.

Q No 4

State reasons why the study of communication is essential?

Ans

Studying the communication process is important because you coach, coordinate, counsel, evaluate, and supervise through this process. It is the chain of understanding that integrates the members of an organization from top to bottom, bottom to top, and side-to-side.

The study and practice pf communication should be a lifetime process, and it must ensure a happy and a healthy living throughout

Q No 5

How does tone contribute to the quality of a speaker's voice?

Ans

From book Tone

The quality of tone is a combination of pitch, strength, and character. Character refers to the sense or meaning a particular tone conveys. For example, a tone of voice may be described as gentle, angry, sarcastic, childish, or serious. The tone of voice with which a speaker expresses a point says more to an audience than the words themselves. As with other vocal characteristics, tone also says something to an audience about the speaker. A

faltering tone of voice is perceived as timid or indecisive, a harsh tone of voice as aggressive. A nasal tone lacks the depth that adds authority to a voice. A monotone or flat tone that lacks variations suggests a lack of interest or energy.

From net

Tone

The voice tone of the speaker makes the presentation enjoyable for the audience to listen. When speaking in a monotone voice, listeners often become bored and stop paying attention. Using inflection in tone makes the speech more interesting. It is also helpful in sharing emotions to reinforce ideas. When using a conversational tone with the audience, speakers tend to engage them and put them at ease. This technique also makes the speaker more approachable and will encourage questions or discussion on the topic at the conclusion of the presentation.

Question 6

What can you do to become a better listener? Pg25

Ans:

Don't talk—listen: If you interrupt the speaker or put limitations on your listening time, the speaker will get the impression that you're not interested in what he is saying—even if you are. So be courteous and **give the speaker your full attention.**

Keep an open mind: A subject that may seem boring or trivial at first can turn out to be fascinating, if you listen with an open mind.

If you must speak, ask questions: The goal is to get more specific and better refined information. To do so, you will have to continue questioning your counterpart. Your questioning sequence will be moving from the broad to the narrow, and eventually you will have the information to make the best decision

Question 7

State reasons why the study of communication is essential?

Repeated (Q. No 4)

Question # 8

How do we use gestures to communicate with others?

Answer:

The use of gestures in the verbal communication process can also add meaning to the message that the sender is transmitting. While some gestures (clenched fist, foot stomping) indicate anger, others can indicate nervousness (foot tapping, finger tapping). Head nodding indicates agreement while head shaking indicates disagreement. Head nodding also signals the receiver's desire for the sender to continue talking.

Keeping one's arms closed tends to signal uncomfortable ness while open arms tend to reveal openness and acceptance. The thumbs-up gesture is a positive sign in most of the world, but in some cultures it considered a rude gesture.

Question # 9

Feedback is not an important part of communication, but rather a by-product. Do you agree or disagree?

Answer:

No, the Feedback is much important part of the communication because a message is never communicated unless it is understood by the receiver and through feedback the receiver tells the sender by verbal and non verbal response that he/she receives or understand the message.

Feedback: By two-way communication or feedback. This feedback will tell the sender that the receiver understood the message, its level of importance, and what must be done with it. So the feedback loop is the final link in the communication process. Feedback is the check on how successful we have been, in transferring our messages as originally intended. It determines whether understanding has been achieved or not.

Question # 10

Interpersonal communication is contextual. Discuss.

Ans:

Interpersonal communication differs from other forms of communication in that there are few participants involved. The interactants are in close physical proximity to each other, there are many sensory channels used, and feedback is immediate. An important point to note about the contextual definition is that it does not take into account the relationship between the interactants.

Psychological context, which is who you are and what you bring to the interaction. Your needs, desires, values, personality, etc., all form the psychological context. ("You" here refers to both participants in the interaction.)

Relational context, which concerns your reactions to the other person--the "mix."

Situational context deals with the psycho-social "where" you are communicating. An interaction that takes place in a classroom will be very different from one that takes place in a restaurant.

Environmental context deals with the physical "where" you are communicating. Furniture, location, noise level, temperature, season, time of day, all are examples of factors in the environmental context.

Cultural context includes all the learned behaviors and rules that affect the interaction. If you come from a culture (foreign or within your own country) where it is considered rude to make long, direct eye contact, you will out of politeness avoid eye contact. If the other person comes from a culture where long, direct eye contact signals trustworthiness, then we have in the cultural context a basis for misunderstanding.

Question # 11

How communication can play a part in increasing employ productivity and reducing cost of the organization? Explain with examples.

Cost Reduction

Effective communication skills make a significant contribution to organizational cost reduction. To illustrate, consider the cost of preparing a typical business letter. Supposing it is rupees 50. If an employee prepares a letter that is not effective - one that results in the need for additional correspondence - the organization's profitability is reduced.

Let's take another example. Consider an organization with 10,000 employees. If each employee on the average wastes 10% of his/her daily working hours in inefficient communication, and if that 10% is equivalent to 100 rupees, then the total amount lost would be of around one million rupees per annum

Many organizations are presently concerned about their inability to improve their productivity, a necessity for their economic well-being. A variety of factors can be identified that negatively affect organizational productivity, including ineffective communication

Question No: 12 (Marks: 3)

What is periodical?

Ans:

Periodicals: Also called **serials** are publications printed in intervals that continue to be printed for an indefinite period of time. **Journals**, **magazines**, and **newspapers** are types of periodicals.

Question No: 13 (Marks: 3)

Speech pattern can contribute or distract from presenter

Discuss.

Ans:

Some speech patterns are very pleasing and add to the clarity and meaning of a message, others are very distracting or muddle a message. The speech pattern with which presenters are most concerned are inflection articulation, fillers, pauses, and accents.

Question No: 14 (Marks: 5)

Thesis must be concentrate in its words. Discuss

Besides being limited in scope, a thesis must also be concrete in its wording. For example, the thesis

"Preventive dentistry is good" is, not well designed. This thesis needs to be more concrete. "Good" is a vague term; it needs definition. A more effective thesis for our audience might be: Preventive dentistry is an effective means of controlling tooth decay:" This statement indicates why preventive dentistry is important.

Question No: 15 (Marks: 5)

What guide lines to over come the stage fright?

Know the room. Be familiar with where you will speak. Arrive early, walk around the speaking area and practice using the microphone and any visual aids.

Know the audience. Greet some of them as they arrive. It's easier to speak to a group of friends than to a group of strangers.

Know your material. If you're not familiar or are uncomfortable with it, your nervousness will increase. Practice your speech and revise it if necessary.

Relax. Ease tension by doing exercises.

Visualize yourself giving your speech. Imagine yourself speaking, your voice loud, clear, and assured. When you visualize yourself as successful, you will be successful.

Realize that people want you to succeed. Audiences want you to be interesting, stimulating, informative, and entertaining. They don't want you to fail.

Don't apologize. If you mention your nervousness or apologise for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed.

Turn nervousness into positive energy. Harness your nervous energy and transform it into vitality and enthusiasm.

Gain experience. Experience builds confidence, which is the key to effective speaking.

Question No: 16

What is protective listening? Explain with one example. (3)

Ans:

Protective Listening

Listeners may not listen to a speaker because they have learned to tune out certain kinds of stimuli.

Listeners become speakers, and speakers become listeners and the sequence goes on. As a listener, you will sometimes hear negative and even hostile expressions aimed directly at you.

While no one really likes to be subjected to hostile remarks, you have to control protective listening so verbal attacks are perceived without your having to defend or retaliate.

Question No: 17

What are ceremonial speeches? Give examples. (3)

Answer

Such speeches are: tributes, acceptance, inspiration, after-dinner, & master of ceremonies.

Question No: 18

Why is it necessary to know the audience knowledge about the topic? (3)

Ans:

You can't persuade your listeners if you don't know much about them. Knowing your listeners helps you to shape your message in a way that's most likely to gain their acceptance. That's all the more important when your goal is to persuade, and not simply to inform, your audience.

Question No: 19

In order to find a topic of a speech, one has to follow some rules for selection of the topic. Discuss those differential rules that are used to select the topic. (5)

Ans

Selecting a Topic

The topic is an often overlooked part of a speech. This is a grave mistake because your topic is the first part of a speech with which the audience comes into contact.

To select a good topic, follow the guidelines below:

A topic should be appealing.

In other words, a topic itself should be interesting, and that it should make people want to hear your speech

A topic should be intriguing.

A topic should tell the audience just enough about your speech to get them wondering what it is going to be about.

A topic should not tell too much about a speech.

Simply stating the subject matter is not a good idea for a topic. Something like, "Money Politics" or "International Trade" not only tells the audience what the speech is going to be about, but they also suggest the reasoning and the conclusion.

A topic should be an integral part of a speech.

Although this is not an absolute requirement, I think it shows good form if you can somehow work your topic into your speech; e.g., going back to your topic at the conclusion of the speech, or even closing the speech by repeating the topic.

A topic should not be too vague.

A problem which has become common or too much has already been talked about. For example, coeducation, corruption.

Question No: 20

Explain the importance of rate of speech in effective communication? (5)

Rate

An average rate of speech is 140 words per minute. As with other vocal characteristics, the rate of speech should be varied during a presentation. For emphasis, a speaker may periodically slow down to less than 100 words per minute to voice a point in a deliberate manner. To elevate the level of energy or quickly convey a point of lesser importance, a speaker may occasionally accelerate the rate to more than 170 words per minute.

Question No: 21

Informative and A Persuasive Speech

Ans:

Informative Speech

Informative speaking offers you an opportunity to practice your researching, writing, organizing, and speaking skills. You will learn how to discover and present information clearly. If you take the time to thoroughly research and understand your topic, to create a clearly organized speech, and to practice an enthusiastic, dynamic style of delivery, you can be an effective "teacher" during your informative speech.

Finally, you will get a chance to practice a type of speaking you will undoubtedly use later in your professional career.

The purpose of the informative speech is to provide interesting, useful, and unique information to your audience. By dedicating yourself to the goals of providing information and appealing to your audience, you can take a positive step toward succeeding in your efforts as an informative speaker.

Persuasive speech

A persuasive speech is a speech aimed at influencing values, ideas, beliefs and attitudes of the audience. Pragmatically, a persuasive speech is used to convince people to come a different idea, attitude and belief, react to something, consider doing things they were previously unwilling to do.

Question No: 22

Listener Barrier

Ans

LISTENER BARRIERS

These barriers relate to the listeners mind set. Typical mind sets of listeners include not paying attention or daydreaming. The listener generally exhibits resistance toward the sender and/or the message. Listener resistance can also be characterized as uneasy communication, perhaps even confrontational communication.

Question No: 23

How to deliver a good speech? Discuss it with Example

Ans:

- Keep your audience in mind
- Speak slowly, vigorously, and enthusiastically
- Use gestures to accentuate points
- Maintain eye contact with your audience

Question No: 24

Boardroom arrangement is ideal for group discussion, particularly between 10-15 participants. Discuss 3 marks

Ans:



This seating arrangement is ideal for group discussion, particularly between 10-15 participants. It facilitates good interaction among the participants and is often used for decision-making purposes. Seating around an oblong table everyone can see everyone and can easily share images and texts which are spread across the table.

Question No: 25

Keeping open mind is essential for better listener, Discuss

Ans

Keep an open mind. Don't just listen for statements that back up your own opinions and support your beliefs, or for certain parts

that interest you. The point of listening, after all, is to gain new information. Be willing to listen to someone else's point of view and ideas. A subject that may seem boring or trivial at first can turn out to be fascinating, if you listen with an open mind.

Question No: 26

A skillful response consists of two parts: Discuss. 5 marks

Ans:

A skillful response consists of two parts; affirmation and answer. An affirmation is a relational technique that acknowledges and validates people. Even when a question or objection challenges a speaker, it is essential to maintain an affirmative relationship with the audience - *everyone* in the audience. How a speaker responds to one person is observed by the audience as a whole, and influences how an audience reacts to the speaker. The manner in which a presenter responds to audience feedback demonstrates finesse and professionalism or lack of it.

Question No: 27

What is deductive and inductive order of speech?

Ans:

A deductive ordering is the pattern of beginning with a general statement that is commonly accepted by the audience and then introducing more specific statements that will develop and lead to the main point of your speech. You reason from the general statement to the more specific statements to your conclusion or resolution. For example, your general statement is: "Reading is an important skill for every college student to have." You begin with this general statement, then list specific instances of the importance of reading to the college student (with examples that illustrate the results of an inability to read well) because you

wish to persuade your audience that "every college student needs to take a course in reading."

Inductive ordering is just the reverse of the deductive. In the inductive pattern, you begin with specific examples, facts, and supporting evidence, then move toward more general arguments, and, finally, conclude with your general statement or thesis. One reason for using the inductive approach is to allow the audience to think through the process with you. Or if the audience feels negatively about your general statement, you need to begin with specific information that will be less threatening to them.

Question No: 28

Keeping an open mind is essential for better listening

Discuss??(2)

Repeated

Question No: 29

Like the Characteristics of vocal quality (pitch, volume, rate and tone) speech pattern can either contribute to or detract from presenters effectiveness discuss (3)?

Ans:

The term speech pattern refers to any vocal trait that is habitual. Although usually learned behavior, speech patterns are sometimes a reflection of a psychological or emotional condition. A person who repeatedly voices the phrase like "you know" may have acquired the habit from a peer group, or the pattern may signal that the person is nervous when speaking before a group.

Like the characteristics of vocal quality (pitch, volume, rate, and tone), speech patterns can either contribute to or detract from a presenter's effectiveness.

Some speech patterns are very pleasing and add to the clarity and meaning of a message, others are very distracting or muddle a message. The speech pattern with which presenters are most concerned are inflection articulation, fillers, pauses, and accents.

Question No: 30

Why is it necessary to know the audience knowledge about the topic??(3)

Ans:

You'll need to address your listeners at the level of their existing knowledge. So it's important to have a clear picture of what they already know. From that, you can build your presentation, adding information your listeners don't already have.

If, for example, your audience already has expertise in a given area, don't waste their time with unnecessary background. Start instead from what they already know. What additional information will they need to better understand and accept your message?

By the same token, if your listeners know little about your topic, you'll need to take that into account too, and fill in the gaps in their knowledge.

Think in terms of how much information your audience needs, not how much information you can provide. In some cases, you may want to provide additional information in a handout after your presentation.