

Communication

Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing or behaviour. In communication process, a sender (encoder) encodes a message and then using a medium/channel sends it to the receiver who decodes the message and after processing information, sends back appropriate feedback/replies using a medium/channel.

Types of communication based on the communication channels used, are:

1) Verbal communication

2) Non-verbal communication

1) Verbal communication:

Verbal communication refers to the form of communication in which message is transmitted verbally, communication is done by word of mouth and a piece of writing.

Verbal communication is further divided into

- 1) Oral communication
- 2) Written communication

1) Oral communication:

In oral communication, spoken words are used. It includes face to face conversations, speech, telephonic conversation, video, television, voice over internet.

Advantages of oral communication are:

it brings quick feedback. In a face to face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Disadvantage of oral communication are:

In face to face discussion, user is unable to deeply think about what he is delivering so this can be counted as disadvantage.

2) Written communication

In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written.

Advantages of written communication are:

Messages can be edited and revised as many times before it is actually sent.

Disadvantages of written communication includes:

Unlike oral communication, written communication doesn't bring instant feedback.

2) Non-verbal communication:

Non-verbal communication is the sending or receiving of wordless messages. We can say that communication other than the oral and written,

such as gesture, facial expressions is called non-verbal communication.

Non-verbal communication is all about body language of speaker.

The main steps inherent to all communication are :

1. The formation of communicative motivation or reason.
2. Message composition
3. Message encoding
4. Transmission of the encoded message as a sequence of signals using a specific channel or medium.
5. Reception of signals and reassembling of the encoded message from a sequence of received signals
6. Decoding of the reassembled encoded message.

Barriers of communication:

1. The use of jargon
2. Emotional barriers and taboos
3. Lack of attention, interest, distractions, or irrelevance to the receiver
4. Differences in perception and viewpoint.
5. Cultural differences

Interview

The word interview came from Latin and middle French words meaning to "see between" or "see each other". Generally, an interview means a private meeting between people when questions are asked and answered. The person who asks the questions of our interview is called an Interviewer.

Types of Interview:

There are many types of interviews that an organization can arrange. It depends on the objectives of taking the interview. Some important types of interviews are stated below:

- 1) Personal interviews: Personal interview includes :
 - a) Selection of the employees
 - b) Promotion of the employees
 - c) Retirement and resignation of the employees.

2) Evaluation Interviews: The interview which takes place annually to review the progress of the interviewers are called evaluation interviews. Naturally, it is occurring between superior and subordinates. The main objective of this interview is to find out the strengths and weakness of the employees.

3) Persuasive Interviews: This type of interview is designed to sell someone a product or an idea. When a sales representative talks with a target buyer, persuasion takes the form of convincing the target that the product or idea needs a value to be recognised.

4) Structured Interviews: Structured interviews tend to follow formal procedures, the interviewer follows a predetermined agenda or questions.

5) Unstructured Interviews: When the interview does not follow the formal rules or procedures. It is called an unstructured interview.

6) General Interview Guide approach: The guide approach is intended to ensure that the same general areas of information are collected from each interview, this provides more focus, but still allows a degree of freedom and adaptability to get the information from the interviewer.

Objectives of Interviews:

In the selection process, interview saves the following objectives:

1. Verifies the information obtained through application form and tests.
2. Helps to obtain additional information from the applicant or else won't have availability.
3. Gives the candidate necessary facts and information about the job and the organization.
4. Helps to establish mutual understanding between the company and the candidate and build the candidate's image.

However, interview suffers from some limitations also,

1. Interviewers may not have a clearly defined technique developed. This results in lack of validity in evaluation of the candidate.
2. There is always variation in offering scoring points to the candidate by the interviewers.
3. Interview can help judge the personality of the candidate but not his ability for the job.
4. A single characteristic of the candidate found out on the basis of interview, may affect the judgement of the interviewer on other qualities of the applicant. This is called 'halo effect'.
5. The biases of interviewers may cloud the objectivity of interview.
6. Finally, interview is a time consuming and expensive device of selection.

Group Discussion

The ideal group usually consists of eight-ten participants. If the number of participants is more than that there is a tendency for some of the members to be passive listeners and avoid participation. Similarly, if the number of participants is less than this, the discussion suffers from a lack of diversity in opinions.

Types of Group Discussion:

We will classify group discussion based on the following:

a) Method of conduct :

i) Structural group discussion: In this type of group discussion, the topic is given to the participants by the selectors and a time-frame is allotted to complete the discussion.

ii) Unstructured group discussion: In this type of group discussion, the candidates themselves decide the topic with mutual consent.

3) Role play: In this type of group discussion, the candidates are given specific roles to play in the backdrop of a given situation.

Based on the nature of Topic:

1) Controversial topics: These are topics which are controversial and which have the potential to generate an argument. Such topics generally make the discussion lively as arguments and counter arguments are present.

2) Abstracted topics: There is a growing trend of assigning abstract topics, that is, topics which are vague or unclear.

3) Case study topics: Here a situation is provided to participants which may depict a problem faced by the organisation or managers.

Some of the personality traits the Group Discussion is trying to gauge may include:

1. Communication skills, Interpersonal skills
2. Leadership skills, rational skills
3. Team building skills, analytical / logical skills
4. Reasoning skills, different thinking.

Tips for basic Group Discussion:

Do's

1. Rich content with good subject knowledge
2. Be a leader
3. Be relevant
4. Be a good listener
5. Improve communication skills
6. Body gestures (very important tool)
7. No aggressive mode
8. Don't crisscross on ideas
9. Donot give up, make multiple entries.

To prepare for G.D

1. Keep track of happenings around the world
2. Have a well rounded personality
3. Make a habit of reading newspaper and magazines
watch interesting documentaries and profiles to
get a wider perspection on issues

Tips to crack G.D.

1. Follow the Group Discussion rules
2. Key G.D. skills are - speak logically, audible, be a leader
3. Use every opportunity to enter discussion to strengthen the further points.
4. Read a few mate and actual G.D. rounds.

Oral Presentation

An oral presentation is more than just reading a paper or set of slides to an audience, how you deliver your presentation is at least as important in effectively communicating your message as what you say.

Steps:

Step 1: Analyze your audience, the steps in preparing a presentation is to learn more about audience to whom you will be speaking. It's a good idea to obtain some information on the background, values and interests of your audience so that you understand what the audience members might expect.

Step 2: Select a topic that is of interest to the audience and to you. It will be much easier to deliver a presentation that the audience find relevant, and more enjoyable to research a topic that is of interest to you.

Step 3: Define the objective of the presentation. Once you have selected a topic, write the objective of the presentation in a single concise statement. The objective needs to specify exactly what you want your audience to learn from your presentation.

Step 4: Prepare the body of the presentation

After defining the objective of your presentation, determine how much information you can present in the amount of time allowed. Also, use your knowledge about the audience to prepare a presentation with the right level of detail.

Tips:

1. Organize thoughts
2. Have a start strong opening
3. Define terms easily
4. Finish with a bang
5. Design ppts to introduce important information
6. Time yourself
7. Create effective notes for yourself
8. Practice continuously
9. Speak with confidence
10. Make eye contact with audience

Importance:

Oral presentation is one of the best platforms where non verbal cues are combined with effective verbal skills adding a broader aspect to your communication.

It allows individuals to present their thoughts and views confidently in front of a live audience.

Although the task requires lots of efforts, ideas and enthusiasm, therefore proper planning, preparation and practice gets important if you really aim to deliver an effective oral presentation.

Robert Burton once said, "A blow with a word strikes deeper than a blow with a sword" with this one statement he is explaining how powerful our speech can be. Effective oral presentation skills are essential in educational, social, and professional life. By means of understanding our speech, recognizing where and when they are important, and learning to how improve your skills, most of our experiences in life can be more effective, enjoyable and much easier.

Language Skills

The four skills of language are a set of four capabilities that allow an individual to comprehend and produce spoken language for proper and effective interpersonal communication.

These skills are Listening, Speaking, Reading and Writing. In the context of first-language acquisition, the four skills are most often acquired in the order of listening first, then speaking, then possibly reading and writing. For this reason, these capabilities are often called LSRW skills.

Importance of Listenings:

Listening is an important and indispensable part of communication. Effective listening enables one to access to other's knowledge, beliefs and attitudes. When a person listens to others effectively, they become more open and disclose more listenings also helps to win the heart of the other persons and consequently expand the influence of power. Thus, listening offers the benefits of information and relational benefits. Here we are going to tell you about the importance of listening in Business communication.

Difference between Listening and Hearing

Basis for comparison	Hearing	Listening
Meanings	Hearing refers to one's ability to perceive sounds, by receiving vibration through ears	Listening is something done consciously, that involve the analysis and understanding of the sounds you hear
What is it?	An ability	A skill
Nature	Primary and continuous	Secondary and temporary
Act	Physiological	Psychological
Involves	Receipt of message through ears	Interpretation of the message received by ears
Process	Passive bodily process	Active mental process
Occurs at	Subconscious level	Conscious level
Use of senses	Only one	More than one
Reason	We are neither aware nor we have any control over the sound we hear	We listen to acquire knowledge and receive information
Concentration	not required	required

Difference between public speech and presentation

The main difference really boils down to the connotations of the words themselves. Speech is defined by Murrian - website as "Something that is spoken, a usually public discourses". A speech is a type of oral recitation, whether from memory or notes. It is a way to communicate ideas auditorily to an individual with a specific purpose in mind.

Presentation, on the other hand is usually referred to as more interactive experience salesman present their sales pitch, showing the item being sold, demonstrating its good qualities and letting the consumer ask questions. Presentations are about giving the information in a way that appeals to the audience, rather than necessarily speaking the information.

Different types of reading

The four main types of reading techniques are:

1. Skimming: It is sometimes referred to as gist reading. It may help in order to know what the text is about at its most basic level.
2. Scanning: Pictures are getting our eyes to quickly scuttle across sentence and is used to get just simple piece of information.

3. Intensive reading: This type of reading has indeed beneficial to language learners as it helps him understand vocabulary by deducing the meaning of words in context.

4. Extensive reading: Extensive reading involves reading for pleasure. Because here is an element of enjoyment. It is unlikely that students will undertake this of a text they do not like.

Tips:

1. Listening to music, movies, shows, news, the radio
2. Attend plays, exhibitions, talks etc
3. Join voiced chats
4. Talk and record yourself
5. Reading books and articles
6. Write down words or expression
7. Write comments in blogs

Group Discussion
on Reservation of Jobs

Sandesh: Hello, all the given topic is Reservation in India:

Caste based vs Income based. Reservations in India were brought primarily with the objective of providing opportunities and better living standards for weaker and under privileged section of the society. Dr. B R Ambedkar fought for bringing reservation system into Indian constitution to help economically various caste people who were unable to have sufficient opportunities to grow.

Rajath: That is true. It was also fought to have a fair representation in all public institutions from all sections of the society which was not the case, till then lower castes were deprived of having a better chance in education, jobs and many other things which led to caste based reservation.

Raghav: I agree that they were not having enough opportunities so there was need for reservation. However caste based reservation gradually led to huge exploitation of the system both politically and socially. Instead of bringing equality and growth in the economy, this system

has become in-efficient and uneasy to get away with.

Kedar: Yes, I think there should have been constraints in the beginning itself on implementing caste based reservation for a certain period and on ensuring only the needed people get the benefits.

Rajath: I think that is why we need to consider income based reservation system which brings balance by helping people who are economically weak

Sandesh: Yes, But if red growth in the economy with equality and quality life standards need to be achieved, Government should take the bold step of providing opportunities, financial aid based on the income levels and not just based on the caste which means creamy layers in the minority communities should not be given excess benefits.

Conclusion:

This issue is a complex one. In a country like India, to reduce the poverty and unemployment level, weaker sections of the society needs to be provided with financial aid or reservation. But, reservation based on caste can create many conflicts, like we can face in the current scenario which is not beneficial in the progress.

Income based reservation can ensure that only people with less income get the benefits they really need, though it also has the inclination towards bringing inequality of opportunities as we move ahead. Living dynamics in India are changing gradually and in order to ensure equality, government should take the bold step of providing only financial aid based on the income level to nurture the skills required to grab opportunities available.