

# MODULE 1

## Communication

- Imparting or exchange of information / ideas / feelings.
- Happens via speaking, writing, gestures, or some other media
- Usually involves 2 or more parties

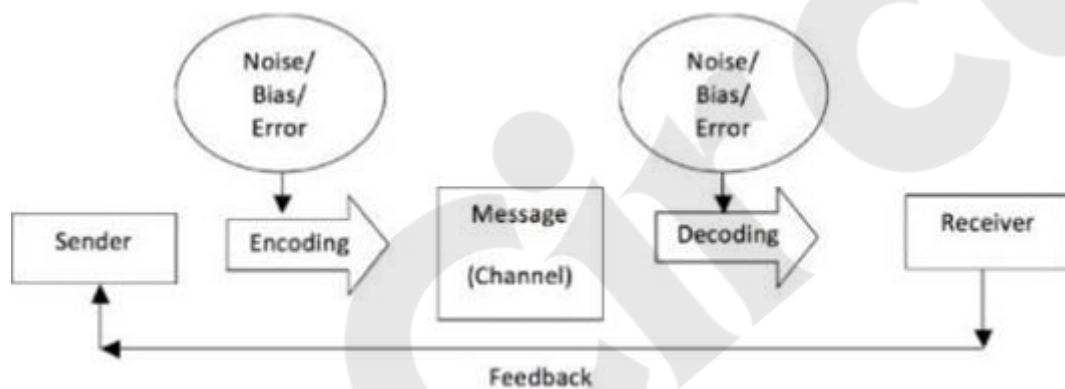
## Language as a tool of communication

- Provides a method or system for communication
- Provides words
- Provides a structure for using the words
- Also involves gestures or symbols

## Verbal and non-verbal communication

Verbal communication is the use of words to convey a message. Some forms of verbal communication are written and oral communication. Examples of Written Communication: Letters, Texting.

Nonverbal communication (NVC) is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and body language.



**Fig.: The Process of Communication**

## Barriers to communication

**Semantic barriers (language barriers):** Eg. Lack of clarity, communicating in a complex way, using too technical words.

**Psychological Barriers:** Eg. Inadequate attention to the message received, premature evaluation of the information received.

**Organisational barriers:** Eg. Complexity of organizational structure.

**Cultural barriers:** lack of similarity or compatibility among different cultures.

**Physical barriers:** faulty equipment, noise, closed doors and cabins

**Physiological barriers:** like dyslexia, or nerve disorders that interfere with speech or hearing.

## Dealing with the barrier to communication

- Know your subject
- Focus on the purpose of your communication
- Know your audience
- Be organized
- checking whether it is a good time and place to communicate with the person
- being clear and using language that the person understands
- communicating one thing at a time
- respecting a person's desire to not communicate
- checking that the person has understood you correctly
- communicating in a location that is free of distractions

- Acknowledging any emotional responses the person has to what you have said.
- Don't make any judgements / assumptions about what someone may be experiencing, always ask!

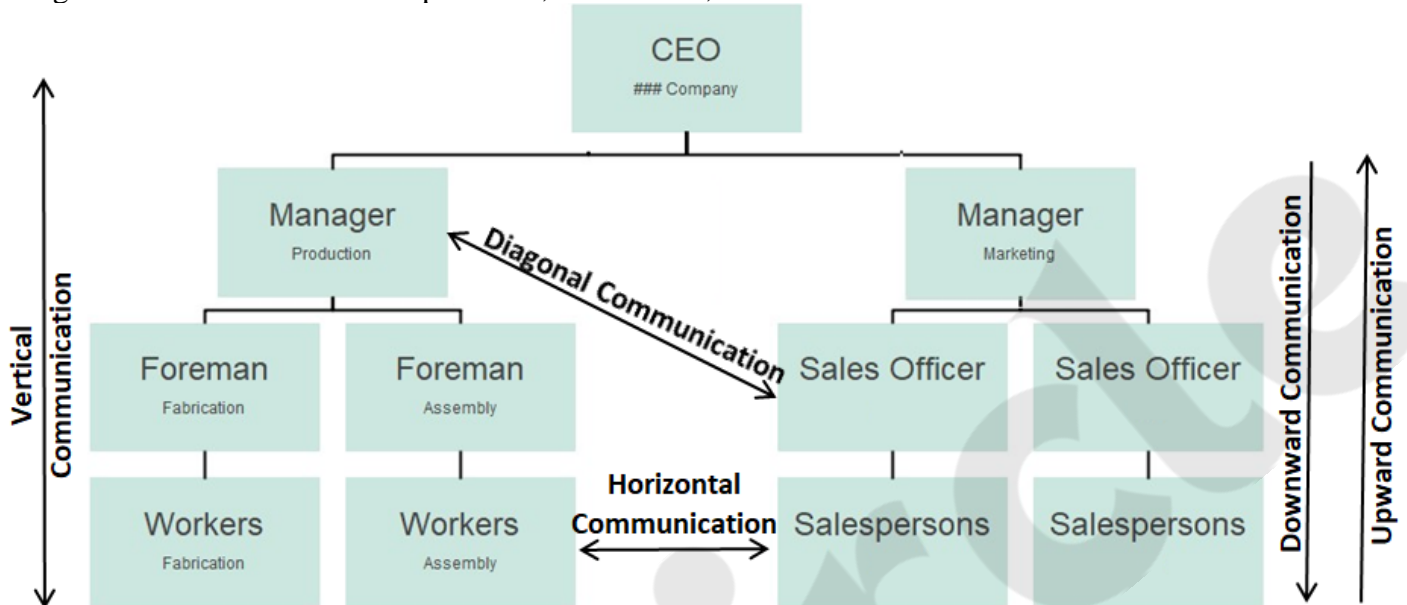
### Types/Directions of communication

Upward Communication: Problems, reports, clarifications, attitudes, ideas, accomplishments, etc.

Downward Communication: Procedures, policies, directives, goals, assignments, etc.

Horizontal Communication: Coordinated efforts, problem-solving conferences, etc.

Diagonal Communication: Line problems, staff advice, etc.



**Fig. Directions of Communication**

### Communicative English

- It is an approach to English teaching/ learning
- The student learns from real life interaction.
- It helps to reinforce the values of their studies
- Learns how to speak fluently with another English speaker.
- It involves the activities like roleplay, picture description, story narration, debate, etc.

### Styles in Communication

- 1) **Passive** - Yielding to others
  - "It really doesn't matter that much."
  - "I just want to keep the peace"
- 2) **Aggressive** - issue commands, ask questions rudely and fail to listen to others
  - "I'm right and you're wrong."
  - "I'll get my way no matter what."
  - "It's all your fault."
- 3) **Passive-Aggressive** - users appear passive on the surface, but building up a resentment and turns aggressive later
- 4) **Assertive** - express their own needs, desires, ideas and feelings, while at the same time considering the needs of others

### How to become an Assertive Communicator

- Speak with respect to others
- Maintain eye contact
- Learn to say "no" politely
- Voice your needs and desires confidently

## Difference between Interpersonal and Intrapersonal Communication

	Interpersonal Communication	Intrapersonal Communication
Definition	Referring to something that occurs between people	Referring to something that occurs within oneself
Who is involved	Two or more people	Just you
When does it happen	When you want to communicate with others	When you want to plan, reflect, get closer to yourself.
Media used	Phone, Computer, TV, In-person, Letters	Mind, Diaries, Audio Recordings
Concerned With	Exchange of ideas	Thought and analysis

### Question Bank for module 1

- The direction in which the formal communication flows is always \_\_\_\_\_.  
A. Upward B. Downward C. Horizontal D. All the above.
- Communication in an organization should ideally flow \_\_\_\_\_.  
A. From top to bottom B. From bottom to top C. Both ways D. All of the above
- Which one of the following cannot become a type of written communication \_\_\_\_\_.  
A. Pictures and visual aids B. Meetings and conferences C. Letters and suggestions D. Rules and instructions
- Every day writing diary is an example for \_\_\_\_\_ communication.  
A. interpersonal B. intuitive C. intrapersonal D. extrapersonal
- Which of the following is/are not included in the tools of verbal communication?  
A. listening B. Reading C. writing D. Graphics
- Which of the following statements explain interpersonal skills?  
A. the skills that a person uses to interact with other people  
B. People skills or communication skills  
C. It explains how people relate to one another D. All the above
- Which of the following is not a way to improve interpersonal skills?  
A. Think positively, and enter the mind-set to work well with others and maintain good relationships  
B. Criticise others or yourself C. Do not criticize others or yourself D. Be patient
- Which are the important ways to improve communication skills at workplace?  
A. give positive feedback B. disagree without being disagreeable  
C. always give negative feedback D. write better emails
- In communication, when people do not talk much, question even less, and actually do very little it is called,  
A. assertive style B. passive style C. passive-aggressive style D. aggressive style
- Which of the following are the key elements of communication?  
A. communication is a two way process B. There has to be a message  
C. commonness of understanding D. All the above
- Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages.  
A. true B. false C. possible D. may be
- Communicating the right way is not equally important in every walk of life, be it personal, professional or social life.  
A. true B. false C. possible D. may be
- The success of any business lies as much in networking and building sound professional relationships as it does in individual tact and business acumen. Communication is a crucial decisive factor in business relations.  
A. true B. false C. possible D. may be

14. Maintaining professional etiquette in oral and written business communication is of utmost importance and must not be taken lightly.  
A. true B. false C. possible D. may be
15. Communication is not indeed the very lubricant that makes the machinery of human relations function smoothly.  
A. true B. false C. possible D. may be
16. Proposals prepared for submission to the boss is \_\_\_\_\_ communication.  
A. upward B. downward C. Horizontal D. Vertical
17. Letter from the CEO is \_\_\_\_\_ communication.  
A. upward B. downward C. horizontal D. vertical
18. Counselling and training is \_\_\_\_\_ communication.  
A. vertical B. horizontal C. Downward D. Upward
19. Chats, conversions, informal talks and the like are \_\_\_\_\_ communication.  
A. grapevine B. horizontal C. upward D. vertical
20. No communication is complete without \_\_\_\_\_.  
A. nose B. Semantic barrier C. Interpersonal D. Feedback
21. General communication may be \_\_\_\_\_.  
A. Formal B. Informal C. Both of these D. None of these
22. Gesture is an example for \_\_\_\_\_.  
A. body language B. grammar C. speeches d. writing
23. Horizontal communication flows through \_\_\_\_\_.  
A. superior to superior B. subordinate to subordinate C. Both (A) & (B) D. None of the above
24. Posters fall under \_\_\_\_\_ communication.  
A. interpersonal B. Mass C. Intrapersonal D. Oral
25. Communication is the \_\_\_\_\_ of business.  
A. Backbone B. Blood C. Nerve D. Leg
26. Listening helps to make \_\_\_\_\_ effective.  
A. Communication B. Report C. Look D. Expression
27. A written message which is conveyed over an electronic network is \_\_\_\_\_.  
A. notice B. circular C. post D. email
28. Communication is a \_\_\_\_\_.  
A. one way process B. Two way process C. Multi way process D. None of the above
29. Our dress code is an example of \_\_\_\_\_ communication.  
A. verbal B. non-verbal C. written D. spoken
30. Interpersonal skills include \_\_\_\_\_.  
A. problem solving B. Emotional intelligence C. Team work D. All of these
31. In an organization, when a colleague shares official information with the other of an equal hierarchical level, this kind of communication is \_\_\_\_\_.  
A. Horizontal B. Vertical C. Radical D. Informal
32. In communication, the observation of a receiver's response is called \_\_\_\_\_.  
A. Survey B. Feedback C. Channel D. Message
33. This type of communication takes place within an individual:  
A. Extra personal B. Intrapersonal C. Organizational D. Interpersonal
34. Which of the following is an oral communication?  
A. Dictation B. Brochures C. Notice D. Letters
35. Who encodes a message in communication?  
A. Sender B. Receiver C. transmitting medium D. Both (A) and (B)
36. Announcement of the changes of internal date is \_\_\_\_\_ communication.  
A. radical B. vertical C. diagonal D. horizontal
37. Communication takes place between managers and workers located in different functional units, it is \_\_\_\_\_.  
A. horizontal B. downward C. upward D. diagonal

38. This kind of communication moves in all direction \_\_\_\_\_  
A. Spiral B. Vertical C. Diagonal D. Horizontal
39. Feedback given to a student by a teacher about his/her performance in an assignment  
A. Upward B. Downward C. Horizontal D. Spiral
40. Which of these is a communication skill?  
A. Swimming B. Running C. Sleeping D. Asking question
41. Which of these is an intrapersonal communication barrier?  
A. lack of knowledge B. reading C. listening D. writing
42. Which of the following skills has the largest share in communication time in school/colleges?  
A. reading B. listening C. writing D. speaking
43. In general, the oral communication is the interchange of \_\_\_\_\_ between the sender and the receiver  
A. cues and clues B. written message C. written messages D. verbal message
44. Comparatively, oral communication is better than written communication in  
A. conveying feelings and emotions B. conveying facts C. saving time D. conveying opinions
45. In business, oral communication is face to face  
A. in all situations B. in no situations C. in all but one situation D. in all situations
46. Which of the following is required for effective communication?  
A. redundancy B. clarity C. clichés D. circumlocution
47. The most important aspect of communication – listening can be improved by  
A. making the attention fully paid  
B. making the communicated material novel, interesting and need-based  
C. making voice effective and impressive  
D. all of these
48. If you don't agree with someone else, what would you say?  
A. you are wrong B. I agree C. I don't agree D. stop talking rubbish
49. Which of these is a communication skill?  
A. checking the weather report B. checking the weather forecast  
C. checking the report/time D. checking that you have understood someone
50. What body language shows you are listening?  
A. turning away from the speaker B. nodding and making eye contact  
C. looking out of the window D. not looking / no observation
51. Consider the following statements about communication.  
i. It is a process of interaction with people and environment.  
ii. Two or more individuals interact and influence the ideas , beliefs and attitudes of each other.  
iii. They can exchange information through words, gestures, signs and symbols, expressions etc.  
Answer using the following codes:  
A. i and ii B. ii and iii C. i and iii D. i, ii and iii
52. Consider the following:  
i. Common frame of reference ii. Mutual interest  
iii. Common language iv. Common environment  
Which of the above is/are features of effective communication? Answer using codes:  
A. i, ii, iii and iv B. i, ii and iii C. i and ii D. i and iii
53. Body language is also known as  
A. Leakage B. physical communication C. overflow D. Noise
54. Someone is telling you about an accident they have had. How would you react?  
A. look tensed B. look pleased C. look behind you D. look concerned
55. Which of these is not a communication skill?  
A. running B. texting C. chatting to people D. speaking with people
56. Which of the following is not desired for effective communication?  
A. clarity B. simplicity C. Redundancy D. clear and direct

57. Functions of communication – (which of the following is not).  
A. to share      B. to agree or disagree      C. to inform      D. to argue only
58. Oral communication is different from written communication as it is  
A. spoken and structured      B. spoken and transitory  
C. transmitting medium      D. spoken and consuming