

Shri C.J. Patel College of Computer Studies,Visnagar

Sankalchand Patel University

Faculty of Computer Science

Shri C.J. Patel College of Computer Studies,Visnagar

BCA SEM-I

1CS1010104 COMMUNICATION SKILL-I

UNIT-2

What is communication?

Communication Derived from the Greek word “communicare” or “communico” which means “to share”

Communication is the act of transmitting verbal and non-verbal information and understanding between the sender and the receiver.

It is a two-way process. “ It is complete only when the sender has sent his message; this message is received by the receiver; understood by the receiver in the way the sender wants him to understand; response or result is achieved; and the receiver communicates back to the sender.”

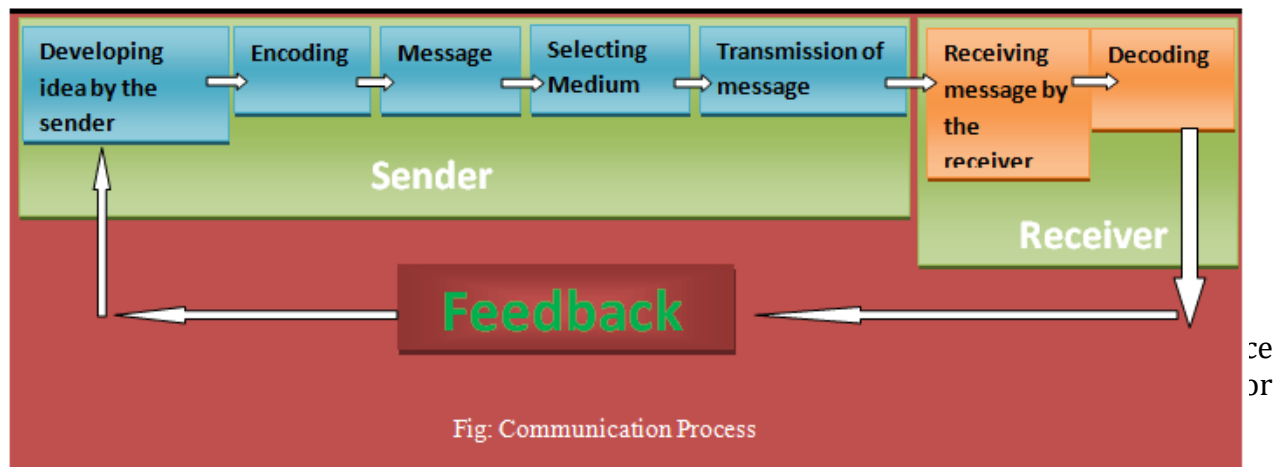
It is the process by which information and feelings are shared by people through an exchange of verbal and non-verbal messages. Communication is effective only if the desired response or result is achieved.



We as human beings are social animals. We live in a society. We are born with the capacity to communicate. Right from the time we are born we communicate; a new born child communicates as well. A cry could mean he/she is hungry, needs a change of his/her nappy, or is feeling cold. From birth to death communication is central to our personal, professional, and civic lives.

Communication process model:-

Communication process consists of some interrelated steps or parts through which messages are sent from sender to receiver. The process of communication begins when the sender wants to transmit a fact, idea, opinion or other information to the receiver and ends with receiver's feedback to the sender. The main components of communication process are sender, message, channel, receiver and feedback.



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In details, communication process consists of the following eight steps:

1. Developing idea by the sender:

In the first step, the communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.

2. Encoding:

Encoding means converting or translation the idea into a perceivable form that can be communicated to others.

3. Developing the message:

After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cry, the crying is the message.

4. Selecting the medium:

Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his into a message, the next step is to select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signaling, gesturing etc.

5. Transmission of message:

In this step, the sender actually transmits the message through chosen medium. In the communication cycle, the tasks of the sender end with the transmission of the message.

6. Receiving the message by receiver:

This stage simply involves the reception of sender's message by the receiver. The message can be received in the form of hearing, seeing, feeling and so on.

7. Decoding:

Decoding is the receiver's interpretation of the sender's message. Here the receiver converts the message into thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.

8. Feedback:

The final step of communication process is feedback. Feedback means receiver's response to sender's message. It increases the effectiveness of communication. It ensures that the receiver has correctly understood the message. Feedback is the essence of two-way communication.

Why is it important to communicate?

- Since we live in a society and there is always a need to interact with each other for some purpose or the other, it is important for us to communicate.
- Human relations are not possible without communication. However, good and effective communication is required not only for good human relations but also for good and successful business.
- Progress is possible only if we communicate.
- Communication is not only the basis of human thought, it is the means by which each of us develops an individual pattern of beliefs, attitudes, and values--the personal attributes that bring us to understand, misunderstand, accept, or reject others who are like or unlike ourselves.
- In that sense, communication is the foundation of an effective democratic and multicultural society.
- Most of your communication time may be spent speaking and listening, while a small portion of time is spent reading and writing.
- Ex: Let us say that you are at a shop and you want to buy a tube of toothpaste. Unless you tell the shopkeeper what you want or maybe even point out to a tube of paste on the rack, you will not be able to buy it. You need to communicate either by action or verbally.
- Communication is like breathing, you cannot live if you don't breathe; similarly, you cannot live in this world if you don't communicate.

For communication to be clear and effective, it must satisfy four criteria:

- A message must be sent.
- The message must be received.
- The message must be understood.
- There must be a response.

"Let's look at these requirements one at a time."

A Message Must Be Sent.

- The first requirement for clear communication is the sending of a message. For this to happen, the sender who has something to express must do something to convey the message to the receiver.
- He should speak, write, and sing etc., to express his ideas or even express them non-verbally through clear gestures, facial expressions, and so on.

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The Message Must Be Received

- The second important part of the communication process is that the message should be received and understood.
- Effective communicators know that they have not conveyed their meaning until they have made sure that the other person has received it exactly as they sent it.
- They test, with questions and observations, to make sure that the real meaning they wanted to convey has been received and understood.

The Message Must Be Understood

- The cycle of communication is complete only when your message has been sent, received and understood the way in which the sender wants the receiver to understand.
- You may not always agree with the other person, and the other person may not always agree with you -- but it is important that you understand each other.

There Must Be a Response

- The aim of all communication is to get the desired response and result.
- You want to say something correctly, and have your receiver understand what you mean by it. But you also want the receiver to do something in response.

Objectives of Communication:-

Communication can be used for following objectives:-

1. Information
2. Advice
3. Order
4. Suggestion
5. Persuasion
6. Education
7. Warning
8. Motivation
9. Counseling
10. Moral Boosting

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1. Information

One of the important objectives of communication is passing or receiving information about a particular fact. If large groups have to be informed, a meeting may be called.

2. Advice

Advice is a kind of information. It means opinion given as to the action to be taken. Advice should be related to a specific piece of work.

3. Order

Order is an authoritative communication. It should be clear and complete. Its execution should be possible.

4. Suggestion

Suggestion means proposing something for acceptance or rejection. Subordinates normally give suggestion.

5. Persuasion

Promoting a person to act mostly in a positive way is known as persuasion. Persuasion is an important objective of communication.

6. Education

Education involves imparting instruction, character, building, enriching mental faculties, giving training to human being etc. it aims the knowledge and improving skills.

7. Warning

Warning is forceful means of communication. It gives oral or written. Ex: no smoking, beware of dogs, dangers.

8. Motivation

Interest in job in the minds of employees is known as motivation. A motivated worker does not need much supervision.

9. Counseling

Counseling is objective and impersonal, whereas advice is a personal touch. Counseling is almost professional, whereas advice is not so.

10. Moral boosting

It refers to team spirit and co-operation of people for a common purpose. If the workers are highly motivated, moral is also said to be high.

Six rules of effective Communication

1. Organize your thoughts
2. Don't think about it, think through it
3. Recognize that actions speak louder than words
4. Be concise
5. Always translate your message into benefits for the other party
6. Listen carefully to the other party

Effective communication strategies:

- The result of the communication is the responsibility of the communicator.
- If you are not getting the result you want in communication try something different. Communicate the message in others view point.
- Always focus whether your communication is successful in reaching the receiver. No matter whether the message is right or wrong.
- Communication can change reality and it is a effective tool for creating trust.

Basic Types of Communication:-

The two basic types of communication are Verbal and Non-Verbal. But details types are as under.

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affects communication. So, there are variety of types of communication.

(1) Verbal communication

a. Formal communication

i. Downward communication

- Higher designation to lower designation.
- Ex. Boss ordered his → worker.
- Here effect of this type of communication is very much than upward communication.

ii. Upward communication

- Lower designation to higher designation.
- Ex. Worker request to his boss.
- Here the effect of communication is less than downward communication.

b. Informal communication

We use this type of communication with our family or friends. Three types of informal communication.

i. Lateral

- Found among members working at the same level. Ex. Peer group.
- Most effective form of communication.

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- Barrier of subordinates or boss is not present here
 - ii. Diagonal
 - The path is mixture of vertical and horizontal movement.
 - In large communications various departments need communication support from each other.
 - iii. Grapevine
 - Also called as “backbiting” or “backstabbing”.
 - A backstabber is a colleague or an employee who acts like a friend in public but badmouth you in private.
- (2) Non-verbal
- a. Kinesics

Verbal Communication:-

Verbal communication is when a person puts across a message by speaking or writing. The message can be sent to an individual, a team or a group. Types of Verbal communication are as under:

- Face to face
- Speaking on the telephone
- Using intercoms\
- Video conferencing (when people use advanced technology to see each other while speaking from any part of the world)
- Conference calling (when people use advanced technology to speak with people situated at various locations on the globe and virtually hold a conference on the telephone, speaking with many people at the same time)
- Formal and informal letters
- Business and personal emails
- Online Chat
- Reports
- Memoranda
- Resumes
- The print media (newspapers, magazines etc.)

Verbal communication can be either formal or informal.

Formal Verbal Communication is used in offices, while meeting strangers, speaking with older people, public addresses, and social gatherings. Choice of words and tone will certainly be more polite than in informal situations.

Non Verbal Communication:

Non verbal communication as “communication by means of element and behaviors that are not coded into words”

Non verbal communication gestures in which we move our hands and bodies to show sleeping, eating, writing, slapping etc.

- Shaking hands
- Posture
- Facial expressions
- Appearance
- Voice
- Tone
- Hairstyle
- Clothes
- Expression in your eyes
- Smile
- How close you stand to others
- How you listen
- Confidence
- Your breathing
- The way you move
- The way you stand
- The way you touch people
- Color choice
- Silence

BARRIERS TO COMMUNICATION

What is meant by "barrier"?

We can look at the word "barrier" to mean several things. It could be a fence, a wall, or just something that obstructs your view, thought or perception. Many people think that communicating is easy. It is after all something we've done all our lives. Communicating is straight forward. What makes it complex, difficult, and frustrating are the barriers we put in the way. Communication can have many barriers which usually result in miscommunication.

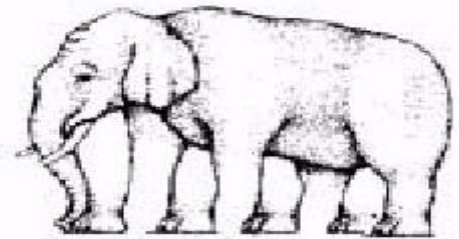
1. Physical Barriers

- Marked out territories into which strangers are not allowed – For example, many offices have electronically locked doors which can be opened only by using access cards.
- Closed doors, barrier screens, separate areas for people of different status
- Large working areas or working in one unit that is physically separated from others.

2. Perceptual Barriers

- The problem with communicating with others is that we all see the world differently.
- If we didn't, we would have no need to communicate. Perception is how you look at others and the world around you.
- How you look at the world depends on what you think of yourself.

How many legs does this elephant have? Observe carefully and you could just see 8 legs instead of 4!! Illusions are used to show that our senses can be tricked - this happens in communication when there is a difference in what we expect and what is really happening.



How many legs does this elephant have?

3. Emotional Barriers

One of the main barriers to open and free communications is the emotional barrier. It deals mainly with fear, mistrust and suspicion. The roots of our emotional mistrust of others lie in our childhood when we were taught to be careful about what we said to others. I am sure most of us in our growing years have heard one or the other of the following statements.

- "Mind your P's and Q's" (Performance and Quality)
 - "Don't speak until you're spoken to"
 - "Children should be seen and not heard"
 - "Respect your elders – do not question or answer them back"
-
- As a result many people hold back from communicating their thoughts and feelings to others.
 - They feel vulnerable. While you need to be careful with certain relationships, you also need not be over careful as this may result in slowing down the process of effective and clear communication.
 - Rakesh had risen to the position of a team manager through sheer hard work.
 - He belonged to a conventional Indian family, where youngsters are taught to respect older people.
 - He faced a serious problem at work. One of his team members, Krishnamurthy, was a slightly elderly gentleman who was rather lazy and did not complete his work on time.
 - As the team manager, he knew that he had to talk to Krishnamurthy and pull him up for his laziness.
 - However, he was unable to do so because Krishnamurthy was much older. His upbringing (which had taught him to respect and fear elders) stopped him from telling an older person that he was lazy.
 - As a result, he had to face a lot of problems with his boss who was an American and could not understand Rakesh's plight.

- Psychological factors such as people's state of mind can also come in the way of clear communication.
- We all tend to be more receptive to information when we are happy. Similarly, if someone has personal problems like worries about their health or marriage, then this will probably affect them.
- Imagine that you have just heard that a good friend of yours has met with an accident and is in hospital with serious injuries.
- I am sure you will be upset to hear this. When you are in such a state of mind, would you be able to have fun and enjoy yourself?

4. Cultural Barriers

- Each country has its own culture. What might be considered polite behavior could be considered rude in other places.
- In Japanese culture, it is considered proper behavior for men to keep silent. If a man talks too much, he is considered uncultured.
- This has created problems for the Japanese when they interact with people from other cultures as they do not speak even when they need to.
- With people communicating globally, it has become quite common to adapt to global etiquette.
- For example, it is considered rude to burp after a meal, especially in public.

5. Language Barriers

- The language we use may also present barriers to others who are not familiar with our expressions, slang and jargon.
- In a global market place the best way to make another person feel good is to talk in their language.
- We all know that countries like America and Britain outsource work to India. However, we as Indians do not always understand their idiomatic expressions.
- One example is that of a customer support representative (working in a call center which gave support to an online purchasing company) who was very confused while taking a call. A customer from America who had bought a watch recently complained that his watch had "busted"; the representative understood it as "burst" and replied saying that it was impossible for a watch to burst! He failed to understand that the customer meant to say that his watch had stopped working!

6. Physiological Barriers:

- Physiological barriers may result from individuals' personal discomfort, caused.
- for example, by ill health, poor eye sight or hearing difficulties.
- Poor Listening will Certainly Result in Miscommunication

Four Skills (LSRW) for communicative ability

The four major **skills** of language learning are listening, speaking, reading and writing provide the right key to success. Teaching of English language while ensuring focus on all these four **skills** provides a platform for the learners to hone their proficiency in this language well.

Skills – Communication – LSRW

Skill and Knowledge are entirely different. Knowledge is knowing the thing. In this there is no effort to put energy. We can gain information. Skill requires a lot of effort to learn.

For example car, cooking, dancing, teaching etc. It takes a minute to know clutch, gear, brake, steering etc. But one cannot drive a car just by knowing it. It needs years of practice.

Skills enrichment can make a nation great.

English skills are 1] Listening 2] Reading 3] Writing 4] Speaking

1] Listening:-

It is a passive learning. Listening needs a lot of patience. It is an art. A leader should have this skill in the first place.

That is why god has given us two ears but only one mouth. Greatest listeners of this world are Mao, and Chow en li.

They listen for hours together. They never interrupt the speaker. More and more knowledge can be gained by listening.

Today we have many systems of listening TV, Lectures, Net, DVDs, conferences, etc. We can go to www.ted.com where lakhs of speeches by celebrities, scholars, Nobel laureates, etc. can be found out.

2] Writing :-

Writing makes a full man. It needs listening skills, reading skills, imagining skills, language command, observation skills, presentation skills, etc.

It is a skill because it needs a lot of effort. It should be learnt from gurus, or by own efforts. Sometimes a great inspiration. While writing the writer should imagine something in his own mother tongue. Translate it into English. Select appropriate words. Select appropriate tense. Maintain coherence.

Write in such a way it should make the reader to read it. The writer should have humorous nature. Generally people like facts, truths and anything relevant.

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3] Reading :-

Reading can save us a lot of time. Within a short span of time we can gain a lot of knowledge.

For example if we take Irving Wallace's book "Prize", the author had taken nine years to gather the information.

He spent six months to draft the manuscript. Then another eight months to check the spelling mistakes, appropriate words, and typing. Another six months to check the typed version. In the eleventh year the book came for publication.

If we concentrate on the novel, we can complete reading it in a month. With this we saved eleven years of the author's efforts simply paying seventy five rupees. That is the advantage.

4] Speaking :-

When you speak not only your knowledge, but your body language also speaks. When we speak the content should be very important.

Unless there is depth in the speaking; related to the range of the audience; related to the situation; the speaker becomes fool.

We cannot get audience. Or the audience to away. Speaking does not mean simply speaking whatever we want. There should be some purpose.

When we speak anything in English,

- 1] We should have the knowledge of the subject
- 2] Frame that in our mother tongue
- 3] Translate it into English
- 4] We should know English vocabulary to that effect
- 5] speak in coherence
- 6] Intonation and many more.

LINK FOR UNIT 2 MATERIAL:-

<https://www.scribd.com/document/246454305/Unit-1-Fundamentals-of-Communication-pdf>