

# **Communicative English**

Dr.Udayakumar.HM, Assistant Professor, RIT

# **UNIT I**

## **Fundamentals of Communication**

- Introduction and fundamentals of Communication
- Process of Communication
- Barriers to Communication
- Different types of Communication
- Interpersonal and Intrapersonal Communication
- 7C's of effective communication.

# INTRODUCTION AND FUNDAMENTALS OF COMMUNICATION

Introduction to communication and its process

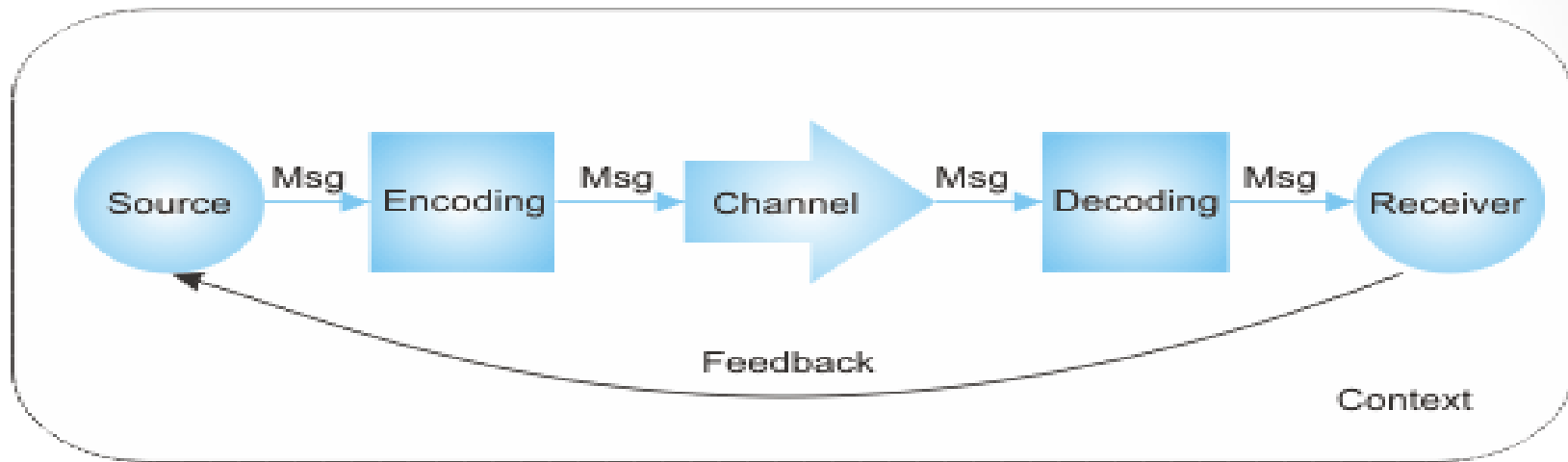
- Introduction
- Etymological meaning

The word “**communication**” is derived from “**Communicare**” or “**Communis**” (Latin) meaning “to share it”.

- **Definition communication.**

**Robert Anderson**, “Communication is interchange of thoughts, opinions, or information, by Speech, Writing, or Signs”.

**Process of communication:**



**Components/elements of communication:**

1. Sender/encoder
2. Medium
3. Channel
4. Receiver/decoder
5. Feedback
6. Context
7. Noise – Internal & External noise

# **Barriers to communication**

1. Listening barriers
2. Barriers while speaking
3. Environmental barriers include
4. Cultural barriers:
  - Social and Economic Conditions
  - Cultural Background
  - Language and Accent
  - Behavior and Nature
5. Religion
6. Individual/Psychological barriers

7. Organizational Barriers

8. Interpersonal barriers

9. Attitudinal barriers

10. Channel barriers

11. Physical and mechanical barriers

12. Language/Semantic barrier

(i) Words with different meaning

(ii) Denotations (Dictionary meaning): and  
Connotation (Imaginary meaning)

(iii) Bad Expression:

(iv) Faulty Translation:

(v) Unclarified Assumption:

# ASSESSMENT QUESTIONS

**Exercise: 1.2. Answer the following questions by choosing correct options giving below.**

1. Which of these is the 'external sound' present in the channels of communication?

- a) Noise
- b) Semantic problems
- c) Cultural barriers
- d) Over communication

2. Which of these should not be avoided for effective communication?

- a) Noise
- b) Planning
- c) Semantic problems
- d) Wrong assumptions

3. \_\_\_\_\_ is arising from 'expression'.

- a) Cultural barriers
- b) Semantic problems
- c) Wrong assumptions
- d) Selecting perception

4. When is the communication process complete?

- a) When the sender transmits the message
- b) When the message enters the channel
- c) When the message leaves the channel
- d) When the receiver understands the message.

5. \_\_\_\_\_ is the first enemy of communication.

- a) Noise
- b) Clarity
- c) Politeness
- d) Completeness

6. Which of these must be avoided for effective communication?

- a) Sharing of activity
- b) Listening
- c) Ambiguity
- d) Politeness

7. Which of these is not a commandment of effective communication?

- a) Clarity in language
- b) Listening poorly
- c) Home communication skills
- d) Adequate medium

8. 'Faulty Translation' is an example for \_\_\_\_\_ barrier.

- a) Speaking
- b) Environmental
- c) Listening
- d) Language/ semantic

9. Both encoding and decoding of message are influenced by our emotions.

- A. True
- B. False

10. Communication should serve as a conflict- reduction exercise.

- A. True
- B. False



## Answers

1. A

2. B

3. B

4. D

5. A

6. C

7. B

8. D

9. A

10. A

**Activity:** Your father is not keen on your decision to study MS in the USA. How can you persuade him, bearing in mind the barriers to communication that you might encounter?

## TYPES OF COMMUNICATION

1. Types of Verbal Communication		2. Types of Non-verbal Communication	
1. Oral Communication	1. Face-to-face Conversation 2. Telephone talk 3. Presentation 4. Public Speech 5. Interview 6. Meeting	1. Kinesics	1. Shrugs 2. Foot tapping 3. Drumming fingers 4. Clicking pens 5. Winking 6. Facial Expressions 7. Gestures.
2. Written Communication	1. Letter 2. Memo 3. Notice 4. Circular 5. Report 6. Minutes	2. Proxemics	1. Intimate distance (0-2 ft.) 2. Personal distance (2-4ft.) 3. Social distance (4-12 ft.) 4. Public distance (>12 ft.)
		3. Paralinguistic	1. Voice modulation 2. Pitch 3. Articulation 4. Pauses 5. Sound Symbols 6. Chronemics 7. Silence 8. Vocalic
		4. Haptic Communication	Physical intimacy: <ul style="list-style-type: none"> <li>• Holding hands</li> <li>• Hugging</li> <li>• Tickling</li> <li>• Kissing</li> </ul>
		5. Locomotion (Movemewnt)	Walking, Jumping, swaying, Moving with a wheelchair
		6. Body language	1. Facial Expressions 2. Eye-Contact (Oculesics) 3. Posture 4. Gesture 5. Personal appearance

## **Types of Verbal Communication**

### **1. Oral Communication**

- 1. Face-to-face Conversation**
- 2. Telephone talk**
- 3. Presentation**
- 4. Public Speech**
- 5. Interview**
- 6. Meeting**

### **2. Written Communication**

- 1. Letter**
- 2. Memo**
- 3. Notice**
- 4. Circular**
- 5. Report**
- 6. Minutes**

# **The advantages of Oral Communication**

- 1. Time saving**
- 2. Cost savings**
- 3. More powerful**
- 4. Effectiveness**
- 5. Immediate feedback**
- 6. More suitable**
- 7. A relationship develops**
- 8. Flexibility**
- 9. Easiness**
- 10. Correction of errors**
- 11. Informal communication**
- 12. Motivation**
- 13. Special applications**
- 14. Maintaining secrecy**

# **Disadvantages of Oral Communication**

- **No record**
- **Expensive**
- **Distortion of the word**
- **Inaccuracy**
- **Limited use**
- **Probability of omitting main subject**
- **Confused speech**
- **No legal validity**
- **Late decision**
- **Less important**
- **Lack of secrecy**
- **Defective**
- **Creates misunderstanding**

## **Advantages of written communication:**

- No need for personal contact - you can tell an employee he or she has to work overtime through an email instead of face-to-face.
- Saves money - you can send an email instead of calling long distance.
- Written proof - provides written proof in case of a dispute.

## **Disadvantages of written communication:**

- Delay in communication - it may take a while to get to the intended recipient.
- Lack of secrecy - once it's on paper, anyone can read it.
- Costly - if the sender and receiver are sitting next to each other, you still have to spend money on paper or Internet service.

# Types of Non-verbal Communication

## 1. Kinesics (Body language)

1. Shrugs (nods)
2. Foot tapping
3. Drumming fingers
4. Clicking pens
5. Winking
6. Facial Expressions
7. Eye-Contact (Oculesics)
8. Gesture
9. Posture

## 2. Paralinguistic

1. Voice modulation
2. Articulation
3. Pitch
4. Pauses
5. Stress
6. Intonation
7. Silence

## 3. Proxemics

1. Intimate distance (0-2 ft.)
2. Personal distance (2-4ft.)
3. Social distance (4-12 ft.)

**4. Haptic  
Communication**

**Physical intimacy**

- Holding hands
- Hugging
- Tickling (scratching)
- Kissing

**6. Other  
Communication**

**1. Personal appearance**

**2. Adornment**

**3. Chronemics (Use of time)**



## ASSESSMENT QUESTIONS

Answer the following questions by choosing correct options giving below.

**1. Which of these is not an element of non-verbal communication?**

- a) Personal Appearance b) Posture
- c) Eye Contact d) Name of the Speaker

**2. Which of these is a main element of non-verbal communication?**

- a) The volume of the speaker b) Name of the Speaker
- c) Name of the listener d) Age of the Speaker

**3. A \_\_\_ Speaker looks into the eyes of the audience.**

- a) Confident b) Impatient
- c) Rude d) Impolite

**4. The tone of the speaker should be \_\_\_**

- a) Loud b) Clear
- c) Low d) soft

**5. A Speech must be prepared with \_\_\_ in mind.**

- a) The result b) Praise
- c) An audience d) Admiration

**6. Which of these is important in having mutual understanding with colleagues?**

- a) Effective listening    b) Speaking
- c) Talking                d) Writing

**7. Which of these does not enhance listening skills?**

- a) Attention    b) Frankness
- c) Clear Perception    d) Ignoring

**8. Which of these is the greatest means of conveying information?**

- a) Writing                b) Words
- c) Signs                 d) Pictures

**9. There is a barrier to communication when words are uttered in a \_\_\_\_ sense.**

- a) Negative    b) Positive
- c) Polite                d) Good

**10. Which of these may convey arrogance?**

- a) Hands swinging loosely    b) A Shoulder shrugs
- c) A pointed finger    d) jointed finger tips

## KEY ANSWERS

1. D    2.A    3.A    4.B    5.C

6.A    7.D    8. B    9.A    10.A

**Activity:** Observe the speech of any best orator and identify the nonverbal cues used appropriately.

**Activity:** Why do you think formal work should always be documented?

# **Levels of Communication**

**1. Interpersonal Communication**

**2. Intrapersonal Communication**

**3. Extrapersonal Communication**

**4. Organizational Communication**

**a. Internal operational**

**b. External operational**

**c. Personal**

**5. Mass Communication**

# 1. Interpersonal Communication



## 2. Intrapersonal Communication



### 3. Extrapersonal Communication

## Communication with plants

- In everyday life, sometime we find some persons, who have the habit of talking at with plants. Certain plants react to our touch, for example, touch-me-not plant (*mimosa pudica*).





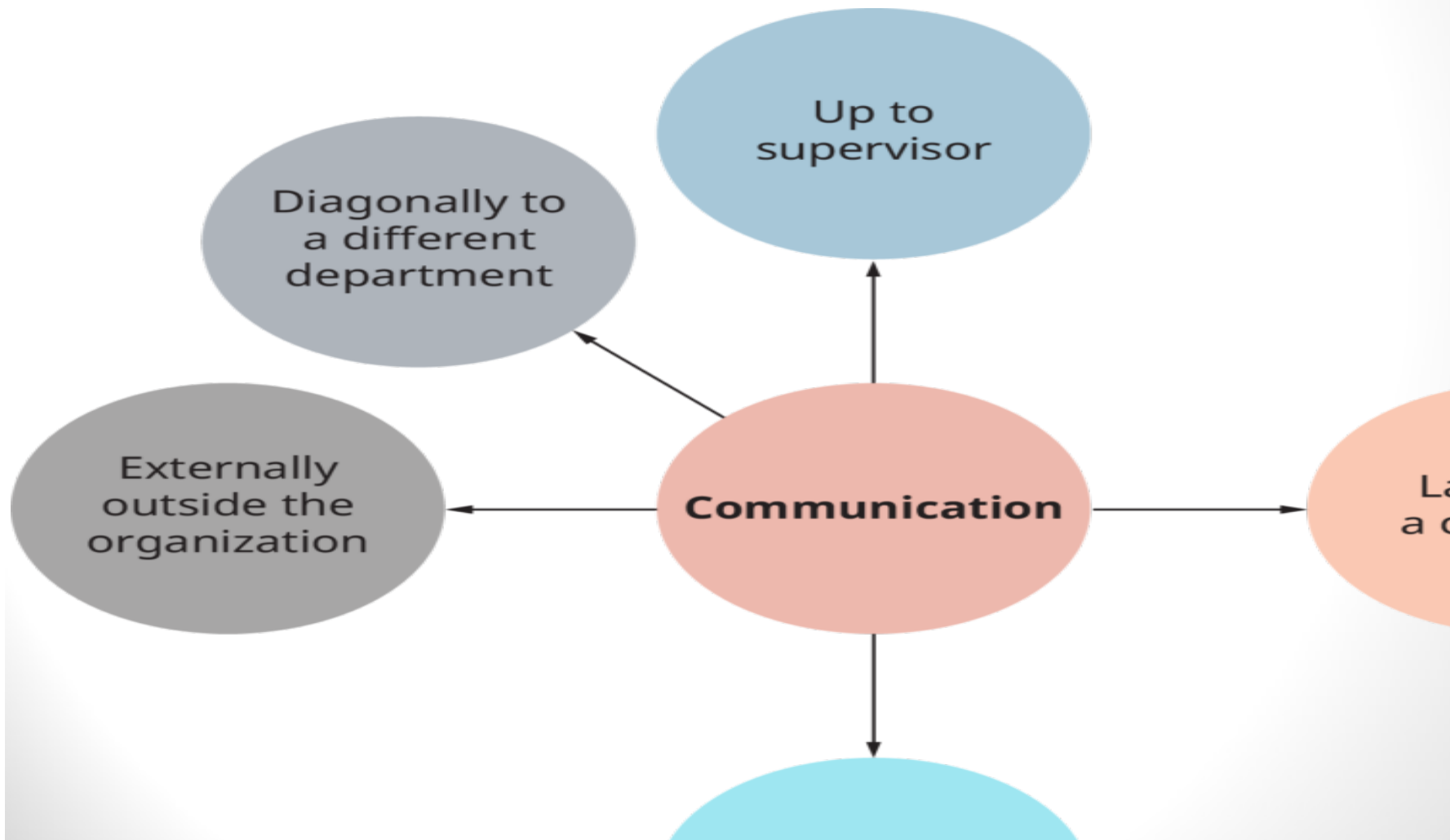
# Communication with animals

- In everyday life, we communicate with animals, we train them and they react according to our instructions and commands. For example, house dogs, horses, cats and monkeys etc.



## 4. Organizational Communication

- a. Internal operational
- b. External operational
- c. Personal



## 5. Mass Communication



## ASSESSMENT QUESTIONS

**1. Answer the following questions by choosing correct options giving below.**

**Which one of the following is not an example of intrapersonal communication?**

- A. Sending a text message to a friend.
- B. Talking to yourself.
- C. Writing a reminder note to yourself.
- D. Thinking about a problem you need to solve.

**2. Group communication involves a different set of skills than interpersonal communication because**

- A. In a group, one sender has many different receivers to take into account.
- B. In a group, one receiver has many different senders to take into account.
- C. Groups, by definition, contain more than two people.
- D. Group communication is more important than interpersonal communication.

**3. The mode of communication that involves a single source transmitting information to a large number of receivers simultaneously, is called**

- A. Group communication
- B. Mass communication
- C. Intrapersonal communication
- D. Interpersonal communication

**4. Organizational communication can also be equated with**

- A. Intrapersonal communication
- B. Interpersonal communication
- C. Group communication
- D. Mass communication

**5. The type of communication that the teacher has in the classroom, is termed as**

- A. Interpersonal communication
- B. Mass communication
- C. Face-to-face communication
- D. Above all

**6. 'Orkut' is a part of:**

- A. Intrapersonal communication    B. Mass communication
- C. Group communication            D. Interpersonal communication

**7. Communication with oneself is known as:**

- A. Group communication            B. Grapevine communication
- C. Interpersonal communication    D. Intrapersonal communication

**8. In mass communication, selective perception is dependent on the receiver's**

- A. Competence    B. Pre-disposition
- C. Receptive      D. Ethnicity

**9. Interpersonal Communication is direct face to face communication between**

- A. Mass                                  B. Two persons
- C. Group of persons                D. Oneself

**10. Which of the following term is used when one communicates with himself?**

- A. Interpersonal communication    B. Intrapersonal communication
- C. Unidyadic communication        D. Me communication

## Answers

1. A 2. A 3. B 4. C 5. D 6. D 7. D 8. C

9. B 10. B

# 7 Cs of Communication Checklist

Clear

Make objective clear.  
Avoid complex words & phrases.

Concise

Keep it clear and to the point.  
Avoid filler words & sentences.

Concrete

Be specific not vague.  
Use facts and figures to support your message.

Correct

Try to avoid typos. Use correct facts and figures.  
Use the right level of language.

Coherent

Does your message make sense?  
Ensure it flows logically. Avoid covering too much.

Complete

Does the message contain everything it needs to?  
Include a call-to-action.

Courteous

Being polite builds goodwill.  
Ensure message is tactful.

## **Body language and its significance.**

**Meaning:** 'Body Language' is a non-verbal communication where messages are sent through postures, eye-contacts, movements, usage of space and change in the intonation of voice etc. instead of using words and speech to communicate.

**The following terms of body language decides the personality of an individual.**

1. Open Body Language
2. Closed Body Language
3. Uncrossed Legs
4. Uncrossed Arms
5. Crossing of Arms
6. Crossing of Legs When Seated
7. Arms in Front of Body
8. Crossing of Legs in Standing



Gestures:



Pointing with Finger:



**Wagging Finger Side To Side:**



**Pointing Thumb Upwards:**



**Pointing Thumb Downwards:**



**Index Finger Touching Thumb:**

# Eye Contact



**Looking to Left:**



**Looking to Right:**



**Glancing**



# Significance of Body language:

1. Upgrading our Communication System/style.
2. First Impression Leaves Big Impression.
3. It's the Universal Language.
4. Meaningful communication can be possible.
5. Effective communication can be possible.
6. Avoid misunderstanding during communication.
7. Attract the viewer's towards the communicator.
8. Create better image of the person or an individual.
9. Body language can instantly help to evaluate the interest of people.
10. It is a personal way of expressing emotions when words don't help.
11. It can make communication more interesting and non-monotonous.

## ASSESSMENT QUESTIONS

**Answer the following questions by choosing correct options giving below.**

1. Which of the following is not an example of body language?
  - a. Crossing your arms over the chest.
  - b. Drumming your fingers on the table.
  - c. Rolling your eyes.
  - d. Talking too fast.
  
2. Which of the following statements about body language is true?
  - a. Body language can be conscious or unconscious.
  - b. Body language includes conscious gesture.
  - c. Body language includes unconscious gesture.
  - d. Body language typically leaves negative impression.
  
3. The study of 'Body Language' is called\_\_\_\_\_
  - A. Verbal
  - B. Kinesics
  - C. Nonverbal
  - D. None
  
4. "Kinesics" derived from the \_\_\_\_\_
  - A. Latin word
  - B. German word
  - C. Greek word
  - D. None
  
5. "Kinesis" means\_\_\_\_\_
  - A. Motion
  - B. Run
  - C. Speak
  - D. Write

## Answer

- 1.D. Talking to fast.
- 2.A. Body language can be conscious or unconscious.
- 3.B. Kinesics
- 4.A. Latin word
- 5.A. Motion

**Activity:** “Body language determines the personality of an individual”, justify the statement.

**Text Books:**

Meenakshi Raman & Sangeetha Sharma - Technical communication – Principles and Practice, Oxford University Press – 2007.

A.J. Thomson & A. V. Martinet, A Practical English Grammar, Oxford University Press –1987.

**Reference Books:**

M Ashraf Rizvi, Effective Technical Communication, McGraw Hill Education (India) Private Limited-2005.

Sanjaya kumar, Communication Skills, Pushpa Lata, Oxford Press, 2016.

Dr. Premila D Swamy & Udayakumar.HM, Communication skills for Engineers, Archers and Elevators Publishing House Bangalore, India, 2021.

S K. Khandelwal & R K Gupta, Functional Grammar & Composition, Laxmi Publication (P) Ltd.

N. Krishna Murthy, Modern English Grammar, Trinity press, 2016.

John Seely - The Oxford Guide to Effective Writing and Speaking. OUP, 2005.

Oxford Advanced Learners's Dictionary, 8th edition, 2013.

Martin Hewings - Advanced Grammar in Use, Cambridge University Press, 2013.