

① COMMUNICATION — It is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.

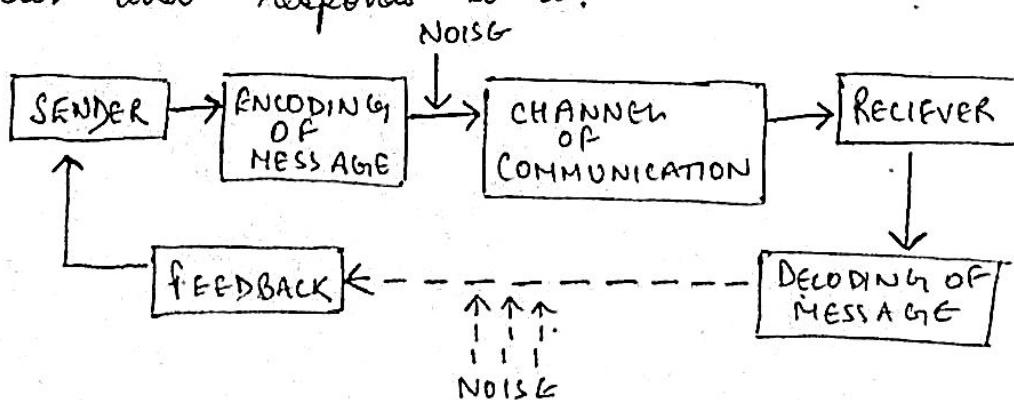
Communication is the two way process of exchanging ideas and information.

- **ROLES OF COMMUNICATION —**

- (1) It increases interaction in a giant organization.
- (2) It helps in operating in global business organization.
- (3) Many companies operate in the international level.
- (4) This requires dealing with people of different language & culture.
- (5) To keep pace with changing environment.

- **PROCESS OF COMMUNICATION —**

- (1). Communication is process which involves sender of a message and receiver.
- (2). Communication is complete only when the receiver is able to interpret a message as desired by the sender and responds to it.



• ELEMENTS OF COMMUNICATION —

- (1). SENDER — The person who feels the need to express certain ideas and thoughts is known as sender or communicator. It initiates the message.
- (2) MESSAGE — Message is the fact idea, meaningful content or piece of information that sender wants to convey and send to the receiver.
- (3). ENCODING OF MESSAGE — Encoding the message is the process by which the sender translates his thoughts, ideas into series of symbols (words, signs) or any medium that is shared b/w the sender and receiver if it is for safety purpose.
- (4). COMMUNICATION CHANNEL — Communication channel is the medium through which the message passes. It may be formal channel (ex-member, presentation, reports) or informal medium (ex-personal letters).
- (5). RECEIVERS — The person who receives the message & provides feedback.
- (6). DECODING — Decoding is the process of comprehending meaning and all the sense of the message so that the receiver understands it.
- (7). FEEDBACK — Feedback is the receiver's response to the message sent by the sender. Feedback confirms the receipt of message by the receiver.

7 C's of COMMUNICATION -

- (1). COMPLETENESS — Every communication must be complete & adequate. Incomplete messages keep the receiver guessing, create misunderstanding and delay action.
- (2) CONCISENESS — It means that in business communication you should be brief and be able to say whatever you have to say in fewest possible words.
- (3). CLARITY — The message must be put in simple terms to ensure clarity.
- (4). CORRECTNESS — The term correctness as applied to business messages means bright level of language & accuracy of facts, figures and words. If the information is not correctly conveyed, the sender will lose credibility.
- (5). CONSIDERATION — Consideration means to be specific preparing the message with the intended reader in mind. In order to communicate effectively, the sender should think from the receiver's angle.
- (6). CONCRETENESS — It means to be specific, definite & vivid (clear) rather than vague (not clear) and general.
- (7). COURTESY — Courtesy or politeness stems from a sincere youth attitude. It is not merely politeness, rather it is politeness that grows out of respect and concern for others.

• VERBAL AND NON VERBAL COMMUNICATION -

(1) VERBAL COMMUNICATION -

Verbal communication is a type of oral communication wherein the message is transmitted through spoken words.

(a) METHODS OF ORAL COMMUNICATION -

① face to face contact - face to face conversation is the most natural way of transmitting the message. e.g., lectures, face to face interview, social gatherings etc.

② Through mechanical devices - e.g. telephone, teleconferencing, intercom systems, cellular phones.

(b) TWO TYPES OF ORAL COMMUNICATION -

① LISTENING - Listening & speaking go hand in hand. No oral communication can be effective without proper listening.

② PRESENTING - Along with listening skills, ability to present ones viewpoint is also important for effective oral communication.

(c) GOALS OF ORAL COMMUNICATION -

① To inform the listener.

② To persuade the listener.

③ To build good will.

(d) ADVANTAGES OF ORAL COMMUNICATION -

(1). Oral communication is more effective because of direct contact.

(2). Spontaneous.

(3). Midway correction is possible.

(4). helps in getting quick response.

(5). It is faster as compared to written communication.

NON VERBAL COMMUNICATION -

By non verbal communication, we mean all communication that involved neither written nor spoken words but occurs without the use of words.

Types of Non-Verbal Communication -

- ① Kinesics (Body language) - Kinesics means the study of body language i.e. the study of role of body movements such as winking.
eg. nodding head up and down conveys agreement.
Elements of body language - personal appearance, facial expression, posture or body positions, eye contact.
- ② Proxemics (Space language) - It is the space language which deals with the way people use physical space to communicate.
 - (i) Intimate : physical contact to 18 inches.
 - (ii) Personal : 18 inches to 4 feet.
 - (iii) Social : 4 feet to 12 feet.
 - (iv) Public : 12 feet to the range of eye sight & hearing.
- ③ Chronemics (Time language) - It involves the meaning given to time dimensions when we are communicating it to someone.
- ④ Haptics (Touch language) - It is a study of how physical contact or touch is used to communicate the ideas and feelings.
Nodes: stroking, hitting, patting, shaking hands etc.

(5). Para language (like language) - Paralanguage is the study that how the speaker verbalizes. It shows how the words are spoken or uttered. Vocal tones indicate meaning to others such that we are happy, sad, excited, nervous and so on.

Para language can be studied under two heads -

(i) Voice - It refers to quality of voice.

(a) Pitch

(b) Speed

(c) Pronunciation

(ii) Word stress - Meaning conveyed by the verbal utterance.

TECHNICAL COMMUNICATION -

"All the information which is organized, presented and communicated in a specific format for a specific purpose and to specific audience is called Technical Communication".

REQUISITES OF TECHNICAL COMMUNICATION -

- ①. Proficiency in Subject - The command in subject is the backbone of an effective technical communication.
- ②. Proficiency in Language - It is must. Language error in technical writing is never entertained.
- ③. Proficiency in Structuring - To synchronize the thoughts and information in a logical order.

ELEMENTS OF TECHNICAL COMMUNICATION -

- ① Simple Diction - Diction means words. Diction is the art of speaking clearly so that each word is clearly heard & understood.

- ② Short sentences - Vague & ambiguous statements are not appreciated in technical communication. It should be straight, to the point and clear.
- ③ Order - Sequence of idea makes big difference, ideas placed in correct sequence brings clarity and avoid confusion.
- ④ Punctuation - It can suggest the right tone, stress pause, emotions to the written passage.
- ⑤ Objectivity - One must use an objective tone rather than subjective.
- ⑥ Conciseness - To concise means to avoid usage of unnecessary and overused words.

IMPORTANCE OF TECHNICAL COMMUNICATION -

Technical communication plays a vital role in an organization, whether it is business, industry or an academic institution.

It is impossible for an organization to survive without communication.

FEATURES OF TECHNICAL COMMUNICATION -

- ① Plain language & relevant content:-
 - Purpose of technical communication is to inform, instruct or persuade a reader.
 - Language needs to be plain, straight forward with an easy understandable terminology.

② Specific Style :-

- ⇒ Technical documents have a set style based on specific format that straight away reach purpose of writing.
- ⇒ Paragraphs are short, focusing on only one idea.

③ Specific Format :-

- ⇒ Font
- ⇒ Line & paragraph spacing
- ⇒ Margins
- ⇒ No of words
- ⇒ Figures & graphics
- ⇒ Division of sections etc.

④ Analyzing Audience -

In technical communication, the analysis of audience is a must. The communicator must keep in notice whether the audience is technical (engineers, scientists, doctors etc) or some semi-technical (staff of admin, clerk, secretary etc) or non-technical (general public, patients, clients).

PERCEPTIBLE AIDS OR VISUAL AIDS -

Perceptible aids enhance the effectiveness of technical communication. It is said that a picture is worth a thousand words.

People learn and retain information better that is presented to them visually than that which is provided verbally.

TYPES OF COMMUNICATION

FUNCTIONAL COMMUNICATION — Functional communication is the means by which an individual spontaneously and independently communicates his/her wants and needs and socializes with others. This communication can occur through a variety of forms, including speech, picture exchange, gestures, sign language and assistive device.

SITUATIONAL COMMUNICATION —

Communication (business or personal) that is by nature:

- Structured
- Less spontaneous
- More formal
- Planned pay off
- Thoughtful engagement with a purpose.
- Requires significant energy and effort.

→ It is a clear, concise and focused communication and relating strategy that maximizes a minimum amount of time to achieve successful results and effective relationships.

INTERPERSONAL COMMUNICATION —

→ Interpersonal communication is the process by which people exchange ideas, feelings and thoughts using verbal and non-verbal communication.

Communication (business or personal) that is by nature:-

- Unstructured
- Spontaneous
- Informal
- No planned pay off
- Thoughtful engagement
- Mostly effortless.

GROUP COMMUNICATION — Group communication occurs when three or more than three individual with a common goal, interact formally or informally.

INTERACTIVE COMMUNICATION — Interactive communication is the exchange of ideas where both participants, whether human, machine or art form, are active and can have effect on one another.

It includes basic dialogues and non-verbal communication, it is a dynamic, two way flow of information.

MASS COMMUNICATION — It occurs when extremely large group receive information at the same time but at different location. E.g. Television Audience.

DYADIC COMMUNICATION — Dyadic communication is the form of verbal communication held face to face. This is the communication between two individuals related to their mutual ideas, behaviour, thoughts, perception, likes, dislikes etc.

VERBAL AND NON VERBAL COMMUNICATION — Discussed previously

LANGUAGE AS A TOOL OF COMMUNICATION -

Language simplifies the way to express thoughts, ideas and emotions. Language has become an important aspect in our today's life because it enables us to communicate.

It is said that speech is primary while writing is secondary.

Language is the expression of ideas by means of speech sounds combined into words, words are combined into sentences and combination answering to that of ideas into thoughts.

GENERAL COMMUNICATION -

- It includes day to day casual talks among peers.
- It is done without reference to any specialized techniques, terminology and format.
- It does not need any boundaries and rules.
- It could be vague, suggestive, equivocal and very plain. It has not set pattern of communication.
- It is elegant and creative and can be poetic, literary or generic.

BARRIERS TO COMMUNICATION -

The term 'barrier' means hurdles, hindrance and obstacles. Thus barriers to communication imply hurdles or obstacles on the way of transmission of message from the sender to the receiver.

TYPES OF BARRIERS -

① Physical & Mechanical barriers -

- (a) Noise - Noise through varying degree, disturbs or interferes with communication e.g. traffic noise.
- (b) Distance - Long distance between sender and receiver often results to disturbance in telephone connection.
- (c) Time - Time refers to the reaching of message.
- (d) Information Overload - Confusion is created due to information overload.
- (e) Physical Barriers - Poor lighting, too cold or thundering weather etc.
- (f) Use of words with different meanings - "tube" referring in 'cycle tube' and 'water tube' meaning two different things.

② Language or Semantic barriers -

- (a) Unclear Message - Lack of clarity and poor expressions create confusion.
- (b) Technical words or jargons - Specialists and technical experts always use technical language but common man cannot understand it.
- (c) Faulty Translation - Sometimes instructions originally drafted in a language need to be translated in a language understood by workers (Hindi) or else they won't be able to draw the meaning out of it.
- (d) Unclarified Assumptions - Sometimes messages are based on certain assumptions which are subject to different interpretations.
- (e) Body language and gestures - Along with verbal communication body language should also mean the same or else it will distract the proper meaning.

Socio psychological barriers -

- (a) Difference in perception - Due to difference in experience, education and culture, the two people perceive the same information in different manner.
- (b) Difference in attitude - If the message is consistent with our attitude, we tend to like it otherwise dislike it.
- (c) Emotions - How the receiver feels at the time of receipt of information, affects a lot on how he/she interprets the information.
- (d) Inattention - If any of the receiver or sender does not pay attention, it will obstruct the communication.
- (e) Closed Minds - Both the sender and the receiver should be open minded while listening to each other or else it will cause misunderstanding.
- (f) Distrust - If the sender and the receiver both do not trust each other, none of them can communicate effectively.
- (g) Cultural Difference - People with different cultures have different meanings of different signs, symbols and assumptions.

Organizational Barriers -

- (a) One way flow - When sender and receiver both do not participate in a communication, then it is not effective.
- (b) Status Relationship - Organizational structure creates a no. of status levels in an organization.
- (c) Complex Organizational structure -
 - Several layers of supervision
 - Long communication lines
 - Organizational distance between workers and top managers.

(d) Rigid rules and regulations - Lot's of Do's and Don'ts obstruct the communication flow.

PERSONAL BARRIERS -

- (a) Attitude of superiors - If the attitude of superior is fine, there is no problem but if the attitude is unfavourable, there is a greater possibility that the message will not flow adequately.
- (b) Lack of confidence in subordinates - When the subordinate are less competent or less confident, they lack effectiveness in communication.
- (c) Filtering of information - Sometimes the sender intentionally screens the information for passing only such information which will look favourable to the receiver.

LEVELS OF COMMUNICATION - Learning to communicate with others by using language in an effective way in both personal and professional field is a challenge itself. Basically human communication takes place at six levels -

- 1). Extra-personal communication - When communication is done with non-human entities and humans, results to extra personal communication.
- 2). Inter-personal communication - In this two people share their ideas and thoughts which enable us to get along with each other.
- 3). Intra-personal communication - It is all about ourselves i.e. self talk.
- 4). Group Communication - Group communication occurs when three or more than three individual with a common goal, interact formally or informally.

- 5). Mass Communication - It occurs when extremely large group receive information at the same time but at different location eg. T.V. Audience.
- 6). Organizational communication - Communication in an organization takes place at different hierarchical levels -
- (a) Inter-operational - Communication that occurs in conducting work within an organization is called inter-operational communication. This is the backbone of any organization.
 - (b) External - operational - All work related communication that an organization does with other organizations or dealers is classified as external operational communication.
 - (c) Personal - Any sort of communication that takes place without the intention of business or communication not related to organization is known as personal communication.

L-S-R-W [Listening - Speaking - Reading - Writing] skills - L-S-R-W is the four skills of language learning, a set of four capabilities that allow an individual to comprehend and produce spoken language for proper and effective inter-personal communication. These skills are listening, speaking, reading and writing.

Listening Skills - Listening has been defined as a "thoughtful attention one pays to what is heard". We hear sounds and make out a meaning out of them and curate a response.

Speaking Skills - We utter something and it gets a response, we make sounds, in a defined or accepted language and the receiver is able to pay "thoughtful attention", the activity of speaking gets done. Oral communication is another name for spoken communication.

Reading Skills - Reading gives you an immense amount of knowledge.

Our reading must be fluent and we should get the meaning of what we read.

Writing Skills - When you put your thoughts, knowledge in written words, it makes you an exact communicator. Accuracy, brevity and clarity (of thoughts and expressions) is vital for impressive writing skills.