

UNIT-I- Basics of Communication

Skills

Communication Skill : Types : Verbal; Non-Verbal

Process of Communication;

Levels of Communication;

Intrapersonal;

Interpersonal;

Mass Communication;

Approaches to Communication: Reciprocity ; Objectivity ; Rationality ; Utility ; Universality ;

Speaking ; Essential Elements , Nuances of Delivery.

Listening : Active ; Passive ;

Thinking strategies : Positive Thinking .

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UNIT - 1

Communication Skill

Lecture - 1

INTRODUCTION

Our day to day life involves various situations in which we speak or write. This spoken or written communication can be with our friends, family, seniors or teachers. It can be done to serve various purposes like discussion, deliberation, explanation etc.

Communication is a fundamental to one's social living. We learn to communicate naturally to understand that articulating word is not equivalent to communication.

The IT Revolution and globalisation of business has brought the importance of technical communication to the forefront of both academic and industry with the world becoming a global market and business becoming diverse and result-oriented professionals and technocrats are facing newer challenges in communication every day.

Meaning

The word 'communication' is derived from Latin word 'communis' which means common. It is a process of exchange of facts, ideas, opinions and a means ~~of~~ that individual or organizations share the meaning and understanding with one another.

Communication skills is the ability to use language (receptive) and express (expressive) information.

Effective communication skills are a critical elements in our career and personal lives.

Why Communication Skills?

"If you improve your communication skills, I guarantee you that you will earn fifty percent more money over your lifetime." - Warren Buffett

Definitions:

"Communication 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." - Thed Haiman

Lecture-

• "Communication is the two way process⁽³⁾ of exchanging ideas and informations."

• "Communication is a process of sharing experience till it becomes a common possession. It modifies the disposition of both parties who partakes it."

John Dewey.

• "Communication is sharing of ideas and feelings in a mood of mutuality."

— Edgar Dale.

• "Communication is a mean of persuasion to influence other so that derived effect is achieved."

— Aristotle.

Importance of Communication

* Give Information: - Eg:- Two people talking to each other or news from ~~no~~ newspaper or radio.

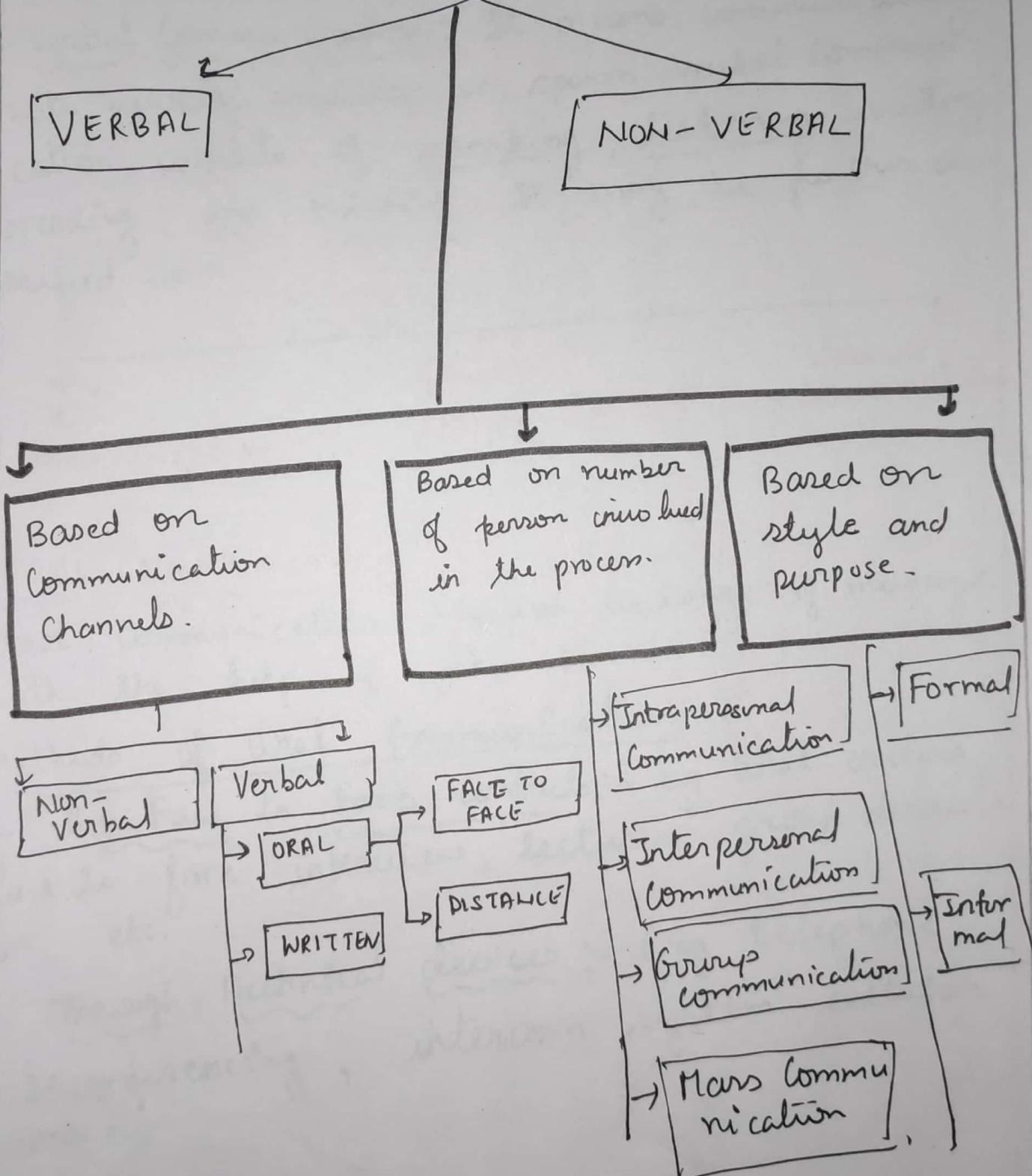
* Persuade: - To sell product or convince a person.

* Express Need: - Eg Food when you are hungry or need a report for the meeting.

* Form Social bonds: - Eg greetings others or introducing yourself.

* Share feeling: - Eg:- Share your happiness or sorrow.

Types of Communication



* Based on the basis of the 'medium (channel) employed.

Verbal Communication: It means communicating with words, written or spoken. Verbal communication consists of speaking, listening, writing, reading, and thinking. It may be further classified as

↓
Oral
Communication

↓
written
Communication

↓
Visual
communication

ORAL COMMUNICATION :-

Oral communication involves exchange of message with the help of spoken words.

Methods of Oral Communication

1. By Face to face contacts:- Eg oral orders, face to face interview, lectures, group discussion, etc.
2. Through Technical devices:- (Eg telephone, teleconferencing, intercom system, cellular phone).

Types of Oral Communication

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Listening

- Any oral communication is incomplete without listening as an important tool to communication.

Presenting

- Along with listening skills, ability to presents ones view point is also important for effective oral communication.

WRITTEN COMMUNICATION

Written communication is the act of writing, typing, or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference. Writing is commonly used to share information through ~~book~~ books, pamphlets, blogs, letters, memos, and more.

Email and chats are a common form of written communication in the workplace.

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Non-Verbal Communication

It is no use of words communications. It includes using of pictures, signs, gestures, and facial expressions for exchanging information between persons.

It is wordless message conveyed through gestures (sign), movements (action language) and other language and so on.

NON-VERBAL COMMUNICATION - TYPES

• Kinesics (Body Language) :- It is the study of the body language of a person, i.e. gestures, postures and facial expressions etc.

• Haptics (Touch language) :- The use of touch (handshake) in communication is the expression of feeling and emotions.

• Proxemics (Space Language) :- This distance maintained by a person while communicating with others, communicate about the relationship of the person with others like intimate, personal, social & public.

- Artifacts Environment :-

The appearance of a person speaks about his personality i.e. by way of clothing, carrying jewellery, lifestyle etc. This kind of communication is known as artifactual communication.

- Chronemics (Time Language) :-

The use of time in communication is chronemics which speaks about the personality of the sender / receiver like punctuality, the speed of speech etc.

- Silence :-

Like other types of non-verbal communication a complete silence also can transmit out inner view of mind. Both positive and negative attitude can be expressed through silence.

Sign :-
This is the type of communication that make use of religious, status or ego-building symbols.

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Meta communication :-

Here the speaker's choice of words unintentionally communicates something more than what the actual word state.

for Example:- a flattering remark like "I'd never seen you working so hard" could also mean that the regular work of the listener needed improvement.

Vocalics :-

The volume, tone of voice and pitch used by sender for communicating a message to the receiver is known as vocalics or paralanguage.

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Based on number of person involved in the person:

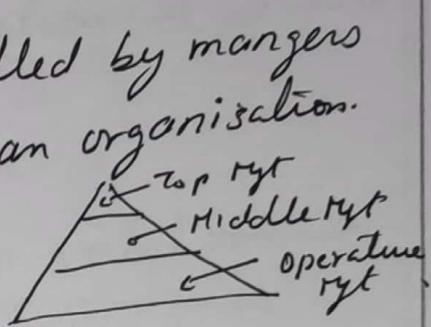
- Intrapersonal Communication :
It is talking to oneself in one's own mind.
- Interpersonal Communication :
It is the exchange of message between two persons. For example, a conversation, a dialogue, or an interview in which two person interact.
- Group Communication :
It can be among small or large group, like an organisation, club or classroom, in which all individuals retain their individual identity.
- Mass Communication :
It occurs when the message is sent to large groups of people, for example, by newspaper, radio or television.

⇒ Based on style and purpose.

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* Formal Communication

A formal communication is controlled by managers or people occupying positions in an organisation.



Types of formal Communication

↓
Downward
Communication

↓
Upward
communication

↓
Lateral
communication
or
Horizontal
communication

↓
Diagonal
or
cross
communi-
cation

Downward communication → Communication from top to bottom.

Upward communication → From bottom to top.

Lateral communication :- Communication between people having same level.

Diagonal or Crosswise communication - Includes flow of information among people at different levels.

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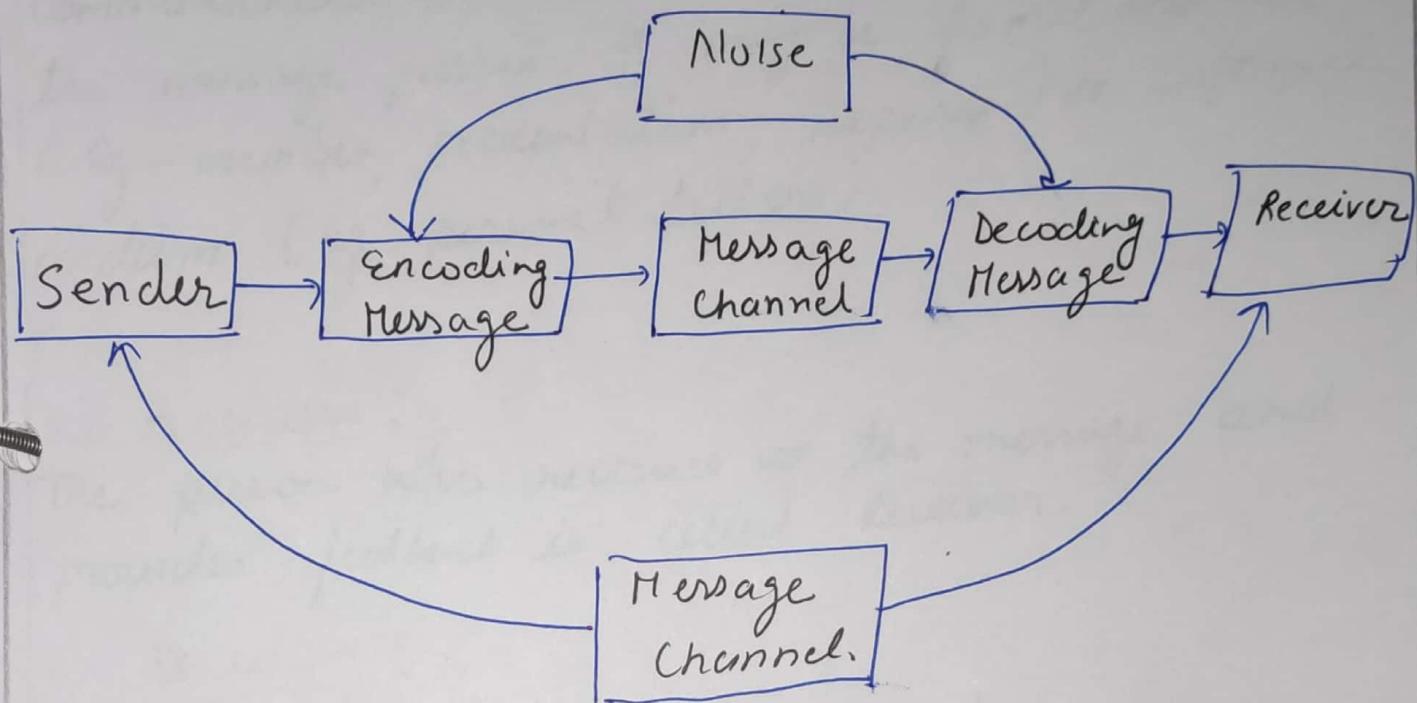
Informal communication is

Also called "grapevine" communication as it runs in all the direction.

Difference between verbal and non-verbal communication

Basis	Verbal Communication	Non-Verbal communication
Meaning	The communication in which the sender uses words to transmit the message to the receiver.	The communication that take place bet ⁿ sender & receiver with the use of sign.
Types	Formal & Informal.	Chromemics, Vocalics, Haptics, Kinesics, Paralinguage, Artifacts.
Time consuming	No	Yes.
Chance of transmission of wrong message	Rarely happens.	Happens most of time.
Documentary Evidence	Yes, in case of written communication	No
Advantage	The message can be clearly understood & immediate feedback is possible.	Helpful in understanding emotions, status, lifestyle, & feelings of the sender.

PROCESS OF COMMUNICATION



Elements of Communications

- 1) Sender- The person who feels the needs to express certain ideas and thought is known as sender or communicator. It initiate 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 is the process by which the sender translates his thoughts, ideas into a series of symbols (words, signs) or any receiver.

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4. Communication Channel :

Communication channel is the medium through which the message passes. It may be formal channel (Eg - member, presentation, reports) or informal medium (Eg personal letters).

5). Receivers :

The person who receives the message and provides feedback is called Receiver.

6) Decoding :

Decoding is the process of comprehending meaning and all sense of the message so that the receiver understand it.

7) Feedback :

Feedback is the receiver's response to the message send by the sender. Feedback confirms the receipt of message by the receiver.

8). Content :

If communication does not take place in vacuum. The context of any communication act is the environment surrounding it. It includes place, time, event, attitude of sender and receiver etc.

Approaches to Communication

• Reciprocity (cooperation)

Reciprocity is a relation or state in which two people or groups perform mutual or corresponding actions based on the actions of the other.

It refers to a mutual exchange

It says that in many social situations we pay back what we received from others.

Eg John does you a favour, you're likely to return it to him.

Objectivity

It means unbiased and not influenced by emotions or personal prejudices

C.V. Good (1973) defines objectivity as testing is to the extent to which the instrument is free from personal error. (personal bias), that is subjectivity on the part of the scorer."

Rationality

Rational means reasonable or logical.

To do the things based on logic.

To make your communication more rational, use logic. Try to use a logical, scientific methods of communicating your message. Provide a logical rational to support your ~~assurer~~ idea. If you fail to provide a rational for your message, then nobody will have a reason to believe it.

Utility

Communication has vital role in exchange of information between people of different countries. Communication add meaning to human life. It helps to build relationship, foster love, enriches our knowledge and makes our living world.

Universality

Communication is a fundamental, universal process that seems to connect senders and receivers of messages through space & time. It connect all the living beings whether they are not human.

Speaking.

Speaking is the purposeful process by which people, using audible and visible symbols, communicate meaning in their minds to their listeners. It is flexible, changing as well as complex and varied.

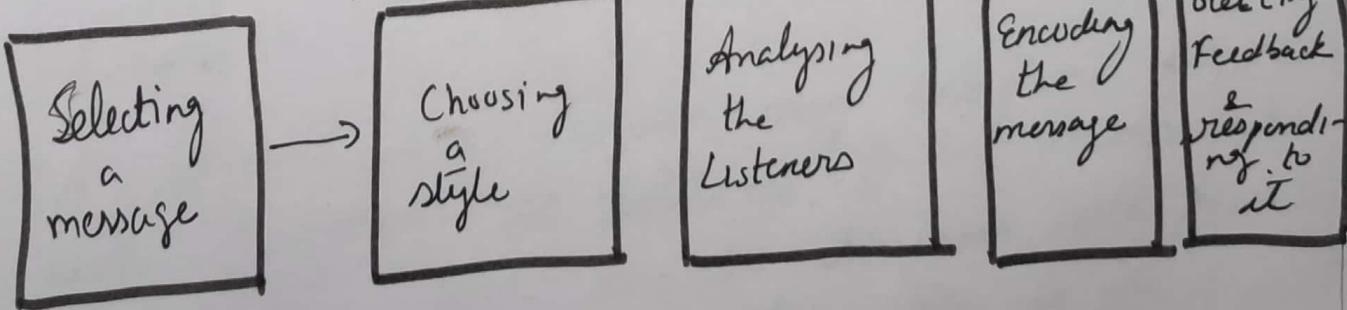
The main objective of speaking is to create a message and that stimulate in listeners meanings that bring about the desired change in their understanding or opinions.

Process of speech

It consists of

- * Message
- * Audience
- * Speech Style

- * Message Encoding
- * Feedback.



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The Message

The message include everything that the speaker want to say verbally or non-verbally.

Must focus on content of the message.

The message must be clear and relevant.

The Audience

To be an effective speaker, familiarity with one's audience is necessary.

It is very important to know your audience in case of formal situation like seminar, conferences, meetings, interviews etc.

The Speech Style

It is the manner of speaking. It can be

formal
(Seminar).

informal
(conversation).

A student can discuss any academic topic with teacher in polite & formal manner whereas some topics can be discussed with friends informally. Hence style selection depends on nature and situation.

Encoding

Encoding in oral communication involves a language, an appropriate oral form, and positive non-verbal signals. Verbal messages need a common language code, which the listener may easily decode. If the listener cannot understand the message, communication fails. For example, the speaker cannot speak in Bengali with a person who does not understand Bengali. If the speaker and his listeners use the same language, it may be used in informal situations. However, English should be used in formal situations.

Feed back

Feedback is the process through which the speaker receives information about how his/her message has been received by listeners, and his/her response to those cues. The feedback process is not complete until the speaker has responded to the listener.

Speaking (Delivery)

Our manner of presentation, our vocal inflections, our perfectly timed pauses, our facial expressions, and our gestures - all these are part of an expert delivery.

Mode of Delivery

- 1) Extemporaneous
- 2) Impromptu
- 3) Manuscript
- 4) Memorization

Extemporaneous Mode

Extemporaneous speaking is the presentation of a carefully planned and rehearsed speech, spoken in a conversational manner using brief notes.

Manuscript Mode

Manuscript speaking is the word-for-word iteration of a written message. In a manuscript speech, the speaker maintains his or her attention on the printed page except when using visual aids.
→ New reporting

Impromptu Mode

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Impromptu speaking is the presentation of a short message without advance preparation.

Memorization Mode

Memorized speaking is the recitation of a written message that the speaker has committed to memory.

Elements for Effective Delivery

1. Verbal:- Verbal elements can be enhanced in presentation by following

- Word pictures
- Warm words
- Similes & metaphors (उदाहरण).
- Impact words.
- Smooth flow.

2. Non-Verbal: Our appearance, facial expressions, eye-contacts, postures, gestures, and the space we share with our interest, enthusiasm, intentions confidence to our audience.

He is shining like a star
 The snow is white blanket

Ways to use body language effectively⁽²¹⁾ during presentations:

- Wear a formal dress and simple accessories.
- Use facial expressions to exhibit your enthusiasm and interest.
- Make eye contact with all sections of the audience.
- ~~Smiled~~

3. Vocal: Our vocal elements, namely tone, pitch, rate and volume, reflect our attitude about ourselves, our message, and our audience.

- Speak with enthusiasm and sincerity.
- Adjust the volume of your voice.
- Use your optimal pitch.
- Avoid fast delivery.
- Use silence and pauses effectively.
- Articulate each word clearly.

4. Visual:

Our audience will remember facts easily if the ideas are connected to the right-brain stimulation. Visual stimuli are more effective than verbal stimuli.

Advantages

- Message become more interesting.
- People retain it longer.
- People grasp it more easily.

Nuances of Delivery

The following suggestions will help in this regard.

Be an Active Listener:- When you talk to someone, whether in a formal or informal oral situation, you must listen to the person carefully & attentively.

Be a subtle Speaker:- Always thought before speaking, use appropriate style.

Speak with clarity:- The speaker should be clear & effective.

Be simple:- Should use simple sentences or languages. Use familiar language with people.

Use Appropriate Pauses:- Speaking too quickly may result in lack of communication on the part of the listener. This will result in confusion.

Be polite:- It is good for conversation.

Be friendly:- It is easy to talk to friendly people.

Be positive:- He should express positive feeling ~~while~~ during conversation.

Be flexible:- Always be flexible in approach, attitude & style.

Be Tactful:- Always be tactful while talking to teachers, boss or any ~~or~~ seniors.

Do not Argue : I
Never argues during conversation.

Be Interested :

We should also take keen interest in the other person or persons talking to us. Maintain eye-contact and contribute to conversation in lively manner.

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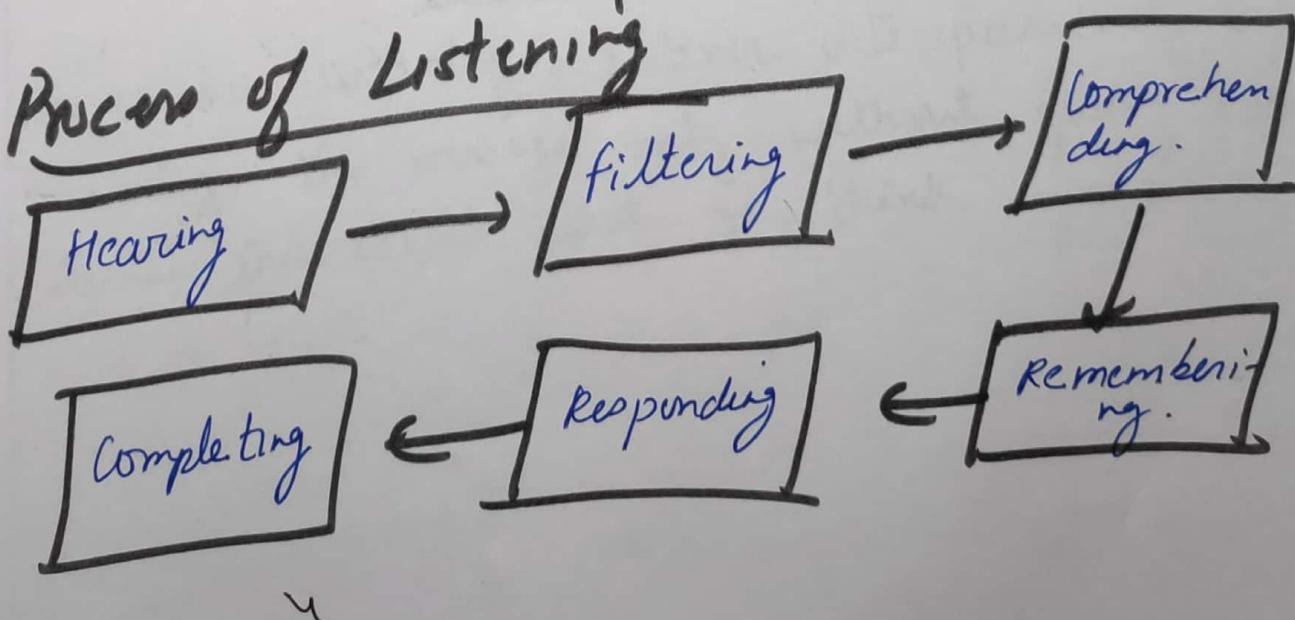
Listening

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Effective listening is the process of analysing, sounds, organizing them into recognizable patterns, interpreting them into recognizable patterns; interpreting the patterns and understanding the message by inferring the meaning.

Difference between Hearing & Listening

Hearing	Listening
Accidental	Focused.
Involuntary	Voluntary
Effortless	Intentional.
Passive Process	Active Process.



Active Listening

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The act of mindfully hearing and attempting to comprehend the meaning of words spoken by another in a conversation or speech. It requires the listener fully concentrate, understand, respond and then remember what is being said.

Techniques to become an Active Listener

1. Pay Attention .
2. Show that you're listening
3. Defer judgement -
Interrupting is a waste of time. It frustrates the ~~speaker~~. speaker.
4. Respond Appropriately

Passive Listening

In passive listening , listener acts passively by receiving the message only without giving further external indications what you think, you become.

Thinking strategies :- Positive thinking

~~DEFINITION~~

→ Positive DEFINITION

Positive thinking is a positive mental attitude that firmly believes that things will soon be better and with that belief, one can overcome any type of difficulty in his favour.

— Norman Vincent Peale.

(Positive - Perspective)

- ↳ A question of faith
- ↳ helps you to be good leader & entrepreneur.

An observation

"We are only half awake. We are making use of only a small part of our physical and mental resources. Starting to think broadly, human individuals thus far live within their limits. They possess power of various sorts which they habitually fail to use."

— William James.

Dr. Eric Berne's Views on attitude

- I'm not okay, you are not okay
(+Insecure)
(can never succeed in life)
- I'm not okay, you are okay (negative)
- I'm okay, you are not okay (Imposing)
- I'm okay, you are okay. (Positive)

Ways to develop Positivism

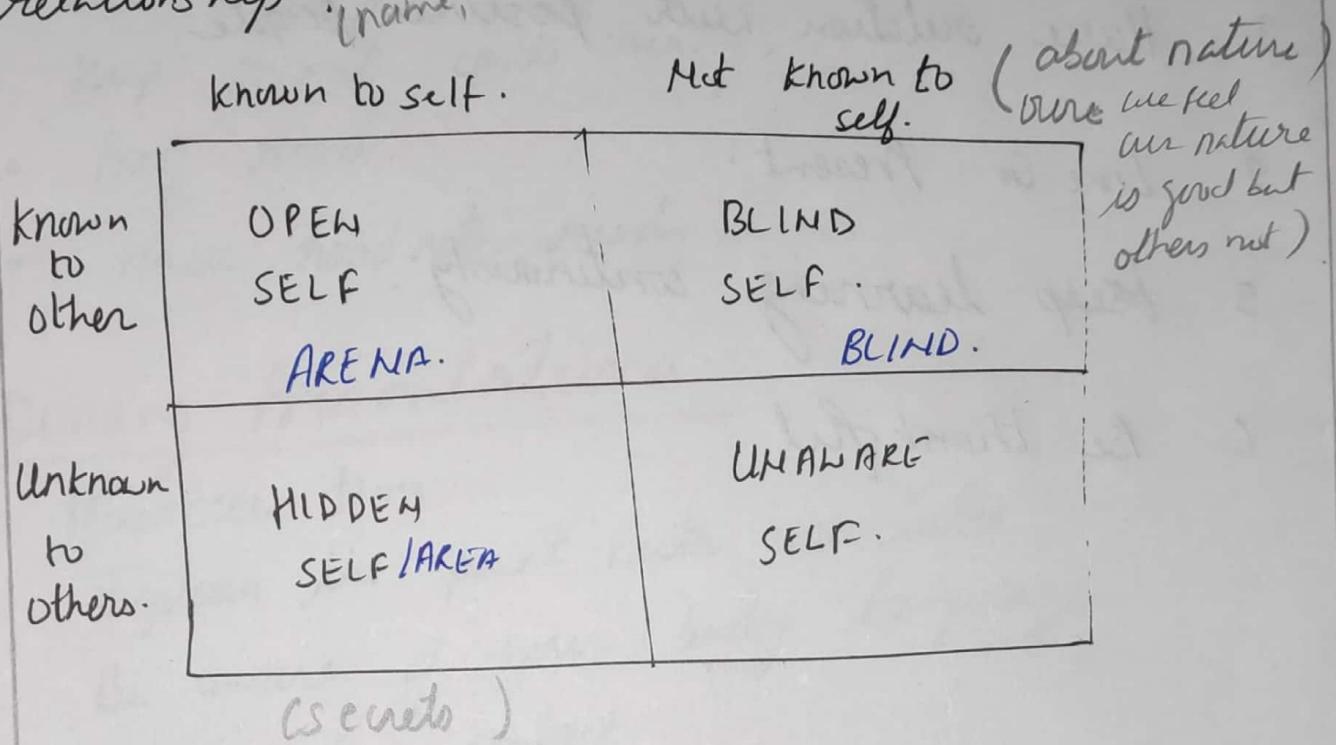
- Believe in your abilities
- Enhance your skills.
- Learn from other.
- Take right paths. (gita) follow your dreams or beliefs.
- Concentrate on your goals.

Johari Window

- Developed by American Psychologists Joseph Luft and Harry Ingham in 1955.
- To illustrate and improve self-awareness and mutual understanding.
- To assess a group's relationship with other groups.
- To understand and train soft skills behaviour.

Johari Window

A model for self-awareness, personal development, group development and understanding relationships.



Till the time you are awake, your thought process continues. It is very difficult to keep the mind blank, so instead of clouding it with useless negativity. We can achieve our goals faster with a positive mindset, as negativity hinders your progress.

POSITIVE THINKING
 Positive thinking is a state of mind in which you see the bright side of life. If you think positively only good thoughts will dominate your mind & you will flourish in happiness, success & health.

DEVELOP POSITIVE THINKING

1. don't look for perfection
2. Talk in positive language
3. Have relation with positive people.
4. Live in Present.
5. keep learning continuously.
6. Be thankful.

DO's

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Before Presentations

- Arrive Early.
- Check seating arrangement.
- keep prompt cards ready.
- Proof read.
- Have handouts ready.

During Presentations

- Maintain time
- Explain the point with anecdotes
- Be aware of your body language.
- Mention Eye contact.
- Use humour.
- Check on tone, pace & volume of your voice.
- Have an interactive introduction.

Don'ts while making a Presentation

- Don't ~~read~~ read directly from slides.
- Don't use too much jargon.
- Don't use too many short forms.
- Don't have inappropriate pauses.
- Don't be rooted to one place.
- Don't use small fonts.
- Don't apologize unnecessarily.