



# COMMUNICATION-I

(Spoken and Written Communication)

# COMMUNICATION



It's not  
gifts I  
want, but  
someone  
who listens.

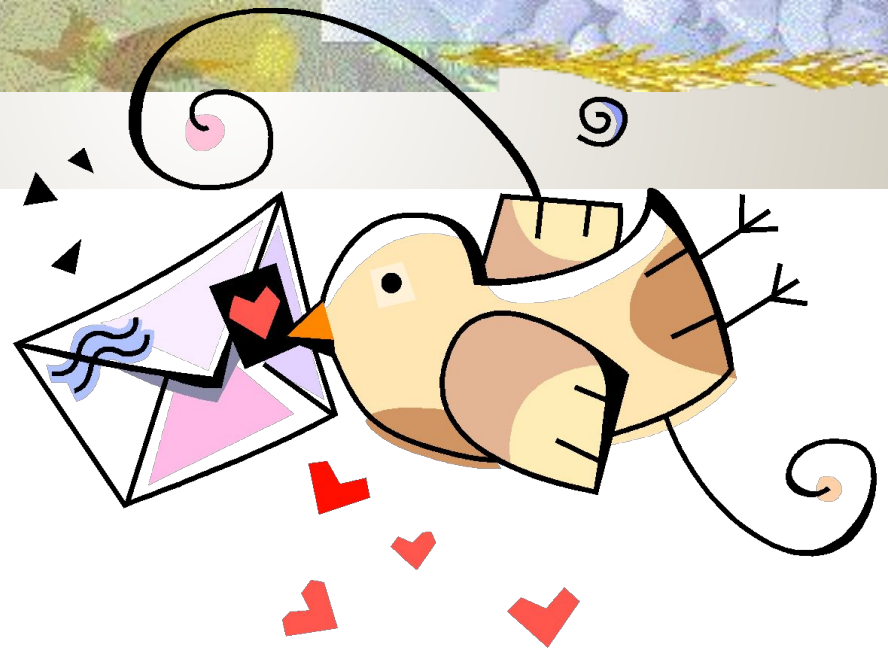


CARTOONSTOCK

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Kim Wank






SMOKE SIGNALS

# COMMUNICATION

Communication is the process of sending and receiving messages between parties



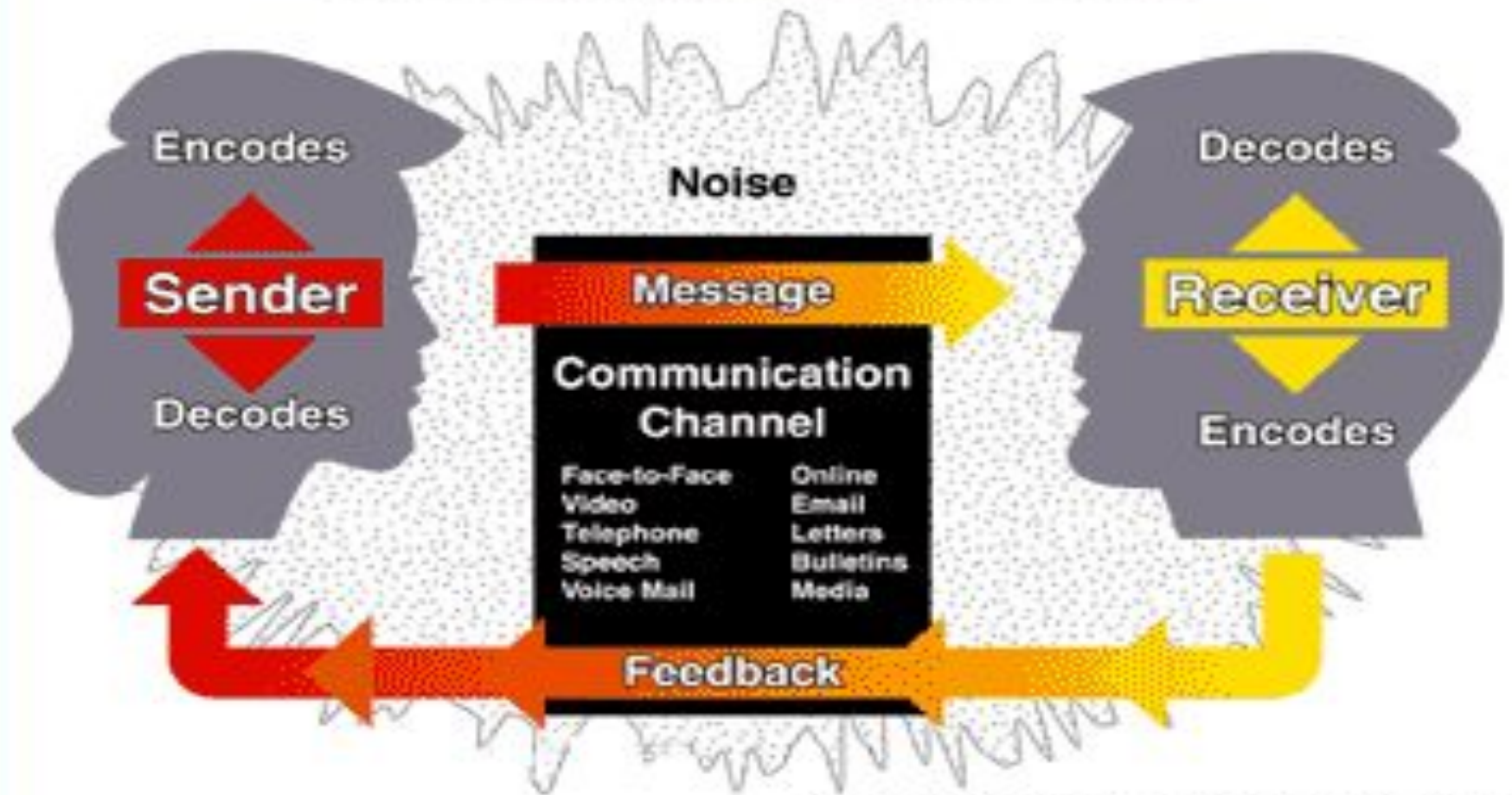


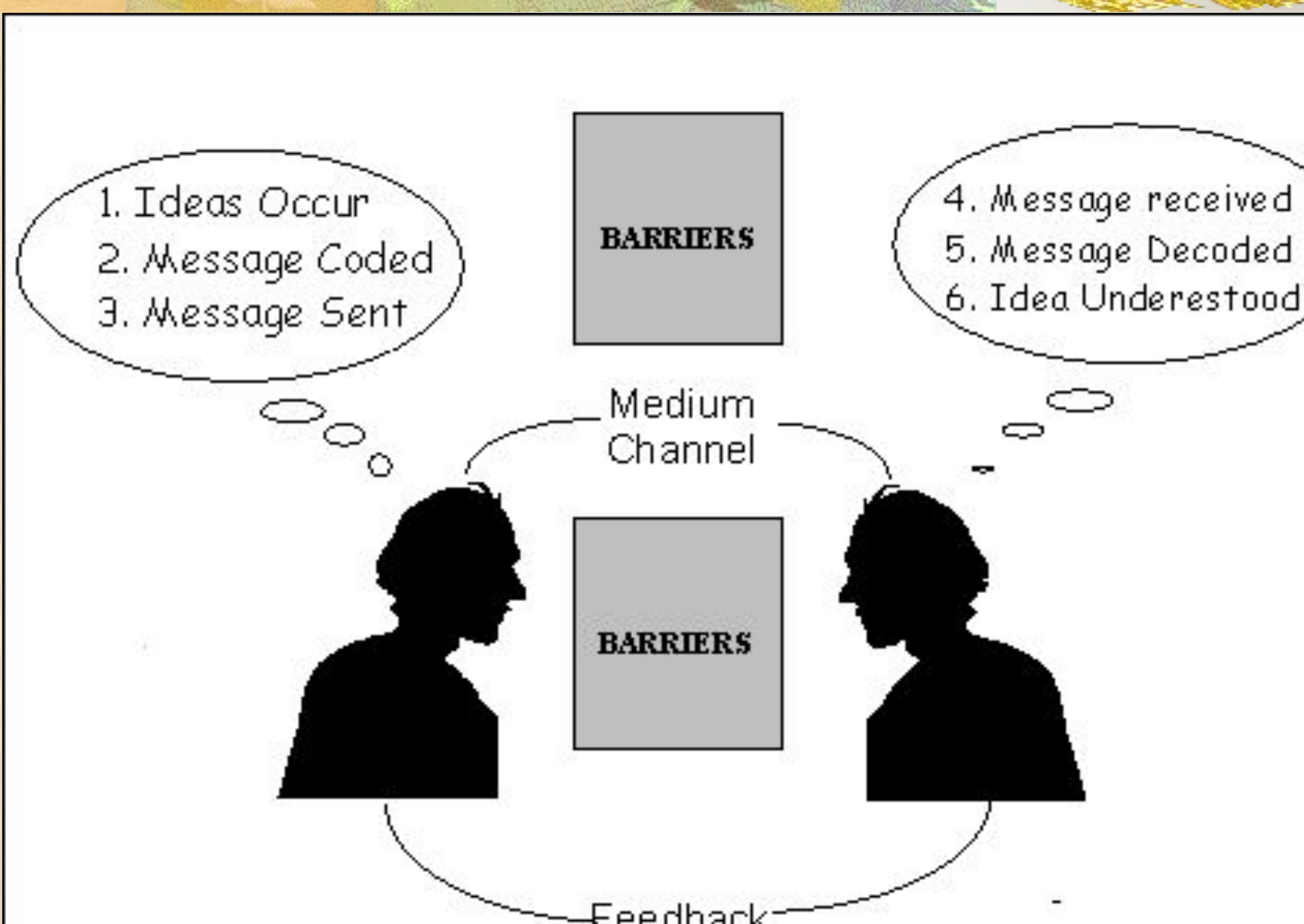
Communication (from Latin *communicare*, meaning "to share") is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.



# Basic Model Of Communication

## The Communication Cycle





A diagram illustrating the communication process between two individuals. At the top, a decorative banner features a yellow star on the left and blue rocks on the right. The central part of the diagram shows two black silhouettes of people facing each other. A curved line labeled 'Medium Channel' connects their heads. Above the left person is a large thought bubble containing a list of three steps: '1. Ideas Occur', '2. Message Coded', and '3. Message Sent'. Above the right person is a large thought bubble containing a list of three steps: '4. Message received', '5. Message Decoded', and '6. Idea Understood'. Between the two people, there are two gray rectangular boxes, one above and one below the 'Medium Channel' line, both labeled 'BARRIERS'. A curved line labeled 'Feedback' connects the bottom of the two silhouettes.

1. Ideas Occur  
2. Message Coded  
3. Message Sent

**BARRIERS**

4. Message received  
5. Message Decoded  
6. Idea Understood

Medium  
Channel

**BARRIERS**

Feedback



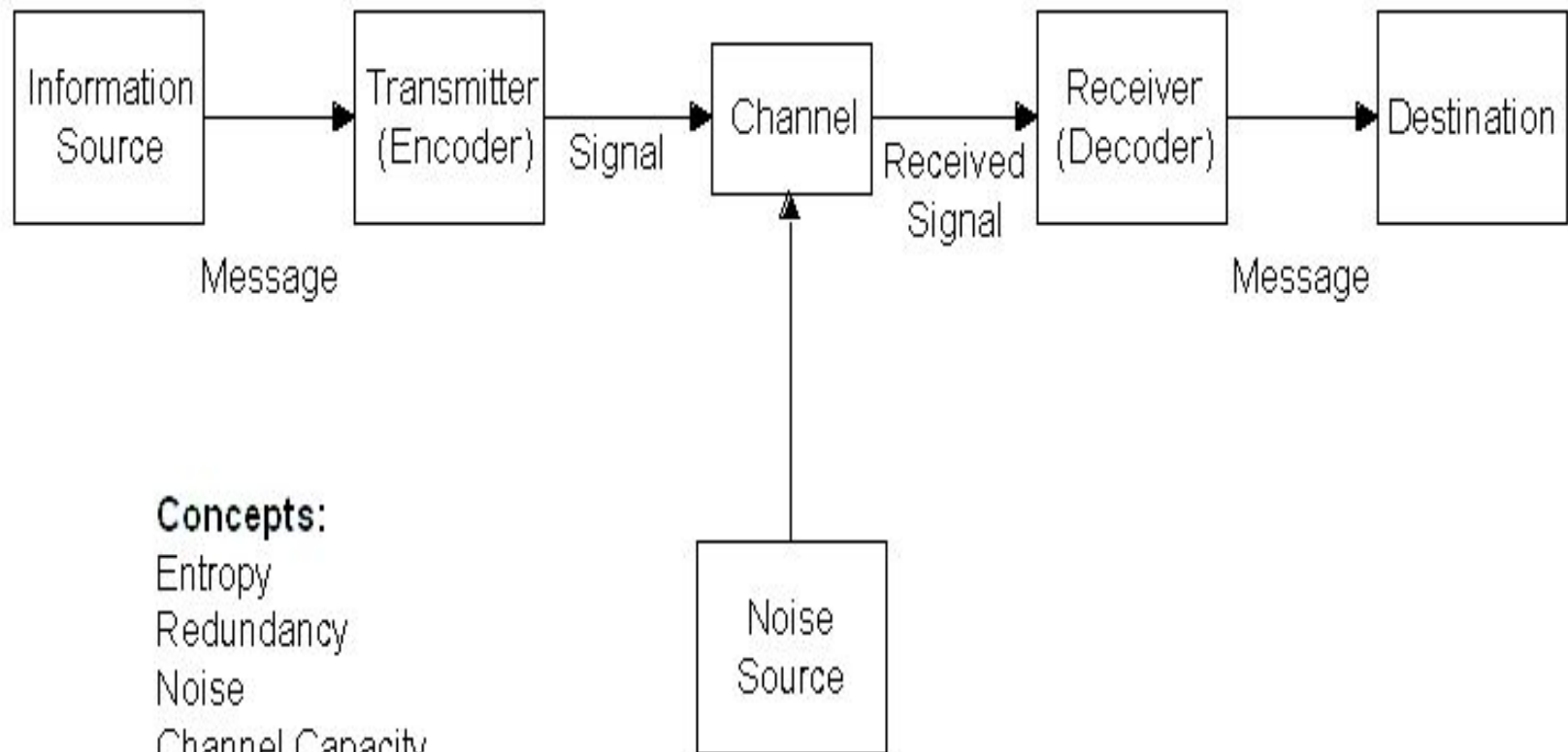


Claude Shannon and Warren Weaver were engineers who worked for Bell Telephone Labs in the United States.

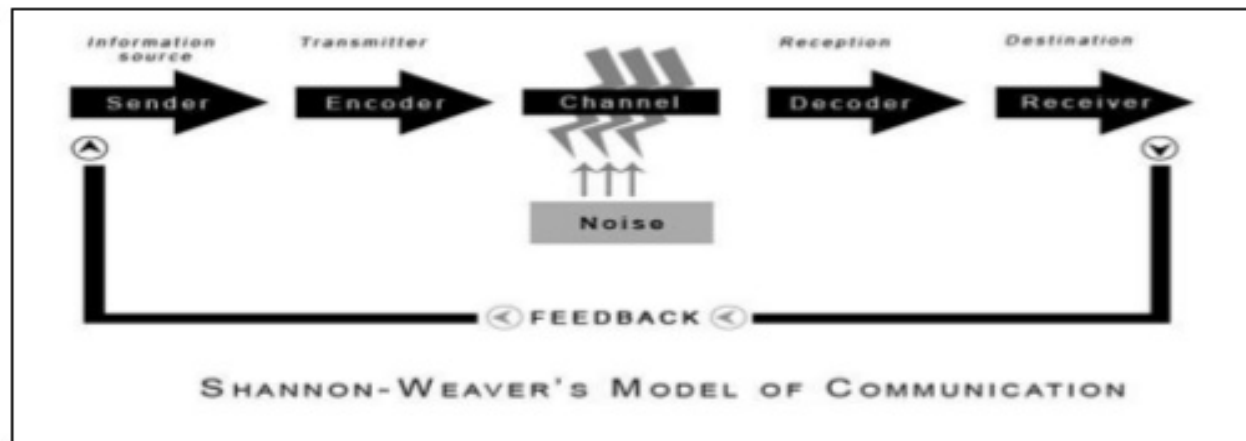
Their goal was to ensure that telephone cables and radio waves worked at maximum efficiency. Therefore, they developed the Shannon-Weaver model, which expanded a mathematical theory of communication.

The Shannon-Weaver model, developed in 1949, is referred to as the 'mother of all models' and is widely accepted as a main initial model for communication studies.

# The Shannon-Weaver Mathematical Model, 1949



## Shannon-Weaver's Model of Communication




**Sender** : The originator of message or the information source selects desire message.

**Encoder** : The transmitter which converts the message into signals.

**Receiver** : The destination of the message from sender.

**Noise**: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message.






The encode-decode model of communication implies that, in order to improve communication two influencing factors should be managed:

1. **noise** (physical and semantic) should be reduced
2. **capacity** (sender-receiver and channel) should be increased

In addition, to more effectively transmit a message there should be an appropriate balance between so-called **entropy** and **redundancy**.



Shannon (1948) - whose work was highly influential in developing so-called transmission models of communication - discusses these terms in an explicitly defined, mathematical way.

However, the terms have come to mean something like the following when applied to human communication:

- **entropy**: refers to messages which convey highly unpredictable information to the receiver
- **redundancy**: refers to messages which convey highly predictable information to the receiver



The proportions of entropy and redundancy in messages will differ for different speaker-hearers.

The relative amounts will be influenced by such things as

- the **type of information** conveyed (e.g. highly complex, simple and straightforward),
- the **form** in which it is transmitted (e.g. spoken, written),
- the amount and type of **knowledge** that can be assumed to be shared by the speaker-hearers,
- their **cognitive levels**, and so on.






# THE NATURE OF COMMUNICATION

- 1-Senders and Receivers
- 2-Transmitters and Receptor
- 3-Messages and Channels
- 4-Decoding, Meaning, and Encoding
- 5-Feedback





# **Senders & Receivers**

-  Each have goals and objectives
-  The sender may want to change the receiver's mind
-  The receiver may not want to have his mind changed





# *Transmitters and Receptors*

equipment by which information is sent

Information can be sent verbally and nonverbally





# *Messages and Channels*

are the vehicles by which information  
is communicated.

- ✿ direct expressions
- ✿ symbolic representations







# Top 10 reasons it's important to **LISTEN**

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1. To receive information
2. Be courteous
3. Solve problems
4. To earn money
5. Prevent waste
6. Save time
7. Be more efficient & effective
8. Prevent accidents
9. Build rapport
10. Enhance relationships




# Elaboration-

**GEEKFLARE**-Various listen and earn sites. These websites will pay you to listen to music.

There are various opportunities open to you if you're looking to make money while enjoying music.

According to the platform you use, there are differences in how much you can earn. For instance, some sites might pay you \$0.02 to \$0.2 for each song, while others might pay \$1 to \$15. If you are serious about your side job, you can expect to earn between \$100 and \$200 per month just by enjoying music.

Your average monthly profits, however, may change because each site pays differently. Specific platforms may also provide additional opportunities to make money, such as submitting reviews and rating music playlists.



Kingged.com-If an individual wishes to get paid to listen to people, it is also important to remember that we live in a world where through technology just about any service can be rendered.



## Substance Abuse Counselor

A substance abuse counselor is an individual who comes with education and experience in helping individuals with a treatment plan to deal with their dependency on addictive behaviors and especially as it relates to alcohol and drugs.

Their method of treatment is one-on-one with the individual who is in the throes of the addiction but also to facilitate work amongst his or her family members and groups.

In reality, substance abuse is an escape from what is typically raging within the individual's mind and heart.

To get to the actual root cause of why the individual indulges in abusive behavior it is important to counsel an individual.

An important component of counseling is listening to what the person is saying and what the person is not saying.

To be a substance abuse counselor requires certification in undergraduate study as it relates to alcohol and drug abuse counseling.

Also, certification by the state of residence is required.





## Minister

A minister is a man or woman who feels that they have a calling from God in making a difference in people's lives.

Often, individuals come to ministers because they are overwhelmed with a feeling of guilt and associated pain.

The role of the minister is to listen to the individual and let them release their painful thoughts and if they wish to share with the minister, in confidentiality, their actions that have caused this grief in their lives.

Often, an individual just needs to confess or unburden themselves over actions that they have taken in their lives and possibly wronged or hurt other people.

The role of the minister is not to judge, but to listen and to remind the individual that everybody has at one point or another in their life failed to do the right thing or has hurt people in the process.

A minister is provided with a salary and generally, the educational background of the minister is earning their bachelor's degree as well as moving on to Divinity school.

The median salary of a minister is \$44,250.



## Psychologist

The function of a psychologist is to allow people to talk about the challenges and the problems that they are facing in life.

A psychologist is like a guide that helps the individual to define the challenges that they are facing and try to achieve a moment where the root cause can be exposed.

Becoming a professional psychologist requires that the individual earn a bachelor's degree, move forward in their education by earning a Master's Psychologist Degree, and then continue to earn their doctoral degree.

Once these educational steps have been taken, they will be able to gain practical experience and move on to obtain licensing to practice.



## Life Coach

A life coach is an individual who listens to others and works alongside that person to develop a strategy in meeting their life goals.

A life coach generally draws upon their own life experience in education and can demonstrate success in their life as proof that their coaching skills can be successful in the lives of others.

The major role of a life coach is to listen to an individual, work with that person, and help them to achieve their self-confidence realization of their goals.

Some particular goals could include getting ahead in the workplace, overcoming certain vices in their life, losing weight, etc.

There is no degree associated with being a life coach and the average median salary for a life coach is \$57,040 a year.



## School Counselor

A school counselor interacts with students and helps those students to work through any issues that may be experienced at home as well as helping to develop goals and career paths.

A school counselor, above all, should be a good listener and listen beyond what the individual is saying and listen to what is not being said as a reflection of underlying concerns or issues that may be under the surface of an individual's mind and heart.

The role of the school counselor is not to tell a student what they should do or how they should proceed in life but come alongside that student, guide, and nudge in certain areas.

The median pay range for a school counselor is anywhere from \$56,984 and upwards.

To become a school counselor requires that the individual have a bachelor's degree and perhaps have attained a Masters's degree in guidance and school counseling.





## Mental Health Counselor

A mental health counselor is an individual that should have a high level of listening skills to hear what the challenged individual may be expressing.

The individual being counseled may have mental health challenges that they are facing.

Some of those mental health issues could include a lack of self-confidence, struggling with past events in their life that have skewed their ability to think clearly and rationally, dysfunctional relationships, depression, lack of boundary settings, thoughts of suicide, etc.

To become a mental health counselor requires that the individual have specialized personality and character skills as well as educational acumen.

Specifically, they should have earned a graduate degree in the field of Master of Science in Counseling Psychology.

The average median salary for a mental health counselor is \$46,438.





## What others say about Julian

"If you're thinking that sound doesn't impact the power of your communication and your outcomes in life, you're simply not listening close enough. Julian Treasure is a pure genius. He understands what motivates and moves people, and it's all in the power of sound. How To Be Heard is an important read and something that everyone needs to hear. Pun intended."




Julian Treasure is a sound and  
communication expert.

His talks have been watched more  
than 100 million times!

His vision is for a world that listens  
consciously and expresses itself  
beautifully.





Julian's love of sound stems from his early experience as a musician.

He was a drummer for British band The Transmitters, amongst many others, and played on their second Peel Session in 1981.



# Listening in Communication

Listening helps in the following ways:

Building trust

Establishing Credibility

Gaining Support

Getting things done

Collecting Information

Exchange


Reflecting

Demonstrate respect



# Types of listening

- Here are six types of listening, starting with basic discrimination of sounds and ending in deep communication.
- Discriminative listening
- Discriminative listening is the most basic type of listening, whereby the difference between different sounds is identified.
- If you cannot hear differences, then you cannot make sense of the meaning that is expressed by such differences.

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- We learn to discriminate between sounds within our own language early, and later are unable to discriminate between the phonemes of other languages.
  - This is one reason why a person from one country finds it difficult to speak another language perfectly, as they are unable to distinguish the subtle sounds that are required in that language.
  - Listening is a visual as well as auditory act, as we communicate much through body language.
  - We thus also need to be able to discriminate between muscle and skeletal movements that signify different meanings.





## Comprehension listening

- The next step beyond discriminating between different sound and sights is to make sense of them.
- To comprehend the meaning requires first having a lexicon of words at our fingertips and also all rules of grammar and syntax by which we can understand what others are saying.



## Critical listening

- Critical listening is listening in order to evaluate and judge, forming opinion about what is being said.
- Judgment includes assessing strengths and weaknesses, agreement and approval.
- This form of listening requires significant real-time cognitive effort as the listener analyzes what is being said, relating it to existing knowledge and rules, whilst simultaneously listening to the ongoing words from the speaker.



## Biased listening

- Biased listening happens when the person hears only what they want to hear
  - typically misinterpreting what the other person says based on the stereotypes and other biases that they have.
- Such biased listening is often very evaluative in nature.



## Evaluative listening

- In evaluative listening, or critical listening, we make judgments about what the other person is saying.
- We seek to assess the truth of what is being said.
- We also judge what they say against our values, assessing them as good or bad, worthy or unworthy.
- Evaluative listening is particularly pertinent when the other person is trying to persuade us, perhaps to change our behavior and maybe even to change our beliefs.
- Within this, we also discriminate between subtleties of language and comprehend the inner meaning of what is said.
- Typically also we weigh up the pros and cons of an argument, determining whether it makes sense logically as well as whether it is helpful to us.





## Appreciative listening

- In appreciative listening, we seek certain information which will appreciate, for example that which helps meet our needs and goals.
- We use appreciative listening when we are listening to good music, poetry or maybe even the stirring words of a great leader.



## Sympathetic listening

- In sympathetic listening, we care about the other person
  - and show this concern can be seen in the way we pay close attention and express our sorrow for their ills and happiness at their joys.



## Empathetic listening

- When we listen empathetically, we go beyond sympathy to seek a truer understanding of how others are feeling.
- This requires excellent discrimination and close attention to the nuances of emotional signals.
- When we are being truly empathetic, we actually feel what they are feeling.



# Empathy vs sympathy examples


Let's look at empathy vs sympathy in similar situations.

First, imagine someone in your place of work was just reprimanded. As a result, they feel sad, nervous, and disappointed in themselves.

If you were to express sympathy, you could tell them that you're sorry that they're going through this. However, this wouldn't stop you from feeling judgment towards their situation.

Perhaps you judge them for having been reprimanded. Some people might even say, "At least you still have your job!"





On the other hand, you wouldn't say this if you were an empath. With empathy, you feel the sadness, nervousness, and disappointment the other person feels. You care about their well-being.

You can let them know they're not alone. You don't need to find a solution to their problem. Instead, you can say something like:

"I'm really sorry. I'm so glad you told me. I'm here for you."

You resist the urge to try to make it go away.

Empathy is about connecting with the other person instead of trying to find an appropriate response.

Here's another example. If someone at work tells you they're having marriage problems, sympathy could look like this:


"Oh, that sucks. Have you tried marriage counseling?"


On the other hand, practicing empathy means fully listening to the other person. If this is someone you're comfortable with, you can ask them if they want to talk about it with you.




## Therapeutic listening


- In therapeutic listening, the listener has a purpose of not only empathizing with the speaker but also to use this deep connection in order to help the speaker
  - Understand
  - change or
  - develop in some way

- 
- Therapeutic listening requires a listener to tune in to the client and to use all the senses in analyzing, inferring, and evaluating the stated and underlying meaning of the client's message.
  - As providers feel increasing time pressures, it can be easy to attempt to guide or limit the conversation rather than allowing the patient to fully express concerns.
  - However, to be fully heard without interruption can be viewed as supportive by the patient ([Bryant, 2009](#)), and may ultimately strengthen the therapeutic relationship.

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- Therapeutic listening requires concentration and an ability to differentiate between what is actually being said and what one wants or expects to hear.
  - It may be difficult to listen accurately and interpret messages that one finds difficult to relate to, or to listen to information that one may not want to hear. Therapeutic listening is both a cognitive and an emotional process (Arnold & Underman Boggs, 2007).
  - When not fully engaged, it can be easy to become distracted or to start formulating a response rather than to stay focused on the message.




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- Therapeutic listening with children can be even more complex because it frequently involves the presence or participation of more parties: the nurse, the child, parents, and/or other family members.
  - This may take particular skill on the part of the nurse as he or she attends to both the spoken messages as well as the nonverbal communication/reactions of two, three, or more persons simultaneously.
  - In addition, the nurse must be sensitive to the clarification of information and cues in front of either the child or the caregiver, depending on the child's age and developmental stage.

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- Adolescents especially may be willing to talk openly with an adult who is not a family member.
  - However, they may respond quickly, abruptly, or defensively to any perceived indications of judgment, indifference, or disrespect on the part of the listener.
  - It is extremely important with adolescents to be fully attentive, allow for complete expression of thoughts, and avoid statements or facial expressions that imply disapproval or that can be misinterpreted.




## Dialogic listening

- The word 'dialogue' stems from the Greek words 'dia', meaning 'through' and 'logos' meaning 'words'.
- Thus dialogic listening mean learning through conversation and an engaged interchange of ideas and information in which we actively seek to learn more about the person and how they think.

- 
- This type of listening emphasizes conversation as a shared activity, rather than encouraging participants to focus on and communicate their own views about an issue.
  - Dialogic listening breaks down the distinction between “your” view and “my” view and instead creates “our” view.




- 
- Dialogic listening requires an open-ended, creative attitude towards conversation.
  - While many conversations may strive to reach certainty or closure, dialogic listening helps us tap into a style of thinking that embraces unknowns and openness.
  - The point here is to create space for diverse opinions, avoid ending conversations prematurely, and to have genuine curiosity in what the other person is saying.



## Relationship listening

- Sometimes the most important factor in listening is in order to develop or sustain a relationship.
- Relationship listening is also important in areas such as negotiation and sales, where it is helpful if the other person likes you and trusts you.

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- A **relational** listening style means that we value the interlocutor's feelings and attitude, and tend to pay attention to the parts of the message that speak about the emotions of our conversation partner.
  - The relational listening style is based on empathy too.
  - The ultimate goal of the listener is to be a sympathetic ear, without requiring detailed verbal responses.
  - The best example is **helping a friend talk through a problem**, and is critical as a base for building strong interpersonal relationships.



# Types of Faulty Listening

Each of us have bad habits that can interfere with the quality of our listening. The following are the various types of bad listening habits:

## 1. Pseudo-listening:


- Sometimes we look as though we're listening, engage in all the right external behaviour, but allow our minds to travel elsewhere.
- Students may perform this type of listening in some of the classes where they are not willing to listen.
- When a superior delivers a long and technical speech, subordinates usually go for it.
- This type of listening is very common when listeners have to forcibly listen.





## 2. Selective listening:

- We allow ourselves listen only to those parts of a message that are of particular interest or immediate relevance to us.
- For example, perhaps one wants someone to listen carefully as he tells about an argument with one's best friend. Instead, the other person pays little attention until he mentions that his or her name was brought up during the argument.



"I disapprove of what you say, but I will  
defend to the death your right to say  
it."

— **S.G. Tallentyre, The Friends of  
Voltaire**

(It comes from a 1906 biography by Evelyn Beatrice Hall, in which it  
was intended to represent a summary of his thinking on free speech  
issues.)



### 3. Self-centered listening

- An approach was summarized by the humorist Fran Lebowitz as "The opposite of talking isn't listening. The opposite of talking is opportunity to speak; we use that time to rehearse our next response instead of really listening to him or her."
- We are so focused on self that the others don't have a chance.
- This is the type of listening, which a few management students use on case discussions.



#### 4. Fill-in listening :

- Selective listening leaves inevitable gaps in our understanding.
- Then, when we do not have any option except to simply fill in the gaps by hearing what we expect to hear.
- This is nothing but fill-in listening. This is the type of listening that we usually go for.
- The phone conversation hasn't been of much interest to a listener on the other end of the line until one hears a matter relating to his interest.
- Then, he makes efforts to fill the gaps of the earlier message.
- This happens when you listen to others under forced circumstances.





## 5. Insulated listening :

- On the other hand, we actually choose not to listen to messages that make us uncomfortable.
- This is the type of listening that occurs when we don't hear criticism of an unfinished job or advice about improving poor grades or bad driving habits.
- Rather than choosing what parts of a message to focus on, they choose what parts to miss.
- This affects listening adversely.



## 6. Defensive listening:

- In this listening, we focus on ideas that aren't even there, interpreting comments as personal attacks when they were not intended that way.
- This is the type of listening which teenagers may do when they mistake an innocent parental question for an expression of distrust, and it is the type of listening parents are doing when they view an innocent question from a child as a sign of disrespect or disregard.



## 7. Reconstruction listening:

- Sometimes we also use reconstructive listening (also called assimilation).
- This habit occurs when we take a new message and reconstruct it so that it fits with or is just like a prior message.
- If we are used to hear everyone talk about a particular class in a highly negative manner, we may hear a new comment about the class as negative when it wasn't at all.
- If we are used to particular instructions in a classroom, we may hear the old instructions, when actually new instructions are being spoken.



# Bad listening habits

There are many ways to listen badly, sometimes affected by the listener and sometimes by the environment.

1. Lack of interest in the subject
2. Focus on the person, not on the content
3. Interrupting
4. Focus on the detail, missing the big picture
5. Force-fitting their ideas into your mental models
6. Body language that signals disinterest
7. Creating or allowing distractions
8. Ignoring what you do not understand
9. Letting emotions block the subject
10. Daydreaming





## The Effective Listener

- Makes eye contact
- Exhibits affirmative head nods and appropriate facial expressions
- Avoids distracting actions or gestures that suggest boredom
- Asks questions Paraphrases using his or her own words
- Avoids interrupting the speaker
- Doesn't over talk
- Makes smooth transitions between the role of speaker and that of listener



Thank you