Soft Skills

Lecture 03

Effective Communication Skills

Dr. Binod Mishra
Department of HSS, IIT Roorkee

The greatest problem in communication is the illusion that it has been accomplished.

- George Bernard Shaw

Communication Skills

➢ Effective communication skills play a vital role in life as well as in business.

➢ To communicate is to express an idea, desire, or expectations.

Communication

➢ A word of Latin origin

➢ We communicate through symbols.

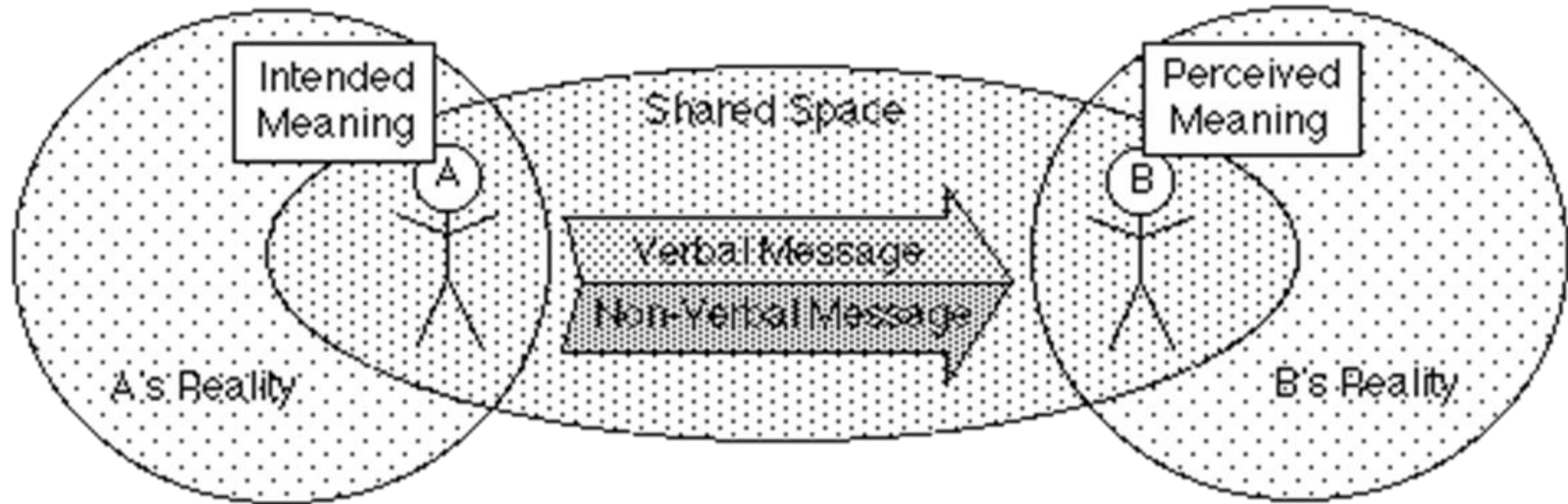➢ Words are our indicators.

➢ A common frame of reference.

Communication as Process

❖ Sender has an idea.

❖ Sender encodes idea in message.

❖ Message travels over channel.

❖ Receiver decodes message.

❖ Feedback travels to sender.

Communication Model

Making our communication effective

❑ Proper formulation of message

❑ Background of receiver

❑ Language

❑ Perception

Contd.

❑ Suitable environment

❑ Co-operation between two parties

❑ Medium

      -- Oral and Written

There is no moment when we do not communicate.

Seven Cs of Effective Communication

❖ Candidness

❖ Clarity

❖ Completeness

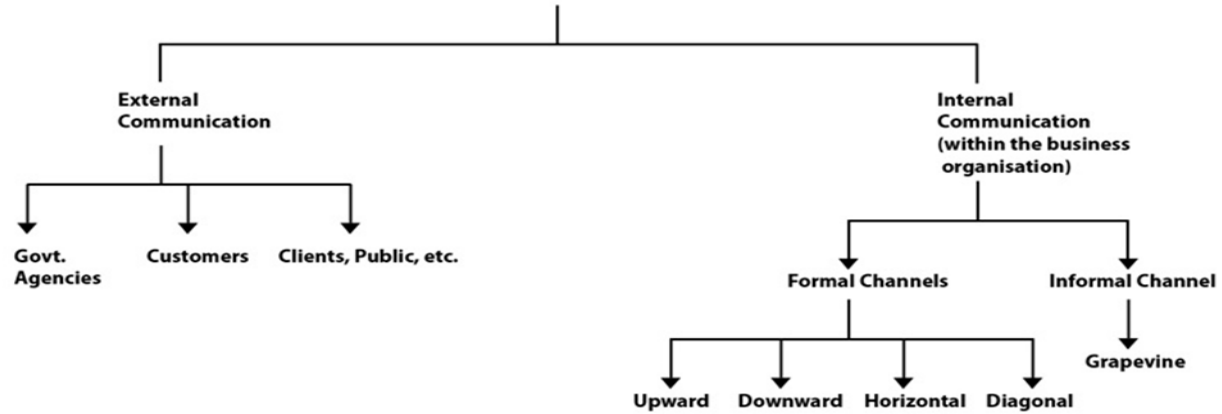❖ Conciseness

❖ Correctness

❖ Courtesy

❖ Concreteness

Communication in Organizations

❖ Variety of individuals having various roles to play.

❖ Work as a team

❖ Specific goal

Types

Internal Communication in Organization

- Within the organization

- Mostly planned in order to run the organization

- To carry out the objectives

- Through phone, mail, fax, office memos, company intranet etc.

External Communication

- ✓ Answer queries about products or services.
- ✓ Persuade customers to buy.
- ✓ Clarify supplier specification.
- ✓ Issue credit/Collect bills.
- ✓ Respond to government agencies.
- ✓ Promote a positive image.

Informal Communication Network

➢ Grapevine:

   o An informal channel

   o May be on rumor based

   o Not authentic always

   o As negative but crucial information / office politics.

   o Managers/executives to utilize intelligibly

Flow of Information

➢ Downward

➢ Upward

➢ Horizontal

Flow

➢ Through letters, pamphlets

➢ Internet/ company website

Soft Skills

Lecture 04

Classification of Communication

Dr. Binod Mishra
Department of HSS, IIT Roorkee

Different categories

➢ Nature

➢ Ways

➢ Purposes

Difference between Oral and Written

Oral	Written
Spontaneous	Organized
Flexible	Complex
Informal	Formal
Immediate feedback	Delayed feedback
Less syntactical	Syntactic structure

Oral forms

- Briefing
- Lecture/speech
- Seminar
- G.D.
- Meeting, Interview
- Telephonic talk

Written forms

➢ Letters & Reports

➢ Memos & Notices

➢ Newsletters & Circulars

➢ Brochure & Research Papers

Types of Human Communication

- *Intrapersonal*
- *Interpersonal*
- Extra Personal Communication
- Mass and Media Communication

Intrapersonal

➢ Electrochemical & electro-technical activities

➢ Eyes as transmitter

➢ Central nervous system as medium

➢ Brain as receiver

➢ Muscles as feedback

Interpersonal

➢ Conversation, dialogue

➢ Interview

➢ Also called Dyadic Communication

Extra personal

➢ Sender may use words

➢ Response may be through movements/bodily

Group Communication

- ➢ Meetings
- ➢ Discussions
- ➢ Large groups
- ➢ Classrooms

Mass and Media Comm.

➢ Use of electrical/ mechanical device

➢ Receiver has less chance

➢ Lack of personal rapport

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Communication based on Medium

❖ Verbal

❖ Non-verbal

❖ Meta-Communication

❖ Print and Electronic media

Cross-cultural Communication

❖ Religion

❖ Etiquette

❖ Customs

❖ Politics

Other Aspects

❑ Global

   ▪ Status & attitude

   ▪ Time and space

   ▪ Social behaviour & decision making

Contd.

❑ Ethical Aspects

- ▪ Ethical Codes
- ▪ Policy Statements
- ▪ Public messages

Contd.

❑ Legal Aspects

- ▪ Plagiarism
- ▪ Misquoting
- ▪ Libel and slanders

Soft Skills

Lecture 05

Personality Development

Dr. Binod Mishra
Department of HSS, IIT Roorkee

General View

- ✓ Physical Structure
- ✓ Good looks
- ✓ Dress
- ✓ Impressive Communication Skills

What is Personality?

➢ Derives from Latin word *persona* meaning mask.

➢ Personality can refer to a set of qualities that can make an individual distinct from another.

➢ It may be a set of emotional qualities, ways of thinking and behaviour.

Contd.

➤ Positive attitude

➤ Values

➤ Beliefs

➤ Motivations, desires &

➤ Feelings

Contd.

➢ No two people are exactly alike.

*One may smile and smile and be a villain.*

- Hamlet

Importance of understanding Personality

- ✓ To deal with different individuals
- ✓ To enhance career prospects
- ✓ To cultivate flexibility, persuasion, compassion and diplomacy
- ✓ To ensure competence in professional life

Major Systems of Personality

Sigmund Freud proposes three major systems of personality:
Id, The Ego and The Super Ego.
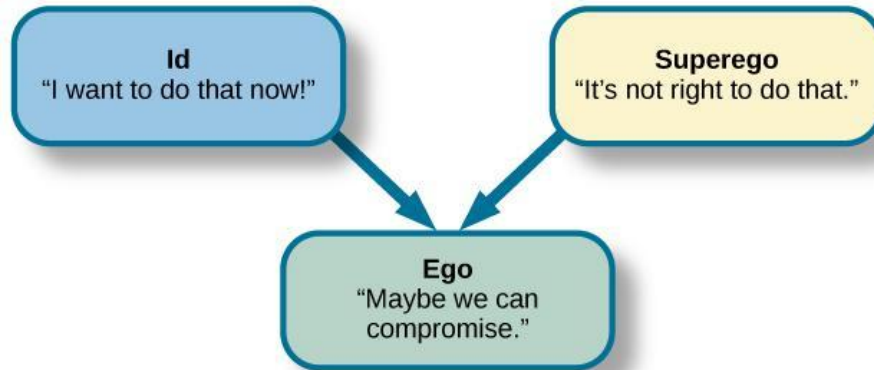
Id

❖ True psychic reality

❖ Inner world of subjective experience

❖ Operates through Pleasure Principle

Contd.

Two processes:

Reflex: Sneezing and Blinking

Primary: Wish fulfilment

Ego

- Organism requires appropriate transactions with the objective world.

- Differentiates between memory and image.

- Obeys Reality Principle.

- Mediates between instinctual requirements of the organism and conditions of the surrounding environment.

Contd.

- Reality principle asks whether experience is true or false while the Pleasure Principle seeks to know whether the experience is painful or pleasurable.

- Ego is the executive of the personality and organized portion of the Id.

The Super-ego

➢ Internal representative of traditional values and ideals of society.

➢ Represents ideal rather than real.

➢ Strives for perfection rather than pleasure.

➢ Opposes both the Id and the Ego.

Function of the Super Ego

❖ To inhibit impulses of Id.

❖ To persuade the Ego to substitute moralistic goals for realistic goals.

❖ To strive for perfection.

Development of Personality

✓ "The Child is the father of the man."

✓ The stages of a person's life from birth to death are formed by the social influences with a physically and psychologically maturing organism.

Alfred Adler's Theory

❖ Fictional Finalism

❖ Striving for superiority

❖ Inferiority feelings and compensation

❖ Social interest

❖ Style of life

❖ The creative self

- ❖ Fictions enable humans to deal more effectively with reality. They can be dispensed with when their usefulness has disappeared.
- ❖ Aggression--- will to power---- striving for superiority
- ❖ Both men and women indulge in masculine protest for overcompensation.
- ❖ Superiority is striving for perfection.

Inferiority Feelings

❖ Why do people become sick/suffer in a particular region of the body when ill?

❖ Inferiority existed either by virtue of heredity or some abnormal development.

❖ Compensate for weakness by strengthening through trainings.

❖ Incompleteness is a great driving force.

Mariyappan Thangavelu

Social Interest

➢ True and inevitable compensation for natural weaknesses of individual human beings.

➢ Humans are motivated by an innately given social interest that causes them to subordinate private gain to public welfare.

Style of Life

➢ Every one has a style of life, no two people develop the same style.

➢ All of a person's behaviour springs from his/her style of life.

➢ Four styles of life: ruling, getting, avoiding, and socially useful type.

The Creative Self

➢ Provides meaning to life.

➢ Creates goal as well as the means to goal.

➢ Individuals can be the masters, not the victims of fate.