

## **WEEK - 01**

### **What is Communication?**

- The deliberate or accidental transfer of meaning
- Communication springs from the Latin verb *communicare*, which means “to make common”.
- Communication is the deepest core of our human selves.

### **Types of Communication**

- Intrapersonal communication—communication with the self
- Interpersonal communication—relationship level of communication
- Group communication—interaction with a limited number of persons
- Public communication— communication designed to inform or persuade audience members

### **There are three categories of Communication at the workplace:**

- Operational
  - Internal - giving orders, assembling reports and writing email.
  - External - personal selling, telephoning, advertising, and writing messages.
- Personal - non-business-related exchanges of information and feelings among people.

### **How Oral and Written Communication differ**

Written communication differs from oral communication in that it:

- (1) is more likely to involve creative effort,
- (2) has longer cycles, and
- (3) usually has fewer cycles.

### **Language and Meaning:**

#### **How Language works:**

Words, things, & thoughts = triangle of meaning

#### **The Communication of meaning**

- Denotative meaning—dictionary meaning; the objective or descriptive meaning of a word
- Connotative meaning—subjective meaning; one’s personal meaning for a word

### **Culture and Language**

#### **The Sapir-Whorf Hypothesis**

- Sapir-Whorf hypothesis—belief that the labels we use help shape the way we think, our worldview, and behavior
- Linguistic determinism—belief that language influences how we interpret

the world

- Linguistic relativity—belief that persons who speak different languages perceive the world differently
- Cultural differences can lead to confused translations
- Culture influences Communication style

## **Gender and Language**

Gender-lects—**Deborah Tannen's** term for language differences attributed to gender

Gender and speech style

- Qualifiers—tentative phrases
- Tag questions—question between an outright statement and a yes/no question
- Disclaimers—remarks which diminish a statement's importance

Men and women have the potential to influence the way others perceive them by communicating in ways that make them appear more

- Confident
- Forceful
- In control of a situation

## **Problems with meaning: Patterns of miscommunication**

**Bypassing**—occurs when individuals think they understand each other, but actually miss each other's meaning

**Euphemism**—substitution of a pleasant word in place of a less pleasant one  
An example of a euphemism is saying "**passed away**" instead of "**died.**"

## **Noise in Communication**

Noise refers to anything that interferes with effective communication.  
It can distort, hinder, or block the message from being properly understood.

### **The "3 P's" of Noise**

**Physical Noise** - External factors that disrupt communication.

Examples: Loud background noise, poor signal, environmental distractions.

**Physiological Noise** - Biological factors that affect the ability to communicate.

Examples: Hearing impairment, illness, fatigue.

**Psychological Noise** - Mental or emotional states that interfere with understanding.

Examples: Stress, biases, preconceptions, lack of focus.

1) What is the origin of the word "verbal" in verbal communication?

- ☐ a) French
- ☐ b) Greek
- ☒ c) Latin
- ☐ d) Sanskrit

Yes, the answer is correct.

Score: 1

Accepted Answers:

c) Latin

2) According to the Sapir-Whorf hypothesis, what shapes the way we think and perceive the world?

- ☐ a) Non-verbal cues
- ☒ b) Labels and language
- ☐ c) Personal experiences
- ☐ d) Education

Yes, the answer is correct.

Score: 1

Accepted Answers:

b) Labels and language

3) Which part of communication focuses on non-verbal cues and the importance of active listening?

- ☐ a) Verbal communication
- ☒ b) Body language and listening skills
- ☐ c) Writing and documentation
- ☐ d) Group discussions

Yes, the answer is correct.

Score: 1

Accepted Answers:

b) Body language and listening skills

4) What are the three communication styles Deborah Tannen associates with gender differences in speech?

- ☐ a) Loudness, directness, sarcasm
- ☒ b) Qualifiers, tag questions, disclaimers
- ☐ c) Slang, euphemisms, repetitions
- ☐ d) Persuasion, negotiation, confrontation

Yes, the answer is correct.

Score: 1

Accepted Answers:

b) Qualifiers, tag questions, disclaimers

5) What are the "3 P's" of noise in communication?

- ☒ a) Physical, Physiological, Psychological
- ☐ b) Perception, Process, Practice
- ☐ c) Problem, Projection, Planning
- ☐ d) Personal, Professional, Public

Yes, the answer is correct.

Score: 1

Accepted Answers:

a) Physical, Physiological, Psychological

6) If a manager's use of "repositioning" is misunderstood as rearranging physical seats, this reflects what communication problem?

- ☐ a) Cross-cultural barriers
- ☒ b) Bypassing
- ☐ c) Feedback distortion
- ☐ d) Listening fatigue

Yes, the answer is correct.

Score: 1

Accepted Answers:

*b) Bypassing*

7) Which type of noise is at play when a listener fails to understand a speaker due to preoccupation with personal issues?

- ☐ a) Physical
- ☐ b) Physiological
- ☒ c) Psychological
- ☐ d) Emotional

Yes, the answer is correct.

Score: 1

Accepted Answers:

*c) Psychological*

8) When someone uses "dehired" instead of "fired," this is an example of what kind of language?

- ☒ a) Euphemism
- ☐ b) Denotative
- ☐ c) Jargon
- ☐ d) Miscommunication

Yes, the answer is correct.

Score: 1

Accepted Answers:

*a) Euphemism*

9) What type of communication is taking place when a student reflects on their own speech patterns?

- ☐ a) Interpersonal
- ☐ b) Group communication
- ☒ c) Intrapersonal
- ☐ d) Public communication

Yes, the answer is correct.

Score: 1

Accepted Answers:

*c) Intrapersonal*

10) A group of workers in a factory resolving issues together is an example of what type of communication?

- ☐ a) Public communication
- ☒ b) Group communication
- ☐ c) Interpersonal communication
- ☐ d) Machine-assisted communication

Yes, the answer is correct.

Score: 1

Accepted Answers:

*b) Group communication*