

NOTES ON BASIS OF TPCE PPT COMMUNICATION THEORY SKILLS 19 SLIDES

CHEAT SHEET - Read PPT once

Communication Skills Cheat Sheet

Theory

- Communication is derived from the Latin word “Communis” or “Communicare,” meaning to share or participate. It is not an isolated activity.

Definitions of Communication

- Peter Little: 'Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results.'
- Keith Davis: 'Communication is the process of passing information and understanding from one person to another, essentially a bridge of meaning between people.'
- Louis A. Allen: 'Communication is the sum total of all the things that a person does when they want to create an understanding in the mind of another, involving telling, listening, and understanding.'

History of Communication

- Simple verbal communication existed since the evolution of languages.
- Writing was invented around 3,300 BC.
- Egyptians developed hieroglyphic writing around 3,100 BC.
- Greeks developed phonetic writing and left-to-right writing.
- The first postal system was established in 900 BC in China using horses.
- Pigeons were used as message carriers in 776 BC.
- Johannes Gutenberg invented the printing press in the mid-15th century.
- The first newspaper was published in England in 1641.
- The telegraph, carbon paper, and the fax machine were invented in the 19th century.
- Alexander Graham Bell invented the telephone in 1876.
- Radio, television, communication satellites, and the internet evolved in the 20th century.

Features of Communication

- Complex process.
- Not a linear process.
- Constantly evolving.
- Involves varied components.

Process of Communication

- Two-way and cyclical.
- Role reversal between sender and receiver.
- Components: Idea/Message, Sender, Encoding, Medium, Channel, Receiver, Decoding, Feedback.

Factors that Influence Communication

- Noise (disturbances in communication).
- Age.

- Education.
- Gender.
- Class.
- Caste.
- Religion.
- Background.

Types of Feedback

- Positive.
- Negative.
- Immediate.
- Delayed.
- Verbal.
- Nonverbal.
- Conscious.
- Unconscious.

NOTES

Communication Skills - Notes

Theory:

- Communication Origin: Communication comes from the Latin word "Communis" or "Communicare," meaning to share or participate. It's not an isolated activity.

Definitions of Communication:

1. Peter Little: Communication is the process by which information is transmitted between individuals and organizations to achieve understanding.
2. Keith Davis: Communication is passing information and understanding from one person to another, acting as a bridge of meaning between people.
3. Louis A. Allen: Communication encompasses everything a person does to create understanding in another's mind, involving telling, listening, and understanding.

History of Communication:

- Simple verbal communication has existed since the evolution of languages.
- Writing was invented around 3,300 BC, with hieroglyphics in Egypt in 3,100 BC.
- The first postal system was established in 900 BC in China, using horses as carriers.
- Pigeons were used to deliver written messages, although it was not reliable.
- In the 15th century, Johannes Gutenberg's printing press revolutionized communication by making book printing easier and cheaper.
- The first newspaper was published in England in 1641.
- In the 19th century, inventions like the telegraph, fax machine, and telephone greatly improved communication.
- The 20th century introduced radio, television, communication satellites, and the internet, transforming communication into an electronic medium.
- Communication devices have evolved to be diverse and instantaneous.

Features of Communication:

- Complex process.
- Not linear but cyclical.
- Involves role reversal between sender and receiver.

Process of Communication:

- Components:
 - Idea/Message
 - Sender
 - Encoding
 - Medium
 - Channel
 - Receiver
 - Decoding
 - Feedback
- Feedback can be positive or negative, immediate or delayed, verbal or nonverbal, conscious or unconscious.

Factors that Influence Communication:

- Noise
- Age
- Education
- Gender
- Class
- Caste
- Religion
- Background

SUMMARY

Summary of Communication Skills Theory by Rajni Nair:

Communication is derived from the Latin word "Communis" or "Communicare," meaning to share or participate, emphasizing that it is not an isolated activity.

Definitions of Communication include Peter Little's description as the process of transmitting information to result in understanding, Keith Davis' view of it as a bridge of meaning between individuals, and Louis A. Allen's perspective of it as a continuous process involving telling, listening, and understanding.

The history of communication dates back to the invention of writing around 3,300 BC, with various advancements like hieroglyphics, postal systems, and the use of pigeons as message carriers. Notable milestones include Johannes Gutenberg's printing press, the invention of the telephone by Alexander Graham Bell, and the introduction of communication satellites and the internet.

Communication has evolved from paper and pen to encompass electronic and digital devices, with information being shared quickly and efficiently across considerable distances.

Key features of communication include its complexity, non-linearity, constant evolution, and various components.

The communication process involves encoding an idea or message, selecting a medium, transmitting it through a channel, decoding by the receiver, and receiving feedback.

Feedback can be positive or negative, immediate or delayed, verbal or nonverbal, conscious or unconscious.

Several factors influence communication, such as noise, age, education, gender, social class, caste, religion, and background.

SUMMARY IN POINTS

Summary of Communication Skills Theory by Rajni Nair:

Communication Origin

- Communication is derived from the Latin word "Communis" or "Communicare," meaning to share or participate.
- It is not an isolated activity but involves sharing and participation.

Definitions of Communication

- Peter Little defines communication as the process of transmitting information between individuals or organizations to achieve understanding.
- Keith Davis views it as a bridge of meaning between people, helping them cross the river of misunderstanding.
- Louis A. Allen describes it as a systematic process of telling, listening, and understanding.

History of Communication

- Simple verbal communication has existed since the evolution of languages.
- Writing was invented around 3,300 BC, with Egyptians developing hieroglyphic writing in 3,100 BC.
- The first postal system was established in 900 BC in China.
- Pigeons were used as message carriers but were not reliable.
- Johannes Gutenberg's printing press revolutionized communication in the mid-15th century.
- The first newspaper was published in England in 1641.
- The 19th century saw inventions like the telegraph, fax machine, and telephone.
- In the 20th century, radio, television, communication satellites, mobile phones, and the internet transformed communication.
- Communication devices now include various electronic and digital tools.

Features of Communication

- Communication is a complex, non-linear, constantly evolving process with varied components.

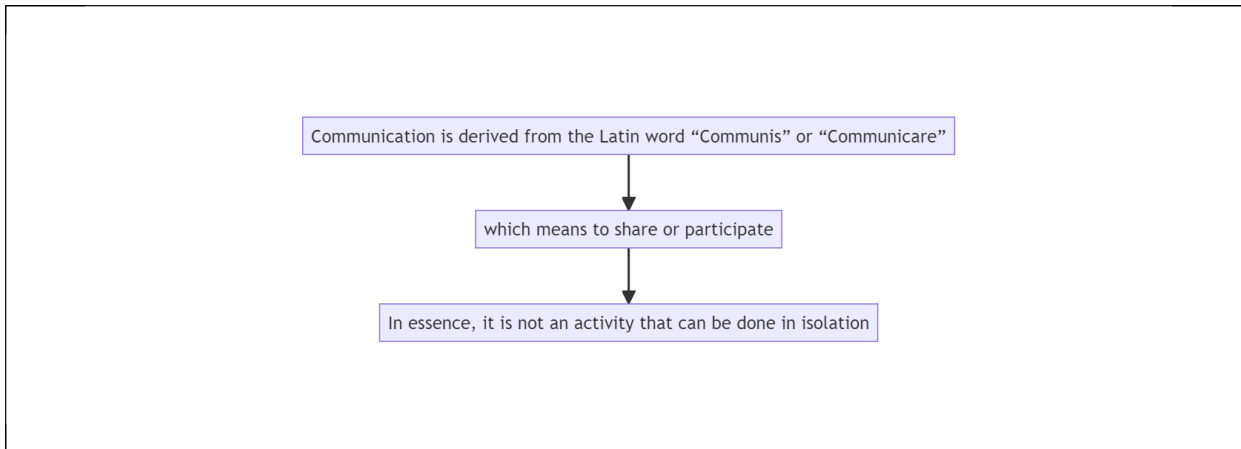
Process of Communication

- Communication involves the sender encoding an idea/message, selecting a medium, transmitting it through a channel, the receiver decoding it, and providing feedback.
- Feedback can be positive, negative, immediate, delayed, verbal, or nonverbal.

Factors that Influence Communication

- Factors like noise, age, education, gender, class, caste, religion, and background can influence the effectiveness of communication.

DIAGRAMS - Refer PPT Diagrams also



Refer PPT for diagrams

SIMULATED QA

Question 1: What is the origin of the word "communication," and what does it mean in essence?

Answer: The word "communication" is derived from the Latin word "Communis" or "Communicare," which means to share or participate. In essence, communication is not an activity that can be done in isolation.

Question 2: Can you provide some definitions of communication by different scholars?

Answer:

- Peter Little defines communication as "the process by which information is transmitted between individuals and/or organizations so that an understanding response results."
- Keith Davis describes communication as "the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people, allowing them to safely cross the river of misunderstanding."
- Louis A. Allen defines communication as "the sum total of all the things that a person does when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening, and understanding."

Question 3: What are some key historical milestones in the development of communication?

Answer: Communication has a rich history, including the following milestones:

- The existence of simple verbal communication since the evolution of languages.
- The invention of writing around 3,300 BC.
- Development of hieroglyphic writing by the Egyptians around 3,100 BC.
- Greeks introducing phonetic style of writing and writing from left to right.
- Establishment of the first postal system in China around 900 BC, using horses as carriers.
- Use of pigeons as message carriers in 776 BC.
- Johannes Gutenberg's invention of the printing press in the mid-15th century.
- The first newspaper published in England in 1641.

- Inventions like carbon paper, the telegraph, and the fax machine in the 19th century.
- Alexander Graham Bell's invention of the telephone in 1876.
- Introduction of communication satellites in 1960.
- Transformation of bulky telephones into mobile phones.
- Emergence of the internet and web services in the late 19th century.

Question 4: How has communication evolved in the 20th and 21st centuries?

Answer: Communication has undergone significant evolution in the 20th and 21st centuries, including:

- Discovery of radio and television broadcasting.
- Introduction of communication satellites.
- Transformation of devices like telephones into mobile phones.
- The rise of the internet and web services, enabling global connectivity.
- Almost every electronic and digital device becoming a means of communication.
- Devices carrying and delivering information over long distances in seconds.

Question 5: What are some key features of the communication process?

Answer: The communication process has several key features, including:

- Complexity.
- Non-linearity.
- Constant evolution.
- Involvement of varied components.

Question 6: Describe the process of communication and its components.

Answer: The process of communication involves the following components:

- Idea/Message: The information or data that the sender wishes to share.
- Sender: The person or group sharing the information.
- Encoding: Converting an abstract idea into a concrete message.
- Medium: The means used to transmit the message, such as verbal, nonverbal, or electronic.
- Channel: The specific medium used for transmission (e.g., mail, social media).
- Receiver: The person or group receiving the message.
- Decoding: Interpreting and understanding the message.
- Feedback: The response provided by the receiver.

Question 7: What are some types of feedback in the communication process?

Answer: Feedback in the communication process can be categorized as:

- Positive or negative.
- Immediate or delayed.
- Verbal or nonverbal.
- Conscious or unconscious.

Question 8: What are some factors that can influence communication?

Answer: Several factors can influence communication, including:

- Noise (interference in the communication process).
 - Age.
 - Education.
 - Gender.
 - Socioeconomic class.
 - Caste.
 - Religion.
 - Cultural background.
-

QA 8 Marks

Q1: What is the origin of the word "communication," and what does it mean?

- The word "communication" originates from the Latin words "Communis" or "Communicare," meaning to share or participate.
- It implies that communication is not an isolated activity but one that involves sharing and participation.

Q2: Provide three different definitions of communication by prominent scholars.

- Peter Little's definition: "Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results."
- Keith Davis' definition: "Communication is the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people."
- Louis A. Allen's definition: "Communication is the sum total of all the things that a person does when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening, and understanding."

Q3: How far back does the history of communication date, and what were some early forms of communication?

- The history of communication dates back to the existence of languages.
- Simple verbal communication has existed since the evolution of languages.
- Writing was invented around 3,300 BC, with hieroglyphic writing developed by the Egyptians around 3,100 BC.
- Greeks introduced the phonetic style of writing and left-to-right writing.

Q4: What was the significance of Johannes Gutenberg's invention in the mid-15th century?

- Johannes Gutenberg's invention of the printing press in the mid-15th century revolutionized communication.
- It made printing books easier and more affordable, facilitating the spread of information and knowledge.
- This invention laid the foundation for modern mass communication.

Q5: Describe the impact of Alexander Graham Bell's invention of the telephone in 1876 on communication.

- Alexander Graham Bell's invention of the telephone in 1876 had a profound impact on communication.
- It enabled rapid transmission of information over long distances, reducing message delivery times significantly.

- The telephone marked a shift from traditional communication methods and paved the way for modern telecommunications.

Q6: How has communication evolved in the 20th and 21st centuries, and what role has technology played in this evolution?

- In the 20th and 21st centuries, communication has evolved dramatically, primarily due to technology.
- Radio and television broadcasting introduced electronic communication.
- Communication satellites were introduced in 1960, making global communication possible.
- Telephones evolved into mobile phones, and the internet and web services enabled instant global communication.

Q7: What are some features of the communication process, and why is it considered a complex and exciting process?

- Features of the communication process include complexity, non-linearity, constant evolution, and varied components.
- Communication is complex due to multiple elements like encoding, decoding, feedback, and channels.
- It's exciting as it connects people, facilitates the exchange of ideas, and fosters understanding.

Q8: Explain the key components of the communication process, including encoding, decoding, medium, and feedback, and their roles in effective communication.

- Idea/Message: Information or data individuals or groups want to share.
- Sender: The person or group conveying the message.
- Encoding: Converting abstract ideas into a message the receiver can understand.
- Medium: The means used to transmit the message (e.g., verbal, nonverbal, electronic).
- Channel: Specific types of mediums (e.g., mail, social media).
- Receiver: The person or group receiving the message.
- Decoding: Interpreting the message.
- Feedback: The receiver's response, confirming understanding.

These components work together for effective communication.

FLASHCARDS/KEY TERMS

Here are flashcards based on the information you provided about Communication Skills:

Card 1:

Topic: Communication Origin

- Communication is derived from the Latin word "Communis" or "Communicare," which means to share or participate.
- In essence, it is not an activity that can be done in isolation.

Card 2:

Topic: Definitions of Communication

- Peter Little: 'Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results.'

- Keith Davis: 'Communication is the process of passing the information and understanding from one person to another. It is essentially a bridge of meaning between people. By using the bridge, a person can safely cross the river of misunderstanding.'
- Louis A. Allen: 'Communication is the sum total of all the things that a person does when he wants to create an understanding in the mind of another. It involves a systematic and continuous process of telling, listening, and understanding.'

Card 3:

Topic: History of Communication (Part 1)

- Simple verbal communication existed since the evolution of languages.
- History of communication dates back to 3,300 BC when writing was invented and used for the first time.
- Egyptians developed hieroglyphic writing around 3,100 BC.
- Greeks developed the phonetic style of writing and writing from left to right.

Card 4:

Topic: History of Communication (Part 2)

- In 900 BC, the first-ever postal system was established by the Government of China.
- Pigeons were used as the main carriers for messages.
- Johannes Gutenberg invented the printing press in the mid-15th century, revolutionizing communication.
- The telephone was invented by Alexander Graham Bell in 1876, reducing the time required for conveying information over long distances.

Card 5:

Topic: History of Communication (Part 3)

- In the 20th century, radio and television broadcasting became prominent.
- Communication satellites were introduced in 1960.
- Bulky telephones transformed into structured mobile phones.
- The internet and web services became prominent in the late 19th century.

Card 6:

Topic: Features of Communication

- Complex process
- Not a Linear Process
- Constant Evolution
- Varied Components

Card 7:

Topic: Process of Communication (Part 1)

- Two-Way Communication
- Cyclical Process
- Role Reversal between the sender and the receiver
- What makes it a complex and exciting process

Card 8:

Topic: Process of Communication (Part 2)

- Idea/Message, Sender, Encoding, Medium, Channel, Receiver, Decoding, Feedback
- Idea/Message: Any piece of information or data that a person or a group of people wish to share

- Sender: Person or a group of people who wish to share the information

Card 9:

Topic: Process of Communication (Part 3)

- Encoding: Process of converting an abstract idea into a concrete message that would be understood by the receiver
- Medium: Means used by the sender to transmit the message – Verbal/ Nonverbal or Electronic
- Channel: Type of medium used by the sender, e.g., Mail, insta post, etc.

Card 10:

Topic: Process of Communication (Part 4)

- Receiver: Person or a group of people who receive the message.
- Decoding: Process of converting the message of the sender into understanding
- Feedback: Response given by the receiver
- Types of Feedback: Positive, Negative, Immediate, Delayed, Verbal, Nonverbal, Conscious, Unconscious

Card 11:

Topic: Factors that Influence Communication

- Noise
- Age
- Education
- Gender
- Class
- Caste
- Religion
- Background

Feel free to print these flashcards or use them digitally to help you study and remember the key concepts related to Communication Skills.

- **Read PPT once**