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Unit- 2 Communication

Introduction

We are living in a world which is totally networked with communication. With the advent of fast technology, the world has become a global village. The information sharing among various groups in society at national and international levels has become very smooth, 2 effective and efficient. With the click of small button on computer, you can easily get any information according to your needs and choice. You cannot just think of a world or situation where there is no exchange of ideas, feelings, emotions, reactions, propositions, facts and figures. From time immemorial, communication has been the most important activities of the human lives. The integration of the world economy has been made possible with strong and efficient channel of communication. The nature of communication has gone a significant change during the last decades. Now the economic power lies in the hands of the countries having very sound information technology network. Communication is important from the point of view of understanding it in terms of a process, system, interactional base and structuring. There are various objectives of communication in business organizations.

Meaning of Communication

There are various definitions and meaning interpreted by different scholars. T.S. Matthews says that Communication is something so difficult that we can never put it in simple words. But we do need a definition to understand the concept. In his book Communication in Business, Peter Little defines communication as the process by which information is transmitted between individuals and/ or organizations so that an understandable response results. W.H. Newman and C.F. Summer Jr. defines communication as, "Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons".



The communication situation

The communication situation can exist in any of the following four components:

1. There is a person (sender or transmitter) desirous of passing on some information;
2. There is another person (receiver) to whom the information is to be passed on;
3. The receiver partly or wholly understands the message passed on to him; and
4. The receiver responds to the message, i.e., there is some kind of feedback.

Two gentlemen greeting each other with folded hands constitute a communication situation, for (a) there is a person desirous of sending a message (greeting); (b) there is another person to receive this message; (c) when the first person folds his hands, the second one understands that he is being greeted; and (d) the second person immediately responds back by folding his own hands.

But if an English speaking person addresses a Hindi-speaking person in English, the communication situation does not exist, for though there is a person desirous of sending a message, the message is not understood and consequently there is no feedback.

The Communication process

The communication process consists of several components..

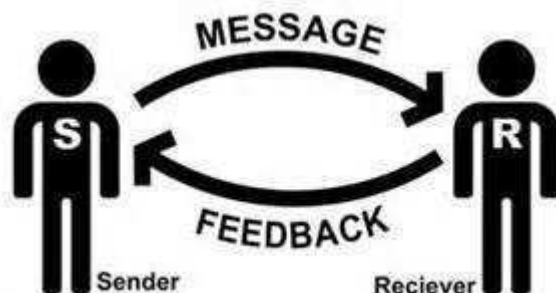
A sender is the party that sends a message. Suppose I am the sender. I'll also need the message, which is the information to be conveyed. I will also need to encode my message, which is transforming my thoughts of the information to be conveyed into a form that can be sent, such as words.

A channel of communication must also be selected, which is the manner in which the message is sent. Channels of communication include speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even nonverbal communication, such as body language. I also need to know the target of my communication. This party is called the receiver.

The receiver must be able to decode the message, which means mentally processing the message into understanding. If you can't decode, the message fails. For example, sending a message in a foreign language that is not understood by the receiver probably will result in decoding failure.

Sometimes, a receiver will give the sender feedback, which is a message sent by the receiver back to the sender. For example, a member of my team may provide feedback in the form of a question to clarify some information received in my message.

Let's put all these components together to build a model of the communication process:



“The transmission of the sender’s ideas to the receiver and the receiver’s feedback or reaction to the sender constitutes the communication process”. The main steps of this cycle are as follows:

1. Input: the information or ideas the sender wants to give the receiver.
2. Channel: letter, fax, phone call, electronic mail, etc.
3. Message: the actual message that is sent.
4. Output: the information the receiver gets
5. Feedback: the receiver’s response (or non-response) to the message
6. Brain drain: the possibility of misunderstanding at any step (or Breakdown)

We can illustrate this process with the help of the following illustrations:

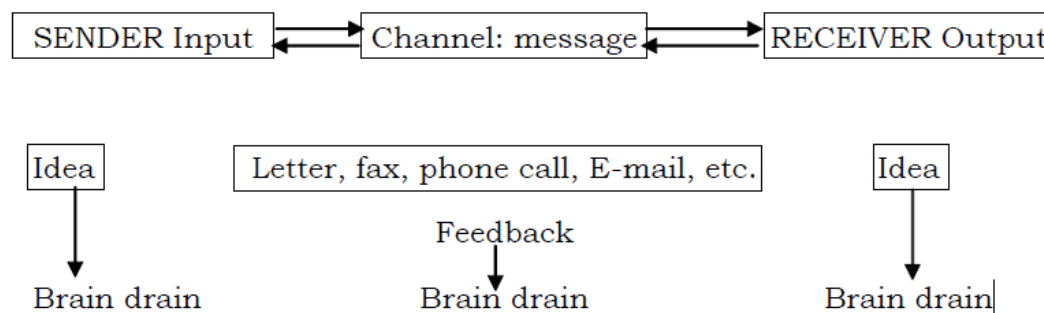


FIG. 1.1: COMMUNICATION PROCESS

There are several barriers to the understanding of a message, and, as the figure suggests, misunderstanding can occur at any stage.

Let us take the following illustration 1.1:

Input: I want to know the balance in my current account at the end of October.

Message: Kindly send me a statement of my transactions in current account no. during October.

Output: He needs a statement of his transactions in current account no. during October.

Feedback: A statement of the transactions is issued.

If the action desired in the message is satisfactorily performed or the information is faithfully received (ensured by the feedback), we say the communication loop has been closed. But breakdowns in the communication cycle are quite frequent. The breakdown may be due to one or more of the following:

- . Improper formulation of the message in the mind of the sender;
- Improper statement of the information in the message; and
- Improper statement of the message by the receiver.

Objectives of Communication

The main objective of all communications in an organization is the general welfare of the organization. Effective communication is needed at all stages in order to ensure this welfare. At the planning stage, information is needed on the various aspects of the enterprise, the feasibility of the project being undertaken, finances involved, manpower required, marketing conditions, publicity campaigns, etc. At the execution stage, orders are issued to the employees to start work, the workers associated with the project are constantly motivated and kept involved, a sense of discipline is cultivated among them and their morale is kept high. All this requires constant two-way communication between the managers and the employees. Then at the assessment stage, the manager is again required to communicate with various sources, both internal and external, to assess the success of the project, and if a need is felt, to envisage modifications in the future plans. In view of this elaborate and complex commercial structure, communication can be used for any or more of the following objectives:

- Information
- Education

- Advice
- Warning
- Order
- Raising morale
- Suggestion
- Motivation
- Persuasion

The study of communication can be divided into:

Information theory which studies the quantification, storage, and communication of information in general; Communication studies which concerns human communication; Biosemiotics which examines the communication of organisms in general.

The channel of communication can be visual, auditory, tactile (such as in Braille) and haptic, olfactory, Kinesics, electromagnetic, or biochemical. Human communication is unique .

Non-verbal

Language, facial expressions, eye contact, and how one dress. Nonverbal communication also relates to intent of a message. Examples of intent are voluntary, intentional movements like shaking a hand or winking, as well as involuntary, such as sweating. Speech also contains nonverbal elements known as paralanguage, e.g. rhythm, intonation, tempo, and stress. There may even be a pheromone component. Research has shown that up to 55% of human communication may occur through non-verbal facial expressions, and a further 38% through para-language. It affects communication most at the subconscious level and establishes trust. Likewise, written texts include nonverbal elements such as handwriting style, spatial arrangement of words and the use of emoticons to convey emotion. Nonverbal communication demonstrates one of Watzlawick's laws: you cannot not communicate. Once proximity has formed awareness, living creatures begin interpreting any signals received. Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denotative message.

Verbal

Verbal communication is the spoken conveying of message. Human language can be defined as a system of symbols (sometimes known as lexemes) and the grammars (rules) by which the symbols are manipulated. The word "language" also refers to common properties of languages. Language learning normally occurs most intensively during human childhood. Most of the thousands of human languages use patterns of sound or gesture for symbols which enable communication with others around them. Languages tend to share certain properties, although there are exceptions. There is no defined line between a language and a dialect. Constructed languages such as Esperanto, programming languages, and various mathematical formalism is not necessarily restricted to the properties shared by human languages..

Business communication

Business communication is used for a wide variety of activities including, but not limited to: strategic communications planning, media relations, public relations (which can include social media, broadcast and written communications, and more), brand management, reputation management, speech-writing, customer-client relations, and internal/employee communications.

Companies with limited resources may choose to engage in only a few of these activities, while larger organizations may employ a full spectrum of communications. Since it is difficult to develop such a broad range of skills, communications professionals often specialize in one or two of these areas but usually have at least a working knowledge of most of them. By far, the most important qualifications communications professionals can possess are excellent writing ability, good 'people' skills, and the capacity to think critically and strategically.

Political

Communication is one of the most relevant tools in political strategies, including persuasion and propaganda. In mass media research and online media research, the effort of strategist is that of getting a precise decoding, avoiding "message reactance", that is, message refusal. The reaction to a message is referred also in terms of approach to a message, as follows:

- In "radical reading" the audience rejects the meanings, values, and viewpoints built into the text by its makers. Effect: message refusal.
- In "dominant reading", the audience accepts the meanings, values, and viewpoints built into the text by its makers. Effect: message acceptance.
- In "subordinate reading" the audience accepts, by and large, the meanings, values, and worldview built into the text by its makers. Effect: obey to the message.

Holistic approaches are used by communication campaign leaders and communication strategists in order to examine all the options, "actors" and channels that can generate change in the semiotic landscape, that is, change in perceptions, change in credibility, change in the "mimetic background", change in the image of movements, of candidates, players and managers as perceived by key influencers that can have a role in generating the desired "end-state". As the European communication researcher Daniele Trevisani highlights, the shift of political communication is moving from a "mass media" approach to a holistic and semiotic approach for each specific end-state, so that, in a "holistic communication perspective", any tool becomes a potential communication tool in shaping the "info sphere" (the information environment that surrounds us). The modern political communication field is highly influenced by the framework and practices of "information operations" doctrines that derive their nature from strategic and military studies. According to this view, what is really relevant is the concept of acting on the Information Environment. The information environment is the aggregate of individuals, organizations, and systems that collect, process, disseminate, or act on information. This environment consists of three interrelated dimensions, which continuously interact with individuals, organizations, and systems. These dimensions are known as physical, informational, and cognitive.

Family

Family communication is the study of the communication perspective in a broadly defined family, with intimacy and trusting relationship. The main goal of family communication is to understand the interactions of family and the pattern of behaviors of family members in different circumstances. Open and honest communication creates an atmosphere that allows family members to express their

differences as well as love and admiration for one another. It also helps to understand the feelings of one another.

Family communication study looks at topics such as family rules, family roles or family dialectics and how those factors could affect the communication between family members. Researchers develop theories to understand communication behaviors. Family communication study also digs deep into certain time periods of family life such as marriage, parenthood or divorce and how communication stands in those situations. It is important for family members to understand communication as a trusted way which leads to a well constructed family.

Interpersonal

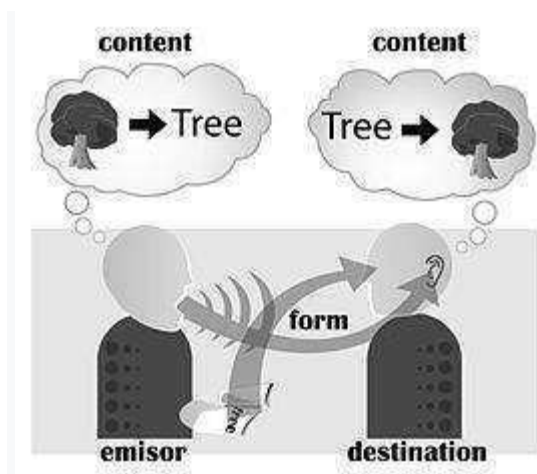
In simple terms, interpersonal communication is the communication between one person and another (or others). It is often referred to as face-to-face communication between two (or more) people. Both verbal and nonverbal communication, or body language, plays a part in how one person understands another. In verbal interpersonal communication there are two types of messages being sent: a content message and a relational message. Content messages are messages about the topic at hand and relational messages are messages about the relationship itself. This means that relational messages come across in how one says something and it demonstrates a person's feelings, whether positive or negative, towards the individual they are talking to, indicating not only how they feel about the topic at hand, but also how they feel about their relationship with the other individual.

When texting or posting something on social media the relational message is lost and can cause people to misinterpret the message. Computer-mediated communication is a largely studied topic for this reason along with many others. In the field of Interpersonal communication research, a specific model, the Four-Distances Model of Communication, describes the four main variables that can generate "relational distance" in interpersonal communication, as opposed to a sense of "closeness" or in relational terms. The variables are Role differences, Communication Codes differences, Value and Ideological differences, and experiential differences (personal history differences and differences in personal emotional history).

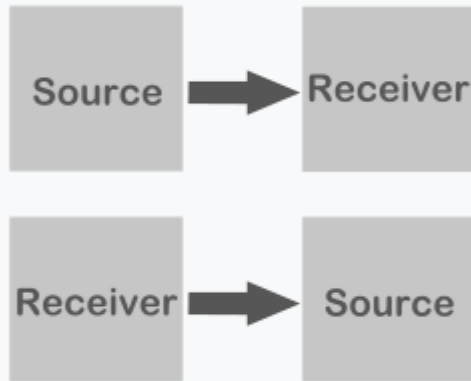
The model has been used also to study interpersonal communication problems occurred in space crews inside the International Space Station and in other cases where interpersonal communication played a critical role in the outcome of crisis events, as in the Costa Concordia disaster.

Models

Models of communication



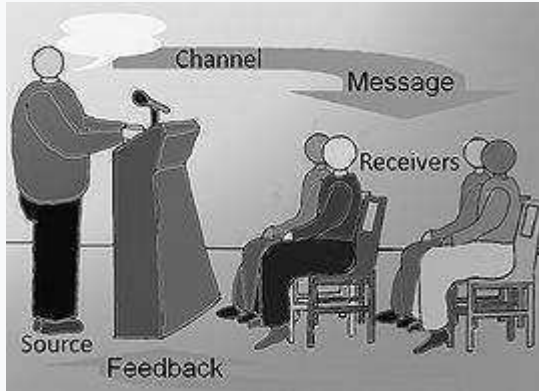
Communication major dimensions scheme



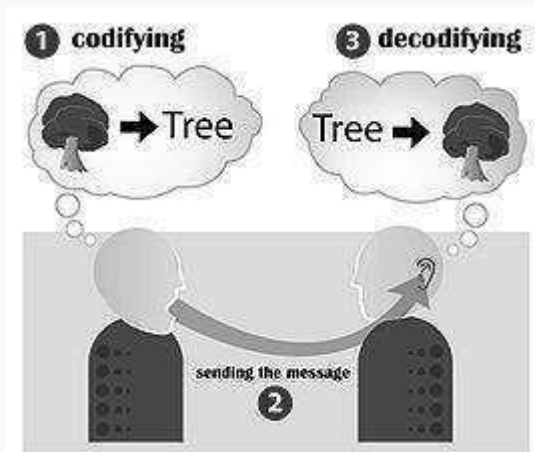
Interactional Model of Communication



Berol's Sender-Message-Channel-Receiver Model of Communication



Transactional model of communication



Communication code scheme



Linear Communication Model

The first major model for communication was introduced by Claude Shannon and Warren Weaver for Bell Laboratories in 1949. The original model was designed to mirror the functioning of radio and telephone technologies. Their initial model consisted of three primary parts: sender, channel, and receiver. The sender was the part of a telephone a person spoke into, the channel was the telephone itself, and the receiver was the part of the phone where one could hear the other person. Shannon and Weaver also recognized that often there is static that interferes with one listening to a telephone conversation, which they deemed noise.

In a simple model, often referred to as the transmission model or standard view of communication, information or content (e.g. a message in natural language) is sent in some form (as spoken language) from an emisor/ sender/ encoder to a destination/ receiver/ decoder. This common conception of communication simply views communication as a means of sending and receiving information. The strengths of this model are simplicity, generality, and quantifiability. Claude Shannon and Warren Weaver structured this model based on the following elements:

An information source, which produces a message.

A transmitter, which encodes the message into signals

A channel, to which signals are adapted for transmission

A noise source, which distorts the signal while it propagates through the channel

A receiver, which 'decodes' (reconstructs) the message from the signal.

A destination, where the message arrives.

Shannon and Weaver argued that there were three levels of problems for communication within this theory.

The technical problem: how accurately can the message be transmitted?

The semantic problem: how precisely is the meaning 'conveyed'?

The effectiveness problem: how effectively does the received meaning affect behavior?

Daniel Chandler critiques the transmission model by stating:

It assumes communicators are isolated individuals.

No allowance for differing purposes.

No allowance for differing interpretations.

No allowance for unequal power relations.

No allowance for situational contexts.

In 1960, David Berlo expanded on Shannon and Weaver's (1949) linear model of communication and created the SMCR Model of Communication. The Sender-Message-Channel-Receiver Model of communication separated the model into clear parts and has been expanded upon by other scholars.

Oral and Written Communication

Anything that emanates from the mouth is called as oral communication.

Anything that involves writing, typing is called written communication.

Oral Communication - Meaning, Advantages and Limitations

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust. It is considered to be the earliest and the most common forms of communication. Speech is widely adopted as a tool in oral communication. **According to University of Virginia, oral Communication Competency Report-"Oral communication is defined as the effective interpretation, composition and presentation of information, ideas, and values to a specific audience. It is the exchange of verbal messages between the sender and the receiver".**

Forms of Oral Communication

- Informal face to face talk
- Interviews
- Group Communication
- Debates
- Meetings
- Conferences
- Committees
- Speeches and Presentations



Reflecting and Empathy-Two faces of oral communication

The purposes of reflecting are

- . 1. To make the speaker to 'hear his own thoughts and to focus on what he say and feel.
- . 2. To show the speaker that the listeners are trying to perrenre the world as they see it and that they are doing their best to understand their messages.

Advantages of Oral Communication

There is high level of understanding and transparency in oral communication as it is interpersonal.

There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.

The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.

Oral communication is not only time saving, but it also saves upon money and efforts.

Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.

Oral communication is an essential for teamwork and group energy.

Oral communication promotes a receptive and encouraging morale among organizational employees.

Oral communication can be best used to transfer private and confidential information/matter.

Disadvantages/Limitations of Oral Communication

Relying only on oral communication may not be sufficient as business communication is formal and very organized.

Oral communication is less authentic than written communication as they are informal and not as organized as written communication.

Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.

Oral communications are not easy to maintain and thus they are unsteady.

There may be misunderstandings as the information is not complete and may lack essentials.

It requires attentiveness and great receptivity on part of the receivers/audience.

Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

Written Communication - Meaning, Advantages and Disadvantages

Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

Advantages of Written Communication

- Written communication helps in laying down apparent principles, policies and rules for running of an organization. It is a permanent means of communication. Thus, it is useful where record maintenance is required.
- It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge. Written communication is more precise and explicit. **Effective written communication develops and enhances an organization's image. It provides ready records and references. Legal defenses can depend upon written communication as it provides valid records.**

Disadvantages of Written Communication

Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters. Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous. Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time. Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation. Too much paper work and e-mails burden is involved.

7 C's of Communication

Definition: The 7 C's of Communication is a checklist that helps to improve the professional communication skills and increases the chance that the message will be understood in exactly the same way as it was intended.

To have effective communication, one should keep the following 7 C's of communication in mind:

7 C's of communication



Clear: The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.

Correct: The message should be correct, i.e. a correct language should be used, and the sender must ensure that there are no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.

Complete: The message should be complete, i.e. it must include all the relevant information as required by the intended audience. The complete information gives answers to all the questions of the receivers and helps in better decision-making by the recipient.

Concrete: The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.

Concise: The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.

Consideration: The sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.

Courteous: It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include the terms that show respect for the recipient.

Note: This checklist applies to both the written and oral communication.

Barriers to Effective Communication

Barriers to effective communication can retard or distort the message and intention of the message being conveyed which may result in failure of the communication process or an effect that is undesirable. These include filtering, selective perception, information overload, emotions, language, silence, communication apprehension, gender differences and political correctness

This also includes a lack of expressing "knowledge-appropriate" communication, which occurs when a person uses ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient.

- **Physical barriers-** Physical barriers are often due to the nature of the environment. An example of this is the natural barrier which exists if staff are located in different buildings or on different sites. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems. Staff shortages are another factor which frequently causes communication difficulties for an organization.
- **System design-** System design faults refer to problems with the structures or systems in place in an organization. Examples might include an organizational structure which is unclear and therefore makes it confusing to know whom to communicate with. Other examples could be inefficient or inappropriate information systems, a lack of supervision or training, and a lack of clarity in roles and responsibilities which can lead to staff being uncertain about what is expected of them.
- **Attitudinal barriers-** Attitudinal barriers come about as a result of problems with staff in an organization. These may be brought about, for example, by such factors as poor management, lack of consultation with employees, personality conflicts which can result in people delaying or refusing to communicate, the personal attitudes of individual employees which may be due to lack of motivation or dissatisfaction at work, brought about by insufficient training to enable them to carry out particular tasks, or simply resistance to change due to entrenched attitudes and ideas.
- **Ambiguity of words/phrases-** Words sounding the same but having different meaning can convey a different meaning altogether. Hence the communicator must ensure that the receiver receives the same meaning. It is better if such words are avoided by using alternatives whenever possible.
- **Individual linguistic ability-** The use of jargon, difficult or inappropriate words in communication can prevent the recipients from understanding the message. Poorly explained or misunderstood messages can also result in confusion. However, research in communication has shown that confusion can lend legitimacy to research when persuasion fails.

- **Physiological barriers**- These may result from individuals' personal discomfort, caused—for example—by ill health, poor eyesight or hearing difficulties.
- **Bypassing**- These happens when the communicators (sender and the receiver) do not attach the same symbolic meanings to their words. It is when the sender is expressing a thought or a word but the receiver take it in a different meaning. For example- ASAP, Rest room
- **Technological multi-tasking and absorbency**- With a rapid increase in technologically-driven communication in the past several decades, individuals are increasingly faced with condensed communication in the form of e-mail, text, and social updates. This has, in turn, led to a notable change in the way younger generations communicate and perceive their own self-efficacy to communicate and connect with others. With the ever-constant presence of another "world" in one's pocket, individuals are multi-tasking both physically and cognitively as constant reminders of something else happening somewhere else bombard them. Though perhaps too new of advancement to yet see long-term effects, this is a notion currently explored by such figures as Sherry Turkle.
- **Fear of being criticized**- This is a major factor that prevents good communication. If we exercise simple practices to improve our communication skill, we can become effective communicators. For example, read an article from the newspaper or collect some news from the television and present it in front of the mirror. This will not only boost your confidence, but also improve your language and vocabulary.
- **Gender barriers**- Most communicators whether aware or not, often have a set agenda. This is very notable among the different genders. For example, many women are found to be more critical in addressing conflict. It's also been noted that men are more than likely to withdraw from conflict when in comparison to women. This breakdown and comparison not only shows that there are many factors to communication between two specific genders, but also room for improvement as well as established guidelines for all.

Cultural aspects

Cultural differences exist within countries (tribal/regional differences, dialects etc.), between religious groups and in organizations or at an organizational level - where companies, teams and units may have different expectations, norms and idiolects. Families and family groups may also experience the effect of cultural barriers to communication within and between different family members or groups. For example: words, colors and symbols have different meanings in different cultures. In most parts of the world, nodding your head means agreement, shaking your head means no, except in some parts of the world.

Communication to a great extent is influenced by culture and cultural variables. Understanding *cultural aspects of communication* refers to having knowledge of different cultures in order to communicate effectively with cross culture people. Cultural aspects of communication are of great relevance in today's world which is now a global village, thanks to globalization. Cultural aspects of communication are the cultural differences which influences communication across borders. Impact of cultural differences on communication components are explained below:

1) **Verbal communication** refers to form of communication which uses spoken and written words for expressing and transferring views and ideas. Language is the most important tool of verbal communication and it is the area where cultural difference play its role. All countries have

different languages and to have a better understanding of different culture it is required to have knowledge of languages of different countries.

2) **Non verbal communication** is a very wide concept and it includes all the other forms of communication which do not use written or spoken words. Non verbal communication takes following forms:

- **Paralinguistic's** are the voice involved in communication other than actual language and involves tones, pitch, vocal cues etc. It also includes sounds from throat and all these are greatly influenced by cultural differences across borders.
- **Proxemics** deals with the concept of space element in communication. Proxemics explains four zones of spaces namely intimate personal, social and public. This concept differs with different culture as the permissible space varies in different countries.
- **Artifacts** studies about the non verbal signals or communication which emerges from personal accessories such as dresses or fashion accessories worn and it varies with culture as people of different countries follow different dressing codes.
- **Chronemics** deal with the time aspects of communication and also include importance given to the time. Some issues explaining this concept are pauses, silences and response lag during an interaction. This aspect of communication is also influenced by cultural differences as it is well known that there is a great difference in the value given by different cultures to time.
- **Kinesics** mainly deals with the body languages such as postures, gestures, head nods, leg movements etc. In different countries, the same gestures and postures are used to convey different messages. Sometimes even a particular kinesics indicating something good in a country may have a negative meaning in any other culture.

So in order to have an effective communication across world it is desirable to have knowledge of cultural variables affecting communication.

According to Michael Walsh and Ghil'ad Zuckermann, Western conversational interaction is typically "dyadic", between two particular people, where eye contact is important and the speaker controls the interaction; and "contained" in a relatively short, defined time frame. However, traditional Aboriginal conversational interaction is "communal", broadcast to many people, eye contact is not important, the listener controls the interaction; and "continuous", spread over a longer, indefinite time frame.

Importance of communication skills for engineers

Communication skills for engineers

Ever thought what is the importance of communication skills for engineers? In contrast with the technical abilities, Communication skills come as an integral part in an engineer's grooming and effectively lead to a prosperous growth in future.

A common misleading statement prevalent in our society continues to be against the learning of communication skills with a thought that it is only meant for those who want to adopt a managerial career in the years ahead. It is a phenomenon which is needed to be practiced at all levels of experience and regardless of the position an individual holds in organization, everyone must be proficient in this realm.

Communication skills do not only involve speaking in front of a large crowd, but it also incorporates the sense of managing the resources alongside effective written skills in order to convey the message to rest of public. If you are a computer engineer, one of the prominent parts in the software development lifecycle tends to be the role of business analyst. While gathering requirements for the project, an analyst needs to have pure command over the subject as well as be an adequate communicator so that information can be flown to both the concerned parties in a channelized manner. Same goes for electrical or instrumentation engineers who are supervising large scale mechanical equipments, if they are not dealt with properly and their usage is not well known to them, communicating at a low level to their associated might come across as a palling task.

There lays no point in leadership when you cannot get your point across the table, no matter how competent you are, you will not be perceived positively in your profession. Upon a survey conducted, it was brought to knowledge that more than 50% of the engineering projects that fail are purely due to ineffective people's management and the inability of a manager to convey his message to the team due to various communication barriers. This is the rationality that at all levels, good organizations focus on the soft skills developmental courses to get their associates well versed with the requirement of time.

This is the reason that all big names that we say today especially in the engineering sector, go to hire such candidates who are outstanding in speaking, management and writing, even if the candidates are ranked average in their academics. There needs to be an urge in every engineer to sell his idea to the management and make formal presentations, thus relying on interpersonal skills to get the job done. This urgency has lead to an utter need of communication skills to be held at various levels at the undergraduate level in universities.





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