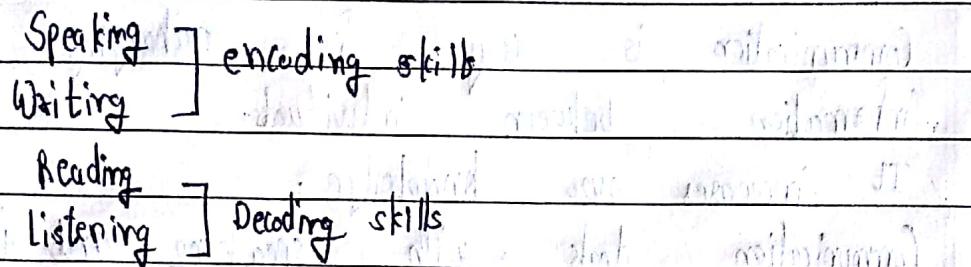


# Communication

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Communication      |      Communication

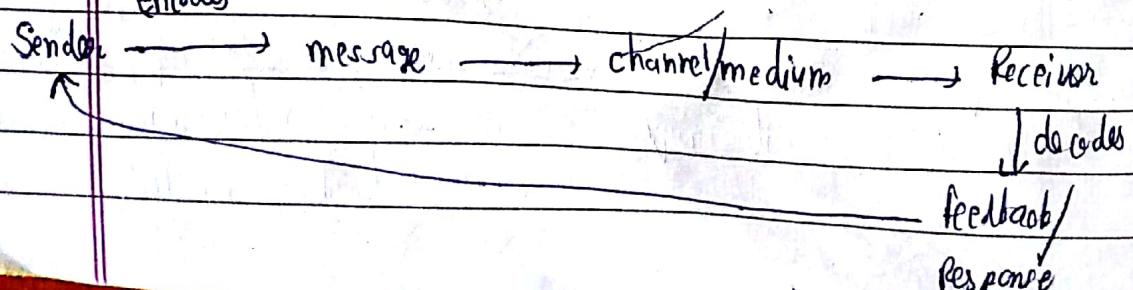
To show          ↓          To share

The word communication has been derived from Latin word 'communicare' which means to share. Communication is an activity or process of expressing ideas, knowledge and information.

According to Robert Burton, a blow with a word strikes deeper than a blow with a sword.

According to Robert Burton, communication is transfer of information from one person to another whether or not it elicits confidence. But the information transfer must be understandable to the receiver.

Process of Communication -



Medium → Voice

Channel → Internet / Milce / .

### Technical Comm

Meenakshi S. Raman

and

Sangeeta Sharma

### \* Importance of Communication -

- 1- acts as a basis of co-ordination and cooperation.
- 2- acts as a basis of decision making.
- 3- Increase managerial efficiency.
- 4- Establish effective leadership.
- 5- Helps in smooth working of organization.

### \* Functions of Communication -

- 1- Enhanced job satisfaction.
- 2- Increase Productivity.
- 3- Good relationship with co-workers.
- 4- Optimum utilization of resources.

### \* Levels of Communication -

- 1- Intrapersonal
- 2- Interpersonal
- 3- Organizational comm. → Internal-operational  
→ External-operational  
Personal
- 4- Organizational comm.

## 5- Mass Communication

- Large Reach
- Impersonality
- Presence of a gatekeeper

## 1- Extrapersonal Communication-

Communication which takes place b/w human beings and non-human entities is called extrapersonal communication. It requires perfect co-ordination and understanding b/w the sender and receiver because at least one of them transmits information in sign language only.

## 2- Intrapersonal Communication-

It takes place within an individual. This kind of communication pertains to thinking which is the basis of information processing. Self Motivation, self determination and self belief takes place at the intrapersonal level.

## 3- Interpersonal Communication-

It differs from other forms of communication in that there are few participants involved, they are in close physical proximity to each other, many sensory channels are used and feedback is immediate. It can be formal or informal.

## 4- Organizational Communication-

Communication in an organization takes place at different hierarchical levels.

It is extremely necessary for the sustenance of any organization. Since a large number of employees are involved in several different activities, they need to communicate effectively. Organizational communication can be further divided into the following:

- (i) Internal operational—  
All communication that occurs in the process of operations within an organization is classified as internal operational.
- (ii) External operational—  
The work related communication that an organization has with people outside the organization is called external operational.
- (iii) Personal—  
All communication in an organization other than that business or official purpose is called personal communication.

## 5. Mass communication

Mass communication is meant for large audiences and requires a medium to transmit information.

There are several mass media such as

newspaper, television, books, general etc.

The characteristics of mass communication are as follows:

(i) Large Reach-

Mass Communication has the capacity to reach audience scattered over a wide geographical area.

(ii) Impersonality-

Mass communication is largely impersonal, as the participants are unknown to each other.

(iii) Presence of a gatekeeper-

Mass communication needs additional person, institution, all organization to convey the message from a sender to receiver. This 'gatekeeper' or mediator could be a person or an organised group of persons active in transferring information from the source to the target audience through a mass medium.

# Tense-

1- I go to college for studies to become an engineer

2- Badminton World Championship is starting from 21 August in Scotland

3- We keep practice daily to maintain our habits.

4- Professionals are not concentrating on their communication skills.

5- Students had come before I came.

6- India won two medals in Rio 2016.

7- I enjoyed the vacation with my family members.

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- 8- Train had gone before I reached to the station.
- 9- Invigilators did not give entry to the students before I reached to the examination hall.
- 10- I had been enjoying the holiday since last three days.

### Future Perfect - simple complex tenses

will (shall) have + V<sub>III</sub>

PP = P<sub>I</sub>  
Past

FP = S<sub>I</sub>  
Present

- 11- He will have gone from home before I reaches there.
- 12- Will she have completed her homework before teacher calls her.
- 13- Will Ram have practicing questions since last two days.
- 14- He will not have going to college for two days.
- 15- He will participate in the sport.
- 16-

# vocabulary

→ active  
→ passive

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09.01.17

## # Barriers to Communication

A barrier acts like a sieve allowing only a part of the message to filter through as a result the desired response is not achieved. If we classify barriers according to the process of message information and delivery, we can identify three types of barriers.

### 1- Intrapersonal barriers

Individuals are unique because of the differences in perception, experience, education, culture, and personality. Each of us interprets the same information in different ways as our thinking varies. These differences lead to certain inbuilt or intrapersonal barriers.

- (i) Wrong Assumption (SOS)
- (ii) Varied Perception (six blind + elephant)
- (iii) Differing Background
- (iv) Wrong Inferences

### 2- Interpersonal barriers

Interpersonal barriers occur due to the inappropriate transaction of words b/w two or more people.

The most common reasons for interpersonal barriers are:

- (i) Limited Vocabulary.
- (ii) Incongruity of verbal and non verbal messages
- (iii) Emotional outburst
- (iv) Communication selectivity

### 3. Organisational Barrier -

Communication barriers are not only limited to an individual or to people but exist in entire organisation. The main organisational barrier are as follows:

- (i) Too many transfer sections.
- (ii) Fear of superiors.
- (iii) Negative tendencies.
- (iv) Use of inappropriate media.
- (v) Information overload.

10-08-17

## # General Communication

## Technical Communication

1- It passes general message.	1- It conveys technical message.
2- Informal, instyle and approach.	2- Mostly formal.
3- No set pattern of communication.	3- follows a set pattern.
4- Mostly oral.	4- Oral and written both.
5- Not always for a specific audience.	5- Always for a specific audience.
6- Does not involve the use of technical vocabulary, graphs etc.	6- Frequently use technical vocabulary, charts, tables and graphs.

## # Oral communication and written communication (Advantages and Disadvantages) {based on expression}

## # On the basis of Organisation -

1- formal Communication

2 Informal Communication

### 1- formal Communication-

It refers to official communication taking place in the organization. Whenever there is an exchange of views or message related to official matter such as assignment task, fixing of responsibilities, granting authority or setting up of targets, etc., then it is known as formal communication.

The forms of formal communication are as follows:

Departmental Meetings, Seminars, company news bulletins, special interviews and special purpose publication, conferences, telephone calls and exchange, etc.

### Advantages of formal -

- (i) It is very systematic and ensures orderly flow of information.
- (ii) The source of information can easily be located.
- (iii) It is easy to fix the responsibilities of different employees as that is proof of the information.
- (iv) It is possible to control over the work performance of different employees.

### Disadvantages -

- (i) Information is delayed as generally scalar chain

is followed; while passing information.

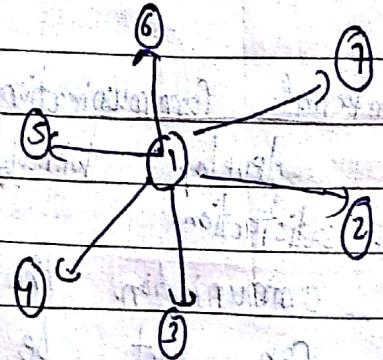
- (ii) Information is conveyed in impersonal manner.
- (iii) Information may not be transmitted accurately to avoid the unfavorable effect of communication.

## 2- Informal Communication - (Grapevine)

It is also known as grapevine. It is free from all sources of formalities because it is used on informal relationships b/w the parties such as friendship, membership in same club or association. The common networks of informal communication are:

### (i) Gossip-

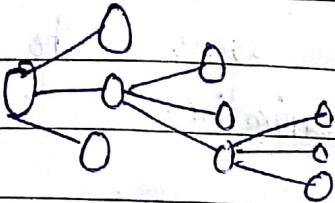
In this pattern, one person tells many persons which means information is with one member of organisation and he shares the information with many other people in his social group.



### (ii) Cluster-

In this pattern, information is shared b/w two persons who trust each other then

one of the person form that group passes the information to members of other group and one person from other group may pass to another.



### (iii) Single - Stand -

In this pattern, each individual communicates to other in sequence.



### (iv) Probability -

In probability network, individual communicates randomly with other individuals.

### Advantages of Informal Communication -

- 1- Employees can develop friendly relationship and get social satisfaction.
- 2- Through informal communication, the matters can be discussed which can not be discussed through official channels.
- 3- It provides information to all the members cutting across all the channels.

Disadvantages -

- 1- In Informal communication, information travels in a very unsystematic manner and get distorted while passing through various channels.
- 2- Informal communication helps in spreading rumors, and false facts.
- 3- Confidential information may get leaked under informal communication.

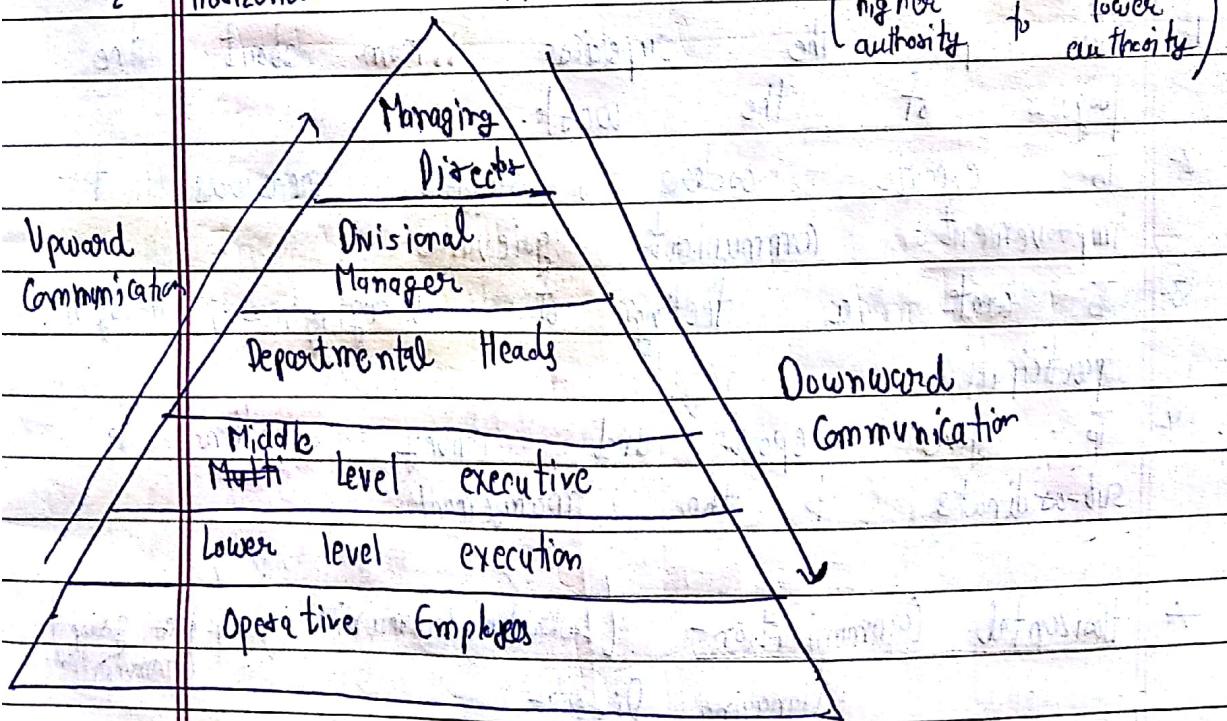
20/01/17

#

Flow of Communication -

- 1- Vertical Communication
- 2- Horizontal Communication

→ Upward (lower to higher)  
→ Downward  
(higher authority to lower authority)



\* Downward Communication -

It represents the flow of information from the top level to the lower level of the organisation.

Objectives -

- 1- To give the instructions about what to do and what not to do.

- 2- To explain organizational policies, programs and procedures.
- 3- To know how effectively a person is performing his job.
- 4- To motivate employees to improve their performance.
- 5- To train subordinates in performing that job.

#### \* Upwards Communication -

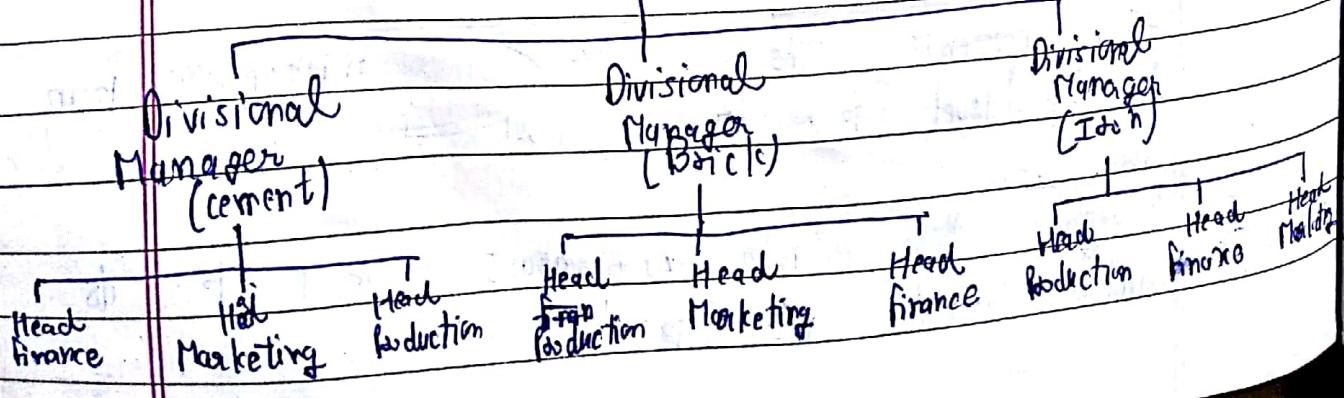
It signifies the flow of communication from the lower level to the higher level of the organisation.

#### Objectives:-

- 1- To keep the superiors inform. about the progress of the work.
- 2- To execute orders, suggest measures for improvements, communicate grievances.
- 3- To create a feeling of belongingness through participation.
- 4- To give reports and convey reactions to subordinates to the management.

#### \* Horizontal Communication - (Lateral Communication) (Peer group communication)

Managing Director



It achieves to the transmission of information among people of the same level.

### Objectives -

- 1- To co-ordinate among various individuals.
- 2- To solve problems which involve the efforts of various specialist.
- 3- To resolve conflicts among various employees of the department.
- 4- To exchange information with colleagues.
- 5- To promote social relations with employees in the organisation.

### # Seven C's of communication - (Characteristics of Communication)

- 1- Clarity
- 2- Completeness
- 3- Conciseness (Message should be with less words)
- 4- Correctness
- 5- Courtesy (Politeness)
- 6- Consideration
- 7- Conciseness (and conciseness are interrelated)

21-08-17

### # Personality Development -

- The team personality has been derived from the Latin term person which means to speak.
- Personality may be understood as the characteristic pattern of behaviour and modes of thinking.

that determine a person's adjustment of the environment.

- The factors which shape the personality of an individual are as follows:
- 1- Heredity
  - 2- Brain
  - 3- Physical Traits
  - 4- Interest
  - 5- Motives
  - 6- Emotional Treatment
  - 7- Social factors
  - 8- Family factors
  - 9- Situational factors

### # SWOT Analysis -

S → Strength

W → Weakness

O → Opportunity

T → Threat

**Strength**

Eloquence of speech

Power of persuasion

Clarity of message

**Weakness**

Aggressiveness

Inability of dead body language

Emotional reactivities

**Opportunities**

Negotiation

Persuasion

Motivation

**Threats**

Language Barrier

Cultural Difference

Beginning is half done".

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## # Interpersonal Skills-

- Self concept
- Interpersonal attraction
- Interpersonal needs
- Interpersonal orientation
- Miscellaneous factors

29/08/17

## # Johari Window-

known to self and known to other	open	blind	unknown to self ↳ seen by others
known to self and unknown to other	Hidden	Unknown	unknown to self and others

Johari Window is a model for self awareness, group development, personal development and understanding relationship. It is a simple and useful tool for understanding and training self awareness, personal development, improving communication, interpersonal relationships, team development and intergroup relationships.

It is developed by American psychologist Joseph Luft and Harry Ingraham. In the 1950s, calling a 'Johari' after combining their first names 'Joe' and 'Harry'. It represents information, feeling, experience, views, values, attitude, emotion,

intention, motivation etc about a person from four perspectives. It is also referred as a disclosure feedback model of self awareness and information processing tool.

#### \* Johari Window four regions-

A useful way of viewing self disclosure is the Johari window. The Johari Window is a way of showing how much information you know about yourself and how much information they know about you.

The window contains four panes -

##### 1- Open pane -

The open pane includes information such as hair color, occupation and physical appearance.

##### 2- Hidden pane -

The hidden pane contains information you wish to keep private such as dreams or ambitions.

##### 3- Blind pane -

The blind pane contains information that others can see in you but you cannot see in yourself. e.g. You might think you are the poor leader but others think you exhibit strong leadership skills.

##### 4- Unknown pane -

Unknown pane includes everything that you and others are not aware about it. You may have hidden talent. for example that you have not explored which talent you

are having.

Through self disclosure, we open and close panes so that we may become more intimate with others.

30/08/17

### # Values -

Values are standard, principle, quality that an individual or group of people hold in high regard. This values guide the way we live our lives and the decisions we make. A value is commonly formed by a particular belief that is related to the worth of an idea or behavior.

### # Belief -

Belief comes from real experience but often we forget that the original experience is not the same as what is happening in the life now. Our values and beliefs affect the quality of our work and all are relationship because what you belief is what you experience. We tend to think that our beliefs are based on reality but it is our belief that govern experience.

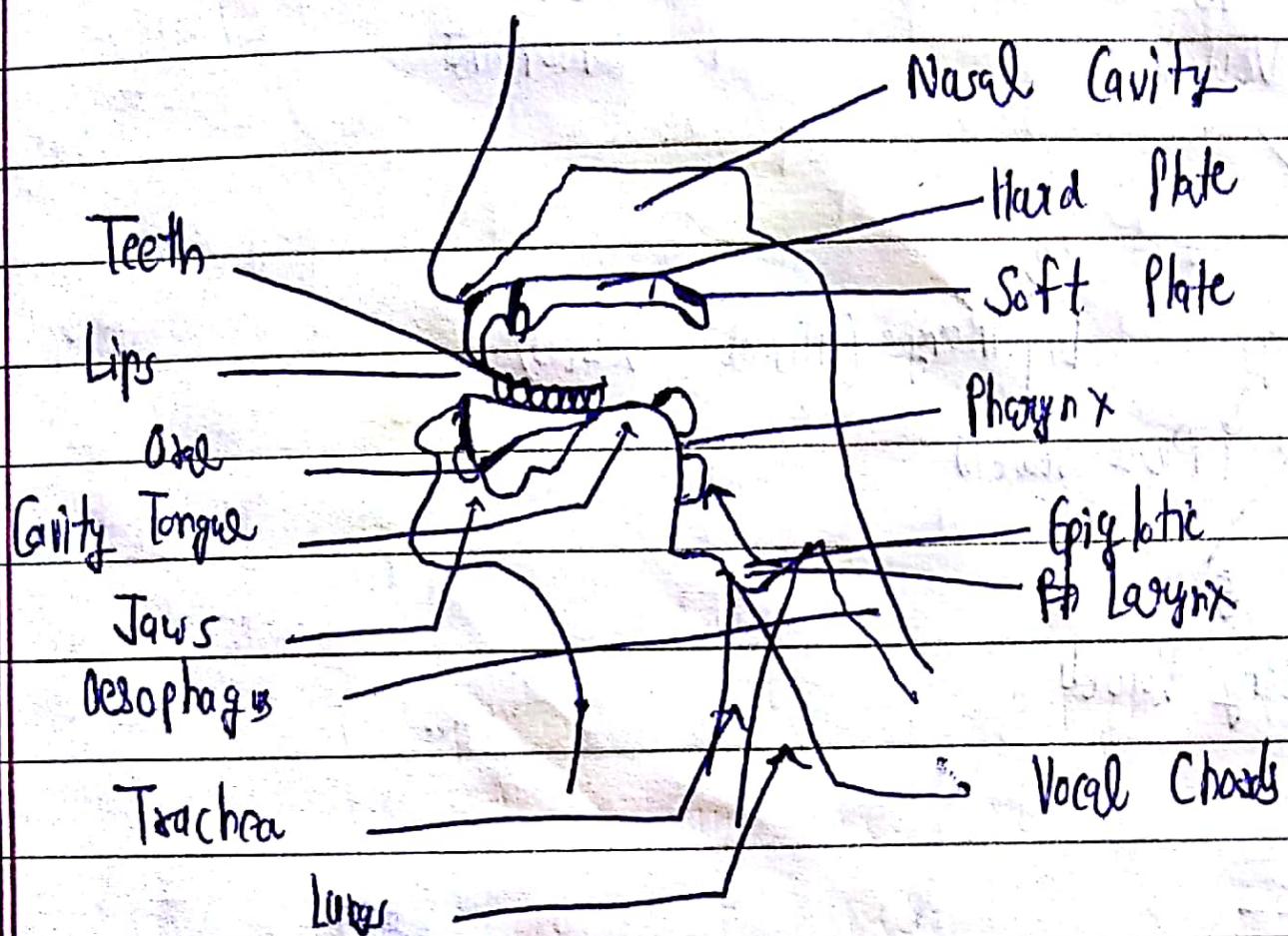
### # Attitude

The word attitude can refer to our lasting group of feelings, belief, behavior and tendencies.

directed towards specific people or group ideas or objects. An attitude is a belief about something, it is usually described what we think is a proper way of doing something. The attitude that we feel very strongly about, are usually called values. Other attitudes are not so important they are more like opinions.

## # Ethics in Communication-

Do yourself



31/08/17 # Phonetics-

Sounds  
(44)

20

Vowels

24  
Consonant

12

Monophongs

8

Diphthongs (Mixed Vowels)

7

Short  
Vowels

Long Vowels

5

{ Pure vowels

### \* Short Vowels-

/ɪ/(ɪ) kit, hit, fit, sit

/kɪt/

/e/(ɛ) set, met, bet, bed

/ə/ sat, lamp; stamp, cat, tap

/sʌt/

/ʌ/(ɔ) cut, but, stud, blood, mud

/ʊ/(ʊ) put, book, wood, look

/ɒ/(ɒ) cot, pot, shot, log

/ə/(ə) ago, about, abroad

### \* Long Vowels-

/i/(ɪ) ease, steel, please, cheese, bear

/a:/ art, start, blast, charm

/ɔ:/ care, soft, sought

/u:/ (ʊ) tool, tooth, fool, too, shoe

/ɜ:/ turn, learn, firm, harm

### əʊ/aɪ/

\* Dipthongs -

/eɪ/ bay, pay, cake, paper, day, fake,

/aɪ/ buy, my, high, toy, sky, bye

/dʒ/ boy, toy, say, oil, foil

/ɪə/ beet, clear, cheer, rear, fair, bear

/eə/ hair, air, chair, dare

/ʊə/ poor, tour, fuel

/ʌɪ/ go, smoke, most, hope

/aʊ/ cow, house, loud

### \* Phonetics-

Speech is the most important means or medium of human communication. Phonetics is the science where all aspects of speech are considered and investigated - how speech is produced using our speech organs, what are the properties of speech sounds in the air as they travel from the speaker's mouth to the ear of the listener and finally how we perceive speech and recognise its structural elements as certain linguistic symbols or signs.

Phonetics is defined as the study of sound. It is a branch of linguistics. This word has been derived from Greek word phone-sound/voice. It is the study of sounds and human voice.

Phonology is the study of sounds within a language system. The organs that are involved in the production of speech sounds are called phonatory organs.

### \* Components of Speech Production-

\* Kinesics / Body Language

Poetemics / Space Language

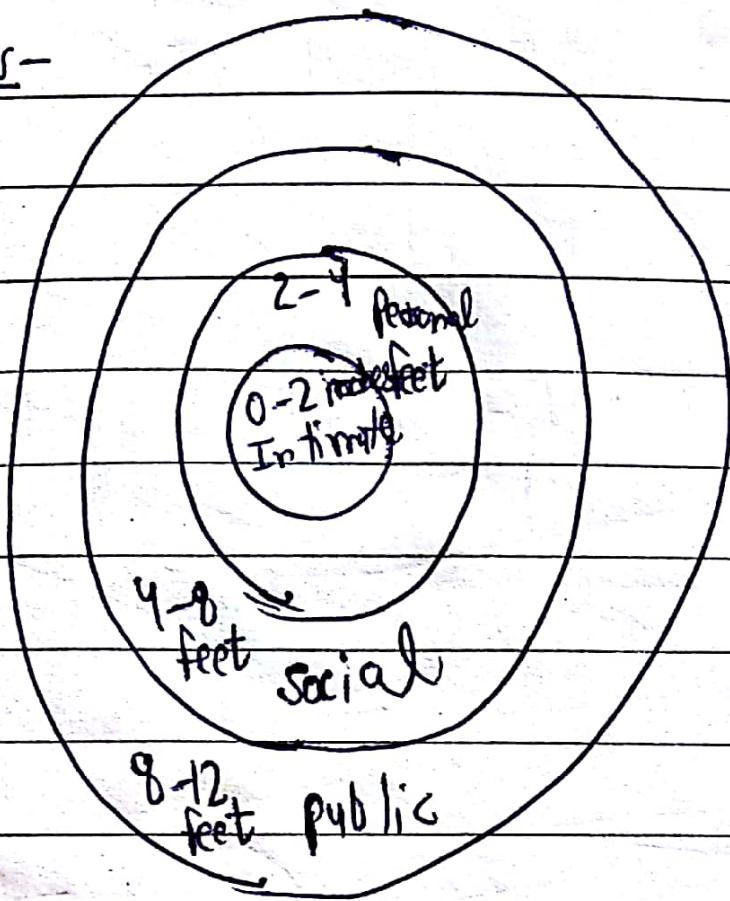
Chronemics / Time management

Ethnemics-

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\* Poxemics-



\* Paralinguistic-