

Effective Communication

➤ **Communication:**

- Communication is the process of giving , receiving or sharing information with one or more than one person.

➤ **Effective Communication:**

- Communication is the process of giving , receiving or sharing information with one or more than one person and ensuring the message is being interpreted exactly the way it is intended.

➤ **Types of communication:**

- 1) Verbal communication
- 2) Non-verbal communication
- 3) Written communication
- 4) Listening communication

1) Verbal communication:

- Use of words, use of volume, use of tone, use of pitch.

2) Non-verbal Communication:

- Body language, posture, gesture(use of hands), eye contact, facial expressions.

3) Written communication:

- Email, letters, chat.

➤ **Formal communication:**

- Structure of email:
 1. Subject
 2. Introduction
 3. Body
 4. Conclusion
- Salutation (Starting):
 - Hi, Hello, Dear, Respected...
- Sign off (ending):
 - Regards, Best Regards, Thanks & Regards...

➤ **Difference between Hearing - Listening:**

| Hearing | Listening |
|--|--|
| <ul style="list-style-type: none">• Involuntary function | <ul style="list-style-type: none">• Voluntary function |
| <ul style="list-style-type: none">• Effort is not needed | <ul style="list-style-type: none">• Effort is needed to understand the message |
| <ul style="list-style-type: none">• Less / no attention | <ul style="list-style-type: none">• Attention is important |
| <ul style="list-style-type: none">• Non – participation activity | <ul style="list-style-type: none">• Participation activity |

➤ **Elements of communication:**

- Weightage:

Words 7%

Tone 38%

Body Language 55%

➤ **Factors of communication:**

- Tone of voice
- Emphasis or stress on words
- Clear pronunciation
- Volume
- Pace
- Timely pauses