

<p>What is Communication? Communication is simply the act of transferring information from one place, person or group to another.</p> <p>Objectives of Communication</p> <ol style="list-style-type: none"> 1) Building Awareness. 2) Providing Information or Educating. 3) Creating Interest. 4) Motivating People/Audiences. 5) Promoting the brand, product or service. 6) Organizing Resources. 7) Offering better Coordination. 8) Increasing Efficiency. <p><u>7 Major Elements and process of Communication</u></p> <p>1) Sender: The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.</p> <p>(2) Ideas: This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions.</p> <p>(3) Encoding: Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, actions or pictures etc. Conversion of subject matter into these symbols is the process of encoding.</p> <p>(4) Communication Channel: The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.</p> <p>(5) Receiver: Receiver is the person who receives the message or for whom the message is meant for. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.</p> <p>(6) Decoding: The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.</p> <p>(7) Feedback: Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.</p> <p><u>FLOW OF COMMUNICATION</u> Communication is of the utmost importance when running a business. There are four main types of communication flow within a business: Downward Communication, Upward Communication, Horizontal Communication Multi-Directional Communication.</p> <p>1. Downward Communication Downward communication simply means that the orders come from the top and make their way down through the workforce. This form of communication is hierarchical in nature. However, downward communication is helpful and necessary in many instances. One example of downward communication is a superior setting a deadline and creating targets for subordinates. Another example is employee reviews. Ultimately, downward communication lays out work objectives and helps clarify the details of necessary tasks.</p> <p>2. Upward Communication Upward communication flows from a lower level of an organization to a higher level. In practice, workers use upward communication to make suggestions, offer input and file complaints. Allowing lower-level workers to have a say in operations is imperative to business success.</p> <p>3. Horizontal/ Lateral Communication Horizontal communication (also known as lateral communication) takes place when employees at the same</p>	<p><u>Types of Communication</u> The five types of communication you need to know about are verbal communication, nonverbal communication, written communication, visual communication, and listening..</p> <p>2. Nonverbal Communication What is actually being said is only half the battle — the rest lies in what isn't being said. This means your tone, facial expressions, body language, hand movements, and eye contact. When you make yourself aware of what the rest of you is doing as you speak, you can make corrections and eventually use all the right nonverbal cues to convey your point.</p> <p>3. Written Communication Written communication is a form of verbal communication, but it is so different than spoken verbal communication that this form gets its own separate type. Written communication can take the form of anything you write or type such as letters, emails, notes, texts, billboards, even a message written in the sky! With written communication, it is important you know your audience, your purpose, and maintain consistency throughout your written message.</p> <p>4. Visual Communication Visual communication is one you may not have heard of, but it is one that complements the other types of communication well. Visual communication is delivering information, messages, and points by way of graphical representations, or visual aids.</p> <p>5. Listening Listening is a surprisingly important part of communication and in order to be a great communicator, you must master the art of listening. Remember that listening doesn't just mean hearing, or politely waiting for your turn to speak. When others are speaking, you should practice active listening, which means that you are engaging your mind while the person speaks, intently focusing on what they are saying.</p> <p><u>Types of non verbal communication</u> Facial expressions: Your teenage cousin we referred to at the beginning of this section might have told you he was happy, but his apathetic facial expression may have communicated different information. Facial expressions—happy, sad, angry—help you convey your message. Be aware of your facial expression when you talk and particularly when you listen, which is when it's easy to forget.</p> <p>Gestures: When you speak, a gesture can make your message stronger. Pointing out something you want your listener to look at more closely is an example of nonverbal communication that makes your message understood. Motioning warmly toward a coworker who deserves special recognition, making a fist to show frustration or anger, such gestures help further engage your audience when you speak.</p> <p>Proximity: How close you are to your audience when you speak sends a nonverbal message. If your size is imposing and you leave a very small distance between you and your listener, it's likely your nonverbal communication will be a bit threatening. On the other hand, giving someone too much space is an awkward nonverbal communication that might confuse your listener.</p> <p>Touch: Shaking an audience member's hand, putting your hand on his shoulder: these are nonverbal cues that can affect the success of your message. Touch communicates affection, but it also communicates power. In fact, when women touch a listener, it's often assumed that they're being affectionate or conveying empathy, but when a man touches a listener, it can be taken as a sign of communicating power or even dominance.</p> <p>Eye contact: Making and maintaining eye contact with an audience when you're verbally communicating or listening communicates to the other party that you're interested and engaged in the conversation. Good eye contact often conveys the trait of honesty to the other party.</p> <p>Appearance: Your clothing, hair, and jewelry are also a part of nonverbal communication. If you put a dachshund pin on your lapel each morning (because you have a pet dachshund), that says something about you as a person. Similarly, the quality and condition of your clothing, how it fits, if it's appropriate for the season—all of these things speak nonverbally about you as a communicator.</p>	<p><u>7Cs of Effective Communication</u></p> <ol style="list-style-type: none"> 1. Clarity • Clarity is the soul of a message. It means the accurate transfer of ideas from the sender's side to the receiver. Every message should be conveyed in a clear manner. Clarity comes through clear thinking. A good message shows the idea directly and clearly. 2. Correctness • Language experts say that writing is art but difficult. There is no shortcut to being a good writer. It is learned through consistent practice and constant struggle. The message being communicated must be correct. Correctness refers to correct grammar, punctuation, and spelling. Though mistakes are never intentional yet they spoil the image. 3. Conciseness • The beauty of diction lies in its conciseness. Conciseness means brief and complete. Be as brief as possible. But it must not be so brief as to be discourteous. 4. Courtesy • Courtesy is the most important quality of the messenger. "Everyone gains where courtesy reigns" is an old but wise saying. Courtesy means politeness. It is an attitude that shows respect for others. It helps in building goodwill. 5. Concreteness • Communicating concretely means being specific, meaningful and clear. Vague and general messages result in no response. It helps the receiver to understand the exact idea. Concrete use of available facts and figures adds to the authenticity of the message. 6. Consideration – Use positive and optimistic • Consideration is to put you in the place of the receiver. It means preparing every message with the message receiver in mind. This mode of consideration is called "you attitude". 7. Completeness • A message should be complete to bring the desired result. A complete message contains all the facts required by the receiver. The receiver's reaction to an incomplete message is often unfavorable. An incomplete message shows negligence and carelessness of the writer <p><u>10 BARRIERS TO EFFECTIVE COMMUNICATION AND PERSUASION</u></p> <ol style="list-style-type: none"> 1. PHYSICAL AND PHYSIOLOGICAL BARRIERS These include distance, background noise, poor or malfunctioning equipment, bad hearing, poor eyesight, speech impediments. 2. EMOTIONAL AND CULTURAL NOISE Emotions (anger, fear, sadness) and attitudes (having to be right all the time, believing oneself to be superior or inferior to others) affect objectivity, as do the stereotypical assumptions that people make about each other based on cultural background. 3. LANGUAGE Speaking different languages, having strong accents, using slang or jargon can frustrate communication and negotiation efforts. 4. NOTHING OR LITTLE IN COMMON Examples, stories and anecdotes can help get a point across, except when the audience cannot relate to any of these because they don't share a common experience with the speaker. 5. LACK OF EYE CONTACT Not making eye contact is a sure way of raising doubt in listeners and losing their attention and making them feel suspicious of you, not to mention invisible. 6. INFORMATION OVERLOAD AND LACK OF FOCUS Too much information can confuse your audience and even make them wonder if you're overwhelming them with details to avoid telling them something else they would rather know. 7. NOT BEING PREPARED, LACK OF CREDIBILITY If you're not prepared, if you lack the facts, if you rely on your Power Point presentation too much, your listeners will notice and feel let down, even disrespected—and they won't believe you. 8. TALKING TOO MUCH When you talk, you're not listening, and you need to listen to the people you're attempting to persuade. 9. TRYING TOO HARD, SEEMING DESPERATE When you try too hard to persuade someone, you may seem desperate, and desperation smells like manipulation and turns people off before you can utter your next desperate word. 10. LACK OF ENTHUSIASM If you don't believe in your position, product, service, or whatever you're trying to sell, they won't believe in it either. <p><u>Five Principles of a Successful Business Presentation</u></p> <p>Tell a story. Your business presentation, of course, will not be imaginary. ... Keep it simple. Don't overwhelm your audience with a lot of thematic directions. ... Have an answer to everything. ... Speak naturally. ... Don't put everything on slides.</p>
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<p>level interact. Peer communication is time-saving and allows workers to coordinate tasks with one another. Horizontal communication also allows for greater cooperation and problem-solving. When workers share information and brainstorm solutions to problems, things run more smoothly and outcomes improve. Think of horizontal communication as the embodiment of the popular saying, “two heads are better than one.”</p> <p>4. Diagonal or Multi-Directional Communication</p> <p>Diagonal or multi-directional communication is the use of various methods of communication including upward, downward and horizontal. It is healthy for an organization to use different approaches to communication. When communication flows from just one direction, an organization is utilizing just a fraction of its potential. Diagonal communications allow all employees to contribute their full knowledge and expertise to a company. However, using this style of communication doesn’t mean that all employees should communicate chaotically. Multi-directional communication works best when the systems and expectations of communication are clear to all members of an organization.</p> <p>1. What is Communication?</p> <p>Answer – The act of giving, receiving, and sharing information is known as communication. Signs and signals provide information. Communication can take the form of speaking, writing, or any other medium. The word ‘Communication’ comes from the Latin word <i>communicare</i>, which means ‘to share’.</p> <p>2. How many types of Communication methods?</p> <p>Answer – There are main three types of communication methods –</p> <ul style="list-style-type: none"> Verbal communication Non-verbal communication Visual communication <p>3. What are the important parts of communication?</p> <p>Answer – The important parts of communication is –</p> <ul style="list-style-type: none"> Transmitting—The message is sent by the sender through one or more mediums. Listening— Listening and understanding by the receiver. Feedback—To complete the communication cycle, the receiver provides feedback to the sender on their understanding of the message. <p>4. What are the various elements of a communication cycle?</p> <p>Answer – The various elements of a communication cycle are –</p> <ul style="list-style-type: none"> Sender: the person beginning the communication. Message: the information that the sender wants to convey. Channel: the means by which the information is sent. Receiver: the person to whom the message is sent. Feedback: the receiver’s acknowledgement and response to the message. <p>5. What are the seven elements that influence the communication skills?</p> <p>Answer – There are seven different factors which affecting Perspectives in communication –</p> <ul style="list-style-type: none"> Language Environment Visual Perception Culture Prejudice Feelings Past Experience <p>6. What are the right methods of communication?</p> <p>Answer – Right methods of communication depends on –</p> <ul style="list-style-type: none"> Target audience Costs Kind/ Type of information Urgency/ Priority 	<p>1. Verbal Communication</p> <p>Verbal communication encompasses all communication using spoken words, or unspoken words as in the case with sign language. It is important to understand how to effectively communicate your ideas verbally in order to avoid misunderstandings and maximize interest while you speak. Make sure to use the right type of language, speak clearly, know your audience, respond in the best way, and use an appropriate tone when speaking</p> <p>1. Formal versus Informal: We generally use spoken communication informally while we use written communication formally.</p> <p>Synchronous versus</p> <p>2. Asynchronous: Synchronous communication is communication that takes place in real time, such as a conversation with a friend. In contrast, asynchronous communication is communication that is not immediate and occurs over longer periods of time, such as letters, email, or even text messages.</p> <p>Recorded versus Unrecorded: Written communication is generally archived and recorded for later retrieval while spoken communication is generally not recorded.</p> <p>IMPORTANCE OF NON-VERBAL COMMUNICATION</p> <p>1. If verbal communication is accompanied with appropriate non-verbal clues, it helps communicator to lend clarity and intensity to his message</p> <p>2. If verbal message and non-verbal signals are at variance with each other, listener can become alert and make an effort to correct the message</p> <p>3. Non-verbal communication strengthens our communicative competence as a speaker</p> <p>4. If we know how to interpret body language correctly, we can neutralize the bullying tactics of others.</p> <p>Functions of Communication</p> <p>Communication serves four major functions within a group or organization. These are :</p> <ul style="list-style-type: none"> Control Motivation Emotional expression Information <p>Let’s discuss these functions one by one</p> <p>Control</p> <p>When employees communicate any job-related grievance to their immediate boss, follow their job description, or comply with company policies, communication is performing a control function.</p> <p>Motivation</p> <p>Communication fosters motivation by clarifying to employees what they must do, how well they are doing it, and how they can improve if performance is subpar. The formation of specific goals, feedback on progress toward the goals, and reward for desired behavior all stimulate motivation and require communication.</p> <p>Emotional Expression</p> <p>Communication is a fundamental mechanism by which members of group shows their satisfaction and frustrations. Communication, therefore, provides for the emotional expression of feelings and fulfillment of social needs.</p> <p>Information</p> <p>Communication provides the information individuals and groups need to make decisions by transmitting the data needed to identify and evaluate choices. Thus communication helps to facilitate decision making.</p>	<p>1. What is Listening?</p> <p>Just listening to words is not enough; a good Listener has to pay attention to the non-verbal communication of the speaker.</p> <p>Listening is not just about being Quiet while someone else is speaking.</p> <ul style="list-style-type: none"> • Listening is with the Mind. • Hearing with the senses. • Listening is conscious. • To improve our interpersonal & oral exchange. <p>2. Process of Listening</p> <p>1- Receiving</p> <ul style="list-style-type: none"> • Is the intentional focus on hearing a speaker’s message. • This stage is represented by the ear because it is the primary tool involved with this stage of the listening process. <p>2- Understanding</p> <ul style="list-style-type: none"> • In the understanding stage, we attempt to learn the meaning of the message, which is not always easy. • Deciding what the message means to you <p>3- Remembering</p> <ul style="list-style-type: none"> • Remembering begins with listening; if you can’t remember something that was said, you might not have been listening effectively. <p>4- Evaluating</p> <ul style="list-style-type: none"> • The fourth stage in the listening process is evaluating. • Evaluations of the same message can vary widely from one listener to another. <p>5- Responding</p> <ul style="list-style-type: none"> • Responding—sometimes referred to as feedback—is the fifth and final stage of the listening process. <p>3. Importance of Listening</p> <ul style="list-style-type: none"> • We show that we are serious • We display respect to other’s view point • Helps us to learn • Helps us to adapt and understand • Empathize <p>Why Listening is Important?</p> <ul style="list-style-type: none"> • To avoid communication errors. • Helps to learn something new. • It is the key to success. <p>5. Barriers to effective listening</p> <p>Some common barriers in the process of listening are listed below.</p> <ol style="list-style-type: none"> 1. Pre-judgments about the speaker . 2. Assuming that the speaker is going to give some unimportant information . 3. Arriving late for a speech, presentation or lecture . 4. Judging the speaker by his/her mannerisms, voice, appearance, accent, etc. 5. Lack of concentration/interest . 6. Avoiding listening to difficult, boring or complex information and selectively listening only to what is considered interesting. 7. Speaker or listener being distracted by disturbances . <p>4. Basic Types of Listening</p> <ul style="list-style-type: none"> • Active listening • Selective listening • Emphatic listening • Ignoring listening <p>10. Write down the different types of verbal communication. Give an example for each type.</p> <p>Answer – Verbal communication can be divided into two categories.</p> <ol style="list-style-type: none"> a. Oral or Spoken communication – Oral Communication involves Face-to-face communication, Teaching in classroom or talking on the phone is an example of oral or spoken communication. b. Written Communication – Written Communication involves written or typed words. Banners, Articles, Notes, Writing letters, email, and Short Messaging Services are examples of written communication.
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