

# Unit 1: Communication

B.Tech. Sem - I&2

HU110: English and Professional Communication

# Topics

- Introduction to communication
- Different forms of communication
- Barriers to communication and some remedies
- Non-verbal communication- Types
- Non-verbal communication in intercultural context

# Introduction to communication

Look at this . . .



He who  
Communicates  
IS



He who leads.

## Significance of Communication

- The success of a leader, manager, teacher, or any professional depends on their **ability to communicate**.
- Communication failures are costly.  
(leads to ill-feeling among workers, causes strikes, affects productivity)
- People will give their best only if the communication is clear

*Just think about this...*

“Half the world is filled with  
people who have something to  
say and cannot say it  
and the other half, of people  
who have nothing to say  
and keep on saying it”



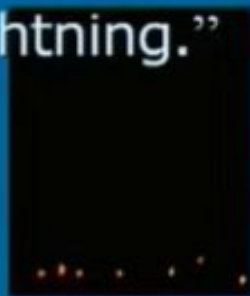
Robert Frost

*Consider this...*

“The difference between the almost right word and the right word is really a large matter—it's the difference between the lightning bug and the lightning.”



Mark Twain





Hey, Do you know that your father's genes can give you diabetes?

Stupid!

I don't wear my father's Jeans?





## Who wants the divorce?

- A judge was interviewing a woman regarding her pending divorce, and asked, "What are the grounds for your divorce?"
- She replied, "About four acres and a nice little home in the middle of the property with a stream running by."
- "No, I mean," he continued, "What are your relations like?"
- "I have an aunt and uncle living here in town, and so do my husband's parents."

## Who wants the divorce?

- "Ma'am, does your husband ever beat you up?"
- "Yes," she responded, "about twice a week he gets up earlier than I do."
- Finally, in frustration, the judge asked, "Lady, why do you want a divorce?"
- "Oh, I don't want a divorce," she replied. "I've never wanted a divorce. My husband does. He said he can't communicate with me."

■ <http://www.thehumorsource.com/item/33064>

## What went wrong?

- **Grounds** means both (1) factors forming a basis for action or the justification for a belief. (2) an area of enclosed land surrounding a large building.
- **Relations:** relationship/relatives
- **Beat:** physically hitting /winning in a competition

## We communicate 24 X 7



- Communication has become the basis of our lives; it surrounds us, protects us, changes us, reveals us, identifies us, makes us happy, makes us sad . . .
- We are permeated by all media of communication
- Communication: An exchange of ideas, thoughts and feelings between two or more entities.
- We communicate our thoughts and feelings to family, friends, co-workers, and friends every hour of every day!
- *We cannot stop communicating!*

*But do we communicate effectively?*



## Why EC is important?

- Ineffective Communication causes frustration, dysfunctional personal relationships, stagnant organizations, & even war between countries!
- EC is needed for success in interviews, jobs, proposals—business & personal.
- Gregarious nature of man—Communication is vital for his survival.
- What happens if we are unable to communicate properly?



# Introduction to communication

- **Necessity and importance of Communication**- Professionals spend nearly three-fourths of their working hours in communicating their ideas, views, and plans to others.
- Therefore while selecting a **new recruit**, one of the first things that companies look for in an individual is the person's ability to communicate effectively with others.
- The major management functions like **planning, organising, delegating, controlling and coordinating** require effective communication skills.

# Origin, Definition and Meaning

- **Origin**- comes from the Latin word 'communicare' or 'communico' which means 'to share' or 'to make known '.
- **Definition**- "Communication is an exchange of facts , ideas, opinions or emotions by two or more persons". - *William Newman & Charles Summer*
- "Communication is the process by which information is transmitted between individuals and/or organisations so that an understandable response results". - *Peter Little*.
- **Meaning**- Various researchers have defined in their own simplest way to briefly sum up will be "communication essentially means the transfer of ideas, feelings, plans, messages, or information (through speech, signal, writing- verbally and non verbally) from one person to another". It considered effective only when it gets the desired action or response.

## Who said what?

- Wilbur Schramm: Sharing of experiences on the basis of commonness.
- Denis McQuail: Communication is the process which increases commonality.
- D.Katz and R.L.Kahn: It is exchange of information and transmission of meaning.
- William Newman and Charles Summer: It is an exchange of facts ideas, opinion or emotions by two or more persons.



# Communication Cycle

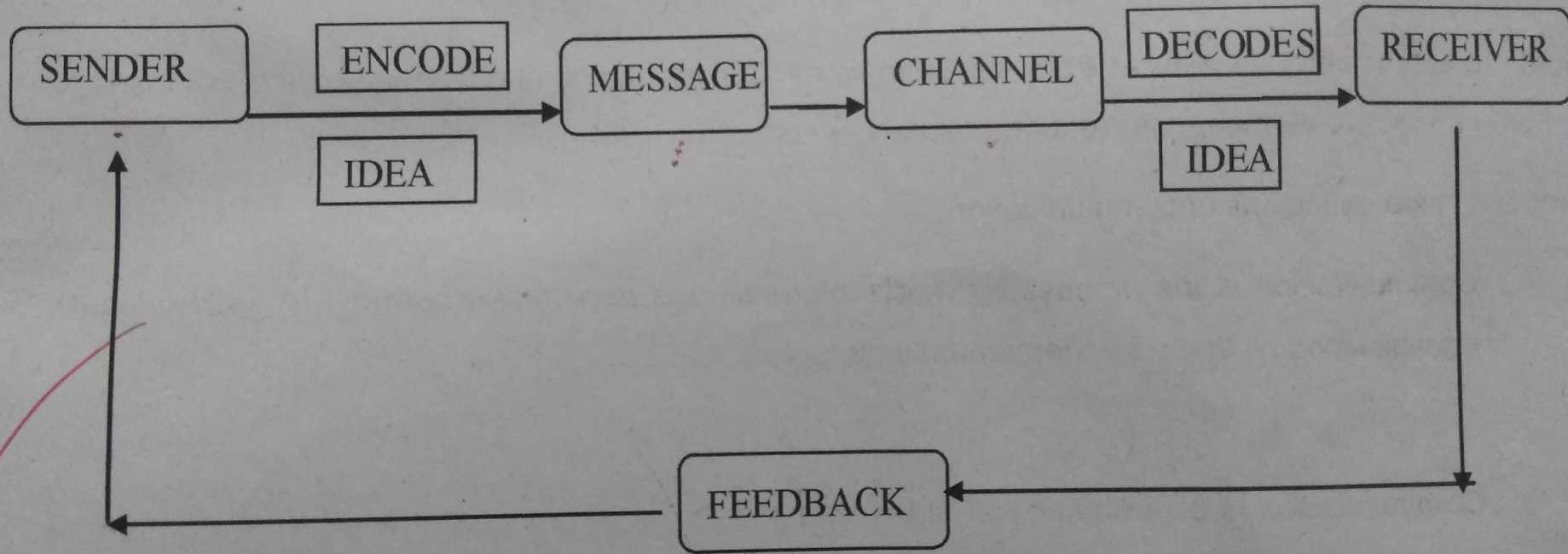
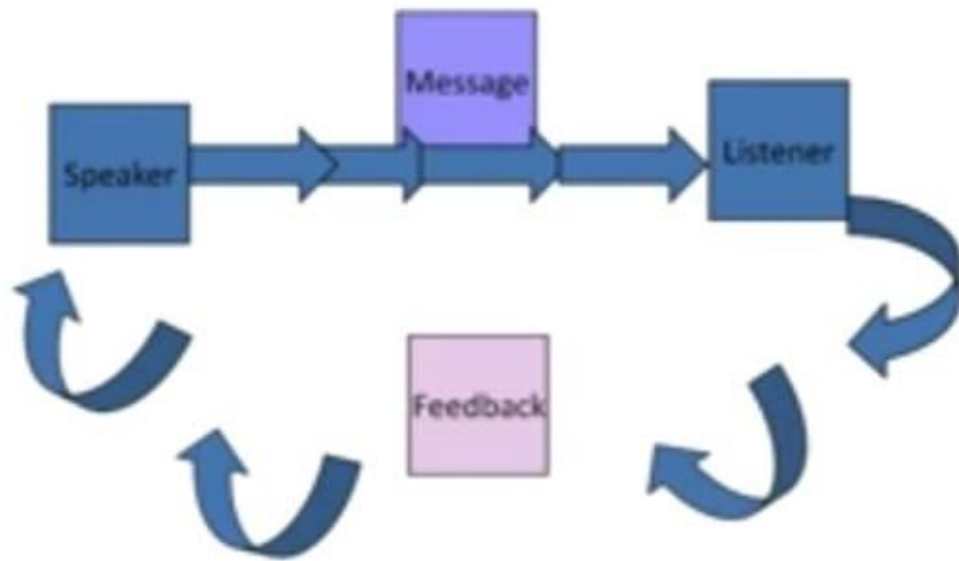


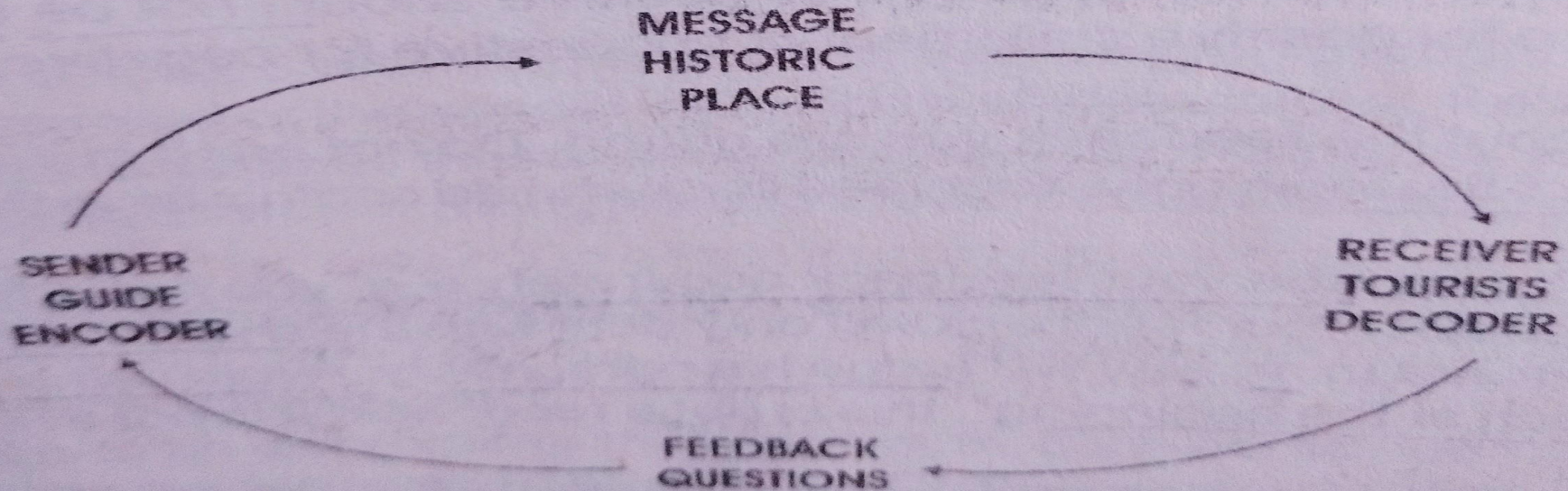
Fig 1.1 Communication Cycle



## The Basic Communication Process:



# Communication Event Example



**Fig 1.4(B): Communication Event**

# Roles played by sender & receiver

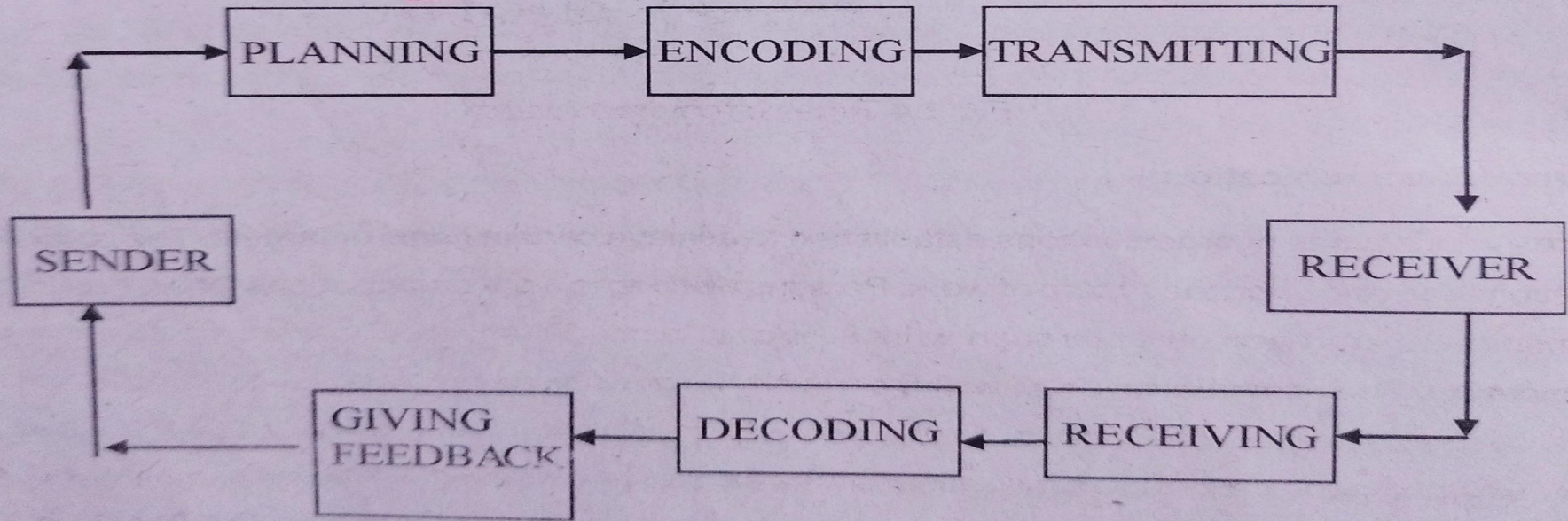
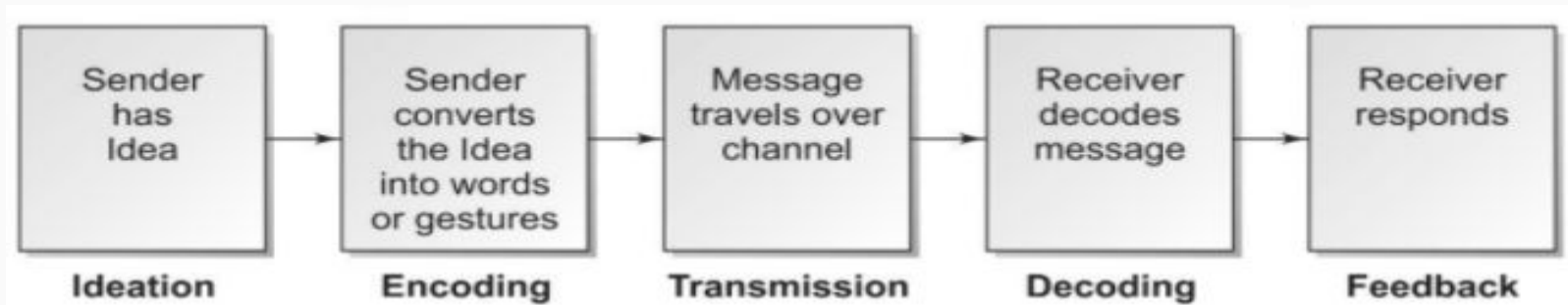


Fig 2.3 Communication Process

# Communication Process

Sender

Receiver



# Oral and written forms of communication

<i>Forms</i>	<i>Examples</i>
Interpersonal face-to-face communication	Casual conversations, formal interactions, student-student negotiations, job interviews
Group communication	Meetings, conferences, group discussions, panel discussions
Speaker-audience communication	Speeches, debates, seminars, workshops, oral presentations
Telephonic communication	Personal interactions, business deals, telephone interviews
Written communication	Reports, proposals, memos, letters, emails

# Importance of communication

- **Growth**- multinational companies, large business houses rely on communication to establish a link among its various branches.
- **Complexity** - different activities take place in an organisation such as planning, production, sales, maintenance, stores, advertising, financing, etc. All need communication to coordinate.
- **Competitiveness**- marketing research suggests that firms which communicate better sells better.
- **Harmony**- sections like management and unions need to work in harmony, which can be only established through communication.
- **Understanding and cooperation**- communication between management and employees will lead to mutual trust and confidence.



# Difference between General and Professional Communication

	General message	Professional message
Content	contains general message	contains a formal and professional message
Nature	Informal style and approach	Mostly formal and objective
Structure	No set pattern of communication	Follows a set pattern such as sequence of elements in a report
Method	Mostly oral	Both oral and written
Audience	Not always for a specific audience	Always for a specific audience, customers, employees
Language	Does not usually involve technical vocabulary, graphics etc.	Frequently involves jargon, graphics etc.

# Purpose of Professional communication

- **Advising**- people with specialised knowledge advise others
- **Counselling**- counsel each other for physical and mental health
- **Giving orders**- to subordinates
- **Providing instructions**- includes orders with guidance
- **Marketing**- entire process of marketing rests on communication and business rests on marketing.
- **Persuading**- or motivating people to work or buy or invest in the products



# Purpose of Professional communication

- Giving warnings
- Raising morale (confidence)
- Interviewing
- Projecting image
- Preparing advertisements
- Meetings for decision making
- Getting feedback

## Is this Effective Communication?

### Money\$peak!

Dear Dad,

School i\$ really great. I am making lot\$ of friend\$ and \$tudying very hard. With all my \$tuff, I \$imply can't think of anything I need, \$o if you would like, you can ju\$t \$end me a card, a\$ I would love to hear from you.

Love,  
Your \$on.

## Is this Effective Communication?

### Dad's NOt ready!

Dear Son,

I kNOW that astroNOmy, ecoNOmics, and oceaNOgraphy are eNOugh to keep even an hoNOrs student busy. Do NOt forget that the pursuit of kNOWledge is a NOble task, and you can never study eNOugh.

Love,  
Dad

# Components of Effective Communication-

- Conciseness and Clarity
- Conviction and Confidence
- Genuineness and Interest
- Empathy and Timing sense
- Brevity and Effectiveness

Picture the situation given below:

Dr Radhika Mathur arrives at the hotel Redhut Retreat, Gurgaon. It is 11.30 in the night. Emerging from a taxi, she first walks on the gravel part and then drags her suitcase onto the ramp and approaches the reception. The receptionist looks at Radhika but continues working on her computer. Since the receptionist does not seem like interested in welcoming the customer for a while, it is the tired and exhausted looking Radhika who had to initiate the dialogue. This is what unfolds further:

Dr Radhika: Hello, Good evening!

Receptionist (still working on PC): Good evening, Madam. Yes?

Dr Radhika: I have booked a room online.

Receptionist: Are you from Bengaluru?

Dr Radhika: Yes

Receptionist: But Madam, you were supposed to come around 9 o'clock.

Dr Radhika: Yes, but my flight got delayed due to bad weather.

The receptionist calls a boy to take her to room no. 102. The bedraggled look on the face of the boy suggests that he has been fast asleep for some time now. Meanwhile, the receptionist demands Radhika's ID proof and pushes towards the hotel register to make various entries. While Radhika does so, the receptionist returns her gaze to her computer screen.

Dr Radhika (having finished filling in the columns in the register): Can I have a cup of tea and some biscuits?

Receptionist: Sorry, Madam. All boys have gone and I cannot ask this guy to go and get tea for you. We serve tea or coffee only till 10 in the evening.

Radhika waits for a while for any better show of consideration. After a while, however, she begins to trudge towards her room. Hungry, tired, and offended, she has taken a resolve while checking into her room. The next morning, Radhika checks out of the hotel immediately after breakfast.

Two days later, she leaves a scathing review on social media.

Can you figure out the reasons behind Radhika's leaving the hotel Redhut Retreat so early?