



AKTU Syllabus : Unit-1



Fundamentals of Communication and Voice Dynamics: Role and Purpose of Communication, Types & Flow of Communication, Barriers to Effective Communication, 7 C's of Communication, Code and Content; Stimulus & Response, Vowel Sounds, Consonant Sounds, Tone: Rising and Falling Tone.



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Unit-1 : Lec-1



Today's Target

- Role of Communication
- Purpose of Communication



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What is communication ?



- Communication is essentially a bridge of meaning between people and by using this bridge a person can safely across the river of understanding. The word "communication" is derived from the combination of two Latin words
 - communis & communicare
- Communis stands for common and communicare stands for sharing.
- Hence, we can say that communication is the common sharing of
 - news ,ideas ,thoughts, perceptions, emotions, feelings etc .
- from one person to another person
- from one group to another group
- from one party to another party...



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...What is communication ?



- In other words, we can say that when we interact /converse/ exchange/share/ transfer our feelings, emotions, ideology, decisions and the like on-
 - personal
 - casual
 - informal grounds.....this is known as General communication.
- Communication is a common phenomenon in human society. Even from the ancient age, communication has been among huma beings. communication, infact is an essential term and condition of being social.



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...What is communication ?



According to American Science Management a Association," **communication is any behavior that results in an exchange of meaning.**

According to Newman and Summer, "**communication is an exchange of facts, ideas ,opinions or emotions by two or more persons."**

According to Net Turner, "Good communication is the bridge between confusion and clarity."

According to Robert Anderson, " **communication is an interchange of thoughts, opinions or information by speech, writing or signs".**

- This way we can say that communication is a process that involves sending and receiving messages through verbal and nonverbal methods.



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Roles of communication



- Communication, in every sphere is important.

(1)- **For social life-** Communication is the essence of social life.Man,being a social animal needs to communicate one another. What differentiates us from animals is communication only.It is essential for the following purposes-

*Communication allows us to express feelings, pass on information and share thoughts.

*In our daily life, communication helps us to build relationships, strengthen bonds.

*It helps to motivate one another, comprehend one another's needs,feelings and passions.

*It allows to know and understand each other,to be emphatic, to negotiate at times when some disputes occur.

*Communication helps to impart suggestions, advice and counselling.



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Roles of communication



2) For Organizational Goals -

- Communication is the life blood for the smooth conduction of any organisation.
- Organizational success largely depends on communication.
- It helps in following areas –
- Effective communication may contribute in building trust, boosting the morale of the employees motivate and inspire them in their tough times.
- Communication also serves to resolve conflicts, to listen to their grievances, to negotiate ,to take out nid ways that is equally suitable to everyone.
- Communication helps to get the work done by employees, to clear terms and conditions of the organization, to connect with them, to win their confidence.
- *Even to drive their commitment and loyalty, an employer should be communicative with his employees from time to time.



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Roles of communication



(3)For business - Communication in business is important

- to gather information ,to convey clear messages, to convince others.
- to recognize the needs of clients, to provide customer satisfaction.
- to build strong team and to develop team spirit, team work cooperation and Coordination.



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Roles of communication



(4) **For leadership** -It is very difficult to be a good leader without good communication skills.

According to a Harvard Business Review study, 69% of managers report that they are not comfortable communicating with their employees in general.

Communication works for a leader –

- to build trust among his team, to collaborate with team mates.
- to distribute the assignment as per the interest and skills to individuals.
- to know and understand their problems, agonies from time to time and to provide them best suitable suggestions.
- to infuse in them the strength and spark and this to produce best outcomes.
- to lead the team and to nurture friendly bonding with teammates.



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Roles of communication



(5) **For a teacher** -To be a successful teacher, communication is must.

A teacher must be expressive.

Howsoever knowledgeable a teacher is, but if he is not having proper communication skills, all his knowledge goes in vain because he wouldn't be able to deliver his knowledge in effective way.



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Purpose of communication



Purpose of communication Broadly speaking there are three main purposes of communication-

(1) **To inform**- In today's era we have to be updated and to be informed we need communication.

For example-

- To seek admission in some good organization, we surf various websites ,read several brochures, go through different advertisements and in bringing all these to us , communication plays it's vital role.
- To set up a hotel/ business we should be informed about the needs of local citizens, the rates and items of competitors. For this information, we need to communicate to a number of people



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Purpose of communication



(2) **To instruct**- In our day -to -day life we are expected to fulfill various responsibilities.To be the best performer we should follow instructions.

For example –

- to organise Alumni Meet,our management passes some instructions.
- with our purchase of any gadget we are given instruction manual, that trains us of how to operate a particular equipment.
- a doctor's prescription instructs us of which medicine is to be taken at what time and how...



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Purpose of communication



3. **To persuade** - The more dynamic and effective our communication would be the more there are chances for us to persuade our readers. Communication helps to persuade our clients and customers.

For example-

- The convincing trailer of a movie helps it to be a big hit.
- A thirty seconds advertisement makes a product famous and popular nation-wide.
- A convincing dialogue of a movie leaves an indelible impression onto its audience for decades.

Besides these purposes, communication serves some other purposes too-

- (1) With the help of effective communication we can draft a convincing resume to sale our skills and potentials.
- (2) A physician with the help of communication can minimise half of the pain of his patient.
- (3) In digital world Communication is really an inseparable part. With effective content and communication, success comes overnight.



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Unit-1 : Lec-2



Target of the day

- **Types of Communication**
- **Flow of Communication**



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Types of Communication



- ❖ **(1) ORAL COMMUNICATION:** Oral communication includes communication, which is carried on face to face or at the either end of telephone. When the sender and the receiver are physically present, it is oral communication. Oral communication implies communication through mouth.

- ❖ **Example of oral communication**

- Interviews
- Speeches
- Presentations
- Meetings
- Debate
- Group Discussion etc.



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Types of Communication



- ❖ **ADVANTAGES:**

- (1) Oral communication helps to clear doubts/confusions/misunderstandings (if any).
- (2) It saves time.
- (3) Oral communication is persuasive at times.
- (4) Oral communication helps to promote friendly relations.
- (5) It is the best method in conflict resolution.
- (6) It is safe to share private and confidential issues.



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Types of Communication



❖ DISADVANTAGES:

- (1) If a lot of information has to be given, it is not a proper method.
- (2) Oral communication does not contain legal validity.
- (3) It can not be kept safe for future references.
- (4) It saves time only in daily interactions but in case of conducting interviews, seminars etc. is very time taking.



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Types of Communication



❖ (2) WRITTEN COMMUNICATION:

➤ Written communication is such communication that is in black and white, that is available in form of hard copy or soft copy.

❖ Examples of written communication -

- Letters
- Reports
- Thesis
- Notices
- Circular
- Manual
- E-mail
- Text messages
- Memo
- Agenda etc



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Types of Communication



❖ ADVANTAGES:

- (1) Written communication helps to keep the message safe for long time.
- (2) It saves time and money.
- (3) It has a wide access.
- (4) Written communication is accurate and precise.
- (5) It can be used as a proof, if time demands so.



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Types of Communication



❖ DISADVANTAGES:

- (1) It may create confusion.
- (2) It is seldom flexible.
- (3) It lacks personal touch.



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Types of Communication



❖ **(3) FORMAL COMMUNICATION:** Formal, as the name itself indicates, needs courtesy and formalities. We have to maintain the dignity and courtesy in formal communication.

❖ **Examples of formal communication -**

- Official letters
- Demi-official letters
- Business letters
- Greeting cards
- Condolence letter etc.



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Types of Communication



❖ **ADVANTAGES:**

- (1) Due to its sophisticated language and nature, tone we can impress the receiver of the letter and expect a favorable result.
- (2) Reader can easily be converted into a customer.

❖ **DISADVANTAGES:**

- It leads to a good deal of extortion at times.



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Types of Communication



❖ **(4) INFORMAL COMMUNICATION:** In informal communication, there needs no formalities. We can use our own language, words and phraseology. Since informal communication is used with family and friends, hence it contains shortened version of words, it may even contain slangs.

❖ **Examples of informal communication -**

- WhatsApp chat
- Text messages
- Love letters

❖ **ADVANTAGES:**

- It increases friendly relations.



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Types of Communication



❖ **(5) Verbal Communication -**

When communication is done with the help of mouth or voice it is simply verbal communication.

❖ **Examples of verbal communication**

- Negotiation
- Interviews

❖ **Advantages**

- It is easy to access and there is no boundaries that can hinder it.

❖ **Disadvantages**

- (1) There is no proof of what is said.
- (2) It can not be kept in records.



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Types of Communication



(6) Non-Verbal Communication : - Many times we fail to communicate through language, that's why we say that we do not have proper words to communicate. That times our actions speaks a lot. When we communicate through our body language, gesture, Posture, eyes, smile, facial expressions etc, it is known as Non- Verbal Communication.

❖ **Examples of non verbal communication -**

- Patting
- Crossing arms/legs
- Clapping
- Touching feet etc.



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Types of Communication



❖ **Advantages of Non Verbal Communication -**

- It conveys our feeling and emotions more closely.

❖ **Disadvantages of Non Verbal Communication -**

- (1) The receiver may overlook it.
- (2) Only a trained person can understand it.



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Types of Communication



❖ **(7) Mass communication:-** Today is the age of globalization. We need to expand out of our country to foreign. The communication that is conveyed to a number of people at one go is known as mass communication. Mass communication makes us accessible world wide.

❖ **Examples of Mass Communication -**

- Radio
- Television
- Newspaper/Magazines
- Telegram
- Fax
- Telephone etc



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Types of Communication



❖ **Advantages of Mass Communication -**

- (1) It is cheap and effective way to connect with the world.
- (2) It is time and energy consuming.
- (3) Real time updates are available at single click.
- (4) It gives voices to the voiceless.

❖ **Disadvantages of Mass Communication**

- It can distract people ,making them addicted to it.



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Types of Communication



❖ **(8) E -Communication :-** Electronic communication is, the type that is available through Internet. The range of e Communication is wide, from E-Mails to blogs ,to websites...to podcasts and the like.

❖ **Examples of E- Communication**

- Blogs
- You tube channels
- E -magazines
- E-Mails
- Podcasts etc.



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Types of Communication



❖ **Advantages of E- Communication –**

- (1) It is time, money and energy saving.
- (2) It is very fast.
- (3) It is easy to operate.
- (4) It is easy to maintain, to keep record because it does not occupy physical space.

❖ **Disadvantages of E-Communication-**

- (1) Our privacy is at risk.
- (2) There is always a risk of hacking and leakage of our secrets.
- (3) Our data is not safe over net.
- (4) Many frauds are coming into light with the increase of E-Communication.



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Flow of Communication



❖ **Downward :** Downward communication is from higher officials to those at the lower level employees. It includes:
Notices/instruction/reports.

In it , communication flows from:-

- DIRECTOR
- HOD
- FACULTY
- STUDENTS

Purpose:

- (1) to motivate employees/sub ordinates
- (2) To pass instruction
- (3) To lead team



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Flow of Communication



❖ **Advantages of downward flow of communication-**

- (1) It helps to maintain discipline in organization.
- (2) Organizational hierarchy is easily maintained.

❖ **Disadvantages of downward flow of communication -**

- (1) Feedback is very slow.
- (2) Messages is distorted at times.



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Flow of Communication



- ❖ **UPWARD:** Senior officers also need assistance from their sub ordinates. Junior can advise, help in making decisions etc. They also need to produce replies/explanations at certain points of time. This is upward communication.
- ❖ In downward communication , information flows in this serial:-
 - Student
 - Faculty
 - HOD
 - Director
- ❖ **This includes:**
 - Suggestion boxes
 - Feedback
 - Grievance procedure
 - Open door policy
 - Reports etc.



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Flow of Communication



- ❖ **Purpose:**
 - (1) Employee can feel free to share his grievance/problems.
 - (2) Officers can guess about what is going on in the organization.
- ❖ **Advantages of upward flow of communication -**
 - (1) It ensures everyone to participate in the growth of organization, in policy making and in taking many important decisions.
 - (2) Employee feels highly motivated.
- ❖ **Disadvantages of upward flow of communication -**
 - It may hit the ego of seniors at times.



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Flow of Communication



- ❖ **Horizontal/lateral:** This is a very formal and often time consuming activity. Here the communication is between personnel of same rank, status and between two departments of the same organization.
- ❖ **Purpose:**
 - To promote co operation/co ordination/mutual help.
 - Department of English → to Department of Physics → to Department of Electrical...
- ❖ **Advantages of horizontal flow of communication -**
 - (1) It helps to promote healthy and friendly relations.
 - (2) It helps to increase team spirit.
- ❖ **Disadvantages of horizontal flow of communication -**
 - (1) People may be over friendly.
 - (2) They may kill their important time in unwanted and unproductive activities.



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Flow of Communication



- ❖ **Grapevine:** It is without any specific structure. It is informal. It spreads rumors and un usual talks.
 - But a clever manager or professional must know the art to deal with this and also know how to use it for the welfare of organization.
 - This may be in form of gossips about love affair between two coworkers, termination etc.
- ❖ **Purpose -**
 - (1) It's purposeless. It actually has a negative shade usually. Its unproductive and time killing.
- ❖ **Advantages of grapevine flow of communication -**
 - (1) A clever officer may get to know the mindsets and hidden talents of his employees.
- ❖ **Disadvantages of grapevine flow of communication -**
 - (1) It spreads raw information, and thus this may mar the image of organization.
 - (2) It spreads rumors and false information.



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Unit-1 : Lec-3



Target of the day

- Barriers to Effective Communication
- 7 C's of Communication



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Barriers to Effective Communication



❖ What is barrier-

- Barrier may be described as a situation which causes a **disturbance** in effective communication.
- Barriers are hindrances that spoils the quality of communication and **reduces the audibility** by one reason or the other.

❖ **TYPES OF BARRIER:** Barrier may be of various categories. Since communication is carried on in every walk of our life; hence barriers are also of many types. Mainly there are -

❖ (1) Mechanical/Technical barrier-

Today almost 80% of our communication depends on some **technology or mechanism**. But if the mechanism, that carries communication breaks down, communication can not reach to the receiver properly. Some of the possible technical barriers are:



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Barriers to Effective Communication



- Electricity/computer breakdown
- Virus attack on computer
- Defective telephone lines
- Poor sound spread(acoustics)of the meeting place
- Weak /defective microphone
- Atmospheric effects on TV/radio especially in the rough weather
- Poor printing quality /spread of ink/overlapping of colors



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Barriers to Effective Communication



❖ (2) **Semantic Barrier:** Semantic is related to '**language**'. Since communication is directly connected with language, hence semantic communication badly disturb the quality of communication. Some of the possible semantic barriers are:

- Insufficient vocabulary in a new language
- Homophones/Homonyms, because of having the same sound generate big confusion. Such as-
 - Sow/so
 - whether/weather
 - Of/off
 - Once/one's
 - than/then
- Different pronunciation/dialect/accents
- Technical jargons also create difficulty.
- Faulty translation



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Barriers to Effective Communication



- ❖ **(3) Organizational Barrier-** The organization, where we work, sometimes it itself puts a barrier. These may be:
 - Improper policy management, vision and Mission
 - Hard/strict rules...fast change in rules and regulations
 - Lack of facilities, improper seating arrangement, improper ventilation, outdated technology and versions, unhygienic conditions, Non AC cabins and the like.
 - Lack of proper incentive,
 - Delay in salary/wages/remuneration
 - Loose grip of authorities
 - Distracting or noisy environment
 - Fear of superiors/boss
 - Organizational politics



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Barriers to Effective Communication



- ❖ **(4) Personal Barrier** - Personal barrier may be in plenty. These are generally inherited by birth so these require greater efforts to overcome.
- ❖ **Some of the main personal barriers are-**
 - Background knowledge
 - Age of the listener
 - Gender barrier
 - Flighty mind of the listener
 - excess of sorrow/happiness/anger etc.
 - Poor health/weak eyesight/defective hearing
 - Harsh tone of the speaker
 - Biased attitude/prejudice/impartial dealing



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Barriers to Effective Communication



- ❖ **(5) Psychological Barrier:** Psychological barrier requires greater effort to overcome. These may be:
 - Inferiority complex
 - Frequent mood swings-Anger/anxiety/nervousness
 - Fatigue, headache, nervous breakdown, tension, depression
- ❖ **(6) Status barrier** - Higher or lower status of the person also generate a barrier and does not let one **another to open in front of one another**. For example -
 - A politician may feel awkward to interact with a rickshaw puller, while a candidate from a rural background may feel awestruck to see the glamorous environment of the multi-national company.



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7 Cs of Communication



- ❖ **(1) Conciseness:-** It is said that, "brevity is the soul of wit." Hence communication should be **concise, crisp and to the point**. Too many words divert the attention of the reader and writer both. We should not exaggerate the things. Rather we should be upto the mark.
- ❖ **(2) Clarity:-** Communication should be **as clear as crystal** is. There should not be any hidden or double meaning in it. There should not be any ambiguity.
- ❖ **(3) Completion:-** Communication should be **complete in all respects** in respect of information/data etc.. Conciseness should be achieved, but not at the stake of completion. An incomplete message leaves very dull impression onto the receiver. It also mars the image of the sender.



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7 Cs of Communication



- ❖ (4) **Correctness** :- Communication should be correct in all respects. It should be correct in respect to the **information, grammar and spelling and even punctuation**. It should be error free and conveyed in metered and measured tone as well as style.
- ❖ (5) **Courtesy** :- Communication should have a **polite and soft tone**. Soft tone automatically attracts the attention of the receivers and wins their confidence.
- To be soft in your communication, you may use **some polite tactics** (use of sorry, thank you, so kind of you etc.) and "**You Attitude**".



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7 Cs of Communication



- ❖ (6) **Consideration** :- Consideration means to consider the other person and to address them putting you in their place in other words, **you talk to someone in a way, you would want someone to talk to you**.
- Being considerate means to be **empathetic, to understand their problems, to pay regard to their interests and benefits**.
- ❖ (7) **Concreteness** :- Concreteness means being **specific, meaningful and focused**. Rather than beating about the bush, **strike on the point**. Concreteness demands to be **factual and authentic**.



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Unit-1 : Lec-4



Target of the day

- **Code and Content**
- **Stimulus & Response**
- **Vowel Sounds, Consonant Sounds**
- **Tone: Rising and Falling Tone.**



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Write a short note on these terms



- ❖ (1) **Code**- Code is defined as a **system of words, letters or signs**, that are combined together to represent a message either in a secret form or in a shorter or more convenient form, easy to understand for its readers.

For example, we say-

- ❖ **The message was written in a code.**
- In other words we may say that a code may be defined as any group of symbols that can be structural in a way that is meaningful, that helps the reader to understand.
- A code has a **group of elements** and a **set of procedures** for combining these elements meaningfully.



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Write a short note on these terms



- ❖ (2) **Content** :- Content is the message, that is to be delivered for some purpose. Content like codes has both- element and structure.
 - when more than one piece of information is to be presented they should have some order or structure.
- ❖ (3) **Stimulus** :- Stimulus is **something**, that causes you to **react**. for example the smell of food tempts you to have it.
- ❖ (4) **Response** :- Response is the **reaction** of the receiver, on receiving the message of about how much he could understand the delivered message. Response may be recorded in form of feedback form, Grievance procedure, Suggestion boxes and the like.



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Write a short note on these terms



- ❖ (5) **Vowel sounds**- It is a well known fact that there are 5 vowels in English Language, i.e. A, E, I, O, U. Besides these, 'Y' is sometimes taken as vowel or semi-vowel. A vowel sound is produced by free flow of the breathe out of the mouth.
- ❖ (6) **Consonant sounds**- Leaving vowels, remaining 21 alphabets of English Language are considered as consonants. Consonant sounds are produced by briefly stopping the air flow.
- ❖ (7) **Tone** - Tone is a quality in the voice, that expresses speaker's feelings or mood, intention while speaking.
 - Tone indicates the **attitude** of the speaker whether he is cool, angry or hostile.
 - Our tone should be soft, **polite and sweet**. A harsh tone is not appreciated. briefly stopping the air flow.



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Write a short note on these terms



- ❖ (8) **Rising Tone** :- When the speaker **begins at a lower note** but gradually shifts to a higher note, as he reaches to the end of the sentence it is known as rising tone.
 - Rising tone is used in **yes /no answer** type questions, in **'WH'** type questions, in general. It is also used in making **polite requests** and **encouraging invitations**.
- ❖ (9) **Falling Tone** - When the speaker begins a sentence at a high note but gradually shifts to a lower note, as he reaches to the end of the sentence, it is known as falling tone.
 - It is used in ordinary statements, without emotional implementations. It is also used in **issuing commands, passing orders**. Besides, it is used in sentences begin with **question words**.



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