

COMMUNICATION

X. Communication is a latin originated word. "To Share". Communication in latin is known as 'communicare' (original word for communication). It is an act of conveying or sharing intended meanings from entity or group to another. Through use of mutually understand sign and symbols and particular codes.

Communication means sharing and exchanging information news idea etc with some one. The most common medium for communication is language. It connects not only human beings, It connects the people, the globe. The communicative world begins with the questions such as what, who, when, where etc.

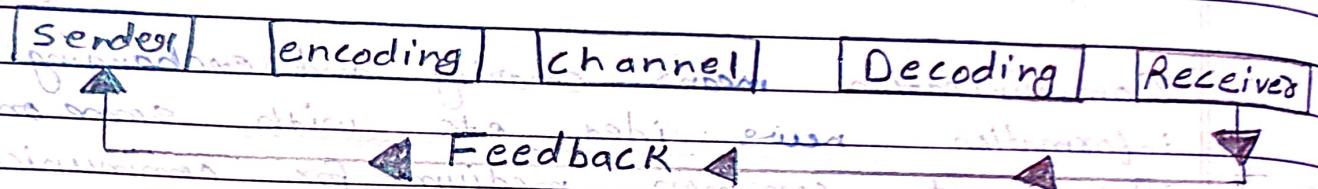
It is very difficult to define the term communication in a simple way. Different colors define in different way. The simplest definition of communication is "A process of sending and receiving messages between two party's". According to communication is the process of transmitting idea and understanding a person or group of persons.

According to Newton's and Keth deviss, communication is the transform of a person's information to one person to another. It is a way of reaching other by transmitting idea's, feelings etc.

According to 'theo Hainan', "communication means the process of passing information and understanding one person to another."



Stages of communication :-



'Robert Kraithor define', "communication process is a chain made up of identifiable links. The chain include are sender, encoding, channel, decoding and receiver, feedback!"

1.1. Sender :- Sender knows the message he wants to communicate and make sure that the message contain useful and correct. The message would be verbal, Non-verbal or symbolic. Beside that the message come from .

2. # Encoding: It is the process where the information you like to communicate get transform into a and decoded by the receiver.

3. # Channel: The channels are the way you convey your message. These channels include verbal such as: Telephone and face to face conversation as well as non-verbal such as email and text messaging. Each individual channel has a strength and weakness in terms of communicative.

Eg: It is better to give instruction non verbally rather than expecting the person you are communicating with will remember everything you tell them. You should also remember never criticize anyone through a non-verbal channel at the risk of having a mis-understanding.

4. # Decoding: It is the receiving of the message and interpretation and translation of coded message in a communication. This stage is just as important as encoding. Communication can go down hill at the stage if the receiver is not participating with active listening skill or if do not possess enough information to actually or accurately decode the message.

5.4. Receiver: Receivers are the consumers in the audience who read hear or see the message and decode it. One should know their audience each individual person on the receiving end of the message already have their own idea and thoughts that will absolutely influence the way they translate the message by getting to know the audience better. One will be able to have a better understanding to how they will react to what sender is trying to communicate.

6.4. Feedback: The final stage of communication process it means receivers response to senders message. It increases the effectiveness of communication it insures that the receiver has correctly understood the message.

* There are two types of communication:

- #. (i) Verbal communication
- (ii) Non-verbal communication

(2) Verbal communication: The sharing of information between individuals by using speech is called verbal communication.

Verbal or oral communication uses spoken words to communicate a message when people think about verbal communication they think of speaking but listening is equally important skills for this types of communication to be successful.

* The word verbal comes from latin word from 'verbum'

* Types of Verbal communication

(a) Speaking face to face

(b) Speaking on face

(c) Video chat services

(d) Giving a lecture

(e) Making announcements

(f) Hearing a voicemail

* Types of verbal communication:

- (i) Less expensive
- (ii) Saves time
- (iii) Immediate feedback
- (iv) Personal contact
- (v) Useful in difficult situations
- (vi) Cooperative spirits
- (vii) Useful in secret matter
- (viii) Useful for all kinds of audience
- (ix) Complete understanding

(i) Less expensive: Oral communication does not required any expenditure in the collection and maintenance of pen, paper, type writer or computer or any other material as needed for written communication, so it is money saving.

(ii) Saves time: When rapid action is necessary in that case it is the best way to send the messages orally. On the other hand, written communication takes a long time to reach the receiver but oral communication through telephone calls with the subordinates makes saving of time which is so important for business world.

- (iii) Immediate Feedback: Another primary advantage of that is it provides quick feedback in the form of oral message all information thus the sender or speaker can take further decision.
- (iv) Personal contact: Oral communication is more effective and it develops personal contact which is essential and valuable for smooth work. e.g., office, hospital, bank, shop, etc.
- (v) Useful in difficult situations: Oral communication is very useful in difficult and emergency situations.
- (vi) Cooperative spirit: An organisation to attend its goal required full co-ordination of all departments or divisions. Such co-operation is possible through oral communication because it can quickly instruct, advise or motivate the employees as required by the situations.
- (vii) Useful in secret matter: In oral communication speaker and listener can maintain secrecy because they may not want any additional person involved. It is the willingness of both speaker and listener to keep their communication out of reach from others.

(v) Verbal for all kinds of audience: Oral communication is very useful for addressing literate, semi-literate and illiterate masses as well.

Date
9/6/2022

Date 12-11-2023
Page No. 3

(vi) Complete understanding: In case of oral communication the receiver can ask any question directly to the sender for better understanding of the message since feedback opportunity is there. In oral communication both parties can better understand the message. It could be understood.

* Demerits / disadvantages of oral communication :-

(i) No legal validity: Oral messages do not have any legal validity unless they are tapped or written or made in permanent record. This is the major drawback of oral communication.

(ii) Problem for distanced people: Oral communication is not possible if the sender and the receiver of the message are far away from each other and no technical devices are available to connect them.

- (iii) Unsuitable for lengthy message: Oral communication is suitable only for short transmission of information. It is suitable for exchanging lengthy messages because of the chance of missing some vital points.
- (iv) Confused speech: Sometimes due to mannerism or indistinct pronunciation a party may fail to understand the meaning of a message that creates confusion in the receiver's mind.
- (v) Greater chance of misunderstanding: In oral communication there is a greater chance of misunderstanding. Both the sender and the receiver may be in attentive mode which leads to misunderstanding of both parties.
- (vi) Uncertainty to fixed responsibilities: In oral communication if there is any mistake in the message responsibility for it cannot be specifically assigned to any body as there is no records.

* Written communication:

As the name implies a written communication is a means of communication in which transfer of information from one party to another is done in written forms. There are many forms of written communication such as: Letter, email, newspaper, books, articles, notices etc.

* Advantage of written communication:

(i) One of the biggest advantages of written communication is the fact that it allows for permanent records which other means of communication do not have.

(ii) Written communication strengthens and clarifies verbal messages.

(iii) Written communication is more reliable than oral communications. A written communication and signed document carries more weight and validity than spoken words.

(iv) Written communication prevents the waste of money and time as without meeting with each other, the communication and communicating can exchange their views.

(v) TF is a proper and complete communication system there is no opportunity to include any unnecessary information in a written document.

* Disadvantages of written communication:

(i) Written communication takes considerable amount of time to produce.

(ii) Written communication is sometimes limited to people who have sight. issue blind people for instance cannot receive certain types of written communication.

(iii) With written communication feedback is not immediate delay in feedback can result in slowing down of the decision making process.

(iv) Poor writing skill can hamper the effectiveness of written communication. If the writer cannot write effectively there is a possibility that those people are going to misunderstand the message be sent.

(v) Another disadvantages that it is time consuming and can be very expensive.

(vii) It is difficult for illiterate people to understand the information or message contained within a written means of communication.

#. Common Barriers of effective communication:

The communication between two individual should be simple. When you communicate you are successful in getting your point across to the person with whom you are talking. Some of the communication barriers during conversation may include (i) The use of Jargon, over complicated, unfamiliar and technical terms.

(ii) Lack of attention, interest, distraction

* Differences in perception and view point:

(i) Physical disabilities such as hearing problems or speech difficulties.

(ii) Language differences

(iii) People often hear what they expect then rather than what is actually said and jump to incorrect conclusion.

(iv) Physical barrier such as sound coming from outside, sound of ceiling fan, mic or loudspeaker when you are addressing using those tools also become a part of physical barrier. Not being able to see the non-verbal clues as gesture, posture and general body language can make communication less effective.

For the convenience of study the different barriers can be divided into four parts.

- (a) Semantic barrier
- (b) Psychological or emotional barrier
- (c) Cultural barrier
- (d) Attitudinal barrier

(a) Semantic barrier:

Semantic is the meaning of linguistic expression there is always a possibility of misunderstanding the feeling of the sender of the message or getting a wrong meaning of it.

The main reason of this barrier is related to language barrier. There is a language barrier between two people who speak different languages.

(i) Badly expressed message:

This barrier is created because of the wrong choice of words, the wrong sequence of sentence and frequent repetition. This may be called linguistic chaos.

(ii) Symbol or words with different meanings:

A symbol or word can have different meaning if the receiver misunderstands the communication, it becomes meaningless. For ex. The word "value" have different meaning in the following sentences,

(a). What is the value of computer education these days?

(b). What is the value of this mobile set.

(c.). Value of friendship.

(iii) Faulty communication:

A manager receives information from his superior and he translate it to the employees according to their level of understanding.

Hence the information has to be moulded according to the understanding of the receiver. If there is a little carelessness in the process of the faulty translation goes to fail.

(iv) Unclassified assumptions:

It has been observed that sometimes a sender takes it for granted that the receiver know some basic things and therefore it is enough to tell him about the measure subject matter. This point is due of the sender correct to some extent with reference to daily conversation but it is absolutely wrong in case of some special message.

Teacher already knows that the students also know the topic but students cannot understand. Only few understand so, it is barrier of communication.

(v) Technical Jargon:

(Special words of expression used by Professional).

Generally it has been seen that people working in enterprise are connected with some special technical group who have their special or separate technical language. This communication is not so simple as to be understood by everybody. Hence, technical language can be a barrier in communication.

Date
20-1-2023

2 ⚫.

The communication depends on the mental condition of both the parties. A mentally disturbed party can be a hindrance barrier in communication.

(ii) Precipitate evaluation:

Sometimes the receiver of the information tries to dig out meaning without much of thinking at the time of receiving information this type of evaluation is a hindrance in the exchange of information.

(ii) Lack of attention:

When the receiver is pre occupied with some important work he or she does not listen to the message attentively.

(iii) Loss of attention and poor retention:

When a message is received by a person after it has passed through many people generally it losses some of its truth. It is called loss by transmission. This happens normally in the case of written communication. Poor retention of the message of information means that with every next transfer of information the actual form or truth of the transferred message changes.

(iv) Distrust:

For successful communication the transmitter and the receiver must trust each other. If there is lack of trust between them the receiver will always derive an opposite meaning from the message.

3. * The cultural barrier:

We live in a world where we have different cultures, languages and diversity. This cultural barrier is a result of living in an ever shrinking world, different culture whether they may be a societal culture of a race or simply the worst culture of a company can hinder developed communication. If two different cultures clash or because of igners. (In these cases it is important to find a common ground to work from).

(ii) Generation barriers:

Each age group has a different general approach to work which often leads to conflict with older workers describing younger workers as slackers and younger workers criticizing older workers as being out of reach. This is what drive difference as a communication gap.

(ii) Geographical barrier:

Each age group people working in a same company many come from different locations with varied cultures. Some may be polished others may be less refine there have to understand each other by knowing the real intention and cultural background of the concerned. It is not very often that we may sound offensive to us. in necessarily intentional.

(iii) Attitudinal barrier:

Attitudinal barriers are behaviors or perception that prevent people from communication effectively and these attitudes, behaviors, and morals of the communication can create hurdle for effective communication. These believes depending upon the environment in which he lives situations he had faced his knowledge and background his resistant to change or lack of motivation. These elements affect the way a person communicates or conveys but due to diversity in the attitude, values, beliefs and morals these can act as barriers to communication. In this case acceptance of the message difference from person to person. Everyone accepts the facts.

which suits their personal values, no matter. If they are right or wrong. Sometimes if the information is against our views then, it is hard for acceptance.

Date
20.1.2023
Page
20

Checklist for communication barriers:

- (i) Know your audience before you communicate with them try to know their needs perception and expectations from you.
- (ii) Try to experience the world from the receiver's perspective.
- (iii) Use an appropriate and effective personal style and avoid using an angry and negative tone.
- (iv) Use an appropriate form and style of communication.
- (v) Encode your message well.
- (vi) Avoid physical and psychological barriers.

- (vii) Listen and read carefully.
- (viii) Be precise and do the point.
- (ix) Avoid information overload.
- (x) Be open minded and positive.

#. What is listening?

Listening is receiving language through the ears. It is a fine art, the art of listening is very difficult thing in reality. Listening involves identifying the sound of speech and processing them into words and sentences when we listen we use our ears to receive individual sound and we use our brain to convert these into messages that is being conveyed to us. A patient and attentive listener is a compliment to the speaker. It is the listener for whom actually the messages can be understood and interpreted correctly and act accordingly.

Listening is one of the most difficult aspect of communication. Listening in any language requires focus and attention, without proper listening there can be no mutual

understanding because it is the core of communication. There occurs misunderstanding when listening is not good and effective. who are listening leads to gaps disagreements and conflict on the other hand gaps are reached and conflict are resolved through proper and effective listening. It requires patience, interest, presence of mind and attitude. The main reasons of poor listening are lack of clarity, use of jargon, speed, distraction etc.

Listening is of specific significance because oral communication can not be completed without listening. Listening plays an integral part of communicative and the differences from actively listening can be seen in multiple facets of our life and development. Active listening has two oral interaction possible, to learn and understand things better, in taking decision, improve problem solving skills and absorb the information better while receiving an interpreting the spoken words the listener is concerned with four factors; that is (a) sensing (b) evaluating (c) Decoding or interpreting (d) evaluating

and response as illustrated below:

Sensing	Decoding	Evaluation	Response
The listener hears sound and focuses on them	The listener decodes or interprets this message	The listener evaluates the message	The listener responds.

Date -
Page - 24

A report writing about Blood donation camp.

report writing

BLOOD donation Camp

Ranchi, 12 Jan 2023

By. Bablu Kumar

A blood donation camp was organized by our Seva Sadan hospital on 12th Jan 2023. It was held in the hospital ground. The chief guest of the camp was the SDO of the city. A team of 10 doctors and nurses of Seva Sadan came for collection of blood, about 20 boys had volunteered for donating blood. I was also excited for donating my blood. There were also very gentle man students of our college who were there to donate blood. A certificate of observable, donation blood card, refreshment was given to each donor as a token of gratitude.

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Listening :

"Listening is a conscious, positive act, requiring will power. It is not a simple 'passive exposure to sound'"

K. Dabs

"Active listening is to listen to a person without passing judgement on what is being said and to mirror back what has been said to indicate that you understood what feelings the speaker was putting across".

Mt myres & Ge myres

"Listening is a process of receiving, interpreting and reacting to the messages received from the communication by sender"

M.V. Rodrigues

Q. What are differences between hearing and listening?

Hearing is simply the act of processing perceiving sound by the ear if you are not hearing impaired, hearing simply happens.

P.T.O

Listening however is something you are consciously choose to do, listening requires concentration, so that your brain processes meaning from words and sentences.

E.g. When you move on a railway platform you hear several voices you do not listening to them. On public suddenly there is an announcement on the public speaker and we listen to it. When we listen we pay conscious attention to what is being said.

Listening

Hearing

(i) Voluntary	In voluntary
(ii) Requires conscious efforts	It happens automatically
(iii) It is an active process	It is an passive process
(iv) The listener plays a very active part	The listener plays a passive part
(v) It is a two way interactive process engaging the speaker and the listener	It is just a one way process

P Why is listening important?

Listening is important because:

- (i) Listening is the first means of acquiring information.
- (ii) It helps in solving problems.
- (iii) Listening helps in framing plans and policies.
- (iv) It helps to share information.
- (v) It helps in decision making.
- (vi) It helps in developing better relation.
- (vii) It also provides encouragement.
- (viii) Without listening no organisation can operate effectively or ultimately survive. Effective listening provides the information required to enable organisations to adapt to meet the changing needs of customers and keep up with market trends.

- (ix) Good listening and skillful questioning gives a powerful message to those with whom you interact. The hugely increased your capacity to influence, motivate, develop or serve people effectively.
- (x) Listening and questioning are an inherent part of most life skills, fundamental to human interaction and a major factor in the success of a good communicator.
- (xi) Good listening allows us to demonstrate that we are paying attention to the thoughts feelings and behaviours of the other person. This is crucial to maintain productive relationship and sometimes the only way to establish communication.

There are six types of listening

- (i) Superficial listening
- (ii) Appropriate listening
- (iii) Focused listening
- (iv) Evaluating listening
- (v) Attentive listening
- (vi) Emphatic listening

PERCY :

A Percy writing is like a mini - poster or summary of the passage. It is one of the most useful skill for both the students and the professionals for reporting purpose. It is a kind of Synopsis of the whole passage. The passage is shortened to extract the maximum amount of information and convey this information to the reader in the minimum number of words.

It retains the absolute retainail a company of mood and tone of the author of the passage. The goal is to preserve the core effece of the original report in a manner which is both clear and concise.

The Quality of a good preserve

- ① It is made by quality, brevity and precision.
- ② It should be written in percy writer in own words.
- ③ It is a miniature version of the original passage. conventionally it should be

one third of the total length.

- (4) Must have a logical order and well knit and well connected.
- (5) Must have a title.
- (6) Written in reported speech.
- (7) Must not contain any details not found in the original one.

POINTS TO NOTE

- (1) Read the paragraph and count the words.
- (2) Write important point and link them.
- (3) Start writing the paragraph and review them.
- (4) While writing don't go back and read paragraph again.
- (5) Edit and modify if necessary.

POINTS TO AVOID

- ① Don't give your personal opinion.
- ② Don't use any medium of own.
- ③ Never conclude anything of your own.
- ④ Never assume anything.

A PERCY

Some people say that the best defense is a good offense, and octopus however would disagree. In addition to being one of the strongest and most beautiful creatures in nature, the octopus has some of the most inventive and effective defense mechanisms imaginable, while other animals have teeth, horns and claws to help defend them from predators. The octopus concentrate its energy on hiding from and confusing its attackers. When it wants to get away the octopus has an impressive a series of tricks at its disposal.

04.3.23
84

INDIRECT SPEECH :

In this form the actual words of the speaker are transformed and said or written in a simple manner.

In other word when the audience exposes the words of the speaker in his own word is called indirect speech.

Rama said he was very busy then.

REPORTING SPEECH :

The part which remains outside of the converted commas in direct speech is called the reporting speech.

e.g. He said to me "I have to go".
reporting / introducing speech

He - operator

said to - reporting verb

me - object of the reporting verb

"I have to go" - reported speech.

REPORTED SPEECH:

The part of direct speech within the (ee) commas is known as reported speech. The verb is called the verb of reported speech.

"I have to go"

reported speech.

Basic rules to convert a direct speech to indirect speech.

There are five basic things that have to be changed while converting a direct speech to an "indirect speech".

- ① To change the reporting verb according to the reported speech.
- ② To remove the (ee) comma from the direct speech and replace them with an appropriate conjunction.
- ③ To change of person in the pronoun of the reported speech accordingly.

- Date 01.3.23
Page 36
- (4) change the adverbs of the indirect speech.
 - (5) To change the tense of the reported speech accordingly.



e.g. Present and Future

direct - Mohan says "I shall go there".

indirect - Mohan says he will go there.

Rakha says "I went".

Rakha says that she went



e.g. Past tense + reported simple present + Simple past

e.g. Dir He said to me "I wrote a letter".

indix He told to me that he wrote a letter.



Present continuous → Past continuous

He said to Radha "I am drinking coffee".

He told to Radha that he was drinking coffee.

He said to her "I am riding a bike".

He told her that he was riding a bike.

He said to me "You are writing a letter?"
He told to me I was writing a letter.

* Present perfect → Past perfect

She said to me "they have never help me".
She told me that they had never helped her.

Rama said to Shyam "you have completed your work".

Rama told to Shyam that he had completed his work.

* Present perfect continuous → Past perfect continuous

Ajit said to her "I have been teaching here for five years."

Ajit told to her that he had been teaching there for five years.