

Language

- Language gives us an opportunity to express ourselves and represent your identity since all your activities are regulated by language.

Three Types of Language

Verbal Language

- Verbal communication refers to our use of words or using sound to form and create a words.

Non-Verbal Language

- Nonverbal communication refers to communication that occurs through means other than words, such as writing, poetry, stories, live letters or even text and digital messages.

Language by action

- Refers to communication that occurs through means other than words, such as body language, gestures, and silence.

Robert Henry Robins

“Language is a symbol system based on pure or arbitrary conventions. Infinitely extendable and modified according to the changing needs and conditions of the speakers”

Robert Hall Jr.

“Language is the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols”

Henry Sweet

“Language may be defined as the expression of thought by means of speech-sounds”

Joshua Whatmough

“Language is human...a verbal systematic symbolism...a means of transmitting information...a form of social behavior...(with a) high degree of convention”

Aspects of Language

Language is Arbitrary

- There is no inherent relation between the words of a language and their meanings, or the ideas conveyed by them.

Language is Social

- It is a set of conventional communicative signals used by humans for communication in a community.

Language is Innate

- The presence of the language acquisition device (LAD) in the human brain predisposes all normal children to acquire their first language in an amazingly short time, around five years since birth.

Language is Systematic

- Language is not a disorganized or a chaotic combination of sounds. Sounds are arranged in certain fixed or established, systematic order to form meaningful units or words.

- **Phoneme**

- Any of the perceptually distinct units of sounds in a specified language that distinguish one word from another.

- **Morpheme**

- A meaningful morphological unit of a language that cannot be further divided.

Affixes – an affix is a morpheme that is attached to a word stem to form a new word or word form. The main two categories are derivational and inflectional affixes. The first ones, such as -un, -ation, anti-, pre- etc, introduce a semantic change to the word they are attached to.

Four Types of Affixes

Prefixes – an affix attached to the beginning of a word base or what we called root word.

Suffixes – a morpheme added at the end of a word to form a derivative, e.g., -ation, -fy, -ing, -itis.

Infixes – are relatively rare in english, but you can find them in the plural forms or some words and commonly use to put inside or in between words.

Circumfix – is an affix which has two parts, one placed at the start of a word, and the other at the end.

- **Syntax**

- The arrangement of words and phrases to create well formed sentences in language.

- Two important part in syntax. Our subject and predicate.

Language is Vocal

- Language is primarily made up of vocal sounds only produced by a physiological articulatory mechanism in the human body.

Language is Universal

- It is universal in the sense that all normal children the world over acquire a mother tongue but it is also universal in the sense that, at a highly abstract level they can learn different languages depending in their needs.

Language is Non Instinctive, Conventional

- No language was created in a day out of a mutually agreed upon formula by a group of humans. Language is the outcome of evolution and convention.

Language is Productive and Creative

- Language has creativity productivity.

Communication

Communication

- Came from the Latin word “communis”, meaning common
- signifies sharing of ideas in common.
- is the act of transferring information from one place, person or group to another

Types of Communication

Verbal Communication

- presenting your thoughts in verbal format. This skills are essential in the world of business. Be it a weekly meeting or presentation to stakeholders, the importance of verbal communication is unparalleled. People always remember a person who speaks clearly, effectively, confidently, and charismatically.
- A powerful speaker is also able to connect with their audience easily. Like Oprah Winfrey says, “Great communication begins with a connection.”
- Verbal communication goes beyond words, sounds and languages. You need to know your audience to talk to them better. We can classify verbal communication into four types based on your audience.

Types of Verbal Communication

Intrapersonal Communication

- This is your private verbal communication channel. You talk to yourself and articulate your thoughts. Communicating with yourself will give you more confidence and clarity in your thoughts. It’ll help you make up your mind, form your sentences, find suitable words and effective ways to connect with other people. This will help you gain your colleagues’ trust in the workplace.

Interpersonal Communication

- You can also call this one-to-one verbal communication. This type of communication happens between two individuals. Make sure that you listen to the other person intently. Communication doesn’t just mean to talk to someone. It’s also about listening. So, listen, think and then respond. Take time to think and make sure you don’t offend people with your response.

Small Group Communication

- You move from communicating with a single participant to a few more. The number of participants is small enough for everyone to communicate with each other. When you attend small group meetings, be prepared with a topic to make sure you stay on track. Stay on topic and allow enough time for everyone to present their thoughts.

Public Communication

- Speeches, election campaigns and presentations are a few examples of public communication. Since the number of people in the audience is larger in this type of communication, be sure to use words and phrases they’ll understand easily and structure your thoughts before addressing the audience.

Non-Verbal Communication

- Nonverbal communication means conveying information without using words. This might involve using certain facial expressions or hand gestures to make a specific point, or it could involve the use (or non-use) of eye contact, physical proximity, and other nonverbal cues to get a message across.

Types of Non-Verbal Communication

Facial Expressions

- are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before we hear what they have to say.
- nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

Gestures

- Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and giving a "thumbs up" sign. Other gestures are arbitrary and related to culture.

Paralinguistics

- It refers to vocal communication that is separate from actual language. Paralinguistic features communicated through voice can affect appraisals of confidence and evaluative judgments. This form of nonverbal communication includes factors such as tone of voice, loudness, inflection, and pitch.
- Consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret a statement as approval and enthusiasm. The same words said in a hesitant tone can convey disapproval and a lack of interest.

Body Language and Posture

- Posture and movement can also provide a great deal of information. Research on body language has grown significantly since the 1970s, with popular media focusing on the over-interpretation of defensive postures such as arm-crossing and leg-crossing.

Appearance

- Our choice of clothing, hairstyle, and other appearance factors are also considered a means of nonverbal communication. Research on color psychology has demonstrated that different colors can evoke different moods. Appearance can also alter physiological reactions, judgments, and interpretations.

Business Communication

Business Communication

- is the process of sharing information between people within and outside a company. It is used to promote a product, service, or organization; relay information within a business; or deal with legal and similar issues

Types of Business Communication

Internal Business Communication

- transmission or giving of information within the organization that deals about their products and services.

Types of Internal Business

Upward Communication

- any communication that comes from a subordinate to a manager or from another person up the organizational hierarchy.

Downward Communication / Managerial

- anything that comes from a superior to a subordinate.

Lateral Communication / Technical

- internal or cross-departmental communication between co-workers

External Business Communication

- involves dealing with customers, suppliers, or anything that impacts your brand.

Channels of Business Communication

Oral Communication

- Generally used in organizations when there is a high likelihood of the message creating anxiety, confusion, or an emotional response in the audience.

Written Communication

- Effective when transmitting large messages

- e-mails (Even though e-mails are electronic, they are basically digital versions of written memos)
- texts
- memos
- letters
- documents
- reports
- newsletters
- spreadsheets

Electronic Communication

- Allows messages to be sent instantaneously and globally

- Television broadcasts
- web-based communications such as social media, interactive blogs, public and intranet company web pages, Facebook, and Twitter.

Elements of Business Communication

Sender

- the person who intends to make contact for passing information and understanding to other person.

Message

- the subject-matter which is transmitted or passed by the sender to the other party or group of persons.

- opinion
- order
- suggestion
- attitude
- feeling
- view

Receiver

- person to whom the message is meant for or also known as the listener

Channels

- a media that is being used to transmit an information.

- radio
- television
- telephone / cellphone
- letter
- e-mail

Symbols

- these are the words, actions and signs which are passed on by the sender while communicating with the receiver

Feedback

- when the receiver acknowledges the message of the sender, the respond or response about the certain topic.

Written Communication

- is any written message that two or more people exchange. Written communication is typically more formal but less efficient than oral communication.

- is a crucial skill to have in the modern information age. Most jobs require you to communicate in writing through email, formal letters, notes, text messages or online messaging. Written communication skills allow you to give direction effectively.

Qualities of Effective Written Communication

Comprehensive

- Includes all the relevant details

Accurate

- All details are correct

Appropriate

- Has the right tone and level of formality

Composition

- Has correct spelling and grammar

Clear

- Is understandable

Ways to Communicate Clearly with Written Communication

Identify and Clearly State your Goal

- Effective written communication has an obvious goal that you convey to the reader. Describe in clear words what you want the reader to do or know.

Use the Right Tone

- Tone can help your writing be more effective. Some forms of communication, such as memorandums, require a formal tone. Writing to a friend, however, requires an informal tone. The tone you use depends on the purpose of the writing and the audience.

Keep it Simple

- Avoid jargon, expressions or big or complex words. You want to make it easy for the reader to understand what you are saying, regardless of their familiarity with your company or industry.

Stay on the Topic

- Avoid irrelevant information. Clarity is essential. Keep paragraphs and sentences short, as complicated and lengthy statements slow the reader down. Only include words that add value to the reader and focus on your main goal.

Use Active Voice

- Active voice strengthens your writing and makes your statements easier to understand. Active voice also engages the reader and keeps their attention. An example of passive voice is, "The letter was sent." You can communicate this statement more clearly and concisely if you rewrite it in active voice: "I sent the letter."

Proofread

- Correct punctuation, spelling and grammar are crucial. Have someone read your writing before you send or share it. If no one is available, then read it out loud to yourself.

Make it easy to read and scan

- Emails, memos, letters and webpages with brief text and plenty of white space are easier to read than text-heavy communications. Break your content into easy-to-read and understandable paragraphs or sections. This is particularly important when viewers read on a screen, such as web content and emails. Use bullet points, headers and short paragraphs to make your text easier to understand.

Be professional

- When writing for work, keep the content professional. Avoid making jokes or discussing sensitive topics that the reader might interpret differently than you intended. A professional tone, particularly in formal communications, makes it easier for the reader to trust and respect you.

Practice

- The more you write, the stronger your written communication skills get. Practice writing a variety of communication types frequently, including: Emails, Letters, Press releases, Blog posts, Memos, Reports Website content

Formality Complexity Objectivity in Writing

Formality

- The level of formality you write with should be determined by the expectations of your audience and your purpose.

Write words in Full

- words out in full rather than contracting or abbreviating them. Both abbreviations and contractions are a sign of informality and casualness in writing. Avoid abbreviations.

Avoid Conversational Markers

- Conversational markers include linkers, intensifiers, and run-ons. These words are used to link ideas, emphasize a point, or maintain engagement with others. Avoid Informal linkers, intensifiers and run-ons.

Avoid Idiomatic Expressions

- An idiom is a word or phrase that has a figurative meaning. Idioms are culture-specific and may be misinterpreted by those who are unfamiliar with the culture.

Avoid Colloquial and/or Slang Expressions

- Colloquial expressions are the words or phrases commonly used in conversations and informal contexts. Like slang, they are not suitable for academic writing.

Avoid Two-word Prepositional Verbs

- Come back
- Hand out
- Keep on
- Look up
- Set up
- Turn down
- Work out
- Stand Up

Write Complete Sentences Avoid Ambiguity

- Ambiguity is when the meaning of a word, phrase, or sentence is uncertain. There could be more than one meaning. Proper usage of punctuation marks.

Use Formal Words

Complexity

Nominalization

- This refers to a noun or noun phrase created from another kind of word, often a verb. This feature allows you to show variety in expressing your ideas, rather than repeating the same words.
- In English grammar, nominalization is a type of word formation in which a verb or an adjective (or another part of speech) is used as (or transformed into) a noun. The verb form is nominalize. It is also called nouning.

Noun-based Phrases

- Transform phrases introduced by WH- using noun-based phrases.

Subordinate Clauses

- Two simple sentences may be combined to show complexity. This is done by reducing one of the sentences into a subordinate clause or dependent clause.

Lexical Density

- A paragraph has lexical density when it contains more content words.

- Nouns
- Verbs
- Adjectives
- Adverbs

Objectivity

- This feature helps to show the reader that the emphasis is about what you are writing and not about you.
- This is characterized by the use of the THIRD PERSON POINT OF VIEW.

Importance of Written Communication

Economical and Efficient

- Written communication is cost-effective. A letter, for instance, costs less to make than a long-distance phone call but can communicate the same thing. Letters are also accommodating. Professionals can write letters at their convenience, and recipients can read them.
- Written communication is ideal for sending messages that are not urgent. For example, you can send a simple postcard or letter to thank a client or inform customers about order updates.

Accuracy

- Many business communications are long and complex. Carefully written letters help ensure that even complicated communications are accurate. Miscommunications are more likely to occur with verbal communications such as phone conversations.

Record-keeping

- Written communication, particularly when signed by one or more parties, is more official than verbal communication. It serves as a permanent record of an agreement, conversation or deal, and you can refer to it in the future.

Goodwill and Branding

- The best way to convey communications such as invitations, seasonal greetings, thank-you letters, congratulatory messages and condolences is in writing. Personalized written messages help develop positive and respectful professional relationships.

Good luck, CS 1-2!