

Subject: English

Basics of communication

Communication is a process; its elements are interdependent, and a change in any one element

leads to a difference in the result. Communication can become more effective or less effective even if there is a change of venue or timing.

The word communication has been derived from the Latin word “communicate/communis” that means to ‘share’ or ‘participate’. Everybody knows that most of the time, through speech or writing or any other means like exchange of a common set of symbols, we are sharing information with other human beings. It is, therefore, first and foremost a social activity. Man, as a social animal, has to communicate.

Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.

The scope of communication defines the communication in personal life, in social life, in the state affairs, in business, in management, in industrial relations, in international affairs, Communication can be categorized into three basic types: (1) verbal communication, in which you listen to a person to understand their meaning; (2) written communication, in which you read their meaning; and (3) nonverbal communication, in which you observe a person and infer meaning.

What is the importance and purpose of communication?

In our daily life, communication helps us build relationships by allowing us to share our experiences, and needs, and helps us connect to others. It's the essence of life, allowing us to express feelings, pass on information and share thoughts. We all need to communicate.

Communication as we all know is the most important and valuable skill of a professional toolkit. Any segment of your professional life can bring you success if you are an influential communicator.

There are majorly four important communication principles that help anyone become an effective communicator in their professional life.

1. Clarity:

Identify the key message that you want to communicate in your audience's mind. Try not to communicate a lot of things in just one message. Communication should employ plain and easily understandable language, avoiding technical jargon or words with multiple interpretations to prevent misunderstandings and ensure clarity. Effective communication starts with a clear understanding of the message by the sender. When the sender has a clear and well-defined idea, the message will more likely be effectively transmitted to the receiver.

2. Concise

Try to keep short, simple, and direct sentences. Saying less will also help you stay focused, and the more focused you are; the higher are the chances of precise messages being communicated.

3. Courteous

Being courteous is equally important and contemplating in the corporate world. Being courteous is a necessity to maintain healthy professional relationships. Communication is a critical skill especially when you work in teams or with other teams within your organization. When you communicate effectively you become efficient and command respect from your peers. Show good manners, good behavior and respect for others, be polite when communicating.

4. Correctness

At the core of correctness are the proper grammar, punctuation and spelling. However, the message must be perfect grammatically. The term correctness, as applied to business messages also mean three characteristics

1. Use the right level of language
2. Check the accuracy of figures, facts and words
3. maintain acceptable writing mechanics.

Avoid substandard language., incorrect grammar, faulty spellings all suggest inability to use good English. Communication within an organization should align with the objectives, policies, and procedures established by the management, ensuring that all messages are consistent with the overall goals of the enterprise.

Process of Communication

In order to analyze the activity of communication, we must know the process and the elements involved in the process of communication.

There are seven elements or factors which make up the process of communication:

1. Source/Sender, is the one who initiates the action of communicating. The person who intends to convey the message with the intention of passing information and ideas to others is known as sender or communicator.

2. Audience/Receiver is the person(s) for whom the communication is intended. 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.

3. Goal/Purpose is the sender's reason for communicating, the desired result of the communication.

4. Context/Environment is the background and situation in which the communication takes place. The environment should always be peaceful.

5. Message/Content is the information conveyed. This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, orders, or suggestions. The information in the message is also called content

6. Medium/Channel is the means and/or method used for conveying the message. 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. These channels are also called media. The sender also chooses a suitable **channel** or **medium** (mail, e-mail, telephone, face-to-face)

7. Feedback is the receiver's response to the communication as observed by the sender.

Communication may be defined as a process concerning exchange of facts or ideas between persons holding different positions in an organization to achieve mutual harmony.

Obtaining feedback is crucial for the sender to ensure that the message has been understood as intended. The benefits of feedback in communication are significant, as it facilitates a better understanding of how the message is received and interpreted. Feedback can be acquired through various means, including face-to-face interaction and written responses.

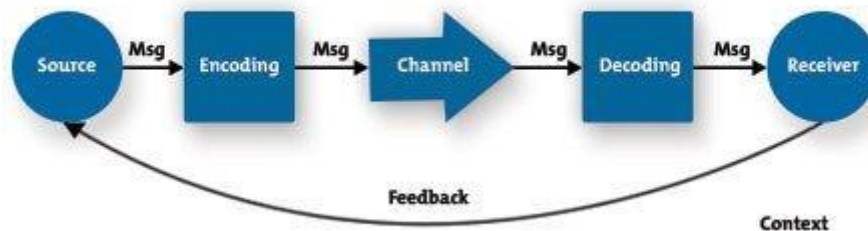
(a) Encoding:

The source has to decide what information to convey, and create the **message** (or content) to be

conveyed by using words or other **symbols** which can be understood by the intended receiver. The process of putting the idea into symbols is called **encoding**; in order to encode, the sender has to select suitable words and symbols which can represent the idea, and can be understood by the receiver.

(b) Decoding:

The person who receives the message, words 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. The **receiver** becomes aware that a message has arrived (that is, sees, hears, feels, etc.). The receiver attends to the message and interprets it. The process of translating the words or symbols into ideas and interpreting the message is called **decoding**.



Finally, the sender tries to note the effect of the message on the receiver; he checks whether the receiver has got the message, how the receiver has responded to the message and whether he has taken the required action; this information about the receiver's response is called **feedback**.

Types of communication flow in an organization

Let's understand the different types of communication flow in an organization:

1. The downward flow of communication:

Most people associate organizational communication with downward communication. This refers to the formal process of relaying information to employees through a chain of command. The downward flow of communication transfers information from a higher level to a lower level in an organization.

Typically, top-level managers use downward communication to provide information to employees on company objectives, strategies, policies, and procedures. They use speeches, meetings, memos, and messages to get their message across to all employees.

One of the goals of downward communication is to provide information that employees need to get the job done. Another goal of downward communication is to motivate employees to meet and even exceed expectations.

So, what's the exact role of downward communication? It is used in the following ways:

- Giving instructions and information required for the job
- Providing feedback on an employee's performance
- Communicating the organization's mission and vision to the employees
- Helping employees understand the structure of their job

2. The upward flow of communication:

Another key form of communication is upward communication, in which information travels from lower levels to higher levels in an organization. Upward communication reduces frustration among employees, enables supportive structures to be put in place, and fosters cooperation. You can think of many other upward communication flow examples in an organization: requests, estimations, complaints, proposals, and so on.

Upward communication is a very vital and crucial source of information for the upper management to make their business decisions. It assists them to alert the senior most management regarding the changes required in the organization. Managers can gain feedback from employees that can aid in enhancing the development of organization. Employees who are motivated and urged to provide feedback feel a sense of belonging and respect that their opinion matters. Front line employees, who work every day, can usually tell managers if a certain operation or activity works or doesn't work. Employees can be the contributing factor in making new policies or amending the outdated ones. Thus, upward communication can be extremely useful for an organization.

3. **Horizontal communication:**

Lateral communication or horizontal communication. Horizontal communication takes place when individuals at the same level in the organization exchange messages. This is a type of communication we are all familiar with, especially when we work in teams with our peers. A team meeting to coordinate tasks and remove any confusion is a good place to see horizontal communication flow.

4. **Personal communication**

Organizational communication is about exchanging messages among individuals in a particular setting or environment with the aim of collaborating and achieving common goals. This type of connection is culturally dependent and contextual. Personal communications may be private letters, memos, emails, personal interviews or telephone conversations.

5. **Internal communication** is the flow of information through conversing, messaging and other methods between the team members within an organization. This can include company emails, meetings and conversations between two or more staff members.

6. **External communication** is the transmission of information between two organizations. It also occurs between a business and another person in the exterior of the company. These persons can be clients, dealers, customers, government officials or authorities etc.

Body-language

We use body language whenever we communicate face to face. It's nonverbal language that emphasizes or alters the meaning of the direct language we use. We speak to others through our body movements, posture, eye contact, hand gestures, tone and volume of voice, facial expressions, and micro expressions that hold meaning for us as well as for our audience. Understanding body language can help improve communication.

Nonverbal communication is a two-way street.. It's possible to become skilled with the nonverbal signals that you're sending to others. In fact, communicating through body language and other nonverbal signals might even be quite fun. As you work on your skills for communicating with nonverbal signals, you'll naturally gain better skills on how to interpret body language that others portray and that has its benefits as well.

The Power of Body Language

Using positive body language can help you get what you want if you know how to use it. It can land you a job, help you sell your house, win an argument, or start a relationship.

Negative body language, on the other hand, can keep you from getting the things you want. What's more, it can cause you to lose friends, miss out on opportunities at work, or offend people you want to impress

How Reliable Is Body Language?

Body language is not only powerful, it's usually reliable for revealing your true feelings, too. However, body language isn't completely reliable if the person expressing it knows how to manipulate it well

Body language comes through most of the time whether you intend to reveal it or not. However, you need to be careful when assessing someone else's body language. You may interpret body language one way, but the gesture may mean something entirely different to someone else. When reading body language this is particularly important to know when there are cultural differences between people.

Body Language Examples

The following body language examples are common. It's usually easy to understand their meaning once you've learned them.

1. Arms Crossed Across the Chest



Your arms and legs are perhaps one of the first types of nonverbal communication that people notice when they see you. You can use them for positive body language or negative body language.

Sitting or standing with your arms crossed across your chest is nearly always seen as defensive body language. Universally, people view a person that has crossed arms as insecure, annoyed, or closed off. When you do it, you're closed off and disengaged. You may appear angry or stubborn.

If you see someone with their arms and legs crossed for a long period of time, remember that it could indicate that the temperature where you are is too cold. It could also mean they're tired or simply supporting their shoulders in an armless chair.

2. Smile



Smiles can mean different things, depending on the exact facial expression. There are happy smiles, shy smiles, warm smiles, and ironic smiles. The Duchenne smile consists of pulling up the corners of your mouth while squeezing your eyes to make crow's feet. It's considered a genuine smile, as opposed to a fake smile where you just expose your teeth. Have you ever heard of the term, "smiling eyes?" Some people are really good at sending a smile through direct eye contact.

3. Tapping Your Fingers

When you tap your fingers, you appear impatient and possibly nervous about waiting. If you're a finger tapper, be aware that it's one of those nonverbal signals that can grate on others' nerves.

4. Tilting Your Head to One Side

When you tilt your head to the side, it usually means you're listening intently and deeply interested in finding out the information you're being told. It can also mean you're concentrating very hard.

5. Steepling Your Fingers

Holding your fingertips together and your palms apart let people know you have authority and control. Bosses and politicians use this gesture often to show they're in charge.

6. Crossing Your Legs

The way you cross your legs can tell others a lot about you and how you're feeling at any given moment. If you cross them at the ankle, it may show that you're trying to hide something. If you cross them at the knee but point your knees away from the other person, you show you're uncomfortable with them. In most cases, the best option is to plant your feet firmly on the floor.

A common term related to body language is the “figure four” position. To sit this way, stretch your arms and legs forward and then cross one ankle up over your knee, with your legs crossed high and your pelvic region open. With crossed legs in this position, your body makes the shape of the number four. The nonverbal communication message that the “figure four” pose represents is that you’re powerful and domineering. When your arms and legs are open and relaxed, you send a nonverbal communication that you’re confident and approachable that you're trying to make a decision but just hasn't gotten there yet. You tend to look indecisive or noncommittal.

8. Putting Your Head In Your Hands

When you put your head in your hands, it might mean that you're bored, as if you're so weary of life that you just can't hold your head up anymore. Or, it can mean that you're upset or so ashamed you don't want to show your face.

9. Standing Up Straight

Standing erect with good posture shows you feel confident.

10. Gesturing with Your Hands Open and Palms Up

What you do with your hands makes a big difference in whether people trust you or not. Hold your hands open and gesture with your palms up to show that, no, you don't have anything hidden from them.

11. Eye Contact

You need to make eye contact with the person you're talking to if you want them to feel comfortable with the conversation and accept what you have to say.

12. Looking Down

Looking at the floor or ground makes you appear weak and unconfident. Unless there's something you need to discuss down there, you need to keep your eyes on the level of the other person's face. When you break eye contact, as you should every few seconds, try looking to the side.

13. Rubbing Your Hands Together

Want to show how excited you are about a new project? Just rub your hands together vigorously.

14. Microexpressions

Micro expressions are extremely brief facial expressions that happen in about 1/25th of a second. They happen when you're trying to hold back your emotions. When you see someone showing a micro expression, it usually means that they're trying to conceal something from you. However, if you learn to spot them, you can gain the advantage in any type of interaction.

15. Walking Briskly

When you want to show your self-confidence, walk briskly and with purpose. Whether you're going somewhere specific or not, walk as if you're striding confidently toward an important destination.

16. Placing Your Hand on Your Cheek

When you touch your cheek with your hand, you show that you're thinking and carefully evaluating the information you're receiving. When you see someone do this while you're talking to them, you can usually assume that they're taking you seriously enough to consider what you're saying.

17. Rubbing Your Eye

When you rub your eye, it usually means you doubt or disbelieve what you're hearing. If someone is rubbing their eyes as you speak, you might benefit from stopping and asking for their feedback so that you can address their doubts.

18. Rubbing Or Touching Your Nose

When you rub or touch your nose with your index finger, you appear dishonest. If you do it in a conversation that requires openness and honesty, you'll have trouble accomplishing your goals. And, if you see someone else rubbing their nose, it's a good indication that you need to be careful not to believe everything they tell you automatically.

19.Standing With Your Hands Clasped Behind Your Back

Take a position with your hands clasped behind your back, and others may read this as anger, apprehension, or frustration. It may feel like a nice, casual pose, but in reality, it can make others uncomfortable and wary of you.

20.Pinching The Bridge Of Your Nose

When you close your eyes and pinch the bridge of your nose, you seem to be making a negative evaluation of what's happening in the conversation. If someone takes this pose with you, you may need to take a different approach in enlisting their support for your goal.

21.Standing With Your Hands On Your Hips

This pose is tricky. In some cases, it can mean that you're feeling angry and may behave aggressively. In others, it may simply mean that you're enthusiastic and ready to get something done. How someone may interpret your meaning of this stance may have to do with your use of personal space.

How To Send The Right Messages With Your Body Language

Learning body language examples is a great first step to sending the right body language messages. It also helps you read the unspoken messages and nonverbal signals that others are sending to you.

However, knowing the right movements, gestures, and facial expressions can only take you so far. If you want to have healthy, productive interactions with others, you may need to work toward a better understanding of yourself and the people in your life

Advantages of body language

- **Establishes trust:** Non-verbal communication can build trust and establish relationships between people. It can help create a sense of understanding and comfort between two people and make them feel more connected.
- **Enhances verbal communication:** We use Non-verbal communication to improve verbal communication. Using body language or facial expressions to emphasize a point can help make a point clearer or more memorable.

- **Allows for quick communication:** Non-verbal communication is often faster than verbal communication.
- **Conveys emotion:** People use Non-verbal communication to convey emotion and feelings. It can be especially useful when it is challenging to express emotions verbally, such as in a business meeting or when talking to a stranger.
- **Improves relationships:** Non-verbal communication can build relationships and foster understanding between people. Responding to non-verbal cues shows that you listen to and understand someone.
- **Creates an engaging atmosphere:** Non-verbal communication can create a more engaging atmosphere.
- **Effective in a noisy environment:** Non-verbal communication can make it easier to understand a message in a noisy environment.
- **Bridges differences:** Non-verbal communication can bridge cultural differences.
- **Helpful in conveying subtle messages:** Non-verbal communication can convey subtle messages that may be difficult to express verbally.

Disadvantages of body language

- **Can be misinterpreted:** Non-verbal communication can be challenging to interpret, and we can easily misinterpret it.
- **Language barriers:** Non-verbal communication can be challenging to interpret across cultural and language barriers. Something considered polite in one culture may be regarded as rude in another, making it hard to communicate effectively with someone from a different background.
- **Difficult to express complex ideas:** Non-verbal communication can be challenging to use to communicate complex ideas. For example, a speaker could only explain a complicated mathematical equation using words.
- **Lack of accountability:** Non-verbal communication can make it difficult to hold people accountable for their actions. For example, if someone is rude to someone else in a non-verbal way, such as rolling their eyes or making a face, it can be hard to prove that they were being rude.
- **Culture:** Non-verbal cues vary significantly from one culture to another, making it challenging to interpret non-verbal communication from someone from a different culture.
- **Inability to Clarify:** Non-verbal communication does not allow clarifying questions or statements, making it difficult to communicate complex ideas effectively.
- **Difficulty in Disagreeing:** Non-verbal communication, such as facial expressions, can make it difficult to disagree with someone without offending them.
- **Hard to control:** Non-verbal communication can be hard to control, as it is often an unconscious behavior.

- **Failure in a virtual environment:** Non-verbal communication can be difficult to interpret in a virtual environment.
- **Manipulative:** Non-verbal communication can manipulate or deceive, leading to confusion

.Communication techniques



. Non-verbal communication

It is interesting to note that non-verbal communication is used both intentionally and unintentionally. Most people do not have perfect control over their facial expressions – By learning more about how we use non-verbal communication, you will be better able to master yours and ensure that you are conveying your message exactly the way you wish to.

Facial expressions

We often use facial expressions as a way to communicate that we are listening and engaged with the person speaking. A smile, furrowed eyebrows, or a quizzical expression all convey information to the speaker about how you are responding to their conversation.

Posture

How you position yourself during a conversation is important. If you angle yourself towards the person, with a relaxed and open posture, you invite them to engage with you more fully. Leaning back, crossing arms, or turning away from the speaker conveys a very different message – and not a positive one.

Gestures and physical touch

Depending on the person, and their country of origin, they may use gestures and physical touch a lot, or almost never. However, there is a lot of information conveyed in these actions. A gentle touch on the arm can signal encouragement, while an overly strong handshake can be an act of dominance. Someone fidgeting with their hands while talking to you about a problem can signal avoidance and using many grand gestures while presenting an idea could convey excitement or confidence.

Eye contact

We all know the importance of eye contact. When someone is unable to maintain eye contact, we take this to mean that they are being untruthful, shifty, or not paying attention. Being able to maintain eye contact while listening will ensure that the speaker

knows that you are present and engaged. While speaking, it shows that you are connecting with the listener, and in cases where you are delivering unpleasant news, is doubly important.

2. Verbal communication

When we speak, we are communicating much more than just the content of our words. We are also using pitch and tone, as well as the level of formality we use to convey important subtext to the person we are speaking with. By carefully choosing how we use each of these aspects, we can be sure that our message is received exactly as intended.

Pitch

When speaking, our emotions can often come into play. If we are angry, upset, or frustrated, our pitch might raise, conveying to the listener that we are experiencing a strong emotion.

This is not necessarily a bad thing, but being able to control it allows you to make sure that you are effectively communicating.

Tone

We all encounter situations that are frustrating or upsetting. Allowing that to change our tone from calm and professional to curt, short, or rude is always a mistake. Tone conveys a lot of information to the listener about how the speaker views them. To build positive interpersonal relationships in an office environment, we should always speak in a professional and respectful tone.

Content

Of course, content is the most important part of verbal communication. What we say, and the words we choose to use, are crucial. While most office communications tend to be more formal than, think also about how technical your content is. If you are talking with developers about specific aspects of code, you should use different terms than when talking to the marketing team about new developments within the app.

. Written communication

Effective communication by writing is a massively important skill, especially as more people are working remotely and keep in touch throughout the workday through Skype, Slack, or other digital mediums. From a Slack message to an email to a customer to a new employee's training guide, we write every day and it is crucial that we understand how to do so effectively. In fact, as we increasingly rely on written communication, we are all faced with just how easy it is to create misunderstandings when using this medium.

Unclear messages, the information gone missing, or an incorrect understanding of tone or content are all problems that happen with written communication every day.

Structure

When writing, it is important to think about how you are presenting the information. Using paragraphs and line breaks are necessary. understanding and applying a proper structure will let the reader take in the information easily. Present your argument or thesis, take the time to back it up with clear proof, add in the relevant information to make sure that the reader understands the point fully, then close with a conclusion.

Clarity

It is a hard balance to strike between over or under explaining concepts. If you are writing instructions for a new employee, how detailed should you be? Of course, this depends on the person, but over-explaining a little bit is much better than leaving the reader confused. Be thoughtful about your audience, what will they know and what do you need to explain in more detail?

Content

Written content tends to be a bit more formal than verbal. Leave out the slang, use proper punctuation and spelling,

Visual communication

Visual has become the most used type of communication, driven by social media, YouTube, and other platforms of the digital era. There are many ways that visual communication, like charts, photographs, sketches, video, graphs, and even emojis and GIFs, can help improve the understanding of your message. Think about how charts can bring data to life, making it much easier to understand than presenting a long stream of numbers. We rely on visuals to elevate our understanding of complex ideas.

Content

While it is tempting to include visuals to add a bit of diversity and interest, you should consider what they bring to the table.



Are they helpful?

Are they necessary?

Do they add to the overall message?

Not all communications need to have visuals added, and in some cases, they might detract from what you are trying to communicate. You should make sure that you are not adding confusion to your message, but rather strengthening your audience's understanding of it.

Barriers to effective communication can result in confusion which can lead to incorrect information being conveyed or miscommunication which can lead to loss of business.

Following are some of the barriers to effective communication:

1. Semantic barriers
2. Psychological barriers
3. Organizational barriers
4. Cultural barriers
5. Physical barriers
6. Physiological barriers

Let us study in detail about the various types of barriers to effective communication.

Semantic barriers: Semantic barriers are also known as language barriers. These barriers are caused due to improper communication between the sender and the receiver. The following instances of semantic barriers can be witnessed in communication.

Poor quality of message: Messages when communicated should be precise and easy to understand, that makes it easy for the receiver to grasp the information

Technical language: Language barriers also arise when the sender of the message is speaking in technical terms while the receiver is unaware of the terms. It creates confusion and misunderstanding between the sender and receiver by acting as a barrier to effective communication.

Psychological Barriers: Psychological barriers play an important role in interpersonal communication as the state of the mind of the sender or the receiver can make it difficult to understand the information that is conveyed, which often leads to misunderstanding.

Here are some instances where psychological barriers to communication can be seen.

1. Premature evaluation of information by the receiver even before it is transmitted can lead to barriers in communication, as it will create premature conclusion to the message, which withholds the original message.
2. Inadequate attention from the receiver's end at the time of communication can lead to barriers of communication as the information conveyed by the sender is not properly received by the receiver.
3. When information is passed within multiple sources, the final information is distorted as the receivers of the message are not able to retain everything that was conveyed. This can cause communication barriers.

Organizational barriers: Organizational barriers are those barriers that are caused due to the structure, rules and regulations present in the organization. The various types of barriers

that can be encountered due to superior subordinate relationships where the free flow of communication is not possible.

Sometimes the complexity of organizational structure and multiple managers make it difficult to convey information properly, and the information gets distorted leading to miscommunication.

Cultural barriers: Cultural barriers are those that arise due to lack of similarities among the different cultures across the world. A term that can be harmless in one culture can be regarded as slang in another culture. Moreover, various beliefs can differ from one culture to another.

Physical barriers: Physical barriers to communication are those that arise due to certain factors like faulty equipment, noise, closed doors and cabins that cause the information sent from sender to receiver to become distorted, which results in improper communication.

Physiological barriers: Physiological barriers arise when a sender or the receiver of the communication is not in a position to express or receive the message with clarity due to some physiological issues like dyslexia, or nerve disorders that interfere with speech or hearing.

Gender barriers of communication are the result of the different ways in which the various genders communicate with one another and are expected to communicate.

Interpersonal barriers

- Lack of participation. Communicating with someone who doesn't want to is impossible.
- Lack of open-mindedness. ...
- Lack of trust. ...
- Lack of transparency. ...
- Lack of patience., Lack of organization.