

## What is communication?

- Derived from Latin 'communicare' which means to share.
- Refers to the reciprocal exchange of information, ideas, facts, feelings etc. through verbal or non-verbal means, between 2 people or within a group.

OR

- Process by which information is exchanged between individuals through a common system of symbols & signs of behaviour.

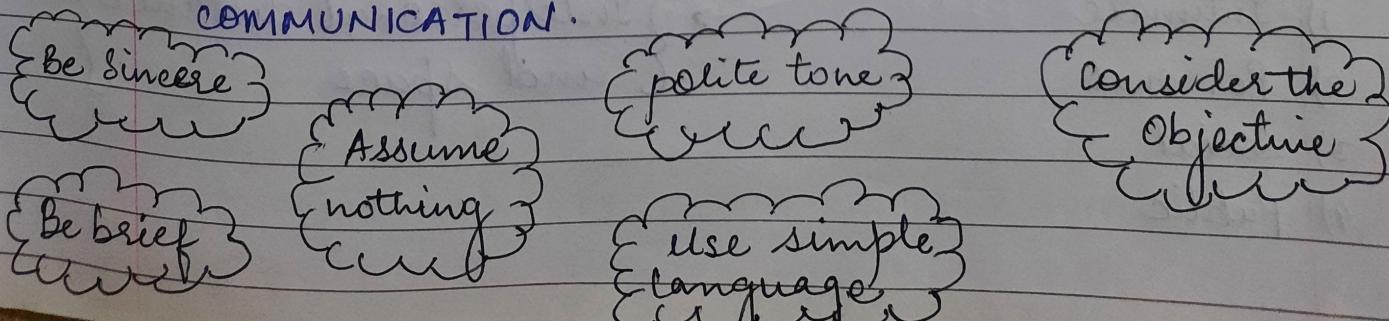
## Types of communication

Verbal communication	Non Verbal communication	Written communication Communicating via written words/messages. OR communicating by writing
Communicating with words (spoken). consists of: speaking, listening & reading	Includes all the unspoken or unwritten words or messages.	

### VERBAL

- Sincerity, using simple language, being brief & precise, ~~assuming nothing~~ assuming nothing & using polite tone while communicating verbally, are the characteristics of EFFECTIVE VERBAL

### COMMUNICATION.



NON-VERBAL

## ★ Forms of Non-verbal communication →

- Body movement / posture.
- Facial expression.
- Gestures
- Eye contact
- Touch.

→ Nonverbal comm. may be intentional or unintentional, it makes people unaware of what are the intentions of the other person or its just unintentional.

→ Our facial expressions, body movement, gestures touch (nonverbal) are extremely expressive & can convey countless emotions without saying a word.

i) KINESICS

ii) OCULESICS

iii) HAPTICS

iv) PROXEMICS  
(Have 4 zones)

1) Intimate

2) Personal

3) Social

4) Public

{ Facial Expressions }

Posture

Gesture

{ Eye Behavior }

{ Associated with TOUCH }

{ Interpersonal distance }  
and space

## Barriers to Communication →

- 1) Physiological Barrier.
- 2) Cultural Barrier.
- 3) Language Barrier.
- 4) Gender Barrier.
- 5) Interpersonal Barrier
- 6) Psychological Barrier.
- 7) Emotional Barrier.

- Physiological → Occurs due to physical condition or disability of sender or receiver. limitation of human body & mind adds up causing interruption in message.
- Cultural → Occurs when people with different cultural background are unable to understand each others customs which results in difficulties & inconveniences.
- Language → Occurs when communication between the sender & receiver become difficult in situation where they don't understand each others' language.
- Gender → Society creates stereotypes, and they assume gender roles, and interpersonal differences. These contribute to a communication gap between genders.
- Interpersonal → Occurs when a person is too afraid to reach out to somebody, or have any sort of grudge against them. It prevents them

from communicating to with that person or a group of people.

- Psychological Barrier → Occurs when the people involved in communication are not well 'emotionally', and are influenced by their disturbed mental condition, so they won't be able to communicate properly.
- Emotional Barrier → Occurs usually due to lack of emotional awareness or control. This clearly prevents you from openly communicating your thoughts & feelings.

### \* Global Communication →

Global comm. can be defined as the exchange of messages/information by one person or a group to another, anywhere in THE WORLD.

OR

It is like a person or an organization in one country sends a message to another person or organization in another or a different country.

In this way information can be shared globally, creating a communication worldwide and is known as GLOBAL COMMUNICATION.

## Advantages:

- Increases Business opportunities.
- Improves Cultural education.
- Increased access to information.
- Makes world a smaller place.

## Disadvantages:

- Not secure for valuable information.
- Create social disconnect.
- NO control over the quality of data
- Increase in cyber crime.

## SOFT SKILLS

Soft skills are non-technical skills that relate to how you work.

Soft skills are the skills that can be used regardless of the person's job and makes them an adaptable employee.

Companies hires ~~an~~ employees who are not just able to do the job, but they're able to do it well.

some essential soft-skills example →

- i) Communication
- ii) Teamwork
- iii) Problem-solving
- iv) Time management.
- v) Decision-making.
- vi) Stress management.
- vii) Adaptability.
- viii) Leadership
- ix) Conflict management.
- x) Creativity.