

Assignment No. 2.

Q.1) Explain the Communicative Competence.

→ Communicative Competence

→ The term communicative competence refers to both unclear knowledge of language and the ability to use it effectively, it is known as communicative competence.

→ Dell Hymes initially introduced the term communicative competence in 1966.

→ After linguistic Dell Hymes model, the Michael Canale introduced their model.

→ It refers to the ability of language communication effectively to achieve one's goal in business context.

→ In business communicative competence focus not only grammar & vocabulary but also various skill and knowledge areas that enable successful communication.

→ Swan defined communicative competence in 1980 as a synthesis of underline system of knowledge and skill for communication.

→ There are 4 types of Communicative Competence. They are following

- 1) Linguistic competence
- 2) Discourse competence
- 3) Socio-linguistic competence
- 4) Strategic competence

1) Linguistic competence -

This aspect involve understanding the rule of grammar, syntax & sentences of structure.

2) Socio-linguistic competence -

This refers to understanding the social and culture norms that govern language use.

In business communication, it involves using appropriate language and tone, based on the audience context & level of formality.

3) Discourse competence -

It involves understanding the organization & structure of different type of communication.

such as conversation, written report.

4) Strategic Competence -

It is the ability to use communicative strategy to overcome challenges or barriers in communication.

In a business context, this could involves using techniques like clarification, or asking for repetition when faced with misunderstanding.

Q.2) Explain the model of Communicative Competence.

→ There are several models of communicative competence that have been proposed by linguists & researchers to better understand the different aspects of language communication skill.

In context of business communication understanding these models can enhance your ability to communicate more proficiently. Here are a few models of communicative competences as follows -

- 1) Dell Hymes' ethnographic model
- 2) Canale & Swan model (1980)
- 3) Bachman's model (1990)
- 4) Developing EFL learner's communicative model

1) ~~Dell Hymes' ethnographic model (1972)~~

Dell Hymes proposed an ethnographic model of communicative competence that includes social and cultural aspects of communication.

This model expanded beyond Chomsky's linguistic competence to consider how language is used in real life situations. It includes

- a) Grammatical Competence
- b) Socio-linguistic Competence
- c) Discourse Competence.

2) Swan Model -

Canale & Swan model of communicative competence exchange dell Hymes model and focus on language proficiency in a 2nd language acquisition.

This model include four component.

- 1) Grammatical competence
- 2) socio-linguistic competence
- 3) Discourse competence
- 4) Strategic competence.

3) Batchman's model (1990)

Batchman model build on Canale & Swan model & introduced a more detail.

Framework for assessing communicative competence, especially in language contexts. It includes three types of competence.

1. organizational competence
2. pragmatic competence
3. strategic competence

4) Developing EFL learners Communicative Competence.

- Developing the Communicative competence in English as a foreign language in Yemen as well as in many other countries where English is taught as a foreign language is an aim that learners struggle to achieve.

✓ Q. 3) Explain the term Interculture Communication.

→ Interculture communication is study & practice of communication across context it is exchange of information, idea, & meaning betⁿ individuals or group from different culture backgrounds,

Communication -

Communication is much more than a simple transmission of information it is mutual creation of meaning information is not in itself, meaningful.

It is only information is intended & interpreted in some way that is it attained its significance.

Ex - For instance if you are telling me about movie, you just saw you, probably intend for me to understand what the movie is about and something about your experience & evaluation.

Culture -

The sense of "culture" is used in intercultural communication is that of "worldview" An essential element of culture is boundary that distinguish us from them.

Every human being to groups defined by boundaries.

Ex, USA, American, Japanies etc

Interculture Communication -

Since the communication is the mutual creation of meaning & culture is the co-ordination of meaning & actions in a group, it follows that intercultural communication that is intercultural meaning cross culture.

This means that intercultural communication is the mechanism where by peoples different groups knowing (understanding) & try to make the sense of one another.

The most strategic application of intercultural communication is to derived the value of culture diversity.

A practical goal of intercultural communication is to contribute to the success of cross culture project such as transfer knowledge conducting long term business etc

Q.4) Explain the type of bcom.

→ Business Communication can take place 4 different types

- 1) Top-down
- 2) Bottom-up
- 3) Horizontal or lateral
- 4) Diagonal.

1) Top-down

This kind communication take place will

management passes the order to perform a certain task. (using circular) news letter, memos, email etc.

2) Bottom-up

This kind of communication take place in the subordinates submit & outcome, result, request, Application etc (using report, email, proposal etc)

3) Horizontal or lateral -

This kind of communication take place when employee in the same management level communicate (email, circular)

4) Diagonal -

This kind of communication take place at different management level.

Communicate who have direct reporting relationship, It is called as diagonal.

✓ (Q.5) Explain the aspect of body language.

→ The ~~Eight~~ aspect of body language.

If you want to gain a competitive edge in business, upgrade your communication skills beginning with these key aspects of body language.

1. Eye Contact: It's one of the first levels of connection that you share

with another person.

It happens before you even say a word. Think about your ~~get~~ gut reaction to someone who doesn't look you in the eyes while speaking.

Eye contact is an unambiguous gauge for expressing attentiveness, confidence, and sincerity.

Pay more attention to yours.

2. Facial Expressions

Too often people forget the facial expressions are critical to competent communication.

Are you aware of how to express genuine engagement? Hold your face accountable.

Remember, no matter what you say, you'll lose credibility if your face tells another story.

3. Voice -

Voice is an imp aspect of body language that most people overlook.

What's the difference betⁿ I'll discuss that with you later~~at~~? and I'll discuss that with you later?

It's your responsibility to convey exactly what you mean.

So, instead of arbitrarily blurting out words, consider their meaning first.

Then use your voice to accurately craft your message.

4. Posture -

Slouch much? Your posture says a lot about who you are and whether you should be taken seriously.

If so, stand tall to communicate confidence and professionalism. Remember that even while sitting, posture conveys a very important message about mindset.

Don't get sloppy.

5. Gestures

Gestures are an extension of Communication whose purpose is to enhance verbal communication.

They add impact by showing, not just ~~telling~~, which adds a layer of engagement for the listener.

(BUB)

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