Assignment No. 2.

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| | 9 |
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| 0.1) | Explain the Communicative Competence. |
| → | Communicative Competence |
| | the training of the state of th |
| | -> The term communicative competence refe |
| | rs to both unclear knowledge of langua. |
| | rs to both unclear knowledge of language and the ability to use it effective |
| 411 | ly, it is known as communicative com- |
| | petence; |
| | -> Dell hymes initially introducted the term |
| 14 1 | communicative competence in 1966. |
| | -> After linguistic Dell hymes model, the |
| 1 7 1 . | michael canale introducted their model. |
| 1 × ~ = | > It refers to the ability of language |
| | communication effectively to achive one's |
| | goal in business context. |
| O LL | -> In business communicative competence |
| 4.3 | focus not only grammer & voccabulary |
| | but also * various skill and knowledge |
| | area's that enable successful communicati |
| | 00. |
| 3 | -> swan defined communicative competence |
| laren | in 1980 as a synthices of underline |
| | in 1980 as a synthices of underline system of knowledge and skill for comm |
| | DICO HOD |
| | There are 4 types of Communicative com. |
| | pertence. They are following 1) Linguistic competence |
| | Discussion competitions |
| | o) Discourse competence |
| | 3) socio-linguistic competence 4) strategic competence |
| | - Sundant Companie |

D Linguistic competence This aspect involve understanding the rule of grammer, syntam of sentences of structure.

Socio-linguistic competence
This refers to understanding the social and culture norms that govern language use.

In business communication of the invention of the invention

lives using appropriate language and tone based on the audience context & level of formally.

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3) Discourse competence-It involves understanding the organization of structure of different type of communication.

such as conversion, written report.

a) strategic competence -

cative stategy to overcome challenges or barriers in to communication.

In a business context, this could clarification, or asking for repeation when faced with missunderstanding.

(0.2) Explain the model of Communicative compe > There are the several model of communic tive competence that have been proposed by linguistic & researcher's to better und stand to the different aspect of language communication skill.

In context of business communication understanding this models can enhance your ability to communicate more proficently here are few model of communicate tive competences are as follows
1) Dell hymes ethnographic model

2) canale & Swan model (1980)

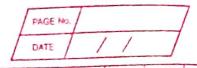
3) Batchman's model (1990) 4) Developing EFL learner's communicative. model Dell hymes ethnographic model (1972)

Dell hymes proposed an ethnographic model of communicative competence that includes social and culture aspect of communication. This model expanded beyond chremsky linguistic competence to consider how language is used in real life situation It includes a) Grammatic 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 acquistion.

This model include four component. of Grammetic competence 2) socio-linguistic competence 3) Discourse competence 4) Stragetic competence. 3) Batchman's model (1990) Batchman model build on canale & swal model & introduced a more detail. Framework for assessing communicative competence, especially in language is cont exts. It includes three types of competer 1. organizational competance 2. progamatic competance 3. strategic competance 4) Developing EFL learners communicative competence. - Developing the Communicative competer re in english as a foreign language in yeman as well as in many other countries where english is tought as a foreign language is an aim that learners struggle to acheive.

(0.3) Explain the term interculture Communication. Interculture communication is study & practice of communication across context it is exchange of information, idea, 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 & intrupted in some way that is it attained its significance. Ex- For instance if you are telling me about movie, you just saw you, probabil intend for me to understand what the movie is above and something about ever experience 4 evaluation. The sence of "culture" is used in intercul ture communication is that of "world view" An essential element of culture is boundary that distinguish us from them. Every human being to groups defined by 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 interculture communication that is interculture meaning cross culture. This means that interculture communication is the mechanism where by peoples different groups knowing (understanding) & try to make the sence of one another. The most trategic application of intercult ure communication is to derived the value of culture diversity. A pratical goal of interculture 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 boom. Business Communication can takeplace 4. different types 1) Top-down 2) Bottom-up 3) Horizontal or literal 4) Diagonal.) Top-down This kind communication take place will

hanagement 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 literal-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. Explain the aspect of body language.

The fight 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 guage for expressing attentiveness, confidence, and sincerity. pay more attention to yours. e, Facial Expressions Too often people forget the facial expressions are critical to competent communication accountable.

Are you aware of how to express genuine engagement? Hold your face Remember, no matter what you say, another story. 3. Voiceage that most people overlook.

What's the difference beth I'll discuss that with you laterat? and I'll discuss that with you later? It's your responsibility to convery exactly what you mean.

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

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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 confi

dence and professionalism. Remember that even while sitting posture converys a ver important message about mindset.

Don't get sloppy.

5. Gestures

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

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

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