

COMMUNICATION - 1

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Topics to be covered:

- What is Communication?
- Communication, an important life skill
- Goals of Communication
- Types and Channels of Communication
- 7Cs of Communication
- Communication Process

Resources to be consulted for further reading:

Chaturvedi. P.D (2011). Business Communication: Concepts, Cases, and Applications, Second edition, Pearson Education India.

Its online availability site:

<https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbnxvbGVya2RyZXN8Z3g6MjU4MTc4NTNmMTdjMWVjNg>

Rizvi, A. R. (2018) 'Effective Technical Communication' 2nd edition, McGraw Hill Education Private Limited, Chennai.

What is Communication?

- Derived from the Latin word ‘communicatus’ which means ‘to impart or share’.
- *American College Dictionary* defines communication as “the imparting or interchange of thoughts, opinions, or information by speech, writing or signs”.

In simple terms...

- It is the process by which meanings are exchanged between people through the use of common set of symbols.
- Note: Common set of symbols!!

Communication: An important life skill

This skill helps in:

- Getting jobs you want
- Gaining Promotions
- Providing Leadership
- Being productive on the job
- Relating Positively to Others
- Assuring the Success of your Organization

Goals of Communication

Receiver understanding –

as the sender meant it to be understood

Receiver response –


receiver responds to the message

Favorable relationship –

establishes a strong business relationship

Goodwill–

the receiver feels a good feeling toward the sender



What happens when the goals of
communication are not met?

An example

CEO to Manager

Today at 11 o'clock there will be a total eclipse of the sun. This is when the sun disappears behind the moon for two minutes. As this is something that cannot be seen every day, time will be allowed for employees to view the eclipse in the parking lot. Staff should meet in the lot from ten to eleven, where I will deliver a short speech introducing the eclipse, and giving some background information. Safety goggles will be made available at a small cost.

Manager to Department Head

Today from ten to eleven, all staff should meet in the car park. This will be followed by a total eclipse of the sun, which will appear for two minutes. For a moderate cost, this will be made safe with goggles. The CEO will deliver a short speech beforehand to give us all some information. This is not something that can be seen every day.

Floor manager to Supervisor

Ten or eleven staff are to go to the car park, where the CEO will eclipse the sun for two minutes. This doesn't happen every day. It will be safe, and as usual it will cost you.

Supervisor to Staff

Some staff will go to the car park today to see the CEO disappear. It is a pity this doesn't happen everyday.

Communication Types and Channels

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graph TD; A[Communication Types and Channels] --> B[Verbal]; A --> C[Non Verbal]; B --> D[Oral]; B --> E[Written]; C --> F[Sign Language]; C --> G[Body Language]; F --> H[Visual Signs]; F --> I[Audio Signs];
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Verbal

Oral

Written

Non Verbal

Sign Language

Body Language

**Visual
Signs**

**Audio
Signs**

The new age communication: Virtual Communication

- Communication that involves use of technology: audio and/or visual
- Used for both personal and professional communication
- Some virtual team tools: Google meet, Google hangout, WebEx, Slack, Skype etc

Requisites of Communication(7Cs)

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy
- Correctness

The 7 Cs of Communication

□ COMPLETENESS

Please meet me. (check for '5 W' questions)

□ CONCISENESS

In the year to come	(avoid)	Next year
Without any loss of time	(avoid)	Urgent

□ CONSIDERATION

I want to express my sincere thanks for the good words.
(Avoid I attitude)

Thank you for your kind word.
(Adopt You attitude)

❑ CONCRETENESS

You will receive the order soon **(vagueness)**

You will receive the order by September 15, 2020
(concreteness)

❑ CLARITY

❑ at all times(avoid) **always**

❑ revert back (avoid) **revert**

❑ during the year 1997(avoid) **during 1997**

❑ COURTESY

Have you sent your order for only 25 computers?

Revised:

We are glad to receive your order for 25 Pentium IV computers.

❑ CORRECTNESS

Rahul and her are equally brilliant.

Revised:

Rahul and she are equally brilliant

Communication Process

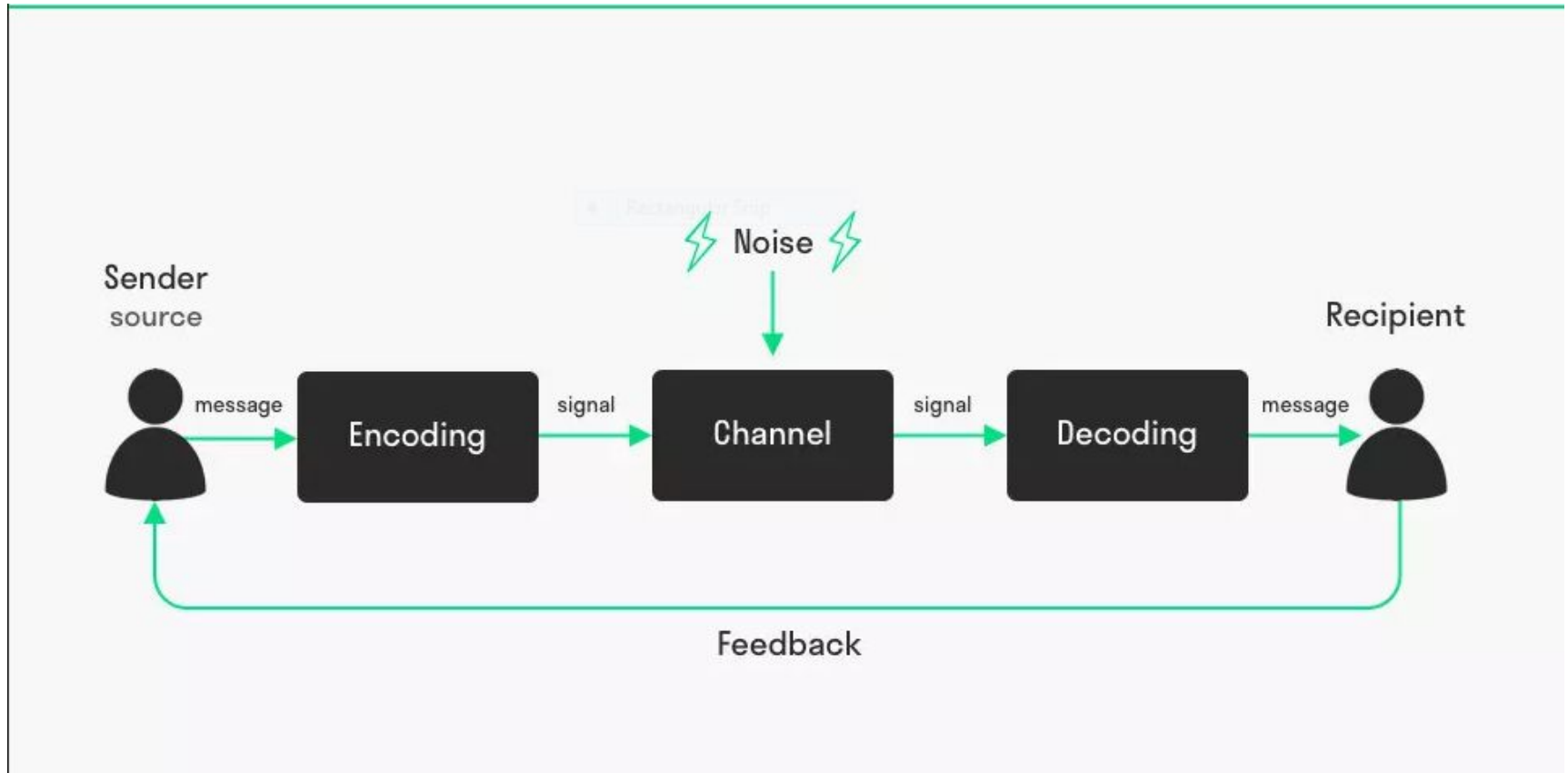


- The process of communication begins with a person's desire to share or exchange an idea, thought, or feeling with another person or persons.
- Communication environment includes the sender, the message, the receiver, feedback, and communication barriers.

Elements of Communication

- ☐ Sender
- ☐ Message
- ☐ Channel
- ☐ Receiver
- ☐ Feedback

Communication Cycle Model: Shannon & Weaver



Learning & Relevance

- Communication is an important life skill that helps us in achieving our goals.
- With conscious efforts we can improve this skill.
- In the contemporary world of globalization we should be ready to adapt and challenge ourselves for the remote collaborations.

Let's Revise!!

- Communication is an important_____
- We need to check '5 W' questions to ensure_____
- Which of the following is not an element of communication;
 - a) Sender b) Method c) channel d) feedback
- Goodwill is an important goal of communication. T/F
- Verbal communication is of 3 types. T/F
- What is the importance of feedback in the process of communication?

References

- <https://www.citehr.com/89338-miscommunication-office.html>
- <https://slideplayer.com/slide/6265498/21/images/13/Communication+Types+and+Channels.jpg>
- <https://www.toolshero.com/wp-content/uploads/2017/09/communication-cycle-model-shannon-weaver-toolshero.jpg>
- Mishra, B. & Sharma, S.(2010) Communication Skills for Engineers and Scientists. First edition, PHI Learning Ltd.
- Chaturvedi. P.D (2011). Business Communication: Concepts, Cases, and Applications, Second edition, Pearson Education India.
- Rizvi, A. R. (2018) ‘Effective Technical Communication’ 2nd edition, McGraw Hill Education Private Limited, Chennai.