



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

# **UNIVERSITY INSTITUTE OF LIBERAL ARTS AND HUMANITIES**

Course Name: Communication Skills

Course Code: 20UCT-141/191

Faculty: Dr Ashita Chadha



**COMMUNICATION SKILLS- MEANING,  
TYPES, MODELS**

DISCOVER . **LEARN** . EMPOWER

# **COURSE OBJECTIVES**

The Course aims to:

|          |  |
|----------|--|
| <b>1</b> | <b>Augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English Language in professional life.</b> |
| <b>2</b> | <b>Enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations.</b>   |
| <b>3</b> | <b>Build exceptional speaking and writing skills by correcting grammatical errors and pronunciation through practice.</b>  |

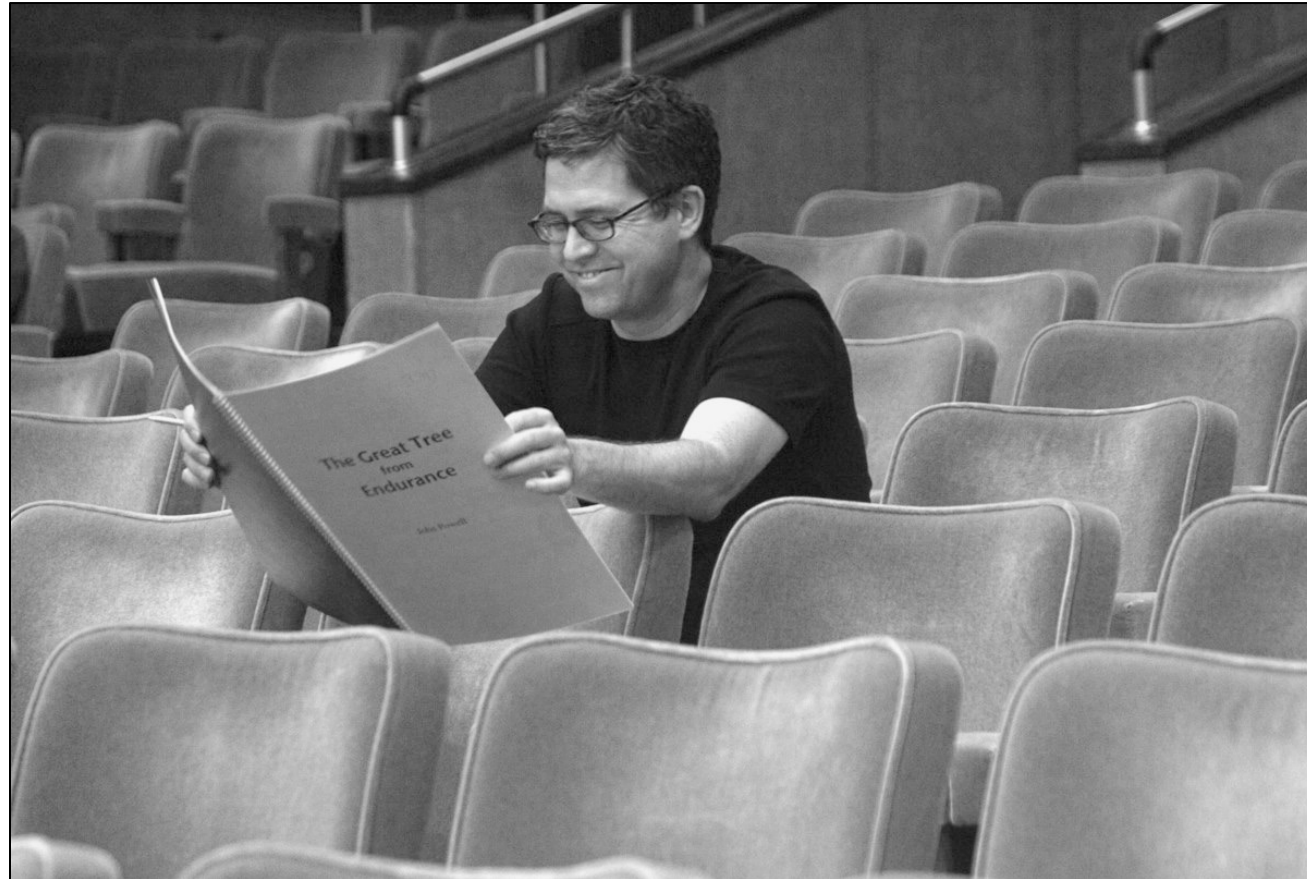
# Course Outcomes

On completion, the students are expected to:

| CO Number | Title  | Level   |
|-----------|--|---------|
| CO1       | Produce correct contextual written text and speech in a wide range of communication situations.  | Apply   |
| CO2       | Write original short compositions, in the form of paragraph writing, business correspondence, blogs etc. through logical support and argument. | Analyse |
| CO3       | Demonstrate linguistic competence through accuracy in grammar, pronunciation and vocabulary.   | Apply   |



“Communication works for those who work at it.”  
- John Powell



# What is Communication?

- Derived from the Latin word “*communicare*”, meaning to **share**.
- Communication is an **exchange of thoughts, messages or information** by speech, visuals, signals, writing, or behaviour.



# Definition

“Communication is a process involving the selection, production and transmission of signs in such a way as to help a receiver perceive a meaning similar to that in the mind of the communicator.”

-Fotheringham





# Language Skills

Types of languages in relation to Business Communication

- Formal Language
- Informal Language



# Poll Question 1

What are the brain input Language Skills?

- 1. Reading and Speaking**
- 2. Listening and Writing**
- 3. Reading and Writing**
- 4. Listening and Reading**



# Example of Poor Language Skills

## One garbled Memo

When workloads increase to a level requiring hours in excess of an employee's regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee's tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee's absence from his previously scheduled assignment.

# Business Communication

Business communication is the sharing of information between people within or outside an organization that is performed for the commercial benefit of the organization.



# Perils of Poor Communication



How the customer explained it



How the project leader understood it



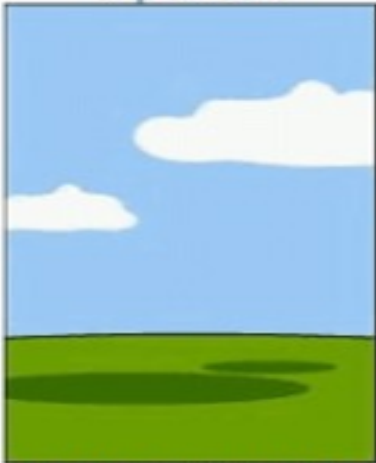
How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



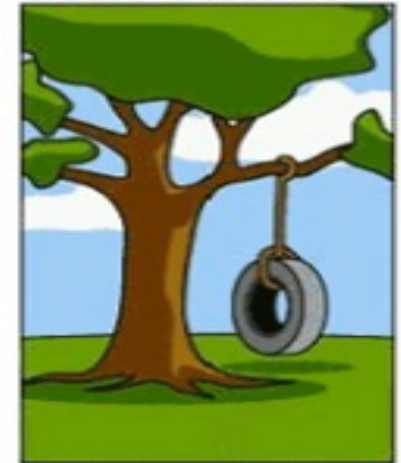
What operations installed



How the customer was billed



How the helpdesk supported it



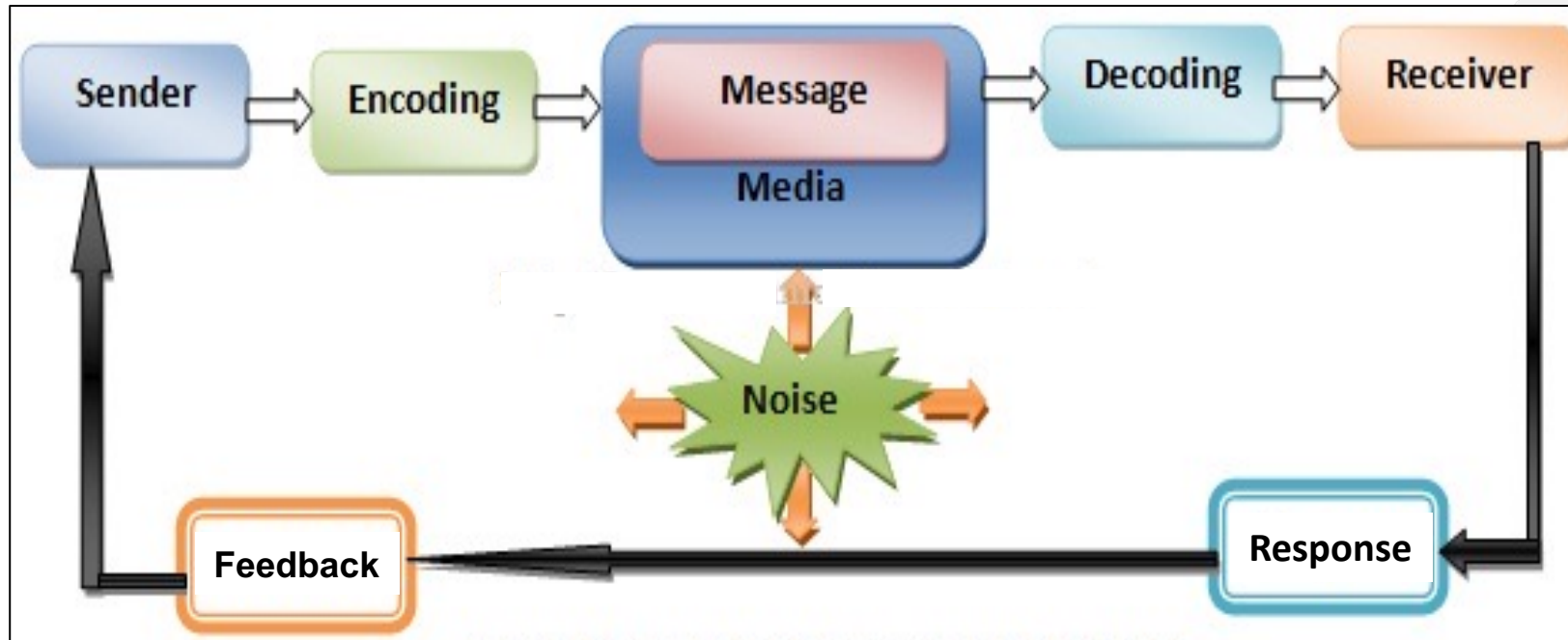
What the customer really needed

# Importance

- In the professional world, communication decides a person's career curve - better the communication skills, higher are the chances of touching the zenith of success.
- The new global and diverse workplace requires excellent spoken and written communication skills.



# The Communication Process





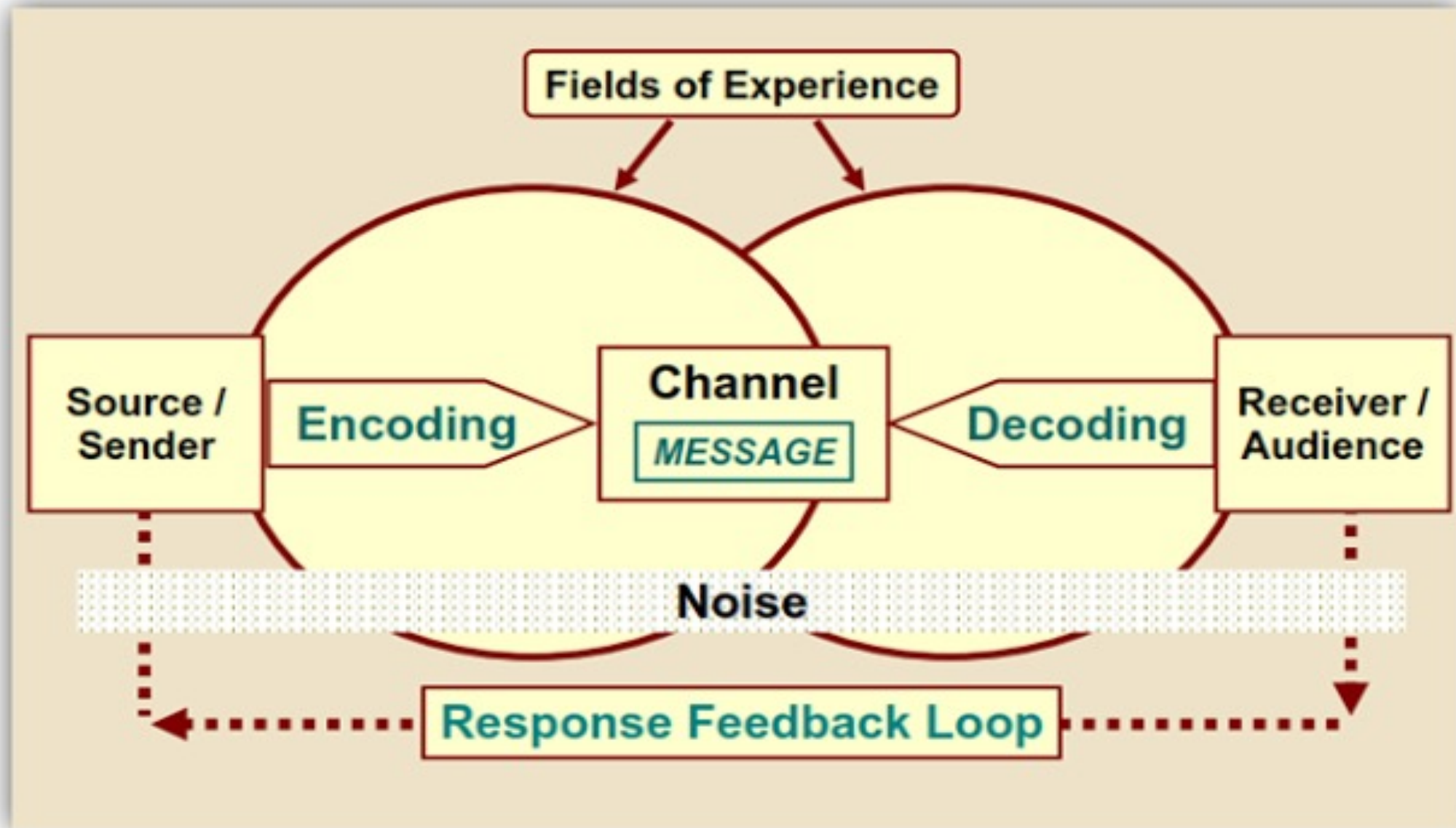
# The Communication Quiz

| Statement   | 1.<br>Not at All | 2.<br>Rarely | 3.<br>Sometimes | 4.<br>Often | 5.<br>Very Often |
|---|------------------|--------------|-----------------|-------------|------------------|
| If I don't understand something, I tend to keep this to myself and figure it out later.       |                  |              |                 |             |                  |
| When talking to people, I pay attention to their body language.                               |                  |              |                 |             |                  |
| I'm surprised to find that people haven't understood what I've said.                          |                  |              |                 |             |                  |
| Before I communicate, I think about what the person needs to know, and how best to convey it. |                  |              |                 |             |                  |
| I consider cultural barriers when planning my communications.                                 |                  |              |                 |             |                  |



# Process of Communication

- The formation of communicative **motivation** or **reason**.
- Information is encoded, channeled and sent by a sender to a receiver via some medium.
- All forms of communication require a **sender**, a **channel**, a **message**, a **receiver** and the **feedback**.
- A hindrance in the communication process is called **noise**.



# Poll Question 2

Does Channel and Medium in the Communication Process mean the same?

1. Yes
2. No

# Types of Communication

On the basis of  
Relationship  
Element

Interpersonal

Intrapersonal

Organizational

Mass

On the basis of  
Channels

Verbal

Non - verbal

On the basis of  
Purpose and  
Style

Formal

Informal

On the basis of  
Direction

One-Way

Two-Way

Upward

Downward

Lateral

# Interpersonal Communication

- Process of exchange of information, ideas, feelings and meaning between two or more people through verbal and/or non-verbal methods.
- Often includes face-to-face exchange of messages.
  - For Example: Client meetings, employee performance reviews and project discussions.



<https://www.visionclick.com/>

# Intrapersonal Communication

- Communication with one's self.
- It includes internal monologue, imagination and visualization, internal conflict resolution, individual reflection, contemplation, meditation, etc.





# Organizational Communication

- A process by which activities of the organization are coordinated to reach the goals of both individuals and the organization.
- Leads to effective management in the workplace.



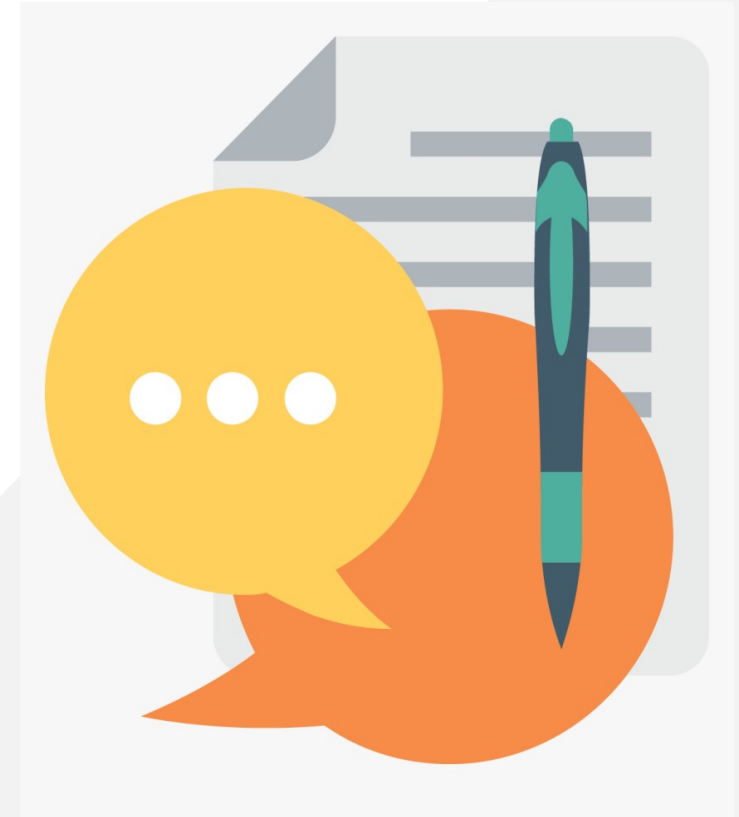
# Mass Communication

- Means of conveying messages to an entire populace.
- Tools of modern mass media include books, the press, cinema, television, radio, internet etc.

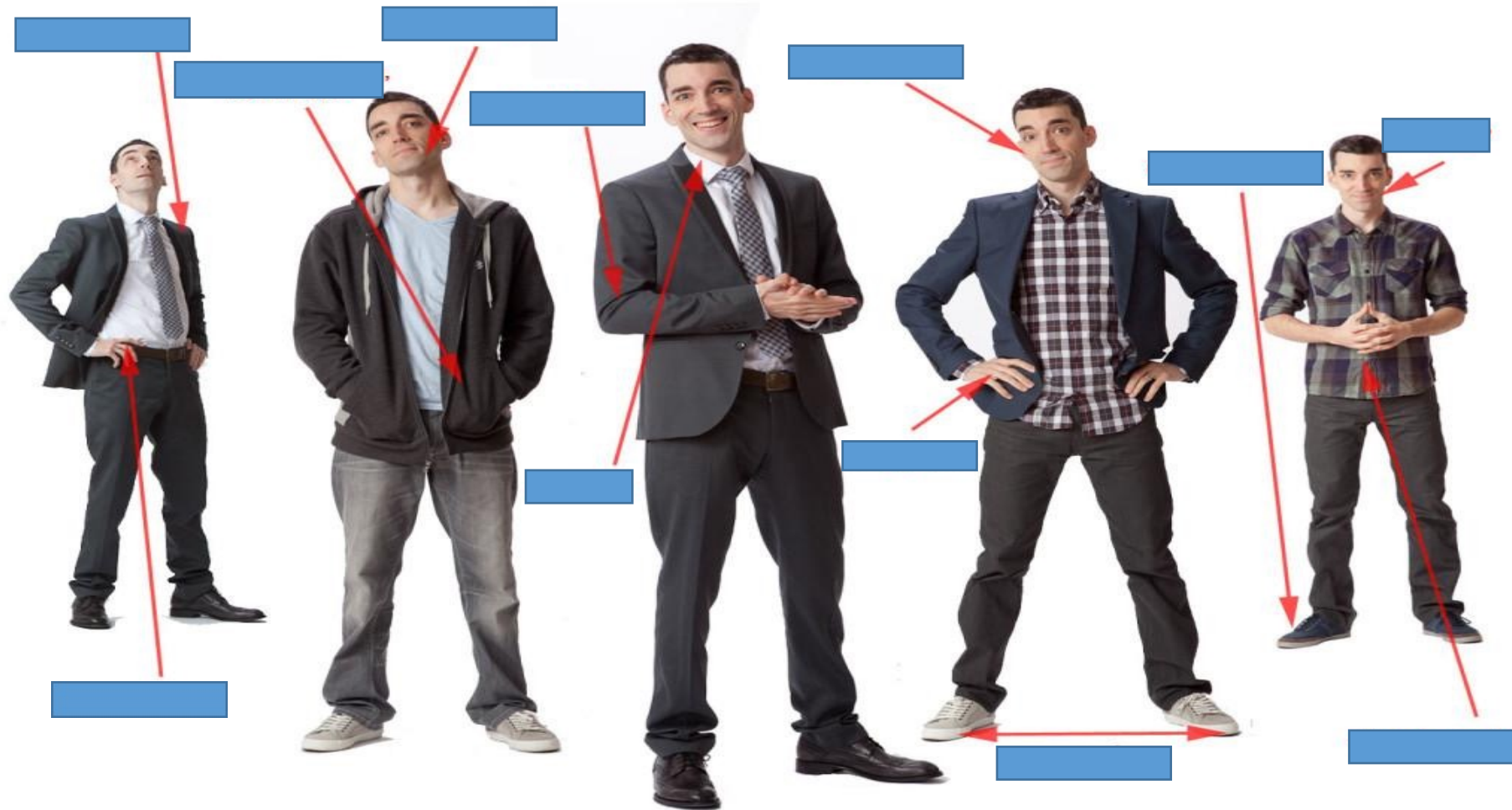


# Verbal Communication

- **Oral Communication** – A face-to-face interaction between sender and receiver. For Example: Giving a presentation.
- **Written Communication** – The sender uses the written mode to transmit his/her message. For Example: Writing reports and emails.

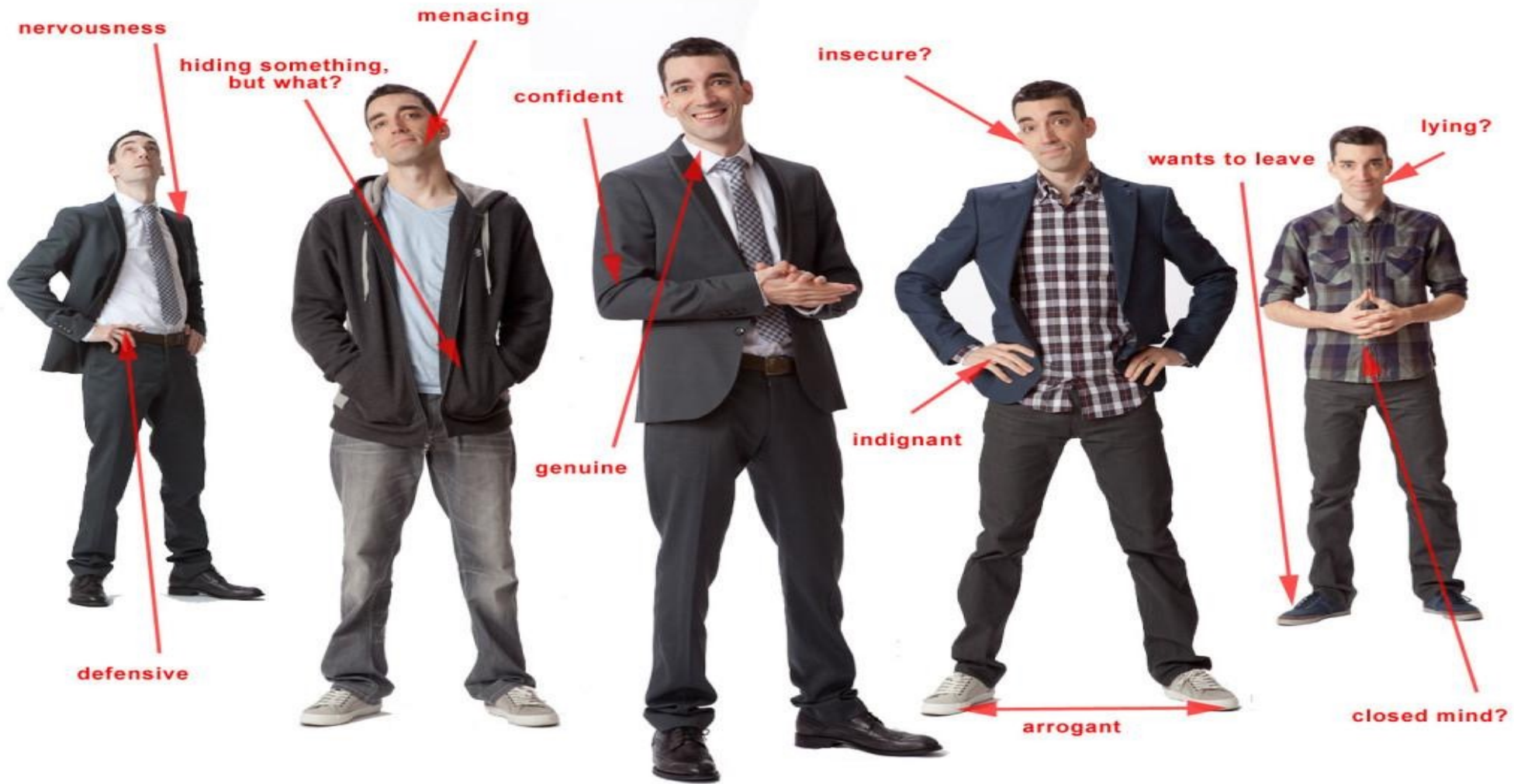


# What Is Your **Hidden Language** Saying?





# What Is Your **Hidden Language** Saying?



# Preview Quiz (Non-verbal Communication)

1. A dishonest person avoids eye contact.
2. Crossing the hands, legs or the ankles is a defensive gesture.
3. Resting your head on the hand indicates interest in the subject.
4. Non-verbal communication is less intense and impactful than verbal communication.
5. Showing your thumbs up indicates a successfully completed job or interview.



# Preview Quiz Answers

1. A dishonest person avoids eye contact. **TRUE**
2. Crossing the hands, legs or the ankles is a defensive gesture. **TRUE**
3. Resting your head on the hand indicates interest in the subject. **FALSE**
4. Non-verbal communication is less intense and impactful than verbal communication. **FALSE**
5. Showing your thumbs up indicates a successfully completed job or interview. **TRUE**

# Poll Question 3

How often do you make use of non-verbal cues while communicating?

1. Never
2. Always
3. Very Often
4. Sometimes

# Non-verbal Communication

- Message is communicated without using a word.
- The process requires non-verbal cues to be transmitted and received.
- Facial expressions, posture, eye contact, walk, person's voice, sign language, body language volume, pitch, voice modulation etc.



# Non-verbal Communication

- **Kinesics (or body movements):** Deliberate hand gestures and head movements.
- **Proxemics (or closeness/personal space):** Measure of physical distance.
- **Posture:** Way you sit or stand.
- **Eye contact:** Way of gauging interest or disinterest.
- **Touch:** Physical touch like a hug or a handshake.
- **Paralanguage:** Vocal qualities like loudness or tone of voice.
- **Facial expressions:** Indicators of someone's attitude.
- **Physiology:** Changes in body physiology like an increase in sweat or blinking rapidly.

# Formal Communication

- Communication through formal channels in organizational structure along the lines of authority.
- Such communications are in writing and may take any form; policy; manual: procedures and rule book; memoranda; official meetings; reports, etc.



# Informal Communication

- Communication through channels other than formal channels.
- Does not follow lines of authority.
- Communication is usually oral and may be covered even by simple glance, gesture, smile or silence.
- It includes Grapevine Communication.





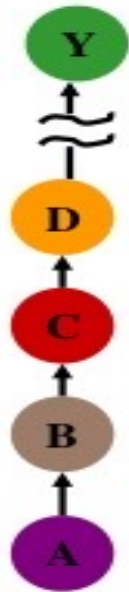
| Formal                                  | Informal                                     |
|---|--|
| Official Channel                        | Unofficial Channel                           |
| Planned & Systematic                    | Cuts across formal relationships             |
| Goal and task oriented                  | Individual Goal and need oriented            |
| Impersonal                              | Personal & Social                            |
| Stable and rigid                        | Flexible and instable                        |
| Slow & Structured                       | Fast & unstructured                          |
| Authentic – little chance of distortion | Non- Authentic - bigger chance of distortion |

# Informal Communication - Grapevine

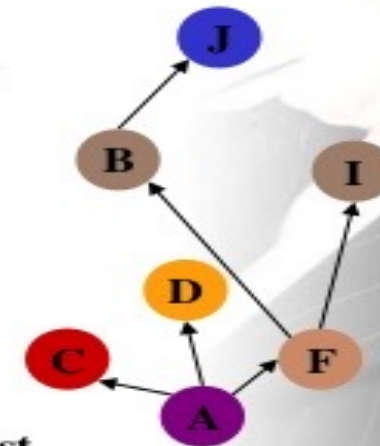
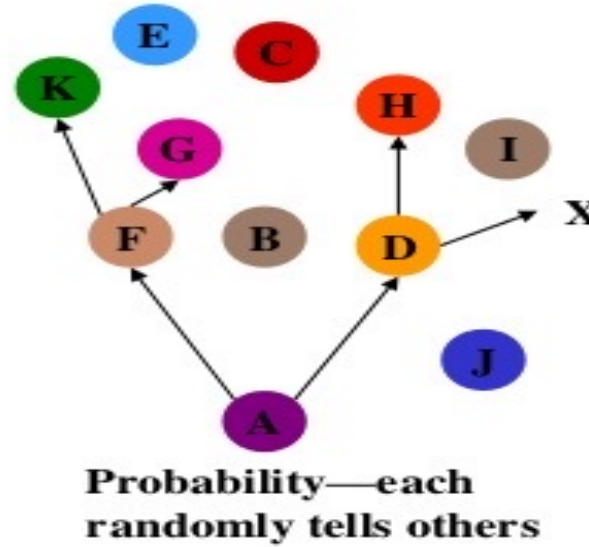
- Informal communication
- Stretches throughout the organization in all directions.
- Irrespective of the authority levels.
- Not easy to trace the cause.



# Grapevine Patterns



Single strand—each tells one other



Krietner/Kinicki, 2009

# Poll Question 4

Which grapevine pattern is generally the most dominant one?

1. Single Strand
2. Gossip Chain
3. Probability Chain
4. Cluster Chain

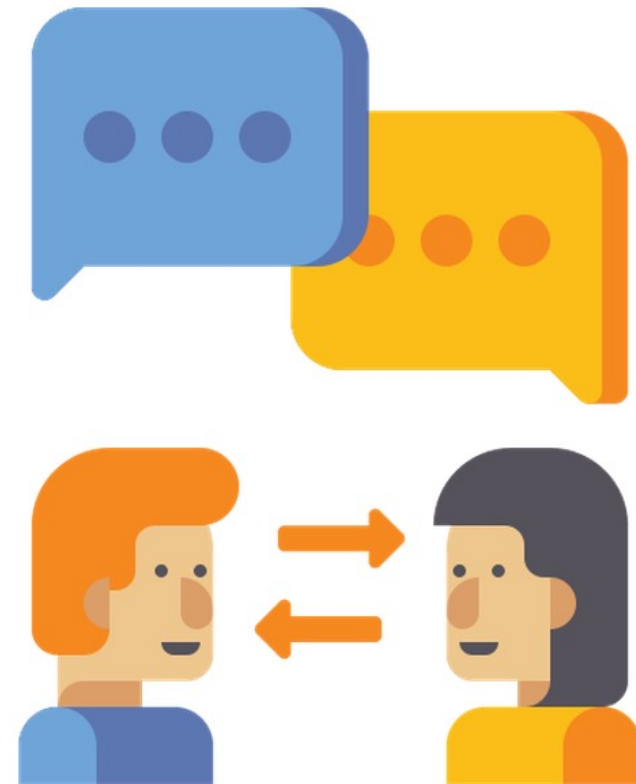
# One-way Communication

- Transfer of information in one direction from the sender to the receiver.
- There is no opportunity for the receiver to give feedback to the sender. For Example: weather report on television, newspaper, billboard messages.



# Two-way Communication

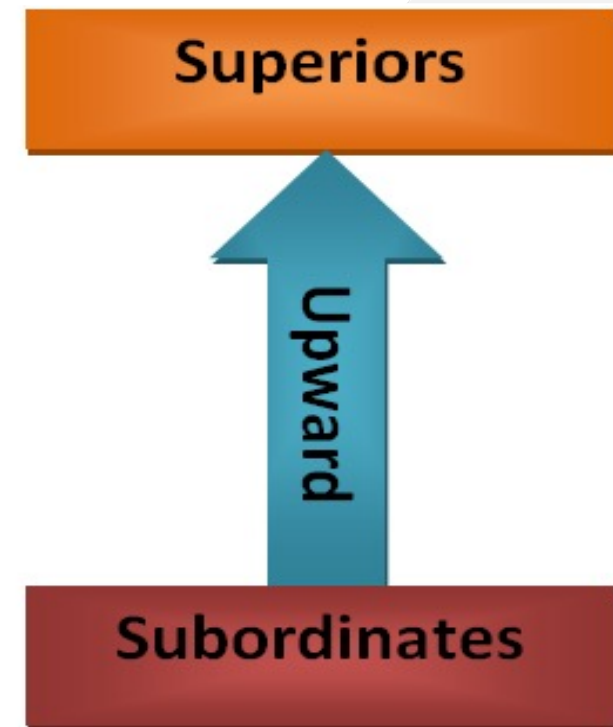
- Transmission in which both parties are involved to transmit information.
- For Example: Chat rooms and Instant Messaging, Telephone conversations etc.





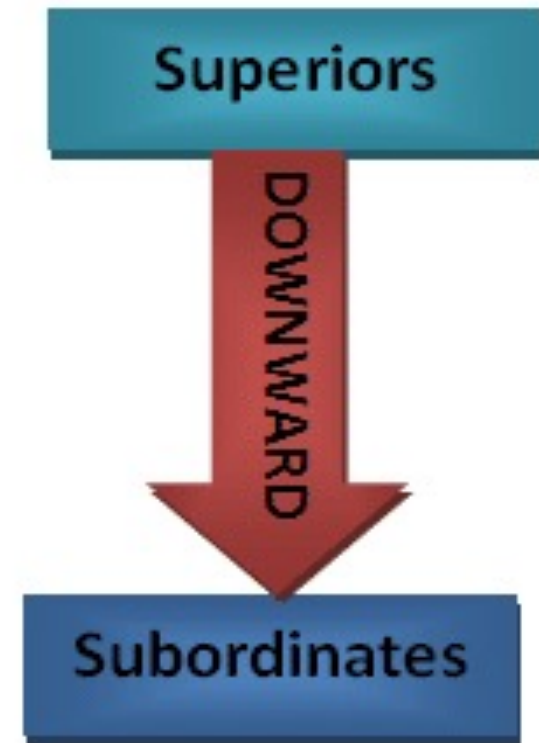
# Upward Communication

- The process of information flowing from the lower levels of a hierarchy to the upper levels.
- Function: to send information, suggestions, complaints and grievances of the lower level workers to the managers above.



# Downward Communication

- Downward communication involves a message travelling to one or more receivers at the lower level in the hierarchy.
- Involves directions or performance feedback.
- The down ward flow of communication generally corresponds to the formal communication.

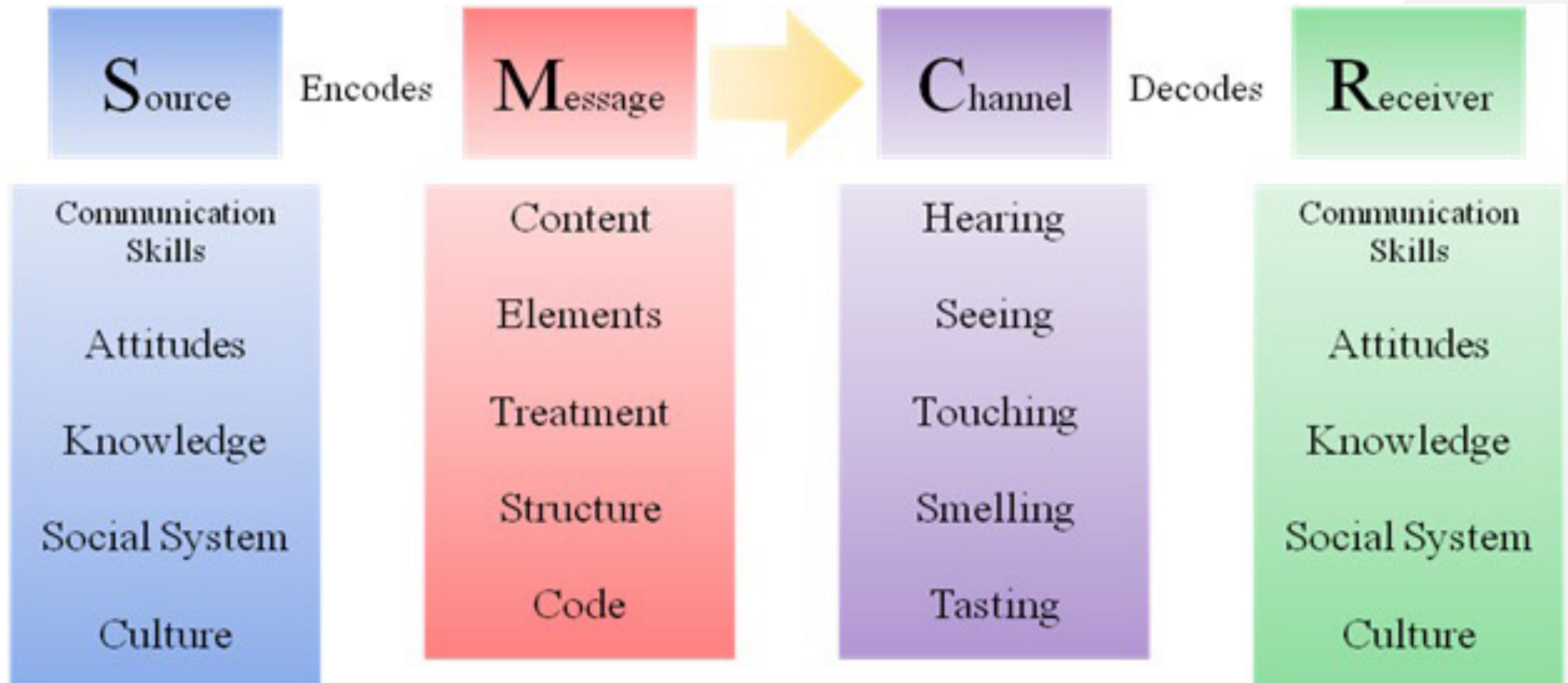


# Lateral/Horizontal Communication

- Takes place between persons at the same level or working.
- The main use is to maintain coordination and review activities assigned to various subordinates.



# David Berlo's SMCR Model



# Components of SMCR Model

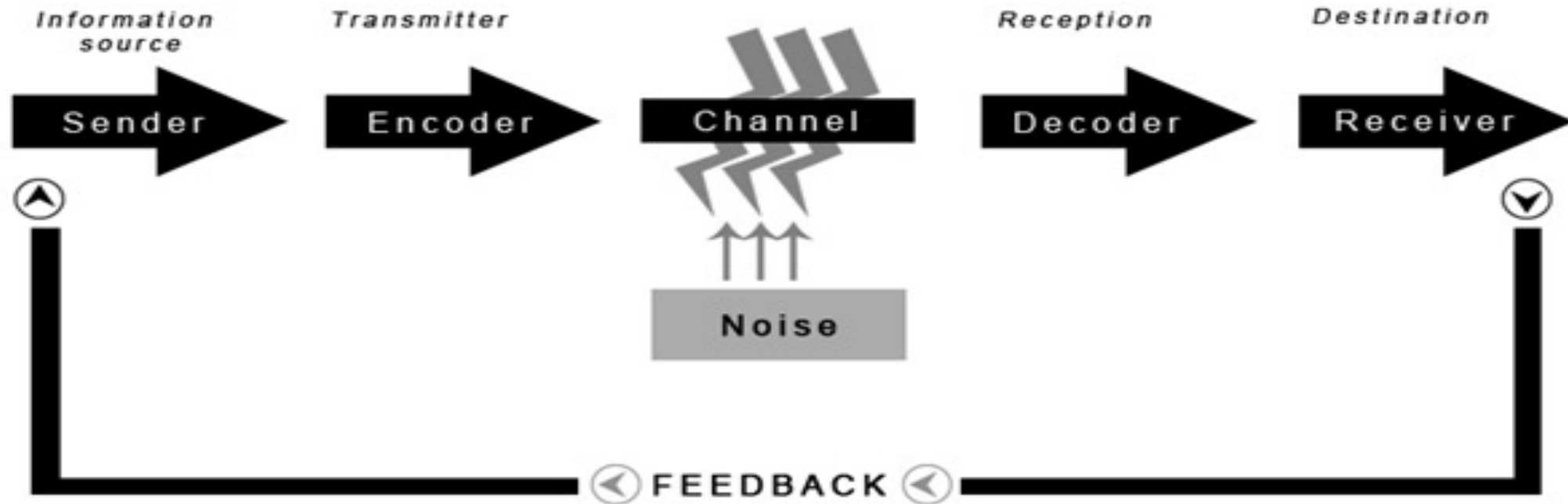
- Source is the sender of the message or the person who originates the message.
- Message is the substance that is being sent by the sender to the receiver.
- Channel is the medium used to send the message.
- Receiver is the person who gets the message sent in the process.

# Criticism of SMCR Model

- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication process.
- It is a linear model of communication, there is no two way communication.
- Both of the people must be similar according to all the factors, which is practically not possible.



# Shannon-Weaver Model



SHANNON-WEAVER'S MODEL OF COMMUNICATION

# Components of Shannon-Weaver Model

- Sender (Information source) – Sender is the person who makes the message, chooses the channel and sends the message.
- Encoder (Transmitter) – Encoder is the sender who uses machine, which converts message into signals or binary data.
- Channel – Channel is the medium used to send message.
- Decoder (Receiver) – Receiver is the one who decodes the message.
- Noise – Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

# Criticism of Shannon-Weaver Model

- It can be applied more for interpersonal communication than group communication and mass communication.
- Receiver plays the passive part in the communication process as sender plays the primary role that sends messages.
- Feedback is taken as less important in comparison to the messages sent by the sender.
- The model is taken by some critics as a “misleading misrepresentation of the nature of human communication” as human communication is not mathematical in nature.

# Case Study- The co-op student who mixed up genres

Chris was simultaneously enrolled in a university writing course and working as a co-op student at the Widget Manufacturing plant. As part of his co-op work experience, Chris shadowed his supervisor/mentor on a safety inspection of the plant, and was asked to write up the results of the inspection in a **compliance memo**. In the same week, Chris's writing instructor assigned the class to write a **narrative essay** based on some personal experience. Chris, trying to be efficient, thought that the plant visit experience could provide the basis for his essay assignment as well.

He wrote the essay first, because he was used to writing essays and was pretty good at it. He had never even seen a compliance memo, much less written one, so was not as confident about that task. He began the essay like this: On June 1, 2018, I conducted a safety audit of the Widget Manufacturing plant in New City. The purpose of the audit was to ensure that all processes and activities in the plant adhere to safety and handling rules and policies outlined in the Workplace Safety Handbook and relevant government regulations. I was escorted on a 3-hour tour of the facility by...

Chris finished the essay and submitted it to his writing instructor. He then revised the essay slightly, keeping the introduction the same, and submitted it to his co-op supervisor. He "aced" the essay, getting an A grade, but his supervisor told him that the report was unacceptable and would have to be rewritten – especially the beginning, which should have clearly indicated whether or not the plant was in compliance with safety regulations. Chris was aghast! He had never heard of putting the "conclusion" at the **beginning**. He missed the company softball game that Saturday so he could rewrite the report to the satisfaction of his supervisor.

# Examine the case and determine the following:

- Define the **rhetorical situation**: Who is communicating to whom about what, how, and why? What was the goal of the communication?
- Identify the **communication error**?
- Explain the **losses** that were incurred by this problem.
- Identify **possible solutions** or strategies that would have prevented the problem.

# Applications

Applicable to both personal and professional life:

- In personal life, good communication skills can improve your personal relationships by helping you to understand others, and to be understood.
- Professionally, if you are applying for jobs or looking for a promotion, you will almost certainly need to demonstrate good communication skills.
- Communication skills can also ensure that you are able to manage interactions with businesses and organisations.



# Assessment Pattern

**Students are assessed on the basis of the following parameters:**

- Hourly Test-2
- Assignments
- Surprise Test
- Worksheets
- Quiz
- Student Engagement
- End Semester Exam

# References

- Raman, M. and Sharma, S. (2017). Technical Communication - Principles and Practice, Oxford University Press: New Delhi
- <https://nptel.ac.in/courses/109/104/109104030/>
- [www.managementstudyguide.com/business\\_communication.htm](http://www.managementstudyguide.com/business_communication.htm)
- [www.skillsyouneed.com/ips/communication-skills.html](http://www.skillsyouneed.com/ips/communication-skills.html)
- [www.pressbooks.bccampus.ca/technicalwriting/chapter/casestudy-costpoorcommunication/](http://www.pressbooks.bccampus.ca/technicalwriting/chapter/casestudy-costpoorcommunication/)
- [www.notesdesk.com/.../business-communications/business-communication-](http://www.notesdesk.com/.../business-communications/business-communication-)



# THANK YOU

For queries  
Email: [communicationskills.uilah@gmail.com](mailto:communicationskills.uilah@gmail.com)

