

# COMMUNICATION

## UNIT - 1

Communication: The imparting or exchanging of information by speaking, writing or using some other medium

\* television is an effective means of communication"

When communication occurs, it typically happens in one of three ways:  
verbal, non verbal and visual.

People very often take communication for granted. Communications constantly exchange information, meaning people always seem to be either receiving or giving information. Understanding the different methods of exchanging information is important especially in business and professional settings. Many adults have chosen to go back to school and pursue a communication degree online to ensure they have strong communication skills for a competitive job market.

### 1. VERBAL COMMUNICATION

Verbal communication seems like the most obvious of the different types of communication. It utilizes the spoken word, either face-to-face or remotely. Verbal communication is essential to most interactions, but there are other non-verbal cues that help provide additional context to the words themselves. Pairing non-verbal communication with the spoken word provides a more nuanced message.

### 2. NON VERBAL CUES SPEAK VOLUMES

Non Verbal communication provides some insight into a speaker's word choice. Sarcasm, complacency, deception or genuineness occur within nonverbal communication. These things are often communicated through facial expressions, hand gestures, posture and even appearance, all of which can convey something about the speaker. For instance, a disheveled speaker with wrinkled clothes and poor posture would communicate a lack of confidence or expertise. A speaker with a nice suit, who stood up straight and spoke clearly, may appear more serious or knowledgeable.

### 3. VISUAL COMMUNICATION

Visual types of communication include signs, maps or drawings as well as colors or graphic design. These typically reinforce verbal communication, and they help to make a point. Visual aids can help a speaker remember important topics, give the audience something to look at, and generally help convey the message being presented.

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### Oral Communication

It is believed that oral communication is the most preferred means of communication. We speak a lot more than we write. Oral communication plays a very significant role and thus have many advantages, namely —

- (i) It is spontaneous and thus the transfer of message takes place immediately.
  - (ii) It has greater speed, since it needs to be decoded almost as soon as the encoding has occurred.
  - (iii) Since the receiver has to be necessarily present the feedback or need for clarification can be met easily and quickly.
  - (iv) In face-to-face oral communication, it is economical both in terms of time and money.
  - (v) It has an important social function as it builds social bonding.
  - (vi) It is less formal.
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## Unit 4 : Writing Skills 1 :

### Documenting

Q. What is a document?

- Document is an official piece of writing which gives information, proof or evidence.

Q. What is documenting?

- Substantiating the occurrence of an event by making written or photographic records is called documenting.

### Types of documentation

#### 1. Process documents

It guides the development, testing, maintenance and improvement of systems. They are used by managers, engineers, testers and marketing professionals. These documents use technical terms and industry specific jargons.

#### 2. User documents

It gives customers the information they need to use the product. They are primarily teaching materials which includes some technical explanations. They use everyday terms instead of technical jargons making it easier for the novice or outsider to understand the system.

### Importance of process documentation

- i. Helps improve processes.
- ii. Helps trained employees.
- iii. Helps preserve company knowledge.
- iv. Helps mitigate risks and maintain operating consistency.

## How to prepare process document

Step 1 : Identify and name the process.

Step 2 : Define the process scope.

Step 3 : Explain the process boundaries.

Step 4 : Identify the process outputs.

Step 5 : Identify the process inputs

Step 6 : Brain storm the process steps.

Step 7 : Organise the steps sequentially.

Step 8 : Describe who is involved.

Step 9 : Visualise the process.

Step 10 : Note down exception to the normal process flow.

Step 11 : Add control points and measurements.

Step 12 : Review and test the process.

## Advantages of documents

1. Access ~~to~~ to difficult subjects.

2. No Hawthorne effect.

3. Low cost and detailed.

4. Researchers may impose their own meanings when interpreting the data.

## Disadvantages of documents

1. May be seen as subjective.

2. Can be time consuming.

3. Ethical - May not have been made for research purpose, so needs informed consent.

## Group Discussion

Group Discussion or GD is a type of discussion that involves people sharing ideas or activities. People in the group discussion are connected with one basic idea. Based on that idea, everyone in the group represents his/her perspective.

GD is a discussion that tests the candidate's skills, such as leadership skills, communication skills, social skills and behavior, politeness, teamwork, listening ability, general awareness, confidence, problem-solving skills, etc.

The Group Discussion is generally the next level after the entrance exam to pursue a professional degree. In the case of recruitments, Group Discussion can be the starting one at the end, depending on different companies or organizations.

It is not fixed that the group discussion is always performed around the table. People can sit in any arrangement, but everyone should be able to see every face. It is not only the usual discussion, but it is also a discussion with knowledge and facts.

A group means many people are working together to achieve some targets. The performance of a group depends on the collaborative work of the individuals. The team of three or more than three people is considered as a group.

Discussion means exchanging ideas between two or more than two people, which is generally a face-to-face interaction. It is a process of talking between people to reach a specific decision. It is also defined as a conversation about a specific topic.

The result or end product of group discussion can be a particular decision, enhanced knowledge, actions, an argument, doubt-clearing, disagreement, etc.

The GD or Group Discussion is used as an exam for many organizations and schools. It tests the personality skills, communication skills, team work, confidence, problem-solving skills, social skills, behavior, and leadership abilities of a candidate. It is also an essential part of short-listing candidates for a job or admission to a university.

An intelligent candidate with good knowledge and skills sometimes lacks communication skills, which can be a lack of confidence, hesitation in speaking, unable to explain his/her point of view, etc. Due to this, Group Discussion nowadays has become an essential part of most of the organization and institutes.

Panelists are the people who judge the Group Discussion. Evaluation parameters are different for every company, but the general procedure remains the same.

The participants can range from 7 to 12 in a group. The number of candidates in a Group Discussion depends on the available strength. If the strength is low, the number of participants can range from 5 to 7.

The average duration of a group discussion is 15 minutes. But, it may vary depending on the number of candidates in a group. Sometimes, the panelist or judges can extend the discussion for more than 15 minutes. They can also end the discussion in between. The participants should not consider any assumption that the GD will be conducted only for 15 minutes.

#### Process:

1. The process of GD starts with the announcement of the topic. The given topic could be technical, factual, or case study.
2. Before beginning with the discussion, the preparation time of 3 minutes is given. The time can also extend in case of a long case statement.

3. Any participant in the group can initiate the discussion. After the lead participant, anyone in the group can continue the discussion. Similarly, everyone gets the chance to speak. One after another, participants in the group expresses their views on the given topic.
4. It ends when the panelist stops the discussion or may ask one or more than one participant to summarize the GD. Whenever you are asked for the summary, remember to cover the discussed points. The summary cannot include the words that were not part of the discussion. The participants that were quite among the discussion are generally asked to summarize it, which is a good opportunity to present their views. But, it does not mean that everyone should be quite. The summary should include the essential discussed points and the conclusion of the discussion.
5. The final scores are calculated. Based on the performance of each participant, the panelist gives the scores. The panelists are usually four to five to judge the performance of candidates in the Group Discussion.

### Importance of Group Discussion

#### \* Increases confidence

The GD allows the participants to speak in public, which increases their confidence to speak without any hesitation.

#### \* Focuses on deep thinking

It tests the knowledge of a candidate. The participants get only a few minutes (3-5) for the preparation. In such a small duration, they have to make a list of points to speak. The participants point of view, making them think deeply about the topic.

## \* Improves Communication Skills

GD helps the students to represent their views and ask the questions. It not only increases the confidence of a candidate but also enhances their communication skills.

## \* Removes hesitation of speaking

Some candidates usually have hesitation in speaking in public. At starting, such candidates might face difficulty while speaking. But, after two or three GD, it improves. GD helps such candidates to speak loudly and express their views on the topic. It further removes their hesitation in speaking.

## \* Team Work.

GD is also based on teamwork. In a company, it is very important to work as a team for the assigned project. Due to this, the quality of working together with team members is checked in the Group Discussion. The panelist also judges the cooperation of participants in the group. It allows participants to share their views with other participant in the group.

## \* Behavior

It helps to understand the attitude and behavior of the candidates towards other participants in a group.

## \* Listening Skills.

GD improves the listening skills of the candidates. For example, the panelist may ask any candidate in a group to summarize the discussion. A candidate can only summarize if he/she has good listening skills. Due to this, every candidate present in the discussion listens carefully. It further improves the listening skills of the candidates.

## \* Diversity in the Ideas

The GD involves sharing ideas with other participants in the group. Every participant shares his/her thoughts in the group, which makes the diversities in the ideas.

## \* Recruitments .

CVD is widely used for the recruitment process. It helps panelist to select a few candidates from the group. It also helps them to judge that the candidate is suitable for the organization or not.

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## Unit III : Monologue

A monologue is a speech presented by a single person, most often to express his or her mental thoughts aloud, though sometimes also to directly address another person.

### Types of monologue

- 1) Interior monologue - Interior monologue involve a person expressing his or her thoughts so that the audience can witness his or her experiences that would otherwise be mostly internal.
- 2) Dramatic monologue - Dramatic monologue involves one character speaking to another character. In this type of monologue the presence of audience is reflected by the speech of the speaker.
- 3) Active monologue - In active monologue a character is using his or her speech to achieve a clear goal. In this type of monologue the speaker delivers the speech in order to get the desired result which he wants.
- 4) Narrative Monologue: Narrative monologue simply involves a character telling a story and can often be identified by the fact that they are in the past tense. It can also mean narrating events of any incidents happened in the past time.

### Dialogue :

Dialogue is a written or spoken exchange between two or more people, and a literary and a theatrical form of that depicts such an exchange. Dialogue is a discussion between two or more people or groups, especially one directed toward a particular subject or a problem, it can also be a written composition in which two or more characters are represented as speaking to one another where an exchange of ideas and

opinions takes place.

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## Disadvantages of Oral Communication

- (i) It cannot be documented for further use.
- (ii) limited time period for formulation of ideas.
- (iii) Hasty planning may lead to confused or logically inconsistent messages.
- (iv) Dependent on memory.
- (v) It has a potential for being distorted since the listener may not remember the details.
- (vi) It has no legal validity.
- (vii) Despite the fact width use of oral communication modern civilization cannot function without the written form. At the outset, it should be remembered that written communication is not oral communication written down. Written communication has its own dynamics and does aspire to some of the dimensions of the oral. But the importance of written communication lies primarily in its great ability to organise our knowledge and document it for further reference.

## Advantages of Written Communication

- (i) It is a creative process.
- (ii) It aids memory.
- (iii) It acquires greater credibility and accuracy.
- (iv) It can be referred to at a future date.
- (v) It has a legal validity.
- (vi) It helps to practice uniformity of procedure.
- (vii) It promotes accountability.

## Disadvantages of Written Communication

- (i) It is often uneconomical both in terms of time or man hours and money.
- (ii) Clutter of excess paper is another problem of written communication.
- (iii) It has a slower feedback.
- (iv) It is very formal and so does not help in building interpersonal relationship in the organisation.

(v) It runs under the risk of leaking out.

## Sign language

Sign language uses symbol that are commonly understood within a particular communicative group. Signs derive their meaning by working as substitutes for the idea or thing that they replace. Signs are abstractions and people must agree on the meaning of signs for them to work.

Eg:- Road signs, Traffic signals, Graphs, Maps, alarms, sirens.

Sign language is audio or visual depending on the receiver's sensory faculty that is being addressed by the sign.

(i) Audio Signs: Audio signs are sounds that convey messages addressed to our faculty of hearing. It is one of the most ancient communication practices one that imitates wild animals and their methods of communicating.

Eg:- Ambulance hooters, fire tender, sirens, office buzzers, door bell, telephone ring, etc.

The advantage of audio sign is that it is a fast medium that can spread to a large number of receivers who may be scattered over a large area, the receivers may not be within the visual distance of the sender and yet, because reception of sound signals is involuntary, they would receive the message.

(ii) Visual signs: Visual signs are basically graphics and illustrations that have some associative meaning in their design.

Eg:- Picture on a road sign of a boy or girl running with a school bag suggests that there is a school ahead, the picture of a plate a spoon and a fork suggests that there is a Restaurant ahead. The main advantage of visual signs is that they can condense a message so that the receiver can grasp the meaning at one glance.

A Combination of the two i.e the audio visual has become a unique medium of communication in itself.

(iii) Audio - Visual : The combining of the faculties of hearing and seeing simultaneously has perhaps being by far the most popular medium in the present times.

Eg:- Television, films, multi-media, etc.

### Kinesics :

Body language or kinesics is the most widely used communication medium, yet we attach little importance to it because most of the messages that are sent out by our bodies are involuntary. This is in some respect a passive medium where the body does not wait for our conscious minds to signal messages. The body movements are often determined by internal psychological stimuli like emotions, feelings etc. The silent films of Charlie Chaplin could convey so much by the deft use of body language.

To understand how body language works, It may be helpful to focus on the main parts of the body whose movement play significant roles in transmitting messages.

(i) Head and facial expression :- The head has an important role in communicating body language. Its position at the apex of the body makes it the most visible part even in the crowd. The head seats all the senses while the face displays the uniqueness of an individual - together they constitute an important and useful means for transmitting or receiving messages.

(ii) Eyes and eye contact :- Perhaps the most expressive parts of the face are the eyes. The eyes not only receive signals but also provide an important focus for face to face communication. A person who maintain eye contact in communication is understood to be sincere and committed to what he is saying. Whereas the absence of eye contact is indicative of deceptiveness and poor credibility.

## Letter writing

Q What is letter writing?

- Letter writing is the exchange of written or printed messages.

### Types of letter

- (i) Formal letter - They follow a certain pattern and formality. They are strictly kept professional in nature and directly addresses the issues concerned.
- (a) Business letter - This letter is written among business correspondance, generally contains commercial information such as quotations, orders, etc.
- (b) Official letter - This type of letter is written to inform offices, branches, subordinates of official information.
- (c) Social letter - A personal letter written on the occasion of a special event is known as a social letter.
- (d) Circular letter - A letter that announces information to a large no. of people is a circular letter.
- (e) Employment letter - Any letter with respect to the employment process like joining letter, promotion letter, etc.
- (ii) Informal letter - These are personal letters. They need not follow any set pattern or adhere to any formalities. They contain personal information or are a written conversation. Informal letters are generally written to friends, acquaintances, relatives, etc.

# Difference between Formal and Informal letter.

<u>Basis of comparison</u>	<u>Formal</u>	<u>Informal</u>
* Meaning	* A formal letter is written in formal language in the stipulated format for official purpose.	* A letter written in a friendly manner to someone you are familiar with.
* Objective	* Professional communication.	* Personal communication.
* Format	* Written in prescribed format only	* No prescribed format.
* Written in	* First person - Business letter  Third person - Others.	* First, Second or third person.
* Written to	* Business, college/institute, employee, organization.	* Friends, family, acquaintance, etc.

An interview can be defined as a conversation between two parties in which at least one of them has a defined and serious purpose. It can also be defined as a purposeful and meaningful exchange of ideas between two people.

### Different kinds of Interview

1. Selection / employment interview: This is generally conducted when a company wants to hire people in its organization.
2. Promotion interview: It is held when an employee wants to be considered for a higher position in the organization.
3. Appraisal interview: This is conducted either periodically or annually by the organization to evaluate the performance of the employees and to review the progress or discuss the future course of action of the organization.
4. Counselling interview: They are conducted to help employees who are facing problems at the workplace or at the personal front, and at times, if the performance of the employees is not up to the desired level.
5. Disciplinary / command interview: When an employee breaks the code of conduct, breaches the rules of the company or does not maintain discipline of the organization he is summoned and reprimanded by the employer for his undesirable behaviour.
6. Grievance interview: These interviews are conducted by the organization to gauge if an employee has a complaint either against the organization or his senior or junior colleagues.
7. Exit interview: Such an interview takes place when an employee is leaving an organization either voluntarily or through dismissal. The employee who is leaving will be forthright and open in his comments about the organization, which will help the organization to take corrective measures to improve itself, if required, and generate warmth and good will towards the employee.

8. Stay interview : This is a fairly new phenomenon and companies are using it to judge employees' 'expectation' and it helps them to retain their workforce by making the employees feel appreciated and motivated.

#### \* Other Interview Strategies Commonly used -

##### (i) Depth or action interview :

These are specialized interview where interpersonal communication takes place to find out the personal interests of the interviewee. The questions generally asked here refer to his family, education, interests and hobbies and his aptitude.

##### (ii) Group or discussion interview :

In this kind of an interview, several candidates are met simultaneously to see how they interact with each other. This kind of an interview helps in judging interpersonal skills of individuals.

##### (iii) Stress interview :

This strategy is set up to gauge how well a person handles stressful situations. The interview assumes a hostile approach towards the candidate. They are asked pointed questions designed to ~~irk, embarrass~~ embarrass or unsettle them. They may be subjected to criticism in the way they dress or present themselves, deliberate interruptions, long periods of silence, abrupt and at times, hostile reactions of the interviewer. The idea is to find out how a person functions under stressful conditions, and his capability to handle a crisis.

##### (iv) Situational interview :

In this kind of an interview, the interviewer gives a situation and asks the candidate how he would deal with it. People who support this approach believe such as interview creates a real life situation between an employer who needs a job to be done and a worker who must

be fully prepared to execute it. A traditional interview, on the other hand, talks about the strengths and weaknesses, accomplishments and goals achieved or to be achieved by the candidate.

(v) Video interviews: Many employers use this method to cut down cost of travel and also to cut down on wastage of time while travelling to the organization by the candidates. This is generally conducted to hire middle management candidates or to interview new recruits at the university. One needs to prepare differently as compared to a face-to-face interview. Here are a few guidelines:

- Have an initial phone conversation with the interviewer to establish a rapport.
- Reach the venue a little before time to familiarize yourself with the equipment and other arrangements.
- During the interview speak clearly and at a normal pace.
- Sit upright and look up.
- Try to show some animations but not too much.

#### \* Guidelines for the interviewer.

- (i) The interviewer has to follow certain time-honoured conventions so that he is successful in his endeavour to select the right person. A number of arrangements have to be put in place before the interview commences.
- (ii) The interviewer needs to be clear about the purpose or objective of the interview. He then needs to formulate the strategy that he would apply to interview the candidates. Other administrative details such as place, time and other necessary arrangements also have to be taken care of.

Q. What is business report and what are its purpose?

→ A business report is a solicited document written for a specific purpose according to the prescribed terms of reference and designed for a specific audience. The purposes of a business report are given below:

- (i) It provides a detailed report of the situation, problem or of action and thus helps the management of a company to arrive at decision regarding policy matters with full knowledge of the background facts and circumstances.
- (ii) It helps management to frame strategic policies as well as keep abreast with the latest trends and business practices.
- (iii) A report is also written to justify the policies, need for action and decision taken in controversial situations.
- (iv) A report also gives information about a company's activities, progress, plans and problems.

### Classification of Reports

Reports can be broadly of two types.

- (i) Formal reports
- (ii) Semi formal / informal reports.

Reports are also classified according to their purpose and their form. Some of them are -

(a) Routine reports : It is based on frequency and are made by filling in a printed form and submitting on a recurring and periodic basis.

(b) Internal report : These are one which are designed for use within an organisation and are less formal. External reports are those which are sent to people outside the organisation.

(c) Short reports are one which are of one to nine pages and it analyses just one aspect of the problem and do not require any formal research. Long reports are of ten or more pages and it examines a problem detail and requires more extensive research and preparation time.

(d) Informational reports: Presents facts and data without analysis or recommendation.

(i) Reports for monitoring and controlling operations:  
These reports have to be accurate, thorough and honest.

(ii) Reports for implementing policies and procedures:  
These reports give information in a straight forward manner.

(iii) Reports for complying with government regulations:  
These reports are written in response to regulations imposed by govt. agencies.

(iv) Report for documenting progress: Progress report may or may not be important. Some are written for the sake of mere formality while others are vital inclined relationship.

(e) Analytical report: Analytical reports are written to solve a problem that convinces readers that the decision and recommendations reached by the management are justified based on data analysis and interpretation outline of long reports. Formal long reports have the following elements.

(i) Coverpage / title fly : It contains the title of the report, the report number and the date.

(ii) Title page : It contains the following information.

(a) Title of the report (short and unambiguous)

(b) The name of person who prepared the report.

(c) The name of person or organisation who/which authorised the report.

(d) Date of submission.

(iii) letter of transmittal : It reads like a preface to a book. It is written in the first person using personal pronouns and an informal style. It talks about the different issues handled by the report. It includes information about the scope of the report, the methods used for the findings and drawbacks or limitations. It acknowledges the help extended by other people in completing the report and thank them who gave them the opportunity to undertake the assignment.

(iv) Table of content - It is a kind of map describing the structure of the report. It is an outline of the report, indicating the coverage, sequence and hierarchical importance of the information in the report. The different topics in the report are identified with their page numbers for easy access and reference.

(v) Executive summary - It is placed just after the table of contents. It is an overview of the complete report, summarising the salient features of the document including the introduction of the findings, the recommendations, the conclusions and relevant illustrations of charts, graphs and pic-diagrams if any.

(vi) The Actual Report - The actual report has three parts namely introduction, body and conclusion.

(vii) Appendix : It includes all the information and documents which you have used during your research while writing the report but is not directly concerned with the report.

(viii) Glossary : It is a list of technical terms used in the report.

(ix) Bibliography : It is a list of secondary sources used while preparing the report.

(x) Index : It is a detail listing of names, places, subjects together with the page number where they are mentioned.

Q. Why write a report?

- (a) To communicate a research process in a simple manner.
- (b) To provide a document that would be easy to read and navigate for the reader.

#### \* Five ways to make report effective

- (a) Maintaining the focus on the brief help keep the content of the report relevant throughout.
- (b) Planning each section should be considered before beginning to write.
- (c) Relate finding to the background research conducted.
- (d) Edit and proof read the work thoroughly.

#### \* Types of Report

- (a) Formal or Informal reports.
- (b) Short or long reports.
- (c) Informational or analytical reports.
- (d) Periodical reports.
- (e) Vertical reports.
- (f) Lateral reports.
- (g) Internal and external reports.
- (h) Periodic reports.
- (i) Functional reports.

\* Vertical reports - Reports that move upward or downward the hierarchy are referred to as vertical reports.

\* Lateral reports - A report travelling between units of the same organisation level is lateral.

\* Functional reports - It includes accounting reports, marketing reports.

# Unit - I Барьеры на difficulties in communication.

Effective communication is dependent on several factors. These factors are often related to the barriers or obstacles that could occur at the level of the sender or receiver, the medium channel or direction or even the environment within which the communication occurs. The smooth flow of messages that are physical, psychological or hierarchical in nature. The removal of these difficulties would allow effective communication.

## Effective Communication

### Difficulties in communication and the way out

- └ Hierarchical
- └ Psychological
- └ cultural
- └ Linguistic
- └ Physical Noise.

### How to make communication effective

↓  
3'M' approach

- └ Mind
- └ Medium
- └ Message.

#### (i) Hierarchical barriers on organisational barriers.

Whenever we think of communication in an organisation we must keep in mind the structure and hierarchy of the place. Organisation have people at different levels with different roles and authority.

- a) Directional channel - When information travels downwards along the hierarchical route, it may have to pass through several intermediate levels. The greater the number of levels, the higher the chances of distortion, dilution and filtering of the messages.

- b) Message Planning - Organizational communication needs to have clarity and must be free from errors. planning eliminates problems by deliberate and careful drafting of the message using appropriate medium and channel and above all by focusing on the purpose of the message
- c) Target Orientation - Communication in an organisation must fulfil the very purpose for which it is made. It is necessary to have a certain determine goal for the message and the efficiency of the communication is directly related to the accomplishment of the task.
- d) Adjustment to Organisational Change - During periods of transition either of change of management or introduction of new technology, a sense of insecurity and lack of confidence may effect the employees. Employees require preparation time to be receptive to new circumstances. Assuring and confidence building in the work force that they are capable of switch over to change, helps in making the new situation acceptable.

### (ii) Psychological Barriers

- (i) Perception of Reality - Just as beauty is said to lie in the eyes of the beholder, perception of reality also varies from individual to individual. To the farmer timely rain brings cheer for the crop, while the same rain might confront an office goer with water logged roads, traffic jams and delay in reaching office. The differing perception of reality have their impact on communication at both the sender's and receiver's ends.

(b) Selective vs Comprehensive perception - When we perceive, we ordinarily focus so as to grasp its entire meaning. This focus could make our perception singular and selective.

(c) Emotions - It is said that one should not communicate in an emotionally charged state of mind. In such conditions the mind tends to suspend its rational faculties and is likely to commit errors of judgement.

(d) Socio-psychological attitude and opinion - Communication is not a simple transmission of facts along with the factual; there is always the way in which the message is carried across, which adds meaning to the message. The paralanguage features are the makers of attitude of the speaker and may reveal a message that may be variance with the actual verbal language. Similarly message will also carry opinion. Attitudes and opinions are often based on persons social, educational, cultural and economic backgrounds.

### (iii) Cultural Barriers

(a) Cultural Diversity - Diversity in culture is a phenomena that has to be taken into account in communication in a globalised world. Greater awareness of other people's culture is necessary so that we do not slip up on cultural codes.

(b) Values - Ethics and credibility

Communication is based on a concept of sharing between two parties atleast: the sender and the receiver. Values are important while communicating because it is the expression of these values that lends credibility to the message. Ethical communication becomes even more important in the

- context of business because it involves matters of public and consumer trust.

(v) Trust - The ability to keep promises is trust. Communication must be followed up with appropriate action because it is only when one gets substantiation of verbal commitments that trust develops.

#### (iv) linguistic Barriers

(a) Convention of meaning - The relationship between words and their meanings is not without problems though as meanings are basically conventional and if these conventions are not shared between the sender and the receiver. The message would fail to convey its meaning accurately.

(b) Denotative and Connotative - Denotative meanings are literal meanings and are free of value judgement. Whereas connotative meanings are those that provide additional suggestiveness to the meaning and may also express value orientation of the message.

(c) Vocabulary and encoding - Semantics mean the study of meanings. Some words have several meanings and this could leave a receiver baffled with the range of possibilities. When a sender encodes a message, he has the responsibility of choosing the appropriate vocabulary keeping in mind the comprehending capability of his receiver and taking sufficient care in expressing clearly his or her intended purpose.

(d) Faulty inference : Problems of decoding  
On the receiver's side, the message must be decoded in a manner that the intended meaning can be extracted. The decoding by the receiver is subject to the combined effects of language skill, communicative context, assumptions and transmission losses.

#### (e) Feedback

Feedback serves two important functions. First it allows the receiver to get doubts clear so that he can grasp the meaning clearly and not make wrong assumptions on the basis of guess work. Second, it gives an opportunity to the sender to know whether the receiver has understood the intended purpose of the message.

#### (f) Transmission losses

Transmission losses are unavoidable. Transmission losses can however be reduced by encoding messages in simple, direct and denotative words.

#### (g) Style of presentation

A message must make apparent its logical links so that the argument is clear to the receiver. A message is not just an aggregate of informations, but one must also bear in mind how the information is arranged to create a positive impact of the receiver.

#### (h) Physical barriers (noise)

Physical barriers are those that effect the quality of the message transferred due to physical factors related to the environment, the participants disposition or the organizations hierarchy.

Noise is one of the commonest physical barriers.  
Noise interferes with the transfer because it draws  
your message with other sounds that are irrelevant thus  
making the ultimate message confusing and may be even  
inaudible.

## I. What is a paraphrase?

→ A paraphrase is a restatement or rewording of a paragraph or text in order to shorten, clarify, or expand on information without plagiarizing. Paraphrasing is an important tool to use when writing research papers, essays, and pieces of journalism.

### Examples of Paraphrasing

For examples of paraphrasing, consider these possible rewritings of the same statement.

She answered me with her inappropriate comments, humour spreading and disrespectfulness at the formal dinner table.

#### Example 1.

She made me angry when she was rude at dinner.

This paraphrase is an example of a rewording which shortens and simplifies while maintaining the same meaning.

#### Example 2.

Her impoliteness, gossiping, and general lack of respect at dinner infuriated me.

This paraphrasing maintains the same meaning but is rearranged in a creative way.

#### Example 3.

I was mad when she started spreading humour / humour, making inappropriate comments and disrespecting other guests at our dinner.

Another paraphrase, this rewarding property and interestingly rearranges the information provided in the original sentence.

To paraphrase means to restate someone else's ideas in your own language at roughly the same level of detail to summarize means to reduce the most essential points of someone else's work into a shorter form.

Along with quotation, paraphrase and summary provide the main tools for integrating the main tools for integrating your sources into your paper.

## 2. What is Summary?

→ A summary is a condensed version of an original text, usually a full article or book. Summaries are usually around a paragraph long and may even be a few paragraphs long depending on the length of the work being condensed.

1. Niagara falls is viewed by thousands of tourists every year.

- Each year, thousands of people visit Niagara falls.

2. He was saddened by the news.

- The news depressed him.

3. She was a successful author and speaker.

- She found success as a public speaker and writer.

4. Foreign cards are preferred by most customers.

- The majority of consumers prefer imported cards.

5. Your business can be seen by many people if you post a video on YouTube.

- Uploading a video to YouTube can help exposure for your business.

### \* Benefits of Paraphrasing

Paraphrasing can help you prevent overuse of direct quotations and it can be more concise than quoting

lots of information in few words.

Paraphrasing can help you think about and understand the text that you are paraphrasing. When you rephrase another person's idea it forces you to think about what that person is really saying.

### \* When to Paraphrase

#### Preserve the Meaning

You can paraphrase when you are able to reword the author's idea without changing the meaning.

#### When only the information is important

You should paraphrase when you want to express an idea from a source but the source is not particularly noteworthy or the way the passage is phrased is not especially unique or impactful.

## Notemaking

Notemaking is a way of recording important details from a source. This source can be any book, article, meeting or any oral discussion.

### Advantages of note making

- (1) It has great importance in exams or in academic writing
- (2) It is an organisation of main points for future use
- (3) Note making helps in keeping the information handy whenever we require.
- (4) It helps in recollecting and recalling the past events said or heard.
- (5) It helps in concentrating, understanding and provides a permanent record.
- (6) Notemaking format helps a writer to go through bulky documents quicker.
- (7) It helps in understanding a material if the notes are in own words.
- (8) It distinguishes between main points and details.

### Note making methods

- 1) The outline method : It helps lets you organise your notes in a structured form helping you save a lot of time for further reviewing and editing. This method requires to structure your notes in form of an outline by using bullet points to represent different topics and their sub-topics. Start writing main topics on the far left of the page and add related sub topic in bullet points below using indents.