

Definition and process of COMMUNICATION

- *The law of competition may sometimes be hard for the individual, but... it is best for the race, simply because **IT ENSURES THE SURVIVAL OF THE FITTEST** in every department.*

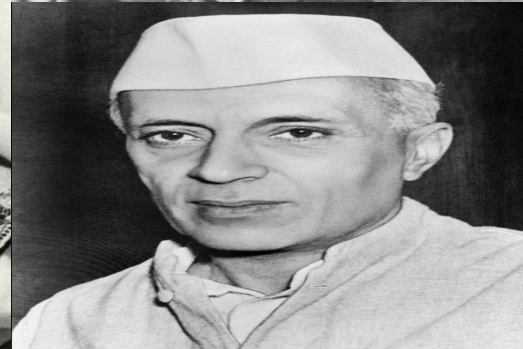
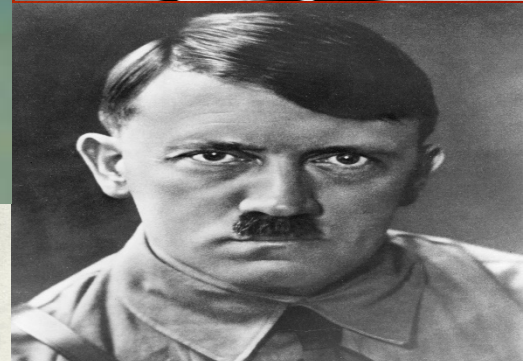
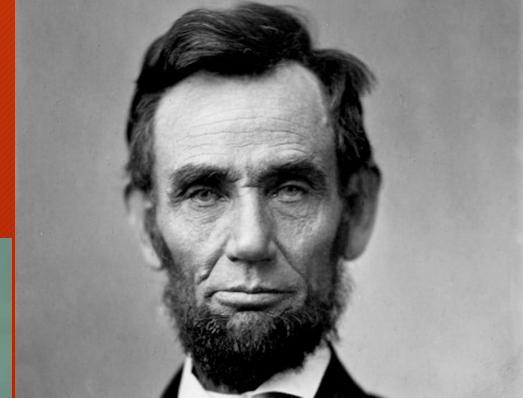
Andrew Carnegie

Preparation

- Proficiency in academics alone is not an assurance to master all skills.
- Score is important
- Other skills supplement

Worlds' Great orators

- Winston Churchill
- Abraham Lincoln
- Adolph Hitler
- Jawaharlal Nehru
- Subash Chandra Bose
- C.N.Anna Durai
- Kalaigar Karunanithi



- [illegible]



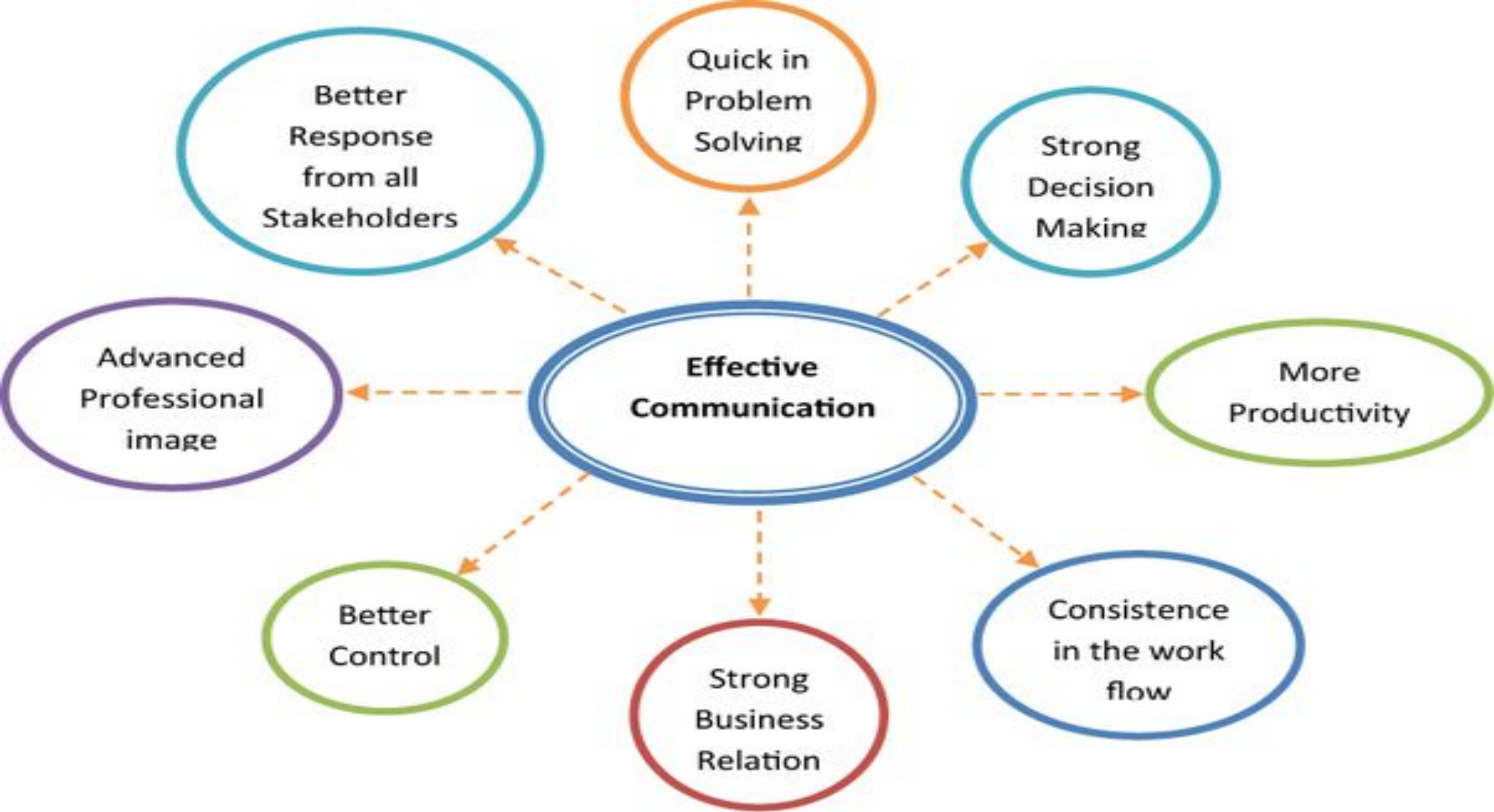
DEFINITION OF COMMUNICATION

- Communication is the transmission of information, ideas, emotions, skills, etc., by the use of symbol, words, pictures, figures, graphs, and other means.
- Communication is commonly defined as “ the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs”.
- Communication is the process by which we understand others and in turn endeavor to be understood by them. It is dynamic, constantly changing and shifting in response to the total situation.

Importance of communication

- Globalised context
- Increasing confidence
- Communicate the purpose and relevance of work
- Expressing thoughts and articulating accomplishments and attributes
- Achieve success





Communication in Business

- Business involves a lot of Communication
- Communication is a major and essential part of the work of business.

Business Communication

TELEPHONIC



DIGITAL



1 TO MANY



CONTENT



NLP



1 TO 1



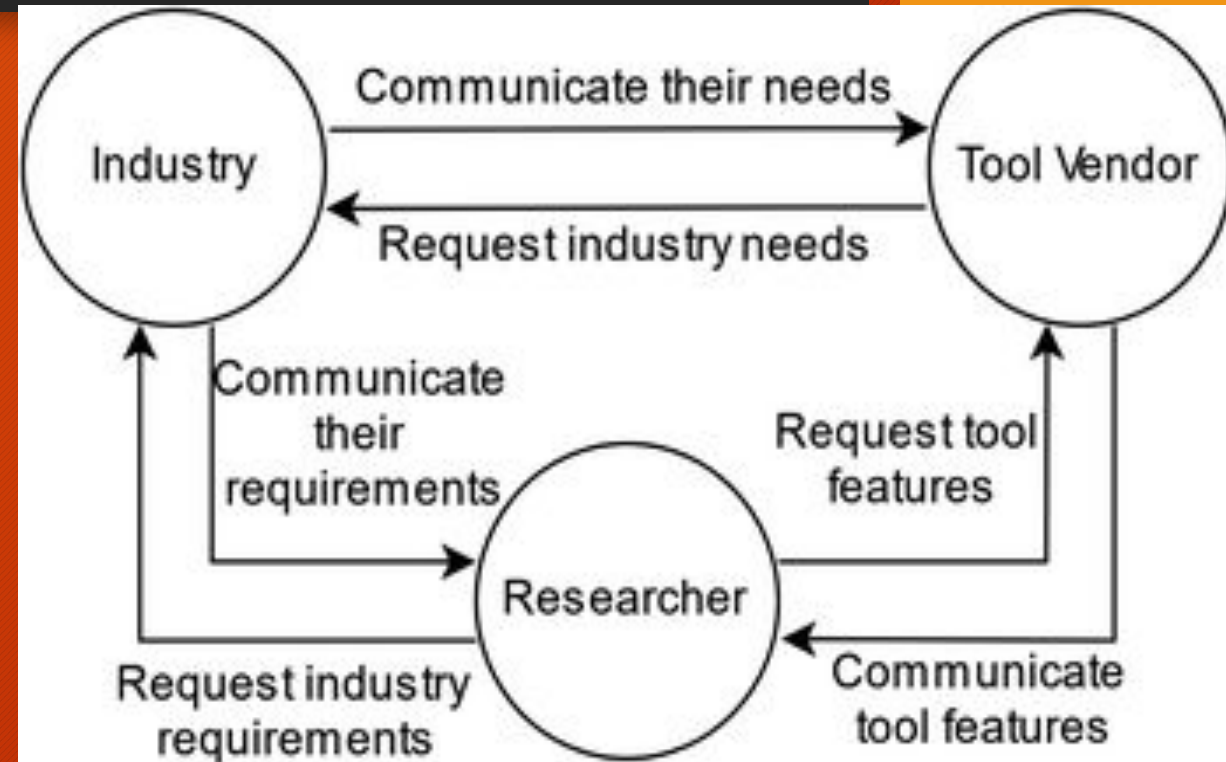
Industry needs good Communicators

- Industry needs people with good Communication Skills
- 85% recruiters give priority to Communicators
- performance largely judged by Communicating abilities
- higher The Communicating Skills, the better position
- one needs to improve the Communicating ability



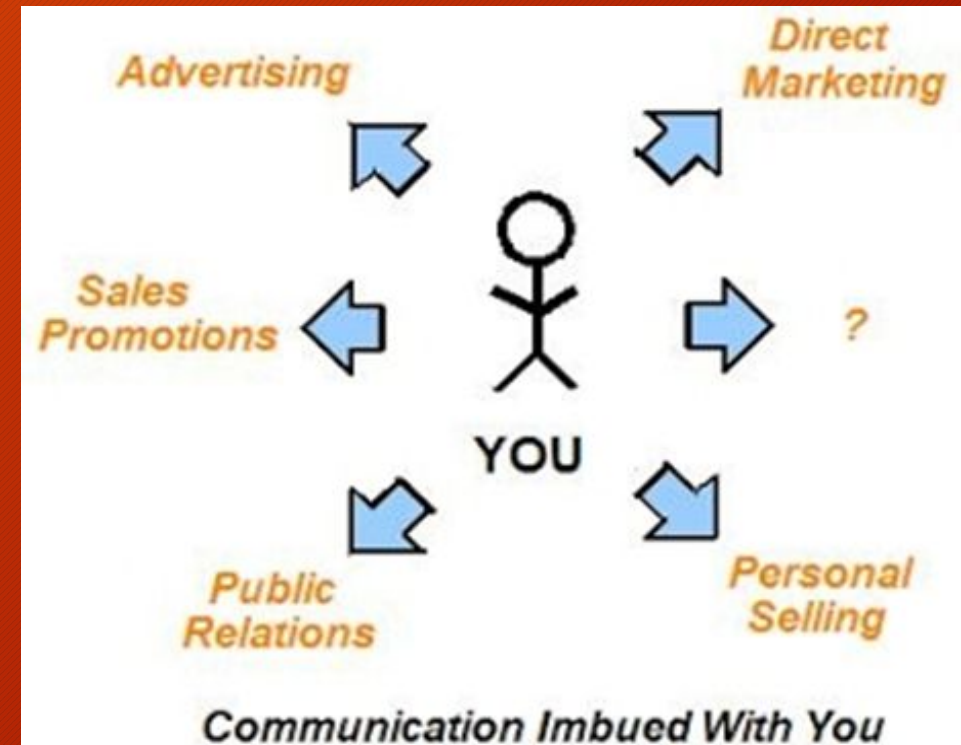
Why INDUSRTY needs to Communicate.

- Workers receive and send information,
- Process with computers -
- write messages - fill forms
- Give and receive orders -
- Contact people over phone-
- sell - instruct -
- Periodical summaries so on
- Oral, -most part
- written - records
- computer - letters, E-mails , messages , reports
- To have all this organized efforts - Industry needs Good Communicator



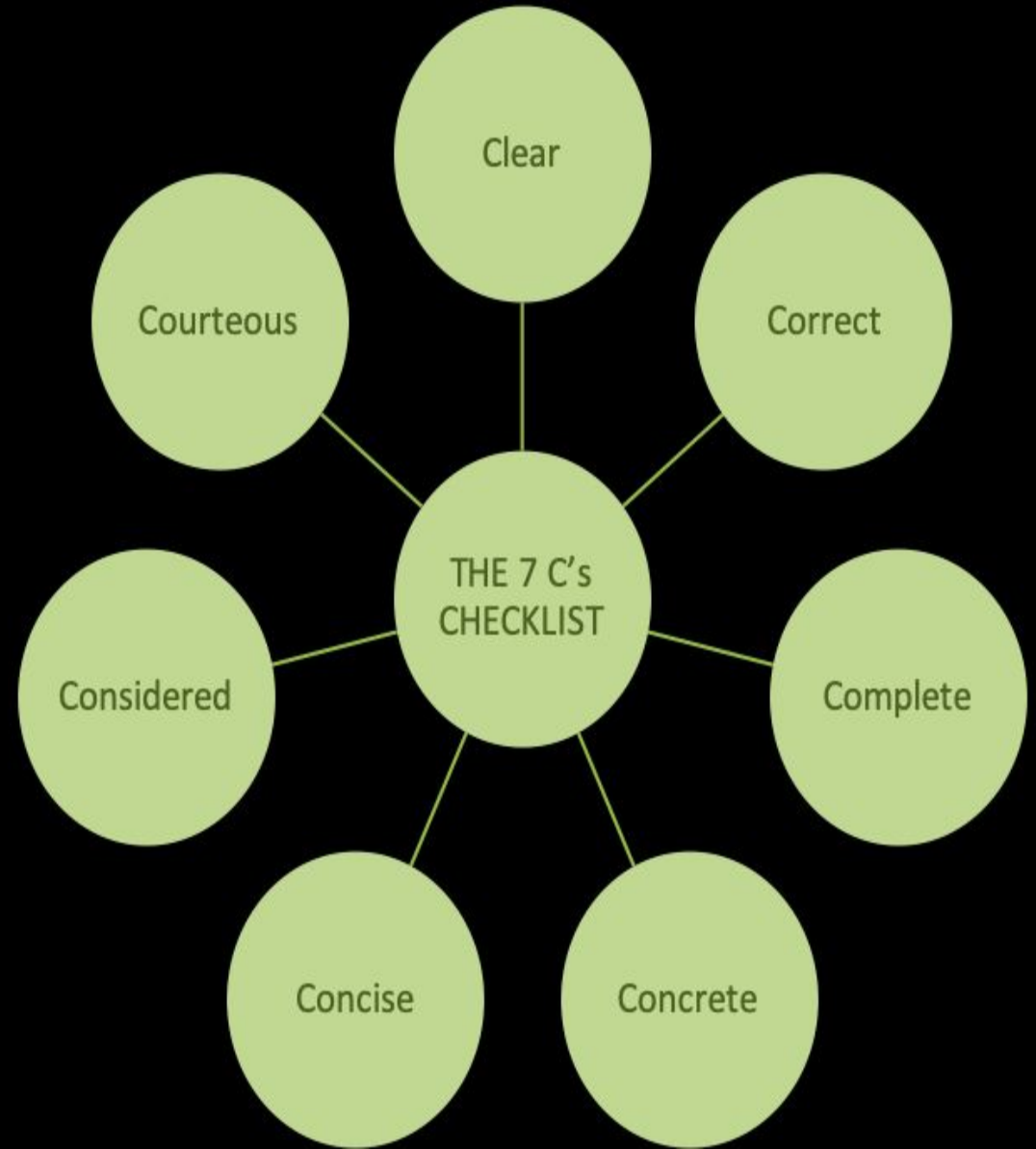
Cont...

- Communicating enables people to work together
- It is a vehicle through which management performs its basic functions.
- Hence Managers direct through Communication
- Coordinate the entire Business through Communication
- Coordinate the staff –plan and control through Communication



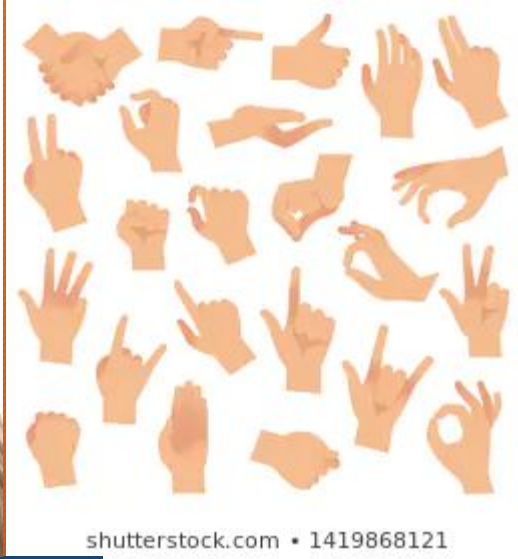
Essentials of good language

1. Be clear about the purpose
2. Understand the process of communication
3. Be clear about the target audience
4. Develop good communication skills
5. Be well informed
6. Plan your communication
7. Be positive in your approach
8. Appreciate the time factor
9. Be cost conscious
10. Obtain feedback



Major parts in communication

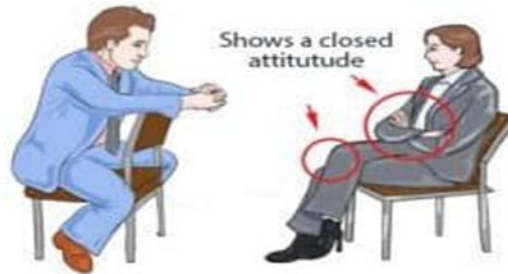
- 55% Body language - postures, gestures, and eye contact
- 38% tone of voice
- 7% words



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How to Read BODY LANGUAGE



CROSSED ARMS & LEGS



GESTURING WHILE
SPEAKING



TORSO TURNED AWAY



MASSAGING
FOREHEAD



TOUCHING NOSE



Tips for Making Eye Contact



When you look,
do it slowly



Don't look down
when you look away



Rather than looking
away, look at another
spot on their face



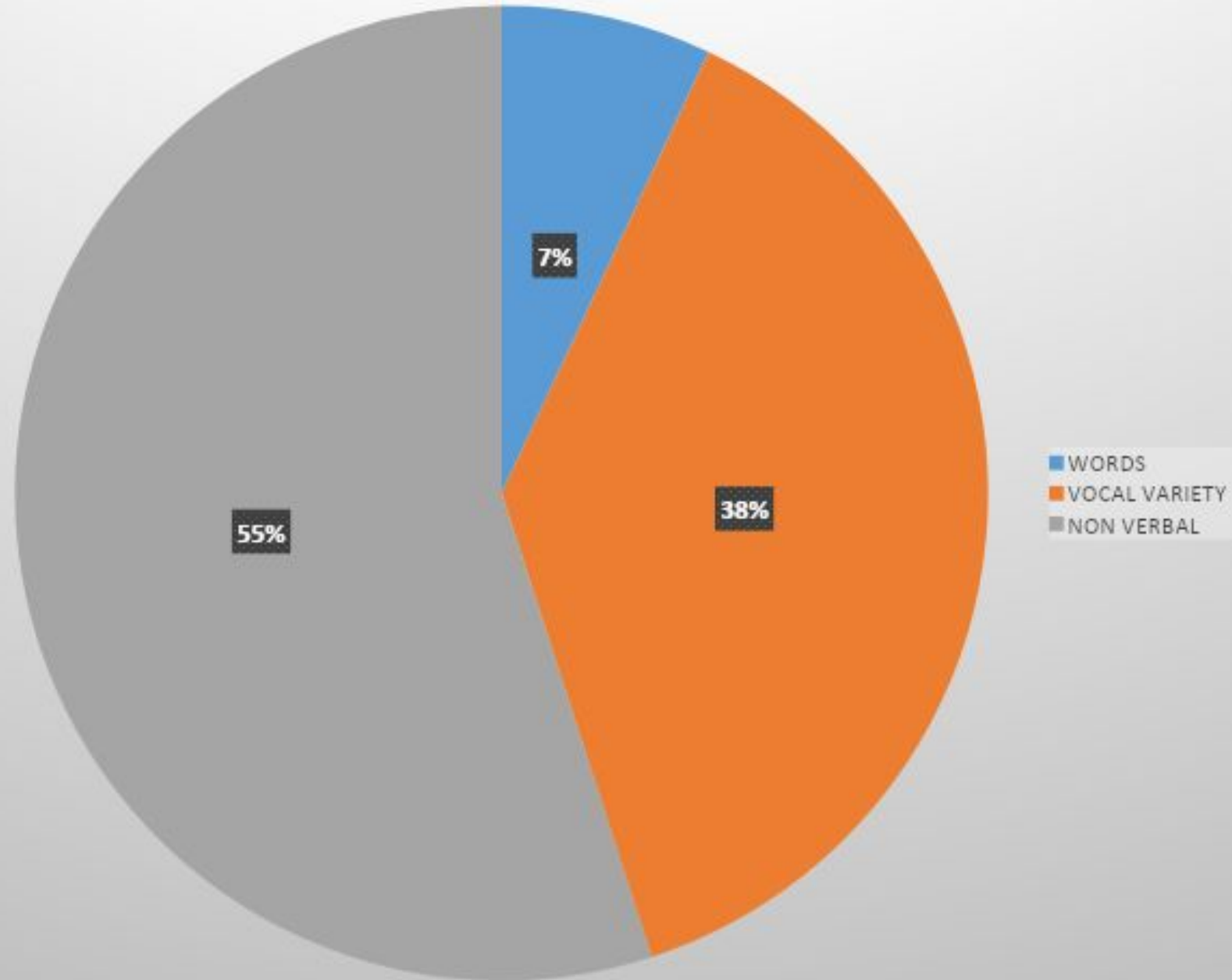
Break your gaze
to make a gesture
or to nod



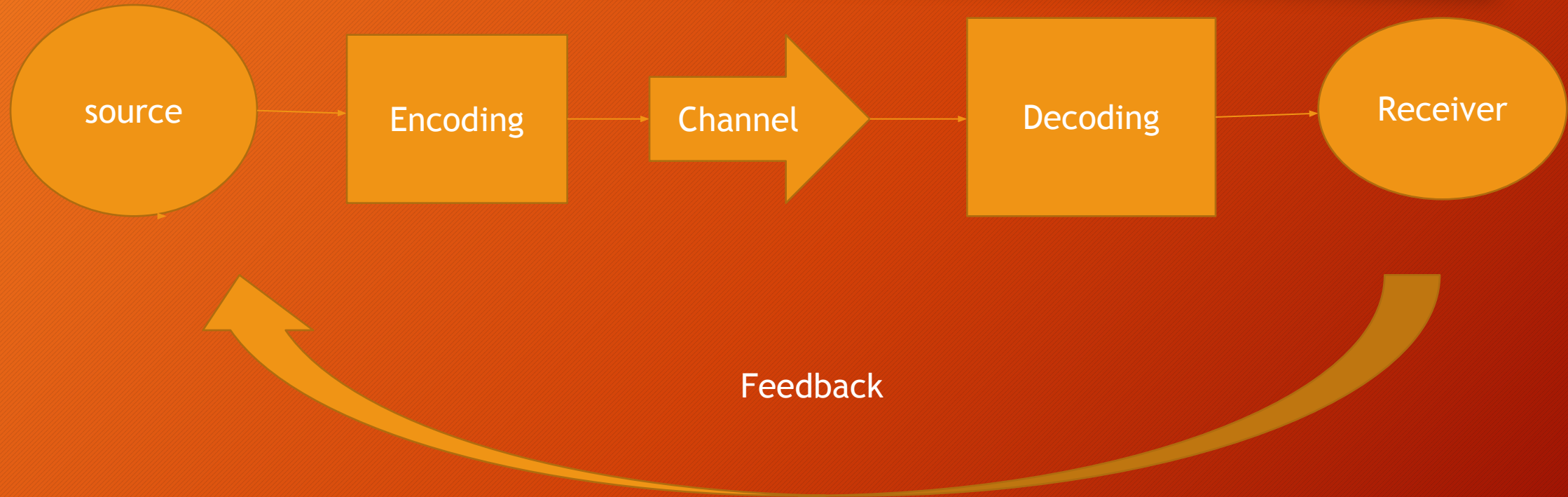
Make eye contact
before you start
talking to someone



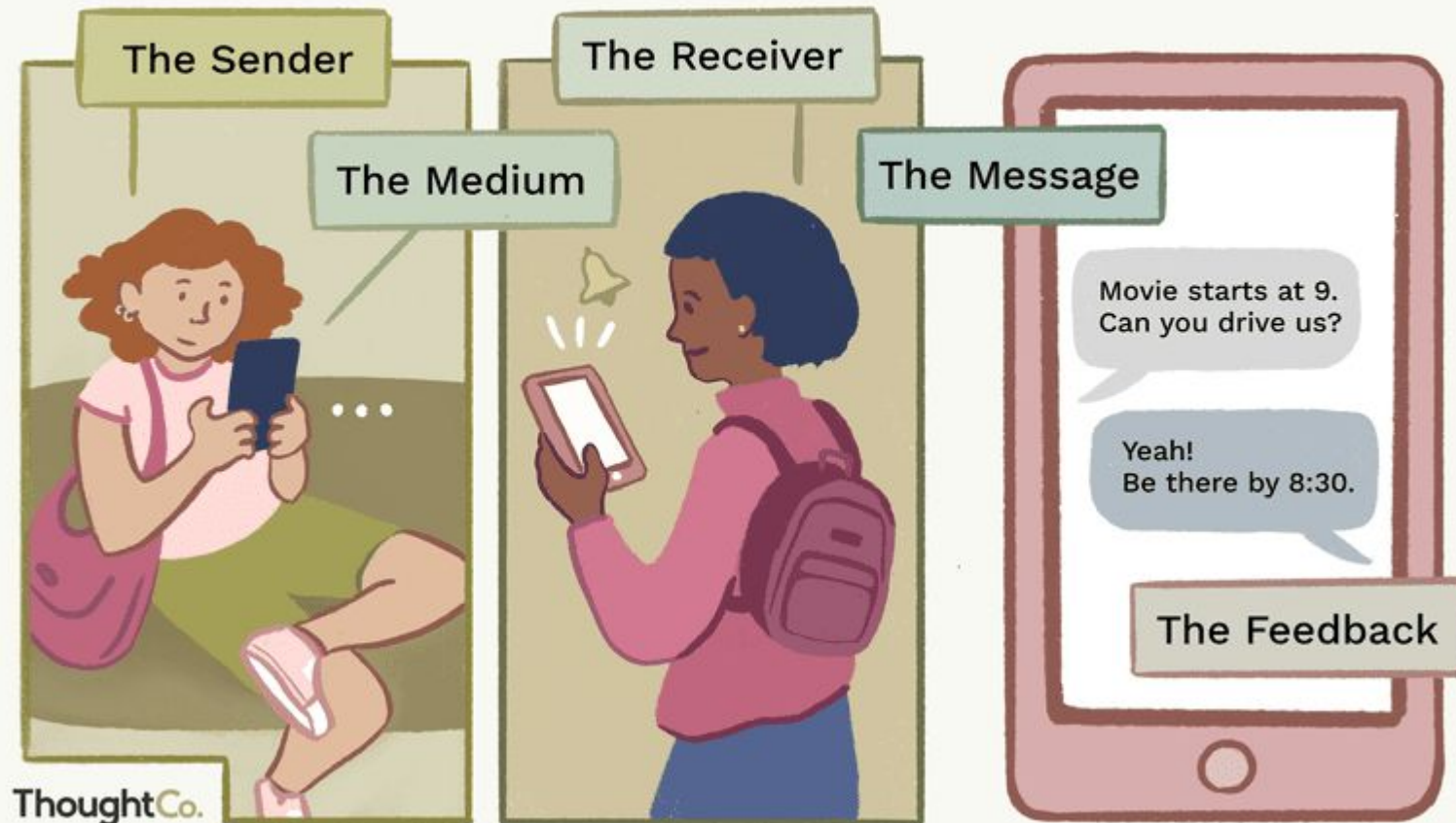
Oral communication



PROCESS OF COMMUNICATION



Elements of the Communication Process



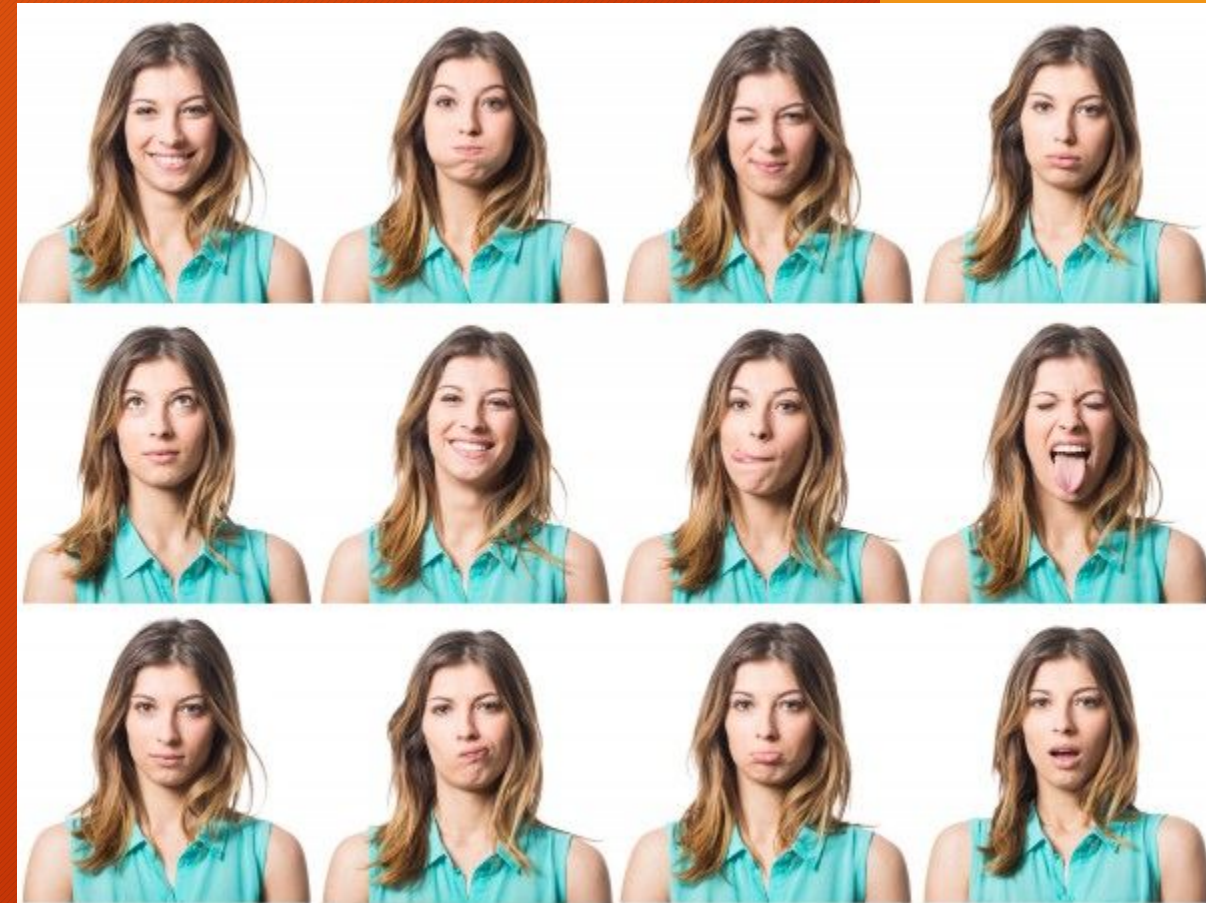
WHAT IS COMMUNICATION?

Communication is the process of sending and receiving messages through verbal or nonverbal means.



Forms of Communication:

- Verbal – speech, words,
- Non-verbal - winks, smile, tap, waves,
Pictures, symbols, signs
- Hieroglyphics- secret codes,
- Body language –gestures, signs



Basic Ingredients:

- Clarity
- Accuracy
- Empathy (ability to understand)
- Sincerity
- Relaxation
- Eye contact
- Posture
- Modulation of voice



Thank you