UNIT 1: DYNAMICS OF COMMUNICATION

What is Communication?

Communication can be defined as process of transmitting information, thoughts, opinions, messages, facts, ideas or emotions and understanding from one person, place or things to another person, place or thing through proper channel or accepted code of symbols.

The process which involves the transmission and interchange of ideas, facts, feelings or course of action is known as the **process of communication.**

THE IMPORTANCE OF TECHNICAL COMMUNICATION:

Technical communication is a significant factor in your work experience for several reasons. Business Technical communication is not a frill or an occasional endeavor. It is a major component of the work environment. Through technical correspondence, employees

• Maintain good customer–client relations (follow-up letters).

• Ensure that work is accomplished on time (directive memos or e-mail).

• Provide documentation that work has been completed (progress reports).

• Generate income (sales letters, brochures, and fliers).

• Keep machinery working (user manuals)

• Ensure that correct equipment is purchased (technical descriptions).

• Participate in teleconferences or videoconferences (oral communication).

• Get a job (resumes).

• Define terminology (online help screens).

• Inform the world about a company's products and services (Internet Web sites and blogs).

FORM OF COMMUNICATION:

- **Formal and Informal:**
  Communication can be both formal and informal. The formality or informality of communication depends on one's relationship with the sender or receiver. When we meet a person socially for the first time, we are very formal (the way we address him/her, the words we use, the tone, etc.). Gradually, as we become friendly, we start addressing each other informally and do not really bother about the tone. When we discussing business strategies with employees or asking your boss for leave, again the communication will be

formal. So we can say that one is more alert during formal communication but relatively carefree during informal communication.

- **Oral and Written:**
  Any communication can be divided into two equally important categories: oral and written. The written mode has several advantages over the oral mode.

  In written mode, it is very convenient to send lengthy messages with a lot of information that cannot be shared orally. Second, in written communication, the medium gives ample time to the receiver to analyze the message.

  Written communication has some disadvantages as well. It takes longer to draft and convey a written reply, so it will not work when discussing an urgent business deal. Second, in a negotiation-like interaction, written communication can take a long time. The other disadvantage is that it cannot be supplemented with non-verbal gestures, which are sometimes essential for a message to be properly interpreted.

- **Verbal and Non-verbal:**
  Verbal communication includes both oral and written communication. While verbal communication is organized by language, non-verbal communication is not.

  Non-verbal communication refers to all communication that occurs without the use of words, spoken or written. Non-verbal communication is concerned with body movement (kinesics), space (proxemics), and vocal (paralinguistic) features. It includes all unwritten and unspoken messages, both intentional and unintentional.

  Personal appearances, facial expressions, postures, gestures, eye contact, voice, proximity, and touch are all non-verbal signals that influence the way in which a message is interpreted and understood.

- **Internal and External:**
  Communication within an organization is known as internal communication, which is usually formal. For example, communication between various departments and employees within the organization.

  To expand the boundaries of business, a good relationship with other external organizations is also extremely necessary. All official, technical, or professional communication with people outside the organization is known as external communication. For example, interaction with shareholders, regulators, vendors, service companies, customers, and general public

CHARACTERISTICS OF GENERAL AND TECHNICAL COMMUNICATION:

| General communication	Technical communication
• Contains a general message • Informal in style and approach • No set pattern • Mostly oral • Not always for a specific audience • No use of technical terms or graphics	• Contains a technical message • Mostly formal in style and approach • Follows a set pattern • Both oral and written • Always for a specific audience • Frequently involves jargons, graphics etc.

THE PROCESS OF COMMUNICATION:

The word "Communicate" comes from the Latin verb "Communicare" that means to impart, to participate, to share or to make common. By virtue of its Latin origin it is also the source of the English word "Common".

For sharing information you require two parties, the sender and the receiver, without which communication cannot take place. Apart from that there should also be cooperation and understanding between them. There should have mutually accepted code of signals making up common language.

Communication is termed effective only when the receiver receives the message intended by the sender in same perspective. Otherwise it is **miscommunication.**

Below is the communication cycle.

The Communication Process

Transmission
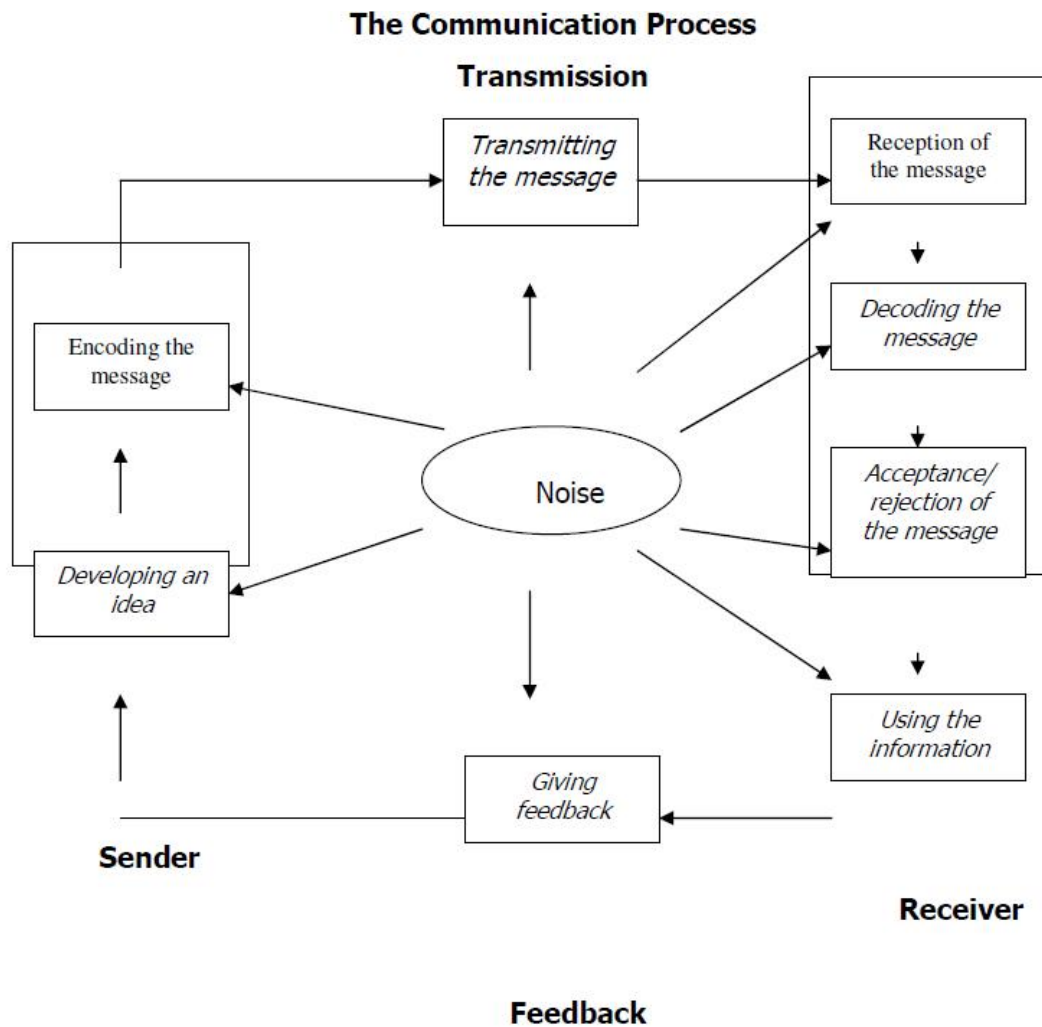
1. Developing an idea: The sender should perceive that he has some important message to be conveyed to the receiver. The sender should have a clear idea about what he wants to communicate to the receiver.

2. Encoding the message: The sender codifies the message. He selects appropriate word, charts, or symbols in this step, to convey his idea as clearly as possible. He also decides on the medium of transmission so that the words and symbols constituting the message can be arranged in a suitable manner.

3. Transmitting the message: This step involves the transmission of the message using an appropriate medium of communication such as memo, phone call or personal interaction. While transmitting the message the sender also takes care that the transmission of the message doesn't encounter any barriers or interference.

4. Reception of the message: In this step, the receiver receives the message. If the message was communicated orally, the receiver has to be a good listener to avoid loss of information during transmission of the message.

5. Decoding the message: The message is decoded and understood by the receiver. The receiver has to understand the message exactly as intended by the sender. The communicator of a message can make the receiver listen to him, but understanding has to be achieved by the receiver alone. This aspect of understanding is referred to as "getting through" to a person.

6. Acceptance or rejection of the message: The receiver is free to accept or reject the decoded message. The receiver can not only choose whether to accept a message, he can also choose whether to accept the whole message or in part. The acceptance decision of the receiver is influenced by factors such as his perception regarding the accuracy of the message, the authority of the sender, and the implications of accepting the information.

7. Using the information: This step involves the use of the information by the receiver. The receiver may use the information, discard it, or store it for future.

8. Giving feedback: Feedback occurs when the receiver sends back some response to the sender or acknowledges receipt of the message. The communication loop is complete only after feedback has been provided. Feedback is essential for finding out whether the message has been properly received, decoded, accepted and used by the receiver

What is feedback in communication? What is its importance?

The transmission of the receiver's response to the sender is called feedback.

Feedback is essential as it is a barometer of effective communication. If you are sending a message to somebody, your communication cycle is complete only when you get a response from the recipient of your message. Otherwise, you need to resent the message. Of course, even if you receive a response, it may or may not be the one you had expected. But once you receive some response, you know that you have communicated your message to the other party successfully.

Hence, to understand whether you have communicated successfully or not, you must get feedback which is your observation of the recipient's response. Your communication is fully effective only when you get the desired response from the receiver.

ESSENTIALS OF EFFECTIVE COMMUNICATION:

- A common communication environment
- Cooperation between the sender and the receiver
- Selection of an appropriate channel
- Correct encoding and decoding of the message
- Receipt of the desired response and feedback

LEVELS OF COMMUNICATION:

As human beings we are required to communicate at different levels.

- **Extrapersonal:** Communication between human beings and non-human entities is Extrapersonal. For example, when your pet dog comes to you wagging its tail as soon as you return home from work. This form of communication requires perfect coordination and understanding between the sender and the receiver because at least one of them transmits information or responds in sign language only.
- **Intrapersonal:** This takes place within individual. We know that the brain is linked to all parts of the body by an electrochemical system. For example, when you begin to 'feel hot', this information is sent to the brain and you may decide to 'turn on the cooler', responding to instruction sent from the brain to the hand.
- **Interpersonal:** Communication at this level refers to the sharing of information among people. It can be formal or informal. It includes a few participants who are close to one another. Here many sensory channels are used and immediate feedback can be obtained. Also, **the roles of the sender and receiver keep alternating.** Interpersonal communication can be formal and informal.
- **Organizational:** Communication in an organization takes place at different hierarchical levels. It is extremely necessary for the sustenance of any organization. With a proper networking system, communication in an organization is possible even without direct contact between employees. It can be further divided into internal-operational, external-operational and personal.
- **Mass:** Mass communication is meant for large audiences and requires a medium to transmit information. There are several mass media such as journals, books, television, and newspapers. The audience is heterogeneous and anonymous, and thus the approach is impersonal.

Explain Organizational Communication.

Communication in an organization takes place at different hierarchical levels. It is extremely necessary for the sustenance of any organization. Since a large number of employees are involved in several different activities, the need to communicate becomes greater in organization. With a proper networking system, communication in an organization is possible even without direct contact between employees. It can be further divided into internal-operational, external-operational and personal.

Internal-operational: All communication that occurs in conducting work within an organization is classified as internal-operational.

External-operational: The work related communication that an organization does with people outside the organization is called external-operational.

Personal: All communication in an organization that occurs without purpose as far as business is concerned is called personal communication.

TYPES OF COMMUNICATION:

Basically four types of communication are considered.

- **Assertive communication:** This type of communication reflects transparency on the part of the communicator. It may be assertive. The speaker tries to convey whatever he feels and means. Whatever is in his mind, it is conveyed. This is the desirable form of communication and it may be very effective, with reference to the purpose for which it is made. Assertive communication helps in developing mutual confidence. The intentions of the communicator are well defined. In this mode, it is easy to come to some common conclusion, without hurting the esteem of either side.
- **Aggressive communication:** Effectively aggressive communication becomes one way communication. The concerned person thinks that he is right and others are wrong. He is not willing to hear the other side. He cannot appreciate the points presented by the other side. Due to different background and exposure, ideology of parents and children will be different. Parents may try to force their ideas on the children by aggressive communication. In the extreme case, their language is threatening. In personal relations also, aggressive communication is insulting to the other side. Sweetness of the relations is lost. The relation is just pulled on, without any interest and harmony. It is not healthy for the organization or society.
- **Passive communication:** When a person is of compromising nature, he will avoid the conflict. He knows that the other side is wrong but, he is not challenging. Some people consider this as a good characteristic, some people consider it as a surrendering approach. This type of approach is compared with a teacher who neither teaches nor punishes.
- **Passive aggressive communication:** Some people are smart or calculative. When the situation is not in his favor, he is a passive communicator. He says "yes" to the word of the boss or a senior or anybody else. People think him to be obedient, compromising and ever agreeing person. But, he is surrendering under a particular condition. He is waiting for the opportunity. When he gets promotion, gets support of other people, boss is in a fix due to his limitations. This type of person will suddenly become aggressive. In a public meeting courageously he conveys what he wants and puts the others in awkward position. He exploits the situation. Similarly, a father can suppress the son till he is not grown up or not independent. As soon as the son gets the job and father retires, his aggressive approach starts.

PROBLEMS OF COMMUNICATION:

Sometimes, communication creates problems. Our maximum problems are created by miscommunication. Internal personal communication is usually tested by a game in

management studies. The first person is given some information. He orally conveys that in the ears of the second. Second one conveys it to the third, fourth and so on, to the last one. Then it is checked that in the process of communication, what is lost or distorted. When a person receives the communication, he applies all his senses, the information goes to the mind and again he conveys it further. This acquisition of information, analysis or interpretation and further transmission depends on many attributes of the individual. The physiological condition, mental state, age, sex, qualification, experience, social background, affiliation, vested interest if any, thinking ability and finally the style of communication, makes a lot of difference in the transmission process of the information. The same is true for the receiver end of information.

The efficiency of transmission and reception of communication are largely affected by personal assumptions, perception, backgrounds, inferences, individual bias and thinking capability. Some people do not know what to speak, where to speak and when to speak. If these three points are not kept in mind, a lot of problems may be created by the same communication.

What is noise?

Any interference in the message sent and message received leads to the production of "noise". The term **communication barrier** is an expansion of the concept of noise. Noise can also be meant as a break in the communication process.

A barrier acts like a sieve, allowing only a part of the message to filter through; as a result, the desired response is not achieved. To communicate smoothly and effectively you need to know how the barrier operates.

CLASSIFICATION OF BARRIERS:

If we classify barriers according to the process of message formation and delivery, we can identify three types:

- Intrapersonal
- Interpersonal
- Organizational

(I) Intrapersonal Barriers:

Individuals are unique because of differences in perceptions, experiences, education, culture, personality, etc. Each of us interprets the same information in different ways, as our thinking varies. These differences lead to certain intrapersonal barriers. The common causes that lead to intrapersonal barriers are as follows:

Wrong Assumptions: Wrong Assumptions are made because the sender or the receiver does not have adequate knowledge about each other's background. For example, when a doctor tells his patient that he has to take some medicine only 'SOS' (i.e., during an emergency), without knowing whether the patient understands the term 'SOS'. Here the doctor has made a wrong assumption about her patient's level of knowledge.

Varied Perceptions: Individuals in an organization also perceive the same situation in different ways. For example, if you are close to one of them, you are likely to be biased. You may perceive your friend's arguments as correct and hence may not be able to appreciate his opponent's point of view. The best way to overcome this barrier is to step back and take a wider, unbiased perspective of the issue.

Differing Background: No two personas have a similar background. People vary in terms of their education, culture, language, environment, age, sex, financial status, etc. To enhance your communication skills, it is necessary to know the background of your audience. You can accordingly use that information to construct your message.

Wrong Inferences: Wrong inferences take place when there is a failure in understanding what actually exists and what actually assumed. Inferences are more dramatic than facts, so they give more scope for gossip and rumor to society. So inferences supported by facts are essential for all.

Blocked categories: In general, we react positively to information only if it is in consonance with our own views and attitudes. Conversely, when we receive information that does not conform to our personal views, habits and attitudes, or appears unfavorable to us, we tend to react negatively. So people who are very rigid in their opinions may face problems in communicating effectively.

Categorical Thinking: People who feel that they "know it all" are called pan- sophists. This type of thinking exists in people who feel that they know everything about a particular subject, and therefore refuse to accept any further information on that topic. This type of thinking can cause a major barrier, leading to a failure in communication.

(II) Interpersonal Barriers:

Interpersonal barriers occur due to the inappropriate transaction of words between two or more people. The most common reason for interpersonal barriers are:

Limited Vocabulary: Inadequate vocabulary can be a major hindrance in communication. Therefore, one should make constant efforts to increase one's vocabulary by regularly reading a variety of books and listening to native speaker of the language.

Incompatibility of Verbal and Non-verbal Messages: Misinterpreted non-verbal communication acts as another barrier to effective information flow. Non-verbal communication usually enhances and enlivens verbal communication. Physical appearance often serves as one of the most important non-verbal cues. It can be improved by: dress according to the occasion, wear neat and clean cloths, choose an appropriate hairstyle and wear clean and polished shoes.

Emotional Outbursts: Emotions are an integral part of our being, whether in business or personal encounters. Excessive emotional involvement can be an obstacle in communication. For example, rational discussion is not possible when one is in extreme anger. Positive emotion like happiness and excitement also interfere in communication.

Communication Selectivity: If you are the receiver in a communication process, and you pay attention only to a part of the message, you are imposing a barrier known as communication selectivity. You do this because you are interested only in that part of the message which may be of use to you. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication.

Cultural Variations: This is one of the predominant factors in communication failure. To compete successfully in today's globalized business environment, we must overcome the communication inadequacy arising from different languages and cultures.

Poor Listening Skills: A common obstacle to communication is poor listening habits. The various distractions that hinder listening can be emotional disturbances, indifference, aggressiveness and wandering attention. Listening requires careful attention and accurate decoding of the signals received from the speaker so as to improve listening skills.

Noise in the Channel: Noise interferes greatly in the transmission of signals. Noise is any unwanted signal which acts as a hindrance in the flow of communication. Noise occurs in visual, audio-visual, written, physical or psychological forms e.g. illegible writing, less coverage in telephone lines, poor quality of a reading paper, etc.

(III) Organizational Barriers:

Communication barriers are not only limited to an individual or two people but exist in entire organizations. Every organization has its own communication techniques and nurtures its own communication climate. In organizations with many levels of communication, messages have a greater chance of being distorted. This occurs due to poor listening, lack of concentration or a person's tendency to leave out part of the message. The main organizational barriers are enumerated below:

Too many transfer stations: Message gets distorted in huge organizations because it has many layers of communication channel. The message gets distorted at each level because of poor listening, lack of concentration, and a person's tendency to leave out part of the message.

Fear of Superiors: In rigidly structured organizations, fear of the superiors prevents subordinates from speaking frankly. An employee may not be pleased with the way his boss works but is unable to put his point across because of losing his boss's goodwill. An open environment is beneficial to increasing the confidence and goodwill of a communicator.

Negative Tendencies: Many organizations create work groups. However, on some occasions, it is possible to have a communication barrier due to confliction of ideas between members and

non-members of a group. Sometimes this generates the negative mindset which can be avoided with open discussion.

Use of Inappropriate Media: Some of the common media used in organization are telephones, FAX machines, mails, computer presentation, teleconferencing, and video conferencing. While choosing the medium to send messages consider the following factors: time, cost, type of message and intended audience. So, usually a mix of media is best for effective communication.

Information Overload: One of the major problems faced by organizations today is the availability of huge amounts of data which the receiver is unable to handle effectively. This is known as information overload. It brings fatigue, disinterest, and boredom.

Explain communication across cultures as a barrier to effective communication.

Globalization has opened the flood gates of opportunities. At the same time, it has opened the windows for challenges. The world has become a global village. In earlier days, people hesitated to go to other city or state for the job. They were satisfied with the local opportunity. Now a days for education purpose, many engineering students go to southern states and for higher studies they go abroad. Even for job, the national and multinational companies give the placement at a distant location and sometime by choice people go to other countries for a job or expansion or marketing of the business activity. In general, communication is a big key for success. Many people reach the top position, by communication skill. In a country or abroad a person going for study, higher studies, business or marketing has to deal with cross cultural communication. Each region has different language, different religion, different festivals, different beliefs, different customs, different traditions, and different body language. In some cases, instead of expressing words, we express by some typical sounds. In different regions or countries the body language, gestures and sounds may have different significance and different meaning. At times, it may result in miscommunication, misunderstanding and a quarrel. When you go to some distant unknown place, it is necessary to learn these things. Otherwise, you may be put in difficulty. Some people use some sign language, if you are not familiar with the same, you cannot understand it or may misunderstand it. In some international offices, some staff members have to use different languages with different people. He has to frequently switch over, from one language to the other. The background level of the persons may also be widely variable. In cross cultural communication, perception is very important. While communicating with the other community, we should accept the reality that there is some cultural difference. We should identify and accept it. During the international tour, it is observed that at some places the local business community gives better response to western tourists and poor response to Asian tourists. They weigh them by currency exchange rates. The cross cultural conflict may be mainly due to acceptable and unacceptable beliefs. Under such condition you should be able to identify the expectations of the other side. It is difficult to know them. Only by bad experience, we know about it. When NGOs (nongovernment organizations) go on some mission in a foreign country they come across such problem. Understanding the cause of conflict is difficult but, resolving it

is much more difficult. For resolving the conflict, only a particular technique may be successful with one group, for another group some different technique may work.

Explain verbal communication in detail.

Communication is the exchange of information or message between two persons or among different people. Verbal communication may be face to face. The medium used may be sound, words and expression in a particular language. Verbal communication is also supported by sounds and emotional expressions like smile, laughter, frowning, clapping, staring, etc. A language consists of words, carrying specific meanings in concerned language. While speaking, we use words corresponding to the language being used.

Communication is necessary for all of us. But, most of the problems in the world are created due to verbal communication, whether it is a domestic quarrel between husband and wife or other family members, dispute between neighbors, colleagues, employee and employer, politicians, dispute between religious groups; all these problems are initiated by improper communication or misunderstanding and misinterpretation of the message.

The communication may be one to one or to a group. Majority of the communication may be on a personal basis. The communication should be able to generate, nurture and strengthen the relations. It depends on the manners in personal communication, and in official communication, it depends on etiquette and protocols. The level of the persons communicating and the purpose or topic of communication is also important. The communication in office, educational institute or a university and a business house, we have to follow some hierarchy in communication. In government offices, there are established channels of communication. It is like an upward and downward ladder. An employee cannot talk directly to the top most officer. He has to approach through intermediate officers. Government agencies require spokesman to inform and convince the public about their policies. Religious leaders address public to keep on multiplying the number of disciples and spread their philosophy. Marketing people require mass communication to increase the popularity of their products and services. They have to persuade the people to buy it.

NON VERBAL COMMUNICATION:

A message can be sometimes expressed without the help of words. Nonverbal communication is the process of communicating without the use of words. It is defined as non-word human responses like facial expressions and gestures and the perceived characteristics of the environment through which the human verbal and nonverbal messages are transmitted. Nonverbal communication is also known as "silent language." It involves the use of cues, gestures, vocal characteristics, facial expressions, and spatial relationship between the sender and the receiver to convey a message. For example, a smile, glance, stare or a frown convey different meanings.

Some people are pretenders. They may be caught, if their verbal and non-verbal communications are not matching. **In effective communication, what you say is not important but, how you say is important.** It depends on the quality of language plus the body language. We say, first

impression is the last impression. Before you start formal communication, people start judging you. The attention drawn by you and the importance given to you, depend on the initial judgment about you, which is your nonverbal communication. During actual communication, you are continuously watched. It is the hearing with eyes. Particularly during personal interview, the body language and first impression play a critical role.

The components of Non Verbal Communication are:

1. Kinesics is the interpretation of body language such as facial expressions and gestures — or, more formally, non-verbal behavior related to movement, either of any part of the body or the body as a whole. **Body Language is technically known as kinesics**

Body language is the unconscious and conscious transmission and interpretation of feelings, attitudes, and moods, through:

• Body posture, movement, physical state, position and relationship to other bodies, objects and surroundings,

• Facial expression and eye movement,

This transmission and interpretation can be quite different to the spoken words.

Body movements include gestures, facial expressions and other physical movements. Every body movement conveys a certain meaning. For example, raising an eyebrow conveys disbelief, rubbing the nose indicates puzzlement and shrugging shoulders shows indifference. When a person is eager to hear something, he sits with his feet under the chair, toes pressed to the ground, and leans forward on the desk. When a person is listening carefully, he maintains eye contact and frequently nods his head.

Body language coupled with verbal communication gives more meaning to a message.

2. Proxemics is the technical term for the personal space aspect of body language. Proxemics is the study of measurable distance between people as they interact.

Body spacing and posture are unintentional reactions to sensory fluctuations or shifts, such as subtle changes in the sound and pitch of a person's voice. Social distance between people is reliably correlated with physical distance, as are intimate and personal distance, according to the following delineations:

- Intimate distance for embracing, touching or whispering
    Close phase – less than 6 inches (15 cm)
    Far phase – 6 to 18 inches (15 to 46 cm)

- Personal distance for interactions among good friends or family members
    Close phase – 1.5 to 2.5 feet (46 to 76 cm)
    Far phase – 2.5 to 4 feet (76 to 120 cm)

- Social distance for interactions among acquaintances
  Close phase – 4 to 7 feet (1.2 to 2.1 m)
  Far phase – 7 to 12 feet (2.1 to 3.7 m)

- Public distance used for public speaking
  Close phase – 12 to 25 feet (3.7 to 7.6 m)
  Far phase – 25 feet (7.6 m) or more.

3. Chronemics is the study of the use of time in nonverbal Communication. The way we perceive time, structure our time and react to time is a powerful communication tool, and helps set the stage for the communication process. Across cultures, time perception plays a large role in the nonverbal communication process. Time perceptions include punctuality, willingness to wait, and interactions. The use of time can affect lifestyles, daily agendas, speed of speech, movements and how long people are willing to listen.

PARALINGUISTIC FEATURES:

Paralinguistic features are nonverbal vocal cues that help you to give urgency to your voice. Your voice is your trademark; it is that part of yourself that adds human touch to your words. Voice gives extra life to your delivery. Therefore, you may find it useful to understand the characteristic nuances of voice, which are,
1. Quality
2. Volume
3. Pace/Rate
4. Pitch
5. Articulation
6. Pronunciation
7. Pause

- **Quality:** It is a characteristic that distinguishes one voice from another. Each one of us has a unique voice and its quality depends upon its resonating mechanism. As the quality of voice cannot be changed it can be trained for optimum impact. It can be rich and resonant, soft and alluring, thin and nasal and harsh and irritating.

- **Volume:** Volume is the loudness or the softness of the voice. Your voice should always project but need not always be loud. If the place you are speaking in is large and open, the volume should be high and if place is small and enclosed, the volume should be low. In all, you should very your volume so as to make you audible and clear.

- **Pace/Rate:** Rate is the number of words which you speak per minute. It varies from person to person and from 80 to 250 words per minute. The normal rate is 120 to 150 words per minute. If a person speaks too slowly, he or she most likely to be considered a dull speaker even if the speech may be highly interesting. Therefore, It is best to very your speaking pace. Use pauses to create emphasis. A well-paced, varied message suggests enthusiasm and awareness of audience.

- **Pitch:** Pitch refers to the number of vibrations per second of your voice. The rise and fall of the voice conveys various emotions. For example "Thank you" : You can find out difference when you utter it indifferently and when you say it with sincerity. **Inflections** give warmth, luster, variety and exuberance to your speech. Lowness of pitch can indicate sadness, shock, dullness etc. A well balanced pitch results in a clear and effective tone. **Intonation** refers to the rising and falling pitch of the voice when somebody says a word or syllable. Using appropriate intonation patterns, you will be able express your intention very clearly. Pitch is also influenced by your air supply: if you run out of air you cannot control the pitch of your voice.

- **Articulation:** Speaker should be careful not to slop, slur, chop or truncate sounds between words or sentences. If all the sounds are not uttered properly, the flow of understanding gets interrupted and deters the listener from grasping the meaning of the message. Lazy articulation or skipping of words will lower the credibility of the speaker. Develop the ability to speak distinctly and produce the sound in lucid manner without causing any obfuscation. For example "I want to go" is better understood than "I wanna go".

- **Pronunciation:** Pronunciation requires us to speak out sounds in way that is generally accepted. The best way is to follow British Received Pronunciation. Always be careful enough to pronounce individual sound along with word stress according to set norms. Always consult a good dictionary and try to pronounce it accordingly when you get confused.

- **Pause:** A pause is short silence flanked by words. A pause in speaking lets the listener reflect on the message and digest it accordingly. It helps you to move from one thought to another. A pause helps not only the listener but the speaker as well. Pause automatically come in between the major points of your speech. Do not prolong the pause unnecessarily as they break the flow of your speech.