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## ASSIGNMENT 1

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**Ques 1: What are the types of communication? Explain semantic barriers in communication in detail.**

Ans:

### Definition:

The Communication is a two-way process wherein the information, ideas, opinions, thoughts, feelings, etc. are transmitted between the individuals through the use of mutually understood symbols and semiotic rules (signs and symbols).

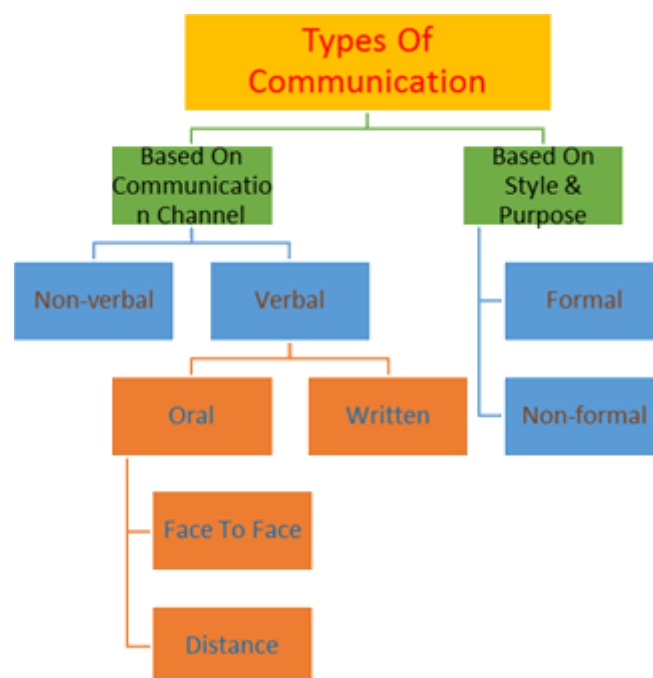
### Types of communication:

#### Based on Species:

1) Interspecific Communication - Much animal communication is intraspecific, that is, it occurs between members of the same species. As for interspecific communication, that between predator and prey is of particular interest.

Prey to predator, Predator to prey, Human/animal communication

2) Intraspecific Communication - Within same species example: Honey bee Dance



### Based on Style and Purpose:

1. Formal Communication: Formal communications are the one which flows through the official channels designed in the organizational chart. The flow of information is controlled and needs deliberate effort to be properly communicated. It may take place between a superior and a subordinate, a subordinate and a superior or among the same cadre employees or managers. The structure is typically top down, from leaders in various departments and senior staff in the organization, which funnel down to lower-level employees. Employees are bound to follow formal communication channels while performing their duties. Formal communication is considered effective as it is a timely and systematic flow of communication. These communications can be oral or in writing and are generally recorded and filed in the office.
2. Informal Communication:
  - Any communication that takes place without following the formal channels of communication is said to be informal communication. The Informal communication is often referred to as the 'grapevine' as it spreads throughout the organization and in all directions without any regard to the levels of authority.
  - The informal communication spreads rapidly, often get distorted and it is very difficult to detect the source of such communication. It also leads to rumors which are not true. People's behavior is often affected by the rumors and informal discussions which sometimes may hamper the work environment.
  - However, sometimes these channels may be helpful as they carry information rapidly and, therefore, may be useful to the manager at times. Informal channels are also used by the managers to transmit information in order to know the reactions of his/her subordinates.

### Based on Communication Channel:

1. Verbal Communication: This involves the use of language and words for the purpose of passing on the intended message. In general terms, Verbal Communication means communication in the form of spoken words only. The verbal communication is applicable in both the formal and informal kind of situations. But, in the context of types of communication, verbal communication can be in the spoken or the written form. Thus, the verbal form may be oral or written as discussed below.
  - Written Communication: This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.
  - Oral Communication: This is the communication which employs the spoken word, either direct or indirect as a communication channel. The effectiveness of the oral communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of

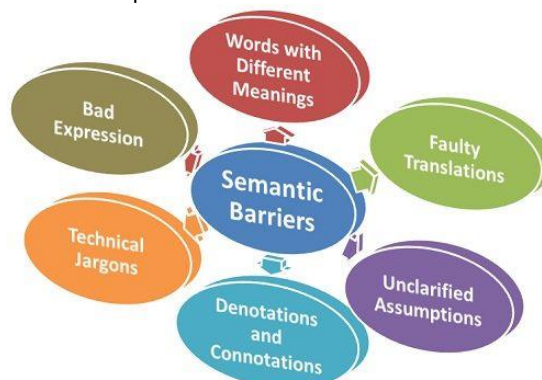
words used in the conversation. This verbal communication could be made on a channel that passes information in only one form that is sound. How effectively an individual listens to the subject matter decides the effectiveness of the communication.

2. Non-Verbal Communication: In this type of communication, messages are relayed without the transmission of words. The messages here are wordless messages. This form of communication mainly aids verbal communication. It supplements it with gestures, body language, symbols, and expressions. Through these, one may communicate one's mood, or opinion or even show a reaction to the messages that are relaying. One's non-verbal actions often set the tone for the dialogue. You can control and guide the communication if you control and guide the non-verbal communication. A shrug of the shoulders could indicate indifference while waving of hands could be enough to say goodbye and a simple nod may show acceptance.



Semantic Barriers: The use of difficult and multiple use of languages, words, figures, symbols create semantic barriers.

- Language- A meaning sent by the sender can be quite different from the meaning understood by the receiver. Long and complex sentences create problem in communication process.
- Jargon- Technical or unfamiliar language creates barriers. The message should be simple and condensed as far as possible so that no confusion is created.



**Ques 2: Write short note on the following:**

**a) Diagonal communication**

**b) Grapevine communication**

**c) Paralanguage**

Ans:

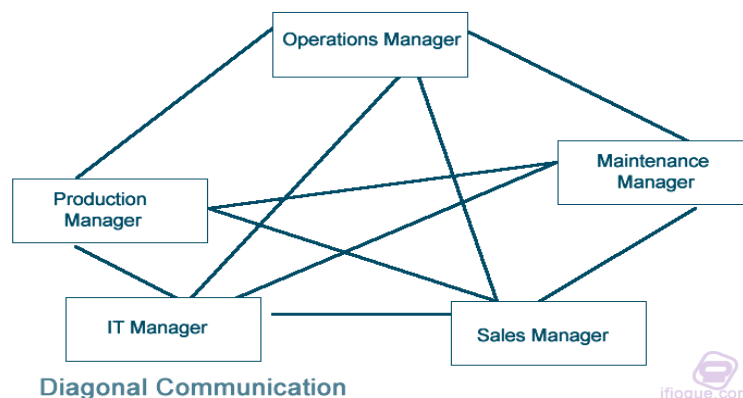
**a) Diagonal Communication:** Diagonal Communication is cross-functional communication between employees at different levels of the organization

Diagonal communication is cross-functional communication between employees at different levels of the organization. For example, if the vice president of sales sends an e-mail to the vice president of manufacturing asking when a product will be available for shipping, this is an example of horizontal communication. But if a sales representative e-mails the vice president of marketing, then diagonal communication has occurred.

Advantages: -

The shortest distance between two points is a straight line. Diagonal communication routes are the straight lines that speed communications directly to their recipients, at the moment communication is necessary.

And as a result, it ends communication barriers between the higher and lower sectors of a business.



**b) Grapevine Communication:** Grapevine communication is an informal channel of business communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels. To hear something through the grapevine is to learn of something informally and unofficially by means of gossip or rumor. So, grapevine communication can be described as a casual and unofficial communication system within the organization.

E.g., Think of the lunch meetings you attend with your team. The conversation during such times revolves around your work, yet it remains unofficial and forms informal or personal relationships between you and your team members.

**c) Paralanguage:** refers to the non-verbal elements of communication used to modify meaning and convey emotion. The non-verbal elements of communication used to convey an emotion, attitude and an altered meaning are referred to as paralanguage.

Its elements include:

- Tone
- Volume
- Pitch
- Speed
- Pronunciation
- Intonation

Sometimes the definition is restricted to vocally-produced sounds.

Tone is the quality of the voice, volume is the loudness or softness, pitch is the high or low note on the scale, a high pitched voice is often unpleasant, speed is a factor of speech, rapid speech indicates excitement, pronunciation means the accepted standard of the way in which a word is said, correct and clear pronunciation is important, accent is the way a person pronounces the sound of the language, every language has its own accent, we carry our mother tongue accent to other languages we learn, intonation is the sound pattern of sentences.

The study of paralanguage is known as paralinguistics. An example of paralanguage is the pitch of your voice.

### **Ques 3: Describe body language in detail.**

Ans:

Body language is a type of nonverbal communication in which physical behaviours, as opposed to words, are used to express or convey the information. Such behaviour includes facial expressions, body posture, gestures, eye movement, touch and the use of space

Put simply, body language is the unspoken element of communication that we use to reveal our true feelings and emotions.

It's the relaxed facial expression that breaks out into a genuine smile – with mouth upturned and eyes wrinkled. It can be a tilt of the head that shows you're listening, sitting or standing upright to convey interest, or directing attention with hand gestures. It can also be taking care to avoid a defensive, arms-crossed posture, or restlessly tapping your feet.

You can also use body language in a positive way to add strength to your verbal messages.

The many different types of nonverbal communication or body language include

**Facial expressions.** The human face is extremely expressive, able to convey countless emotions without saying a word. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

**Body movement and posture.** Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head.

Gestures. Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking.

Eye contact. Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction

#### **Ques 4: What are the five distinctive features of writing?**

Ans:

The five Features of Effective Writing are focus, organization, support and elaboration, grammatical conventions, and style.

##### 1)Thesis Focus:

Focus is the topic/subject/thesis established by the writer in response to the writing task. The writer must clearly establish a focus as he/she fulfils the assignment of the prompt. If the writer retreats from the subject matter presented in the prompt or addresses it too broadly, the focus is weakened. Writers may effectively use an inductive organizational plan which does not actually identify the subject matter at the beginning and may not literally identify the subject matter at all. The presence, therefore, of a focus must be determined in light of the method of development chosen by the writer. If the reader is confused about the subject matter, the writer has not effectively established a focus. If the reader is engaged and not confused, the writer probably has been effective in establishing a focus.

##### 2)Organization:

Organization is the progression, relatedness, and completeness of ideas. The writer establishes for the reader a well-organized composition, which exhibits a constancy of purpose through the development of elements forming an effective beginning, middle, and end. The response demonstrates a clear progression of related ideas and/or events and is unified and complete.

##### 3)Support and Elaboration:

Support and Elaboration form the extension and development of the topic/subject/thesis. The writer provides sufficient elaboration to present the ideas and/or events clearly. Two important concepts in determining whether details are supportive are the concepts of relatedness and sufficiency. To be supportive of the subject matter, details must be related to the focus of the response. Relatedness has to do with the directness of the relationship that the writer establishes between the information and the subject matter. Supporting details should be relevant and clear. The writer must present his/her ideas with enough power and clarity to cause the support to be sufficient. Effective use of concrete, specific details strengthen the power of the response. Insufficiency is often characterized by undeveloped details, redundancy, and the repetitious paraphrasing of the same point.

Sufficiency has less to do with amount than with the weight or power of the information that is provided.

#### 4)Grammatical Conventions:

Grammatical conventions involve correctness in sentence formation, usage, and mechanics. The writer has control of grammatical conventions that are appropriate to the writing task. Errors, if present, do not impede the reader's understanding of the ideas conveyed.

#### 5)Style:

Style is the control of language that is appropriate to the purpose, audience, and context of the writing task. The writer's style is evident through word choice and sentence fluency. Skilful use of precise, purposeful vocabulary enhances the effectiveness of the composition through the use of appropriate words, phrases and descriptions that engage the audience. Sentence fluency involves using a variety of sentence styles to establish effective relationships between and among ideas, causes, and/or statements appropriate to the task.

### **Ques 5: Explain non-verbal communication. Elaborate the different types of listening.**

Ans:

**Nonverbal communication** is the transfer of information through the use of body language including eye contact, facial expressions, gestures and more. For example, smiling when you meet someone conveys friendliness, acceptance and openness.

- Supports your message.
- Communicates messages.
- Communicates intention.
- Conveys feelings.
- Offers support.
- Showcases your personality.
- Indicates a desired action.
- Deescalates tension

#### **Types of nonverbal communication:**

There are several types of nonverbal communications you should be aware of, including:

##### 1. Body language

Body language is the way someone situates their body naturally depending on the situation, the environment and how they are feeling.

Example: Someone might cross their arms if they are feeling angry or nervous.

## 2. Movement

The way you move your arms and legs such as walking quickly or slowly, standing, sitting or fidgeting, can all convey different messages to onlookers.

Example: Sitting still and paying attention in a meeting conveys respect and attention.

## 3. Posture

The way you sit or stand can also communicate your comfort level, professionalism and general disposition towards a person or conversation.

Example: Someone might slouch their shoulders if they feel tired, frustrated or disappointed.

## 4. Gestures

While gestures vary widely across communities, they are generally used both intentionally and unintentionally to convey information to others.

Example: Someone in the United States might display a “thumbs up” to communicate confirmation or that they feel positively about something.

## 5. Space

Creating or closing distance between yourself and the people around you can also convey messages about your comfort level, the importance of the conversation, your desire to support or connect with others and more.

Example: You might stand two to three feet away from a new contact to respect their boundaries.

## 6. Paralanguage:

Paralanguage includes the non-language elements of speech, such as your talking speed, pitch, intonation, volume and more.

Example: You might speak quickly if you are excited about something.

## 7. Facial expressions

One of the most common forms of nonverbal communication is facial expressions. Using the eyebrows, mouth, eyes and facial muscles to convey can be very effective when communicating both emotion and information.

Example: Someone might raise their eyebrows and open their eyes widely if they feel surprised.

## 8. Eye contact

Strategically using eye content (or lack of eye contact) is an extremely effective way to communicate your attention and interest.



Example: Looking away from someone and at the ground or your phone may convey disinterest or disrespect.

### 9. Touch

Some people also use touch as a form of communication. Most commonly, it is used to communicate support or comfort. This form of communication should be used sparingly and only when you know the receiving party is okay with it. It should never be used to convey anger, frustration or any other negative emotions.

Example: Placing your hand on a friend's shoulder may convey support or empathy.

## **Different types of listening:**

### Appreciative Listening

When you listen for appreciation you are listening for enjoyment. Think about the music you listen to. You usually listen to music because you enjoy it. The same can be said for appreciative listening when someone is speaking. Some common types of appreciative listening can be found in sermons from places of worship, from a motivational speech by people we respect or hold in high regard, or even from a stand-up comedian who makes us laugh.

### Empathic Listening

When you listen empathically you are doing so to show mutual concern. During this type of listening, you are trying to identify with the speaker by understanding the situation in which he/she is discussing. You are stepping into the other's shoes to get a better understanding of what it is he/she is talking about. Usually during this type of listening you want to be fully present in the moment or mindfully listening to what the speaker is saying. Your goal during this time is to focus on the speaker, not on yourself. You are trying to understand from the speaker's perspective.

### Comprehensive Listening

If you are watching the news, listening to a lecture, or getting directions from someone, you are listening to understand or listening to comprehend the message that is being sent. This process is active. In class, you should be focused, possibly taking notes of the speaker's main ideas. Identifying the structure of the speech and evaluating the supports he/she offers as evidence. This is one of the more difficult types of listening because it requires you to not only concentrate but to actively participate in the process. The more you practice listening to comprehend, the stronger listener you become.

### Critical Listening

Have you ever had to buy an expensive item, such as a new appliance, a car, a cell phone, or an iPad? You probably did some research beforehand and listened closely to the

salesperson when you went to compare brands. Or perhaps your best friend is telling you about some medical tests he/she recently had done. You listen closely so you can help your friend understand her results and the possible ramifications of the findings. Both of these scenarios are examples of critical listening. Critical listening is listening to evaluate the content of the message. As a critical listener you are listening to all parts of the message, analysing it, and evaluating what you heard. When engaging in critical listening, you are also critically thinking. You are making mental judgments based on what you see, hear, and read. Your goal as a critical listener is to evaluate the message that is being sent and decide for yourself if the information is valid.