

# Technical Communication

## MCAC105

# Unit 1: Communication

- Animal Communication and human communication,
- Communication Models,
- Verbal and non-verbal communication,
- Speech and writing

# ANIMAL COMMUNICATION



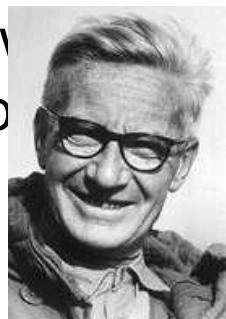
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# INTRODUCTION

## ON

□ Animal communication is the passage of information b/w two animals.

- The animal which sends is called **signaller** and the animal that receives signal is called **receiver**.
- Animal communication is also known as **Biological communication**.
- They can convey their needs, desires and reactions to the environment via some sophisticated signaling of their own.
- The classical ethological view of communication was developed by Niko Tinbergen



Niko  
Tinbergen

# FUNCTIONS OF COMMUNICATION

- **Agonistic interaction** –threat displays during competition over food, mates or territory
- **Ownership/territorality** –to claim or defend territory
- **Food-related signals** –to lead members of a social group to a food source
- **Alarm calls** –to warn of a threat from a predator

# TYPES OF COMMUNICATION

## COMMUNICATION

### Intraspecific communication

- communication within a single species
  - Eg. Honeybee dance



### Interspecific communication

- Prey to predator
  - Eg. warning colouration in wasps
- Predator to prey
  - Some predators communicate to prey to make them easier to catch, in effect deceiving them.
  - Eg. Angler fish
- Human/animal communication
  - During domestication of animals



# BASIC **COMPONENTS**

□ **Signaller** : An animal which emits signal.

□ **Receiver** : An animal which receives signal

□ **Signal** : The behaviour emitted by the signaller

□ **Channels** : A pathway through which normally a signal travels. (ie means of communication)

- Visual
- Auditory
- Chemical
- Tactile
- Electrical
- Surface vibration

# VISUAL **COMMUNICATION**

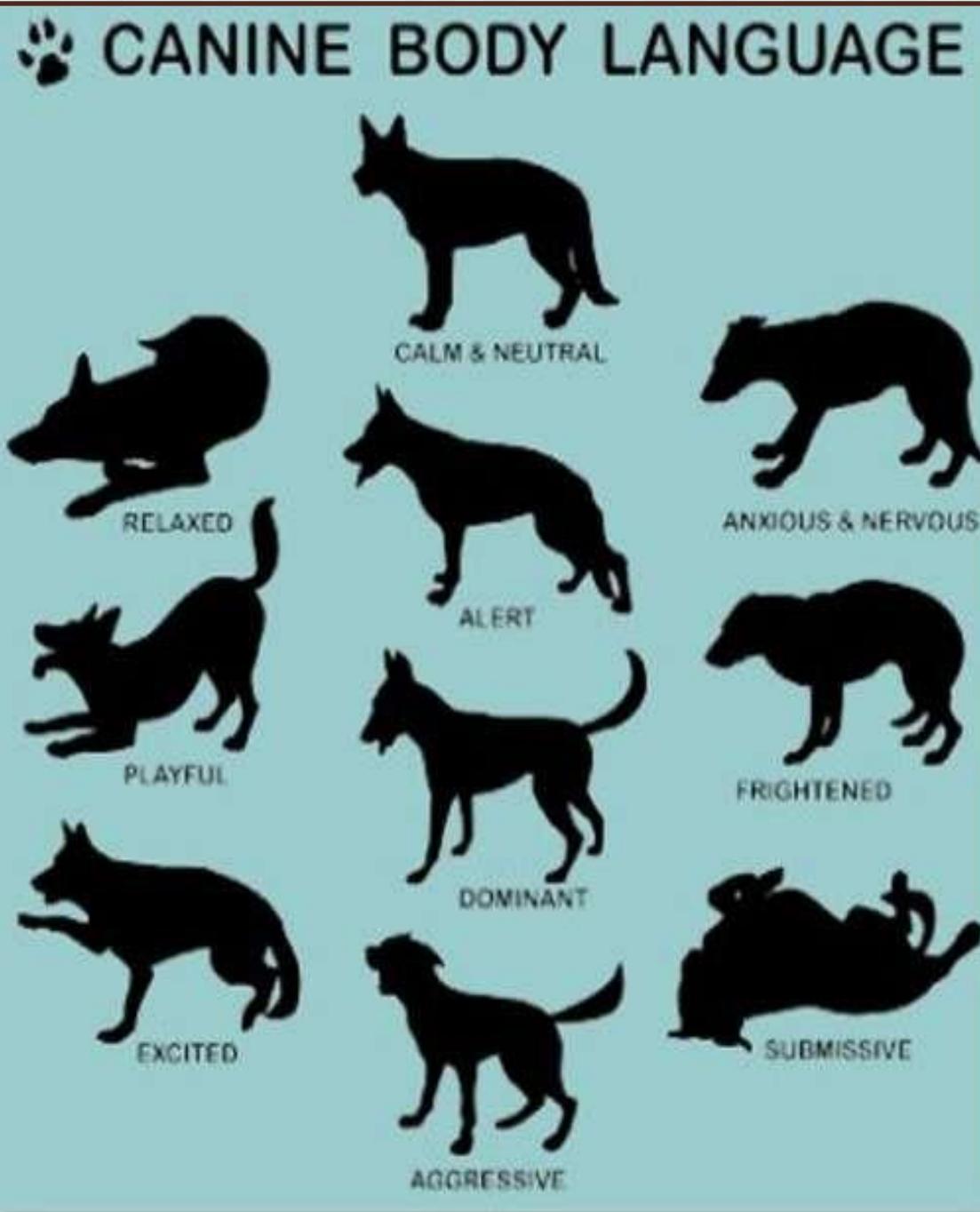
- Information transmitted by visual means is called visual communication.
- The visual signals may be given by various means like
  - movement
  - posture or shape of the body
  - Facial expressions.
  - colour identification
  - light etc.
- Visual signals are used most often by species that are active during day.
- Light as a visual means is used in night.

2)

## Postures

Most animal species give specific signals by the position adopted by head, ears & tail.

- Eg. Flattened ear –fear/ suspicion
- Wagging of tail –Complete submission.
- Retraction of lips to display teeth - threat display.



### 3) Facial



interest



excitement



playful



frightened

Wildlife Art Company

## 5) Light

### (Bioluminescence)

Certain insects and deep sea fishes communicate via their light signals.

- Luminous insects are glow worms and their relatives the fireflies.
- Eg. of light producing fish includes Anglerfishes



Glow  
worms



Anglerfishes



Fireflies

# AUDITORY COMMUNICATION

## AUDITORY COMMUNICATION

- Sending information from one member to another by sound production is called auditory signal or **bioacoustic signal**.
- Sound is a good means of communicating over long distances both in air and water.
- Sound is more effective signal at night and darkness

# EXAMPLES

□ **Deathwatch beetle** signal to each other by producing clicking sound made by tapping their head against wood.



Deathwatch beetle

□ **Red squirrels** will make a series of loud rattles and screeches to warn off intruders.



Red squirrels

□ The **bottlenose dolphin** has a wide range of vocalizations. Each dolphin also has its own unique whistling sound that it uses to identify itself.



Bottlenose dolphin

# ODOUR OR CHEMICAL COMMUNICATION

- Molecules used for chemical communication between individual animals are called **pheromones**.
- Pheromones are involved in marking territory, alarm spreading etc.
- Odour signals can transmit informations in dark, can travel long distances, can last for hours or number of days.
- Chemical messages that pass between animals of the same species.
- Chemical communication is the most primitive type of communication.

# EXAMPLES

- Alarm **pheromones** are produced in ants in the form of **formic acid** to protect themselves from enemies.
- Ants lay down an initial trail of pheromones as they return to the nest with food.
- Dogs and some other animals of dog to mark the boundaries of their territory



# TACTILE COMMUNICATION

□ Information transmitted in the form of **physical contact** (touch signal) is called tactile communication.

## ON

□ Antennae of ants, termites and honeybees are involved in this process

□ Eg. 1) **Female primates** often hold and frequently cuddle their young kids. Helps in establishing a bond between them

2) **Termites** –blind workers totally dependent on each other for survival.



Two worker *ants* in tactile communication



# ELECTRICAL SIGNALS

## SIGNALS

□ It is a means of communication in some fishes.

□ **Torpedo (Electric ray)**, and sharks (*Scyliorhinus caniculus*) have electro receptors that they use in communication.



- Sharks detect the electric field produced by prey flatfish that are buried in the sand by a specialized organ called the **ampulla of lorenzini**.
- Electric fish communicate information about species identity by discharging electric field.

# SURFACE **VIBRATIONS**

- In some animals information may be communicated by patterns of surface vibrations.
- Eg. Water spider send out ripples of certain frequency and receptive female respond by moving towards the source.





# Human Communication

# **Definition**

Newman & Summer:-

" Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

Louis A. Allen:-

"Communication involves a systematic and continuous process of telling, listening and understanding."

Hudson:-

"Communication in its simplest form is conveying of information from one person to another."

Elliott Jacques:-

"The sum total of directly and indirectly , consciously & unconsciously transmitted feeling, attitudes and wishes".

## **Forms of Human Communication:**

- Intrapersonal Communication
- Interpersonal Communication
- Interviewing
- Small Group Communication
- Organizational Communication
- Public Speaking
- Computer-Mediated Communication
- Mass Communication

# **TYPES OF COMMUNICATION**

Formal  
Communication

Informal  
Communication

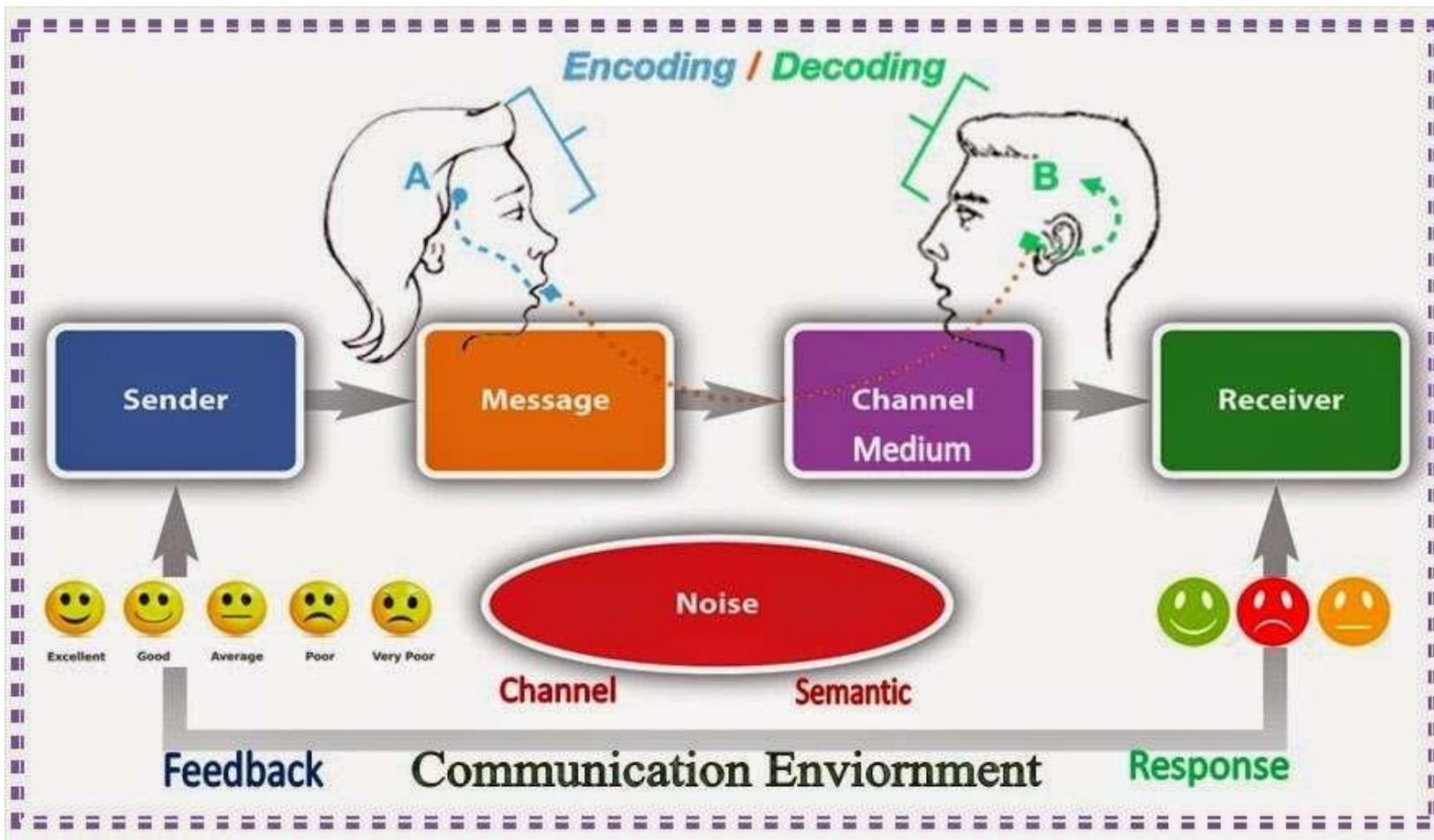
Written  
Communication

Oral  
Communication

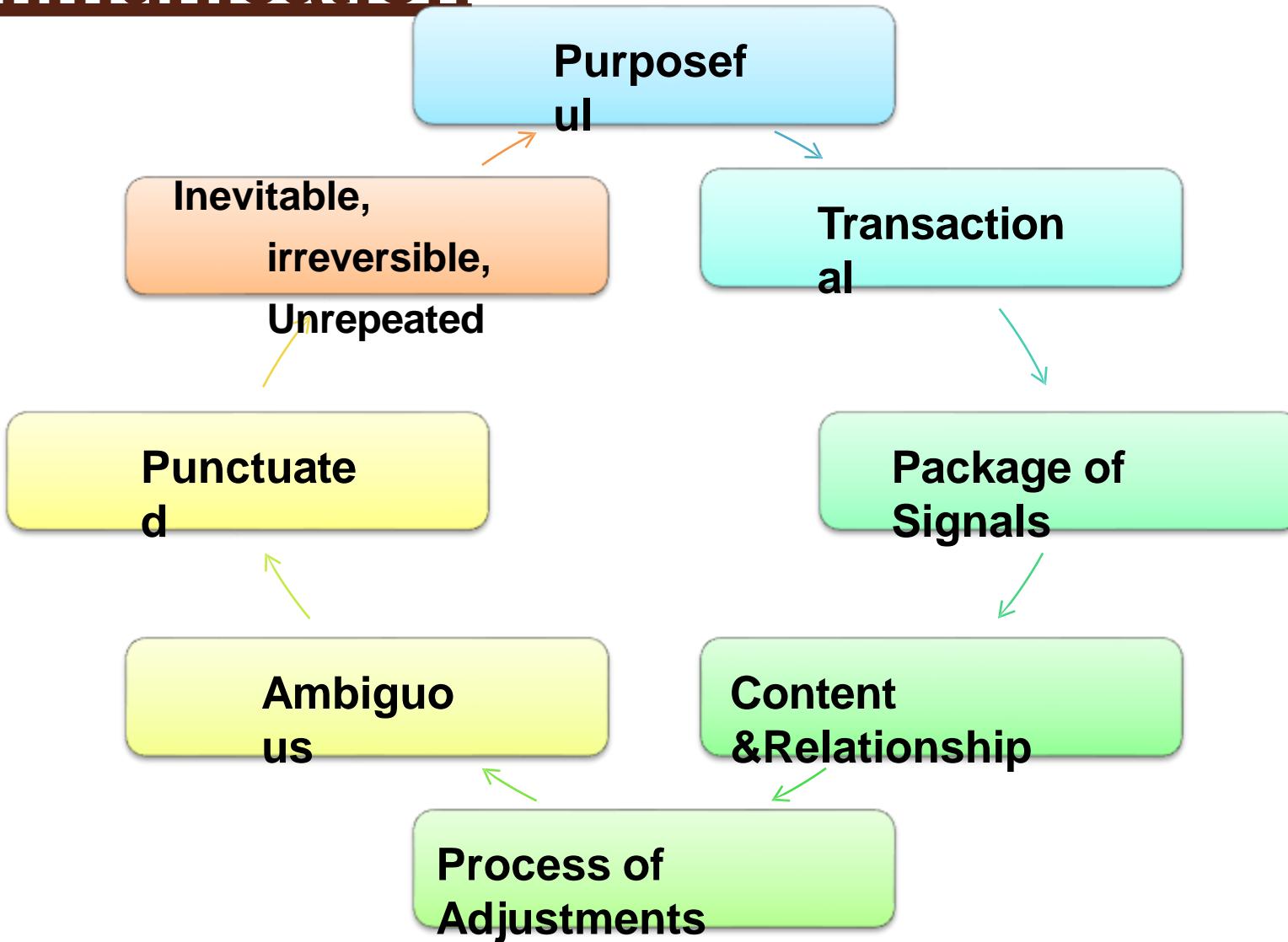
## **Benefits of Human Communication:**

- ❖ Critical and creative thinking skills.
- ❖ Interaction skills.
- ❖ relationship skills.
- ❖ Leadership skills.
- ❖ Presentation skills.
- ❖ Media Literacy skills.

# Elements of Human Communication



# Principles of Human Communication



# **PRINCIPAL OF COMMUNICATION**

- ✓ Know your audience.
- ✓ Know your purpose.
- ✓ Know your topic.
- ✓ Anticipate objections.
- ✓ Achieve credibility with your audience.
- ✓ Follow through on what you say.
- ✓ Communicate a little at a time.
- ✓ Present information in several ways.
- ✓ Develop a practical, useful way to get feedback.
- ✓ Use multiple communication techniques



# PRINCIPLE OF EFFECTIVE COMMUNICATION

- Simple Language :

- The language used in communication should be simple and easy understandable. Simple language means using familiar words.

- No ambiguity :

- The communicator should be clear in his mind about the objective of his communication.

- **Proper medium of communication:**
  - The communicator should select the proper medium by considering such factors as the nature of matter to be communicated urgency of communication, distance between the communicator and the recipient of communication etc.
- **Adequacy of information:**
  - In order to make communication effective , one more condition to be fulfilled is that is should be adequate and complete in all respects.

- **Right climate in the organization:**
  - there should not be any communication barriers in the business corner.
  - the organization structure of the unit concatenating of physical settings and human setting must facilitate the process of communication.
- **Training to the communicators:**
  - Proper training should be given to the communicators in the communication skills this helps in interesting the effectiveness of communication considerable

- **Purpose of communication:**
  - The basic purpose of any communication is to elicit a behavioural response from the receiver.
  - The sender or communicator must make efforts to achieve the objective of this response.

- **Consultation:-**

- It is necessary to seek the participation of others in planning a communication.
- It helps the sender to get additional insight into & objectivity of the message. Moreover, those who participate & help communication planning will give active support to you.

- **Content of Message:-**

- The communicator should decide his tone of voice with reference to the content of the message.
- Sometimes, the communicator may make his voice loud or shrill in order to make the communication effective.

- **Follow-up action:-**
  - Follow up action is necessary to find out whether the receiver has understood the message correctly.
  - The receiver may take some action after receiving the message. The sender should know the type of action taken by the receiver.
- **Time & opportunity:-**
  - The sender should consider the interest & needs of the receiver of message.
  - It helps him to find out the correct time when the message is to be communicated.
  - In this way, the sender uses the opportunity to convey the message for enduring & immediate benefits to the

- **Training to the communicators:-**
  - Proper training is essential to the communicators to develop their communication skills.
  - This helps in increasing the effectiveness of communication considerably.
- **Action support communication:-**
  - The actions or attitudes of the sender should support the message. For example, the sender may raise his hand to convey the message of „stop the work”.
  - So, the actions of the sender should not contradict his

- **Personnel co-operation:-**
  - Co-operation of the personnel is necessary to make effective communication.
  - The communication results in strengthening the business concern through the co-operation of managerial personnel.
- **Listening:-**
  - Listening is one of the most important tasks of the sender.
  - Here, listening refers to the reactions of the receiver.
  - The sender must learn to listen with the inner ear.
  - The sender can gather useful information through listening for further communication.

# Introduction to Public Speaking

- In public speaking a speaker presents a relatively continuous message to a relatively large audience.
- **Public speaking is transactional.**
- The listeners also send messages in the form of feedback (applause, nods, looks, etc. )



# **The benefits of public speaking**



**Improve your  
Public Speaking  
abilities**

**Improve your  
personal and  
social abilities**

**Improve your  
academic and  
career skills**

# **Essential steps for preparation an effective public speech**

1- Select your topic,

purposes

2- Analyse your audience

3- Research your topic

4- Collecting supporting materials

5- Develop your main points

6- Organize your speech materials

7- Construct your introduction, conclusions,

and transitions

8- Word your speech

9- Rehearse your speech

Present your speech

# Comparison of Human and Animal Communication

- Similarity: Both are composed of SIGNS (forms with meaning)
  - Key Differences:
- 

- ✓ Animal: The signs of animal systems are inborn.
  - ✓ Human: The capacity to be creative with signs is inborn, but the signs (words) themselves are acquired culturally.
- 

- ✓ Animal: Change extremely slowly, with the speed of genetic evolution.
  - ✓ Human: Change rapidly as a cultural phenomenon.
- 

- ✓ Animal: Each sign has one and only one function; each meaning can be expressed only in one way
- ✓ Human: Signs often have multiple functions; one meaning can be expressed in many ways

# Comparison of Human and Animal Communication

- ✓ Animal: Not naturally used in novel way
  - ✓ Human: Creative, can be adapted to new situation
- 

- ✓ Animal: Closed inventory of signs; only a set number of different messages can be sent
  - ✓ Human: Open ended. Grammar (rules of syntax) allows a virtually unlimited number of messages to be constructed
- 

- ✓ Animal: Communication is set responses to stimuli.
- ✓ Human: Not limited to use as an stimuli.



# Models of Communication

# Models of Communication

## Linear Communication Model:

It is a simple one way communication model. The message flows in a straight line from sender to the receiver. There is no concept of feedback. The only task that a receiver does here is to receive the message.

[Aristotle's Model](#)

[Berlo's SMCR Model](#)

[Shannon & Weaver Model](#)

Transactional Model: Here, senders and receivers both are known as communicators and both play equally important role in communication.

Transactional model relates communication with social reality, cultural up-bringing and relational context (relationships). Non-verbal feedback like gestures, body language, is also considered as feedback in this model.

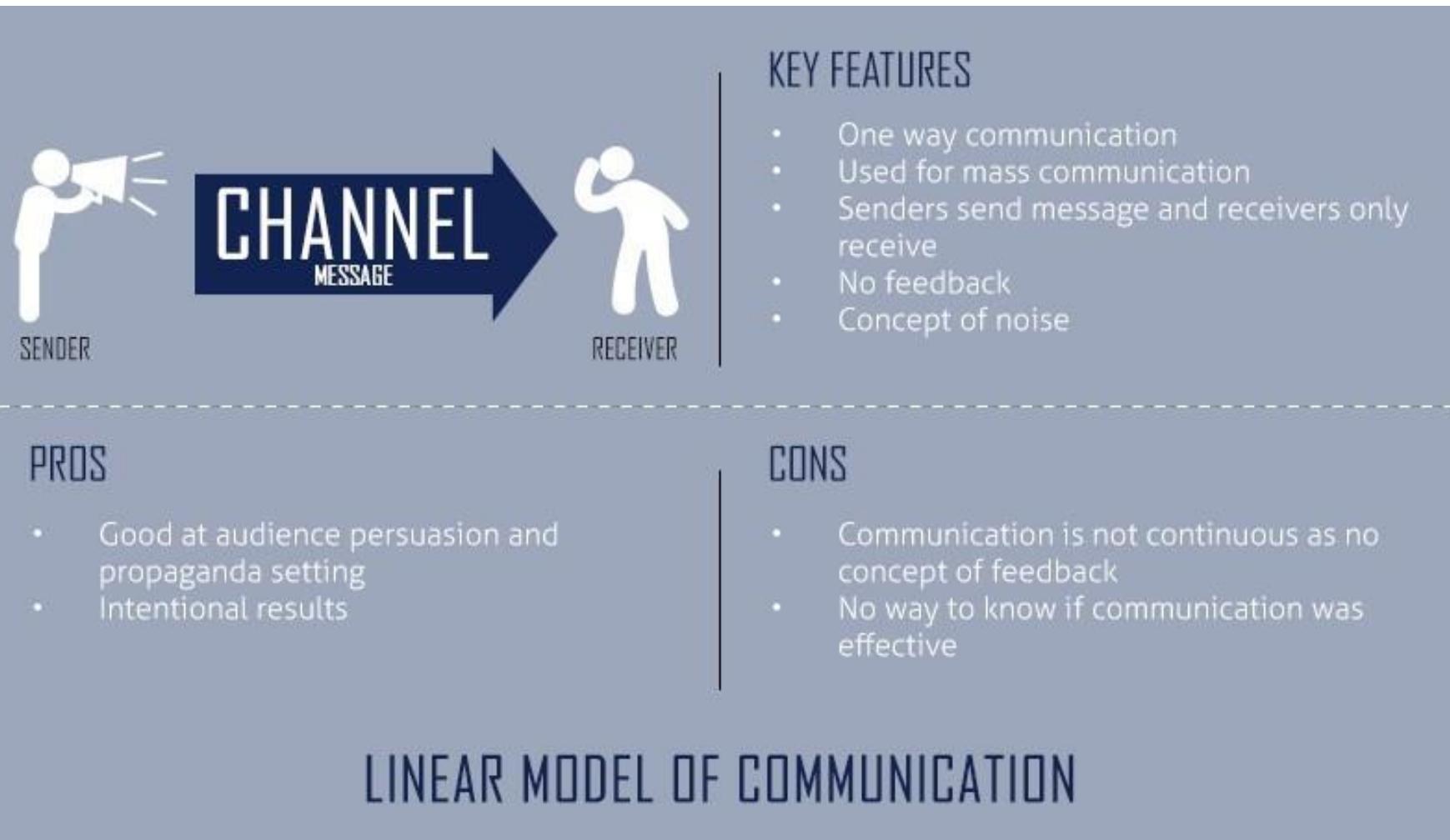
[Barlund's Model](#)

Interactive Model: deals with exchange of ideas and messages taking place both ways from sender to receiver and vice-versa.

[Schramm's Model](#)

[White's Model](#)

# Linear Communication Model



# Components of Linear Communication

Linear model has defined set of components required for a communication to be established where

- **Sender** is the person who sends a message after encoding.
- **Encoding** is the process of converting the message into codes compatible with the channel and understandable for the receiver.
- **Decoding** is the process of changing the encoded message into understandable language by the receiver.

**Message** is the information sent by the sender to the receiver.

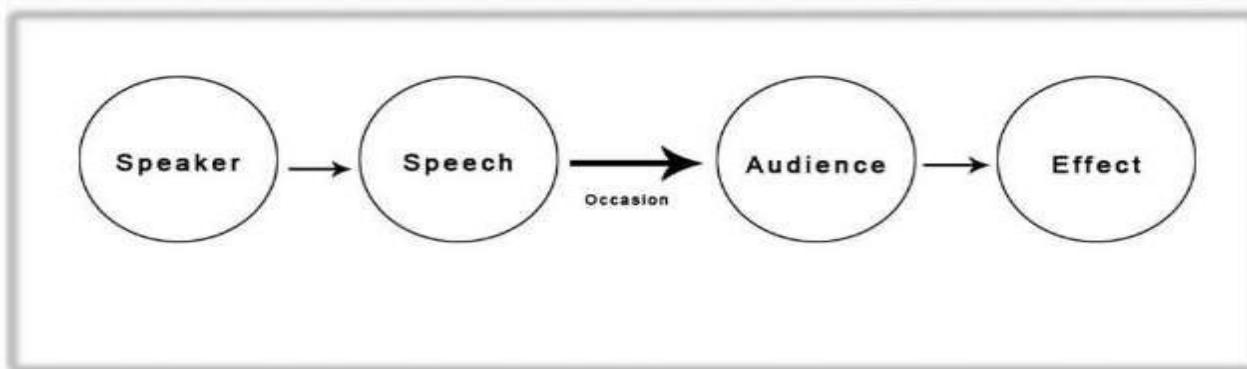
**Channel** is the medium through which the message is sent.

**Receiver** is the person who gets the message after decoding.

**Noise** is the disruptions that are caused in the communication process in channel or in understandability of the message.

# ARISTOTLE MODEL

- ❑ By Aristotle(384-322 B.C) Greek philosopher and writer born in Stagira, Northern Greece. He studied physics, logic, mathematics, etc.
- ❑ Aristotle developed a linear model of communication for oral communication known as which is considered as the 1<sup>st</sup> model of communication. It is most widely used communication model.



# **ARISTOTLE MODEL**

- ✓ Aristotle Model is mainly focused on speaker and speech. It can be broadly divided into **5** primary elements: **Speaker, Speech, Occasion, Audience and Effect.**
- ✓ It is a speaker centred model as the speaker has the most important role in it. It is the speaker's role to deliver a speech to the audience. The role of the audience is passive, influenced by the speech. This makes the communication process **one way**, from speaker to receiver.
- ✓ The speaker must organize the speech beforehand, according to the target audience and situation (occasion). The speech must be prepared so that the audience be persuaded or influenced from the speech.

# ARISTOTLE MODEL

- ❑ To develop public speaking skills and create a propaganda and is speaker oriented and focuses on audience interaction in communication, there is **no concept of feedbacks**.
- ❑ E.g. a politician (speaker) gives a speech to get votes from the civilians (audience) at the time of election (occasion). The civilians only vote if they are influenced by the things the politician says in his speech so the content must be very impressive to influence the mass and the speaker must design the message very carefully.
- ❑ The speech must be clear as well as the speaker must have a very good non-verbal communication with the audience like eye contact, body language etc.

# ARISTOTLE MODEL

## Critical Elements of a Good Communicator

- Ethos:** Features that makes you credible in front of the audience. (Corrupt politician vs. Good politician).
- Pathos:** What you say is important for emotional bonds. If people of a village needs water and the politician says he'll build a dam for drinking water and irrigation.
- Logos:** Logos is logic. People find logic in everything. Use factual data in an awareness program will attract the audience's attention and will make them believe in the need of awareness in the particular matter.

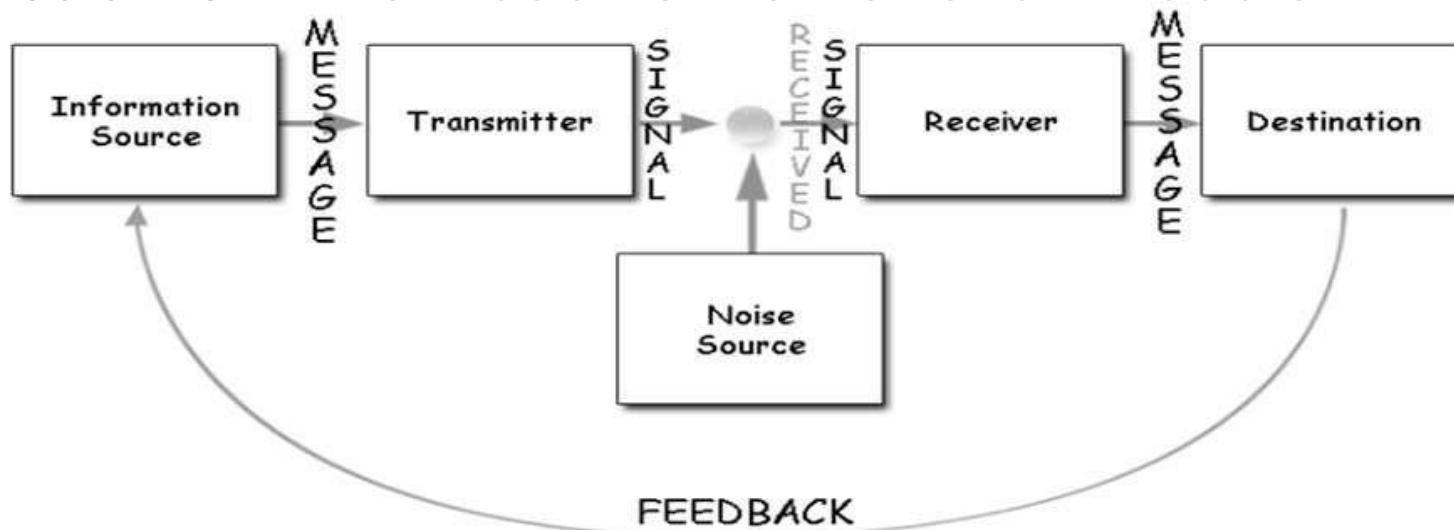
**Criticisms of Aristotle's Model of Communication:** No concept of feedback, it is one way from speaker to audience. No concept of communication failure like noise & barriers. Only for public speaking.

## **Shannon Weaver's Model**

In 1960, David Berlo postulated Berlo's Sender-Message-Channel-Receiver (SMCR) Model of Communication from Shannon Weaver's Model of Communication (1949). He described factors affecting the individual components in the communication making the communication more efficient. This model also focuses on encoding and decoding which happens before sender sends the message and before receiver receives the message respectively.

# SHANONE AND WEAVER

- ✓Created in 1948 when Claude Elwood Shannon wrote an article “A Mathematical Theory of Communication” in Bell System Technical Journal with Warren Weaver. This is often called Telephone Model because it is based on the experience of having the message interfered with by “noise” from the telephone switchboard back in 1940s.
- ✓ Shannon was an American mathematician whereas Weaver was a scientist. **This Model is Mother of all Models.**

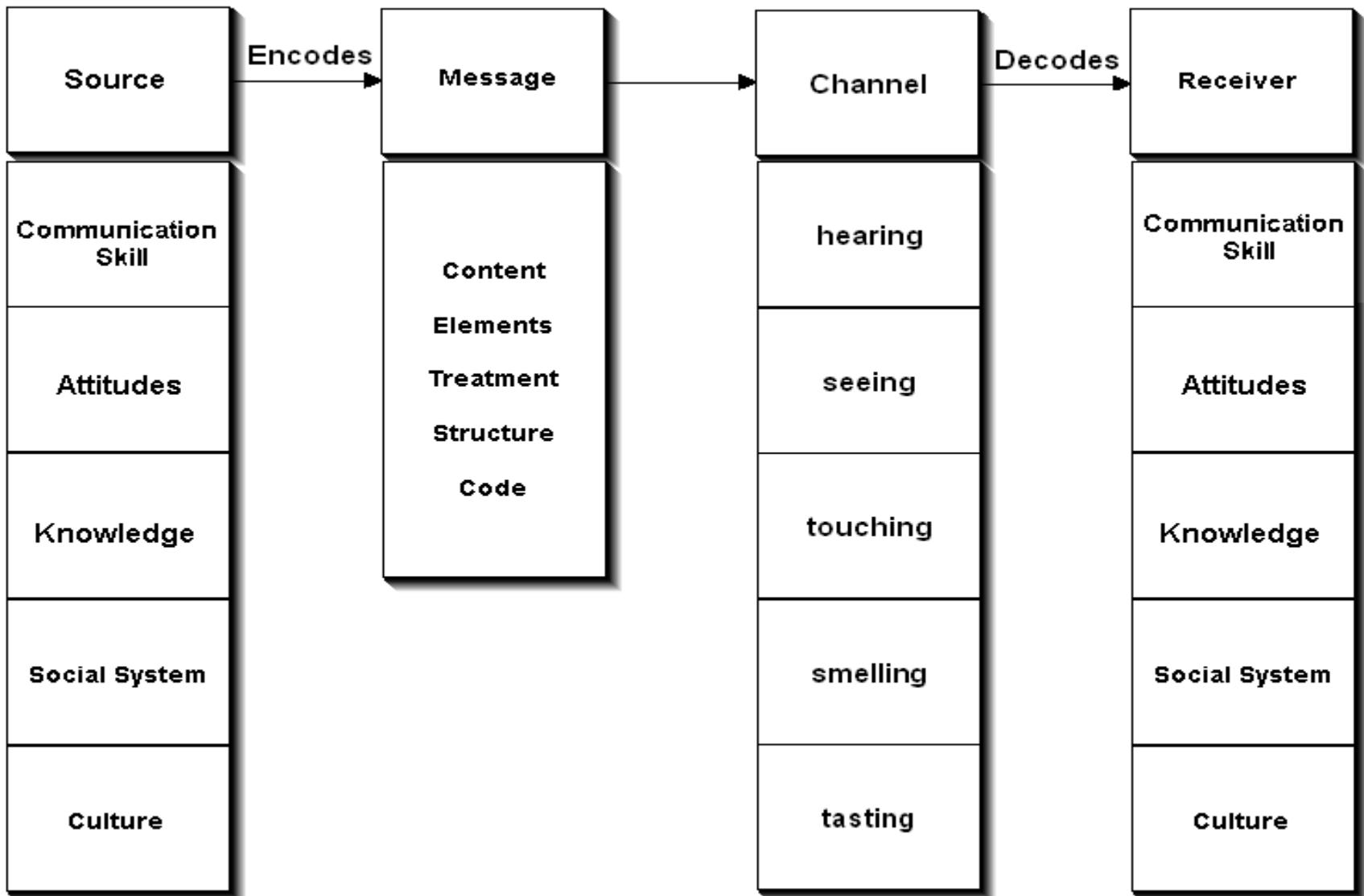


# SHANONE AND WEAVER

There are 3 levels of problems of communication per Shannon Weaver.

- Technical problem** –How a channel causes a problem
- Semantic problem** –Is the meaning of message sent and received very different
- Effectiveness problem** –How effectively does the ----- message cause reaction
  
- Concept of noise. 2 way process. Apply in general communication. Quantifiable. More for interpersonal communication than group communication and mass communication. Receiver plays the passive and sender plays the primary.

# Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:  
S-M-C-R Model.

## Criticisms of Berlo's SMCR Model

There is no concept of feedback,  
so the effect is not considered.

There is no concept of noise or any  
kind of barriers in communication.

It is a linear model of communication, there is no two way communication.

Both of the people must be similar according to all the factors mentioned above.

# Transactional Communication Model



## KEY FEATURES

- Used for interpersonal communication
- Senders and receivers interchange roles
- Simultaneous feedback
- Context of environment and noise
- Feedback is taken as a new message

## PROS

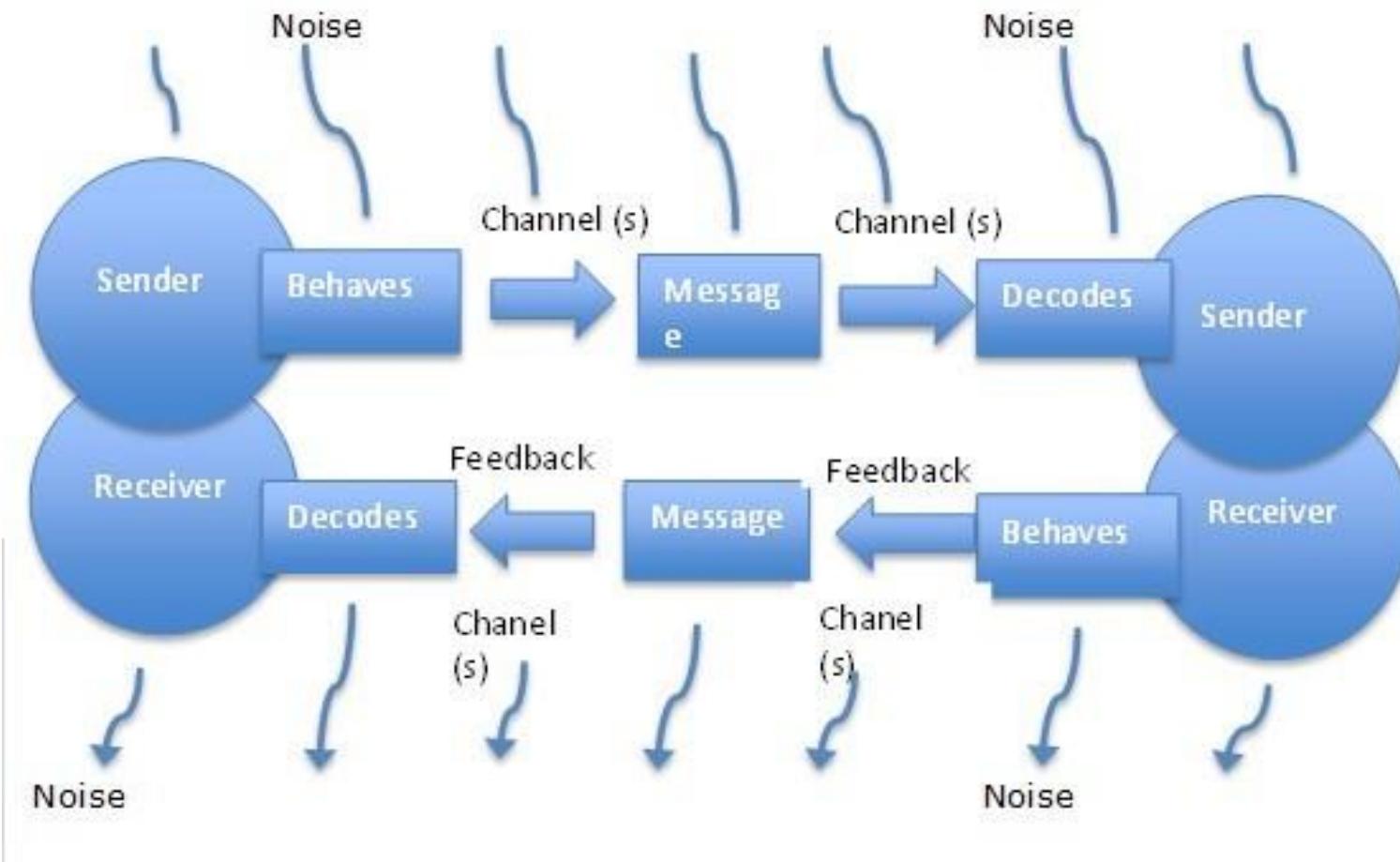
- Simultaneous and instant feedback
- No discrimination between sender and receiver

## CONS

- Encourages non-verbal communication
- More noise due to communicators talking at the same time

TRANSACTIONAL MODEL OF COMMUNICATION

# Transactional Model



## Criticisms of Transactional Model

- Without verbal response, the sender can not be sure that the receiver got the message as intended. Feedback is an important component in the communication process, especially in interpersonal communication as it gives a space to clarify misunderstandings.
- The transactional model gives the opportunity for a lot of noise because the communication is simultaneous. For example, when many people are talking at the same time in a meeting, the objective of the meeting will not be fulfilled.

## **Differences Between Transactional and Other Communication Models**

### **Transactional Model**

**Used for interpersonal communication**

**Includes the role of context and environment**

**Includes noise and communication barriers as factors**

**Talks about non-verbal communication**

**Simultaneous feedback**

### **Other Models**

**Used for Intrapersonal, interpersonal, group or mass communications.**

**Role of context and environment are not mentioned in other models**

**Not necessarily have the concept of noise**

**Ignores non-verbal communication**

**Feedback comes later in interaction model and is not included in linear model**

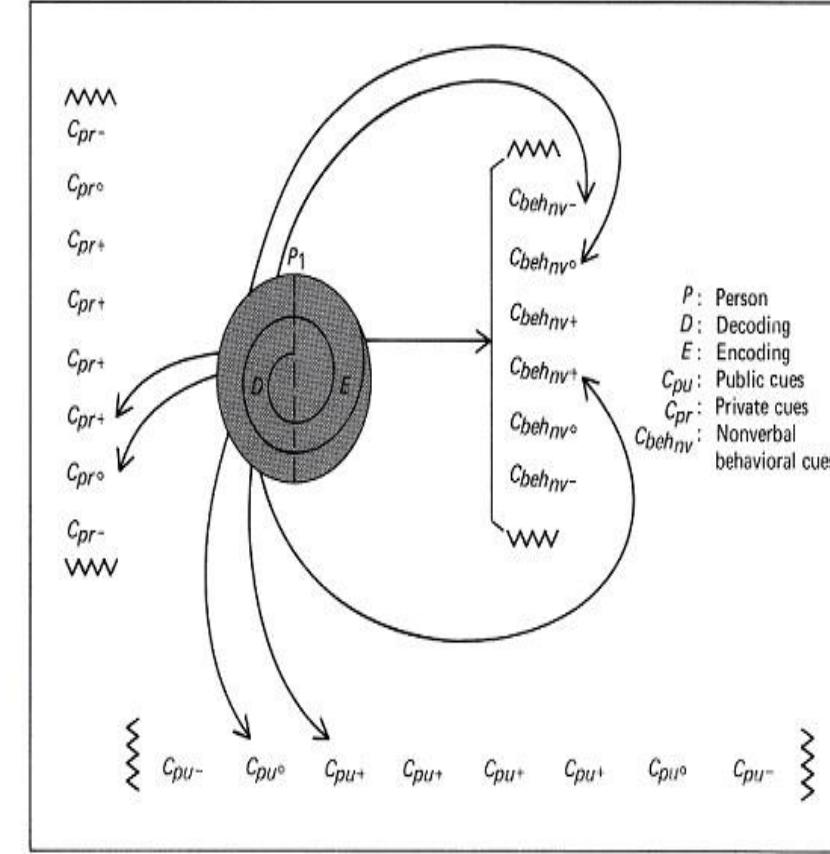
# BARNLUND'S TRANSACTIONAL MODEL

Dean Barnlund proposed a transactional model of communication in 1970 for basic interpersonal communication which articulates that sending and receiving of messages happens simultaneously between people which is popularly known as Barlund's Transactional Model of Communication. The model has been further adapted and reformed by other theorists

as **General Transactional Model**. The model shifted from the trend of linear model to **dynamic** and **two way** communication model.

# BARNLUND'S TRANSACTIONAL MODEL

- Multi Layered Feedback
- system Public cues –
- Environment Private cues –
- Senses Behavioural cues –
- Non Verbal
  - Shared field experience of the sender & receiver.
  - Simultaneous message
- sending, noise & feedback.
  - Complex. Both must understand codes



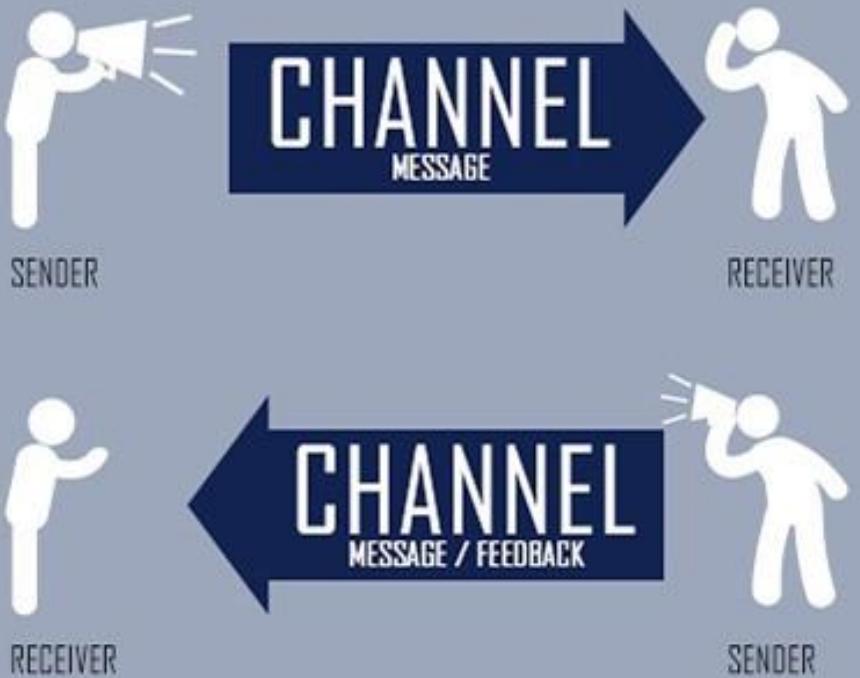
## **Disadvantages of Barlund's Model**

- Barnlund's model is very complex.
- Both the sender and receiver must understand the codes sent by the other. So they must each possess a similar "code book". (The concept of code book is not mentioned in the model but understood.)

# Interactive Model

Interactive model (also known as convergence model) deals with exchange of ideas and messages taking place both ways from sender to receiver and vice-versa.

The communication process take place between humans or machines in both verbal or non-verbal way. This is a relatively new model of communication for new technologies like web.



## KEY FEATURES

- Used for new communications like internet
- Slower feedbacks in turns
- Concept of field of experience
- Known as convergence model
- Communication becomes linear if receiver does not respond

## PROS

- Feedback even in mass communication
- New communication channels

## CONS

- Feedback can take a very long time
- Sender and receiver might not know who the other person is

## INTERACTIONAL MODEL OF COMMUNICATION

## Concepts of Interactive Model

In Interactive model, whenever a source sends a message to a receiver (source), he/she encodes the message first. The encoded message is then received by the receiver where it is decoded to get the original information. Again, the receiver acts as a source, encodes another message (also known as a feedback) and sends it back to the sender.

## Interactive Model and Other Models Differences

Interactive Model of Communication

**Indirect and slow feedback**

**Feedback is a whole new process of communication**

**For new media**

**No engagement of sender and receiver in communication**

**Sender and receiver is equally important**

**It can become linear if the receiver does not respond**

Other Models of Communication

**Direct and fast feedback**

**Feedback is the part of a single communication process**

**For all other kinds of media like print, news, etc.**

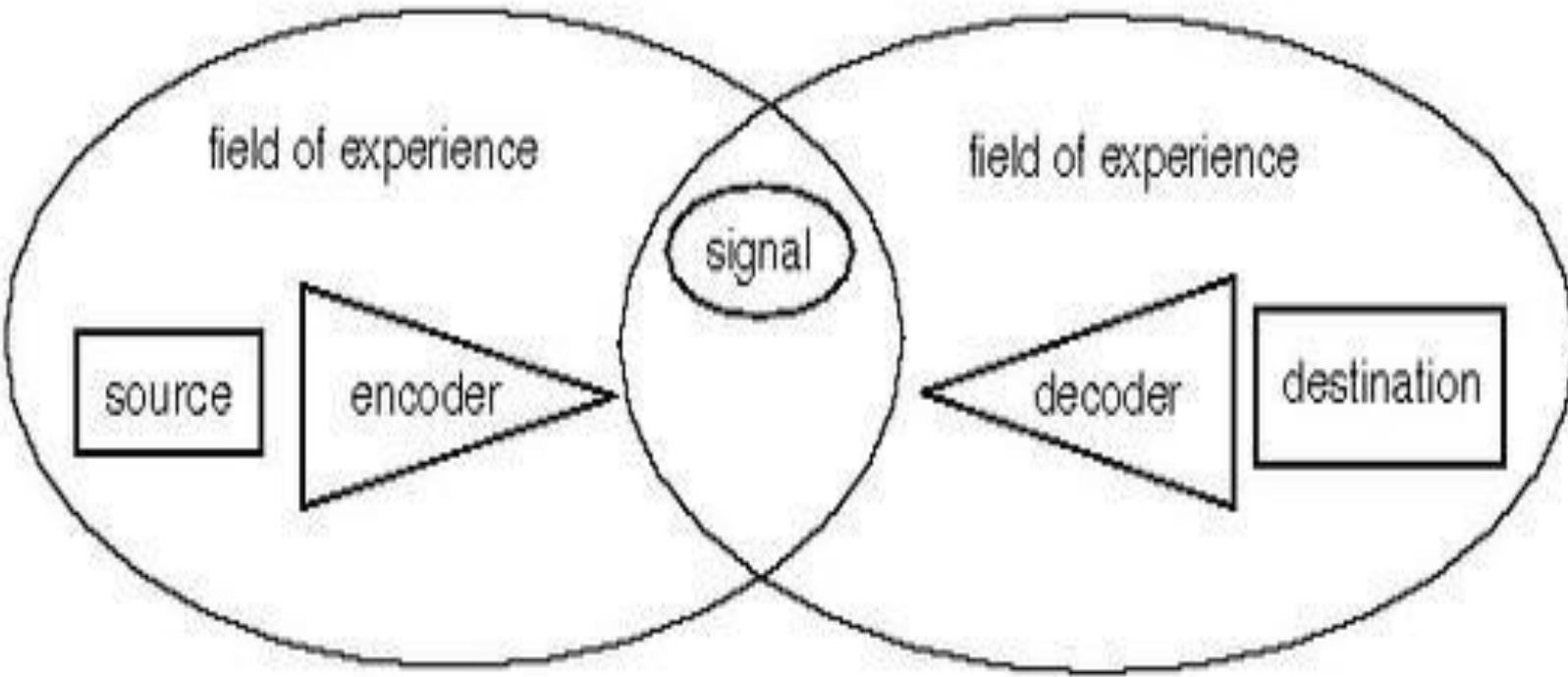
**Engagement of sender and receiver in communication**

**Sender is important and overpowering than receiver**

**The receiver is bound to give some kind of response verbal or non-verbal**

## Schramm's Model of Communication

An example of Interactive model is that of Wilbur Schramm, who is considered the Father of Mass Communication. He came up with five models, but the Schramm Model in (1995) we are concerned with is the concept that explains why communication breakdown occurs. Schramm asserts that communication can take place if and only if there is an overlap between the Field of Experience of the Speaker and the Field of Experience of the Listener.



## Schramm's Model of Communication

## *Advantages of Schramm's Model*

Circular communication gives opportunity to both parties to give their opinion.

As it is dynamic and ever changing model, it is helpful in general practice.

Sender and receiver interchanges and both are equally active.

Semantic noise included as a concept helps in understanding problems that can occur during interpretation of message.

## *Advantages of Schramm's Model*

- Feedback makes it easier to know if the message is interpreted by the receiver as intended or not.
- Concept of interpretation makes the communication effective.
- Field of experience (psychological effect) helps to understand the communication process in many other ways than the traditional ones..
- Concept of context makes the environmental factor be included in interpretation of message and brings change in the message

## **Disadvantages of Schramm's Model**

- This model can not deal with multiple levels of communication and complex communication processes.
- There can only be two sources communicating, many sources complicates the process and the model can not be implemented.
- Message sent and received might be interpreted differently than intended.



# **Verbal and non-verbal communication**

# VERBAL COMMUNICATION

*It means communicating with words, written or spoken. Verbal communication consists of speaking, listening, writing and reading*

- *People spend 85% of their working time in communication. Of this:*
  - *9% in writing*
  - *16% in reading*
  - *30% in speaking*
  - *45% in listening.*

<b>Verbal Communication</b>	
Oral	Spoken Language
Non Oral	Written Language/Sign Language

<b>Nonverbal Communication</b>	
Laughing, Crying, Coughing, etc.	Gestures, Body Language, etc.

# **Types of Verbal (Oral) Communication**

**Face to face communication**

**Telephonic conversation**

**Public Speech**

**Presentation**

**Interview**

**Negotiation**

**Group Discussion**

**Meeting**

# **CHARACTERISTICS OF EFFECTIVE VERBAL COMMUNICATION**

- Consider the objective**
- Be sincere**
- Use simple language, familiar words**
- Be brief and precise**
- Use polite words and tone**
- Say something interesting and pleasing**



# **MERITS**

- **More personal and informal**
- **Makes immediate impact**
- **Provides opportunity for interaction and feedback**
- **Help us correct ourselves (our messages according to the feedback and non-verbal cues from the listener)**
- **It is fastest and less expensive**

# **DEMERITS**

- **It can be quickly forgotten.**
- **A word once uttered cannot be taken back**
- **There is no legal evidence of oral communication**
- **Impact may be short lived**
- **Very difficult to be conscious of our body language**

# **BARRIERS TO EFFECTIVE VERBAL COMMUNICATION**

- **STATUS-** formal and informal status levels affects effectiveness of face to face communication
- **COMPLEXES-** lack of confidence or sense of superiority.
- **ABSTRACTING-** it is partial and selective listening, leading to loss of information
- **LANGUAGE BARRIER-** listener should be familiar with the language used by the speaker.



## **NONVERBAL** **COMMUNICATION**

**Nonverbal communication includes all unwritten and unspoken messages, both intentional and unintentional.**

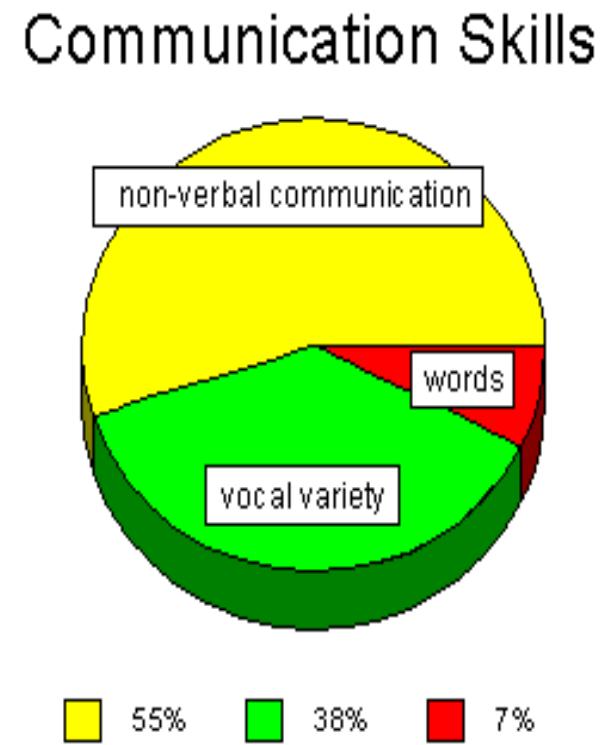
# **FEATURE**

## **S:**

- ❑ Non verbal communication flows through all acts of speaking or writing.
  
- ❑ They are the wordless messages .
  
- ❑ Is a creative activity , which comes through stimuli produced by the mind.

## **Importance of non-verbal communication**

**A person to have quality communication skills must possess the knowledge of non-verbal communication.**  
**As compared to words and vocal variety non-verbal communication matters a lot.**



## **TYPES OF NON VERBAL COMMUNICATION**

**Kinesics communication**

**Meta communication**

**-Body language.**

**-through words, depicting  
alternate meaning.**

**-includes behavior.**

**-shows latent meaning.**



# **Types of non verbal communication**

- 1.** Body Language:
  - a. Appearance
  - b. Facial expressions
  - c. Smile
  - d. Eye contact
  - e. Voice
  - f. Energy
  - g. Space
  - h. Time
- 2.** Paralanguage
- 3.** Sign Language:
  - a. Signs
  - b. Symbols
  - c. Signals
- 4.** Postures and Gestures
- 5.** Attire

# Paralanguage

The non verbal aspects of the spoken words are known as paralanguage.

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



# **Paralanguage**

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 factor of speech.

Rapid speech indicates excitement



# Paralanguage

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

# Paralanguage

Silence can be a very effective way of communication.

Silence is a difficult method of communication to use as it takes a good deal of self control

Short pauses are used to emphasize a point.

Thus “Paralanguage” involves sounds like hushing , whistling and hissing and speech alterations , like voice quality , rate of speech, hesitations etc.

# **Sign Language**

## **Sign :**

- A sign is a mark traced on a surface or an object with a view to indicate a particular meaning.
- A sign may give out an information , instruction or warning.
- It may also be a gesture , a movement or sound to convey something specific.
- E.g. Priests and elders convey their blessings by placing their hands on the heads of the people bowing to them.( Sign of blessings)
- E.g. Finger on the lips to suggest “Keep Silent”.
- Such signs are sometimes group specific and are accepted as a matter of convention.
- A sign may also relate to a written mark conventionally used to convey a specific meaning.
- Such signs may be general as in case of road and traffic signs or subject specific signs , specific to a profession E.g. mathematics , algebra etc.



# **Sign Language**

## **Signal :**

- A signal is a sound or a movement that people make to give others information , instruction or warning.
- A signal is also understood as an indication that something exists or something is about to happen.
- E.g. signal to the waiter for a bill, signal to turn right.
- Signs and signals are often used with very similar meanings.
- However there is a difference: A sign is something that we find or see , whereas a signal is generally used for something that is done intentionally and suggests that some action be taken in response.
- Signs and signals may be explicit or in code language.
- Awareness ad understanding of signs and signals makes communication more meaningful.

# **Sign Language**

## **Symbol :**

- A symbol refers to a manner of representation of ideas.
- Symbols often use the power of association to convey a specific meaning.
- In modern day business , the use of a logo is also very common.
- A logo is a printed design or symbol that a company or organization uses as its specific sign.
- Here are some examples of the use of symbol:
  - WHITE : Symbol of purity
  - LION : Symbol of strength
  - ISI Mark : Symbol of quality
- Use of symbols at the right places enhances the effectiveness of the communication.
  - 40 mph – Speed limit of 40 miles per hour.
  - - = - Equal to

# **Postures and Gestures**

## **Posture:**

- Posture is the way we hold ourselves , the way we stand or sit.
- It indicates something about our feelings and thoughts, attitudes and health.
- Posture refers to the carriage , state , attitude of body or mind.
- Stiff posture shows tension , comfortably leaning back conveys a relaxed mood.
- Posture can indicate disregard or disrespect for others.
- Graceful posture is a great asset in any business scenario.
- Four types of postures can be easily identified:
  - Forward lean indicated attentiveness and interest.
  - Drawing back or turning away , expresses a negative or refusing
  - Expansion suggests “proud” , “conceited”, “arrogant”.
  - Forward leaning body , bowed head , drooping shoulders and sunken chest usually convey “depressed” , “downcast”.
- Postures express attitudes , feelings and moods more clearly.

# Postures and Gestures

## **Gesture:**

- Gestures are movements of hands / head / body ;they are a natural accompaniment of speech.
- Gesture refers to any significant movement of limb or body and a deliberate use of such movement as an expression of feeling.
- Gesture can also be understood as step calculated to evoke response from another person or to convey intention.
- People read and interpret gestures therefore these are extremely important in organizational context.
- A person who does not make any movement while speaking appears somewhat stiff and mechanical.

# **Attire**

- Attire or dress is another important aspect of non verbal communication.
- The way a person dresses is often subjected to much interpretation.
- Attire proclaims a person.
- Appropriateness for the occasion is essential , the formality of the occasion , the time of the day, the season , the cultural background of the people who will be present and the conventions of your own organization should provide good guidance.
- Formal , informal or casual dressing conveys different meanings.
- Important and ceremonial occasions normally call for a formal dress.
- Organizations mostly have their dress codes.



# Speech and Writing

# Types of Speech Communication

- **Informative** – This speech serves to provide interesting and useful information to your audience. Some examples of informative speeches:
  - A teacher telling students about earthquakes
  - A student talking about her research
  - A travelogue about the Statue of Unity
  - A computer programmer speaking about new software

# Types of Speech Communication

•**Demonstrative** - This has many similarities with an informative speech. A demonstrative speech also teaches you something. The main difference lies in including a demonstration of how to do the thing you're teaching. Some examples of demonstrative speeches:

- \* How to start your own blog
- \* How to bake a cake
- \* How to write a speech

# Types of Speech Communication

• Persuasive - A persuasive speech works to convince people to change in some way: they think, the way they do something, or to start doing something that they are not currently doing. Some examples of persuasive speeches:

- Become an organ donor
- Improve your health through better eating
- Television violence is negatively influencing our children
- Become a volunteer and change the world

# Types of Speech Communication

• **Entertaining** – The after-dinner speech is a typical example of an entertaining speech. The speaker provides pleasure and enjoyment that make the audience laugh or identify with anecdotal information. Some examples of entertaining speeches:

- Excuses for any occasion
- Explaining cricket to an American
- Things you wouldn't know without the movies

# Levels of Speech Communication

Intrapersonal Communication

Interpersonal Communication

Public Communication

Mass Communication

Group Discussion

# What is Written Communication ???

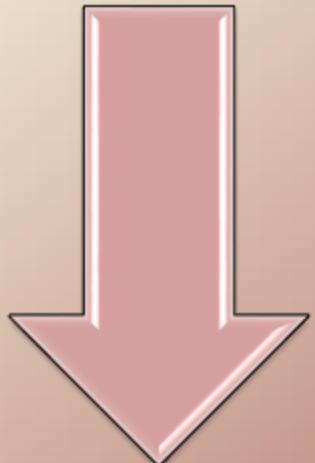
- Written communication has great significance in today's business world.
- It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development.
- Speech came before writing.
- But writing is more unique and formal than speech.
- But writing is more unique and formal than speech.

- Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences.
- Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

# Types of Written Communication



**External**



**Internal**

# **Types of Written Communication Used for External Communication**

- **Electronic Mail**
- **Mail**
- **Internet**
- **Website**
- **Letters**
- **Proposals**
- **Letters**
- **Telegrams**
- **Proposals**
- **Faxes**
- **Postcards**
- **Contracts**
- **Advertisements**
- **Brochures**
- **Brochures**

# **Types of Written Communication Used in Internal Communication**

- *Memos*
- *Reports*
- *Bulletins*
- *Bulletin boards*
- *Job descriptions*
- *Employee manuals*
- *Electronic mail*
- *Electronic mail*

# Importance of Written Communication...

- Written communication usually requires more thought and effort than any other modes of communication.
- Writing must be concise, informative and easy to read as both an informative and instructional tool.
- The importance of written communication in business is evident by the plethora of forms, manuals and materials that companies publish each day.

# SIGNIFICANCE

- Written communication can take the form of legal documents or manuals.
- **For example :-** OSHA (Occupational Safety and Health Administration) outlines health and safety policies and procedures for industrial and commercial businesses. These documents ensure clarity among employees and minimize the chance for any misunderstanding.

# IDENTIFICATION

- Written communication is also important for instructing employees on certain tasks and projects.
- **For example :-** A boss may meet with an employee about a special project. She may hand the employee a list of tasks she wants completed for the day. The written instructions may inform the employee whom to contact for certain information. The boss may also indicate which items are most important so the employee can prioritize his tasks.

# FUNCTION

- Company managers must use written communication in the form of reports or presentations.
- **For example :-** A marketing research manager will often ~~analyze~~ results from a survey in a report. She may also recommend certain strategies for ~~upper~~ management based on consumer needs and preferences. Written presentations are an effective means of providing key information to other departments.

# FEATURES

- Written communication is also important for business advertising. Small companies need to promote their businesses to potential consumers and business customers. Written advertisements include direct mail pieces such as sales letters and brochures, magazine display ads, fliers, Internet ads and catalogs.

# EMAIL

- Email is an extremely important written communication tool used in business. Employees write multiple emails each day, setting up meetings or apprising bosses about the status of projects. The email is often used as an information tool after a meeting. Managers can sum up the key points of a meeting, then confirm follow-up assignments or tasks with email recipients.



## **10 tips for an effective written communication**

## (1) Keep it simple

You may think complex sentences make you sound impressive, but they can prevent your ideas from getting across. Use “**during**” instead of “**during the course of**.”

Is it possible to meet with you and your husband at your earliest possible convenience in order to discuss the matter of listing your home for sale with me and my company? Instead, say “When may I talk with you and your husband about listing your home?”

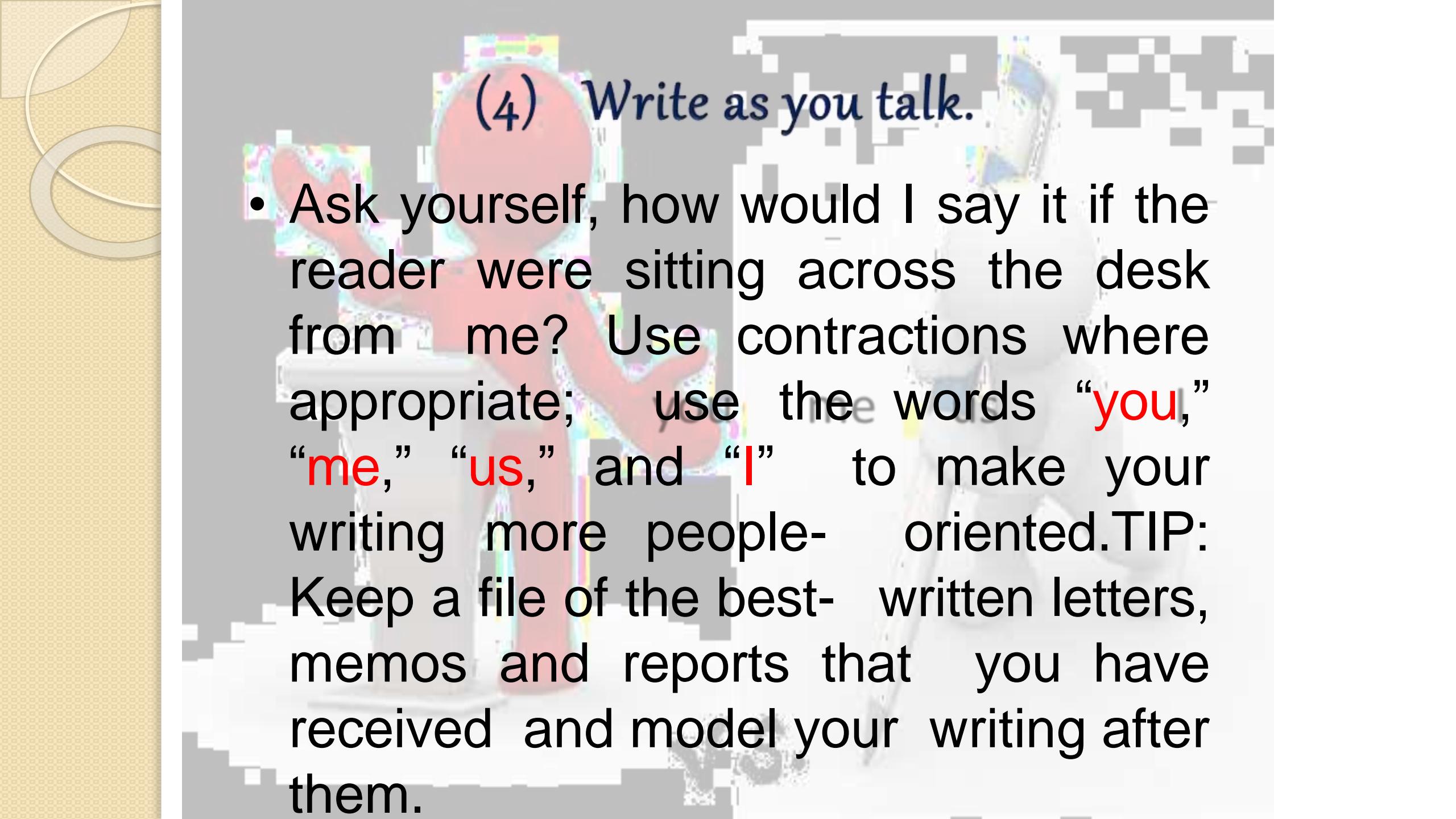
## (2) Avoid jargon and overuse of big words.

Sometimes you need a complex word or phrase to express your ideas clearly. But if a shorter word can do the job, use it instead.

- I. Use “**speed up**” instead of “**expedite**.”
- II. Use “**plan**” instead of “**strategize**.”
- III. Use “**assume**” instead of “**postulate**.”
- IV. Use “**use**” instead of “**utilization**.”
- V. Use “**try**” instead of “**endeavor**.”
- VI. Use “**sent**” instead of “**transmitted**.”

(3) Use concrete, specific words rather than vague, general ones.

- For example, say, “I have sold three houses in your neighborhood in the last year,” instead of “I’ve worked with several people in your neighborhood.”



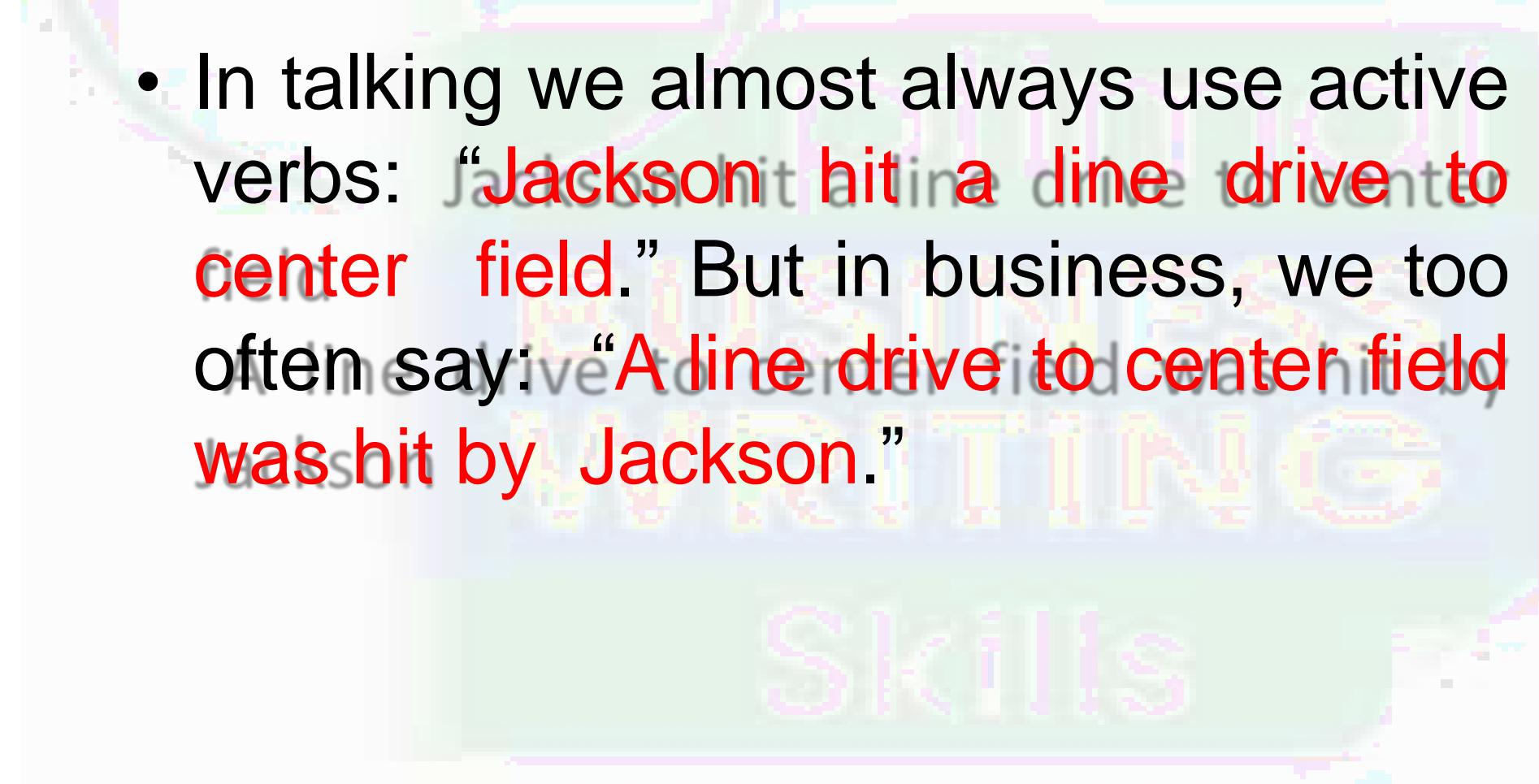
## (4) Write as you talk.

- Ask yourself, how would I say it if the reader were sitting across the desk from me? Use contractions where appropriate; use the words “**you**,” “**me**,” “**us**,” and “**I**” to make your writing more people-oriented.TIP: Keep a file of the best-written letters, memos and reports that you have received and model your writing after them.



## (5) Use active verbs to bring writing to life and make it sound conversational.

- In talking we almost always use active verbs: “**Jackson hit a line drive to center field.**” But in business, we too often say: “**A line drive to center field was hit by Jackson.**”



# Skills

(6) Vary sentence length, but avoid  
overly long sentences.

- Try for an average sentence length of 17 words. Introduce no more than one or two ideas per sentence.



(7) Use short paragraphs to break up business letters and increase readability.

- The average paragraph in a letter is two ~~businesses~~ sentences long. Long paragraphs often contain more than one idea and can be split so that each idea has its own paragraph.



## (8) Be careful of gender usage.

- Although it's grammatically correct to use the male pronoun, "**his**," when referring to both sexes, this may offend some people. Make sentences plural to eliminate this problem.  
**"Associates should turn in their call reports weekly."**



(9) Always edit and proofread your communications before sending them.

- Remember “**Spell Check**” doesn’t catch everything. And don’t forget to ~~phonetic~~ all name the computerized ~~spelling~~ checker will miss and grammar ~~mess~~ poorly on you ~~incorrect~~ your company.

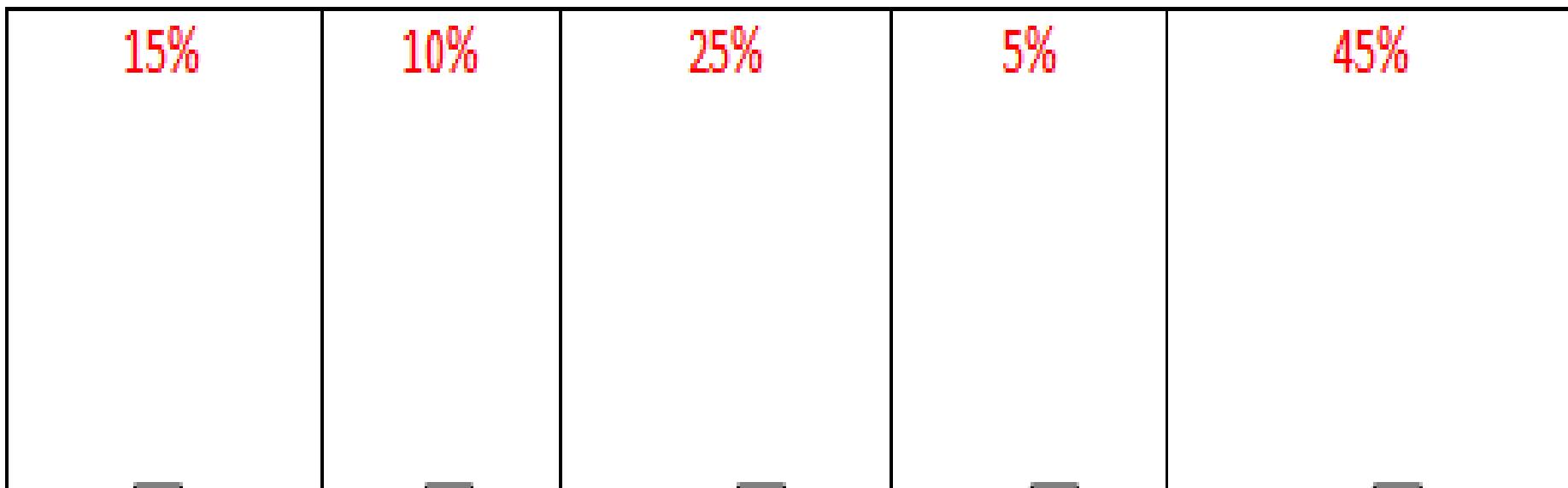
## (10) Tips for Writing With a Positive Tone

- Establishing the right tone in written communications can make the difference between a positive response and a hostile one. To help create a positive tone : Avoid “I.” Instead use “you” as the subject of sentences to get the reader involved.
- Words with negative connotations include: delay, doubt, difficult, fail, problem.
- Words with positive connotations include: glad, improvement, service, happy,

**Writing**

How to Improve  
Writing  
**Skills..**

100%



Thinking

Planning the draft

Writing draft

Proof reading

Revising



# **Advantages & Disadvantages Of Written Communication**

# **Advantage of Written Communication**

- More accurate than errors can be corrected or content be approved before message is sent.
- A physical record of the communication is made.
- Documentation exists to refer back to when necessary.
- Written communication is more precise and explicit.

- It provides ready **records** and **references**.
- **Legal defences**
- **Legal defences** can depend upon written communication as it provides valid records.
- Effective written communication develops and enhances an organization's image.

# **Disadvantage of Written Communication**

- Written communication **takes time**.
- **More expensive** to prepare. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.
- **No immediate feedback**.
- **Less personal**.

- Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the **response is not spontaneous**.
- Effective written communication **requires great skills and competencies** in language and vocabulary use.
- Too much paper work and e-mails **burden is involved**.