



Unit-1 : Communication Skills

Que-1 : Define the term “Communication.” Explain the process of Communication. OR
Que-1 : Explain Communication cycle with appropriate figure.

Human beings cannot live in society without the help of communication. Communication is the very basic need of any organization and any individual. The English word ‘communication’ is derived from the Latin noun ‘Communis’ and the Latin verb ‘Communicare’ that means ‘to make common. to transmit, to impart.’ Communication is a two way process. It is a natural activity of all human beings to convey opinions, information, ideas, feelings, emotions to others by words spoken or written, by body language or signs.

Communication has been defined by many theorists :

(1) According to W.H.Newman, “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

(2) Allen Louis says "Communication is the sum of all the things one person does when he wants to create an understanding in the mind of another it involves a systematic and continuous process.

(3) To quote Norman B. Sigband, “Communication is the transmission and reception of ideas, feelings and attitudes both verbally and non-verbally...

(4) Dalton McFarland says, “Communication may be broadly defined as the process of meaningful interaction among human beings.”

(5) George Vardman in his book ‘Effective communication of ideas’ defines effective communication as "Purposive interchange, resulting in workable understanding and agreement between the sender and the receiver of the message".

The progression of transmission and interchange of ideas, facts, feelings or actions is known as “Process of Communication”. Process of Communication is a full cycle of events from sender to the receiver and back to the sender. Communication is a two way process

(1) Sender : The process of communication starts with a sender, the person who has an idea and wants to convey it to the receiver. In other words, we can say that the person with ideas to share is called sender. The formation of idea is the first step of communication. So, Communication process begins with the sender. The Sender is known as Tx.

(2) Encoding: The conversion of the idea in to message by verbal or nonverbal method is called encoding. While encoding a message, one needs to consider what will be interpretation of the message. This process of converting the thought of the sender into message is encoding.

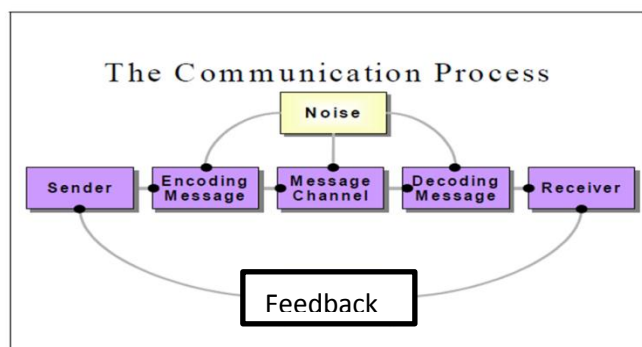
(3) Message: It is an important part of communication. Message is the content that sender wants to convey. A message could be verbal or non-verbal. The thought, idea, emotion or anything that the sender wants to convey is called message.

(4) Channel : The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal.

(5) Receiver : The receiver is the person who receives encoded message. In the best way, if it reaches to the receiver then there is no problem to the receiver to understand the message properly. The Receiver is known as Rx

(7) Decoding : It is a process where the received message is being understood. It is not necessary that the message reached to receiver will be understood by the receiver but decoding is a process which converts the message in to understanding. There are chances of misinterpretation of the message.

(8) Feedback : This is the last part of communication process. After receiving the message, the receiver reacts or responds to the sender. The response can be based on the perfect understanding of the message or it can be based on the misunderstanding or misinterpretation of the message. This reply from receiver to sender is called feedback. Feedback has its own importance as the success or failure of communication is decided by feedback only.



Unit-1 : Communication Skills

Que-2: Explain various types of Communication. (Formal and Informal)

OR

Que-2: Explain Flows/Dimensions/Channels of Communication.

Communication in an organization may be either external or internal. External communication concerns with correspondence with those outside the organization. Internal Communication is concerned with communication within the organization. Internal communication can be classified into different communication like Downward, Upward, Horizontal, Grapevine.

Formal Communication : Downward, Upward, Horizontal, Diagonal Communication is formal communication. In this type of communication, information, circulars and notices are passing through levels in a formal style.

(1) **Downward Communication** starts from higher authority to downward authority, like the board of directors-managers- purchase officer-executive-clerk etc. It is a convenient channel to explain policies and organizational procedures/to appraise the subordinates for their performance. Major decisions are conveyed through this type of communication. It is necessary for the functioning of any organization as it involves the transfer of information, instructions, advices, request, feedback and ideas to subordinate staff. It is useful for appraisal of the subordinates for their performance.

Downward Communication is very long and time consuming process. Downward communication is too much authoritarian process.

(2) **Upward Communication** : Upward Communication starts from bottom level to top level. For example, worker conveys message to production manager, he conveys it to the director of company etc. Upward communication provides necessary feedback. Upward communication is also important for workers' suggestions for the welfare of an organization. Upward communication is difficult as it moves upward against the force of gravity - means workers hesitate to initiate for upward communication. Workers at the lowest level are not efficient communicators so their communication oral or written may not be accurate and may not be welcomed by superiors. It may also include innovative ideas, reactions to a particular policy, rules or a behavior of any person on the job.

(3) **Horizontal Communication** :

Horizontal communication refers to the flow of communication among the people at the same level of authority. The main objective of horizontal communication are developing team work and promoting group coordination within an organization Horizontal Communication is less formal . Sometimes it results into "Gossip" about management.

(4) **Diagonal (or Crosswise) Communication** :

Communication between departments or employees in the same organization without any hierarchy is called diagonal communication. It is the most used channel of communication. Workers communicate with other workers, clerks sharing information with one another, managers discusses some organizational problems are all engaged in diagonal communication. Diagonal communication is extremely important for promoting, understanding and co-ordination among various departments.

Informal Communication : Informal channels transmit official news through unofficial and informal communicative interactions known as the 'grapevine.' This informal communication network includes tea-time gossip, casual gatherings, lunch-time meeting and so on. Grapevine communication is the best example of Informal Communication.

(1) **Grapevine Communication** : An informal channel of communication in an organization is called Grapevine . For example people working together take interest in one another and talk about appointments, promotions, demotions or even domestic and romantic affairs of another. It follows no set lines or any definite rules but spreads very fast in any direction. Grapevine Communication provides much needed release to emotions. One of the major limitations of the grapevine is that it may spread baseless news which may harm the employees.

Grapevine Communication is not always negative for an organization and can be helpful because it helps in positive group building. It may help in building up organizational solidarity and harmony. It provides much needed release to emotions. Any information in the name of 'secret' spreads very fast. It provides feedback for management.

Unit-1 : Communication Skills

Que-3: Explain various levels of Communication.

Human communication takes place at various levels:

- (1) Extrapersonal Communication
- (2) Intrapersonal Communication
- (3) Interpersonal Communication
- (4) Organizational Communication
- (5) Mass Communication

1. Extrapersonal Communication :

It is a communication between human beings and non-human beings. This requires perfect coordination between sender and receiver. When your pet dog comes to you wagging its tail; as soon as you return home is an example of Extrapersonal communication.

2. Intrapersonal Communication :

This communication occurs within the individual's brain in the form of internal dialogue. For example when you "feel hot", the information is sent to brain and you may decide to "turn on the cooler", responding the instructions sent from brain to hand. Here relevant organ is sender, electrochemical impulse is message and brain is receiver. Next the brain assumes the role of sender and sends the feedback that you should switch on the cooler. So this process can be termed as intrapersonal communication.

3. Interpersonal Communication :

It is a sharing of information among people. It includes a few participants who are close to one another. Here many sensory channels are used and immediate feedback can be obtained. This can assume in the form of face to face conversation, video conferencing. and telephonic talk and soon. It takes place in our day to day life.

4. Organizational Communication :

Communication in an organization takes place at different levels. It may be upward, downward, diagonal and grapevine. This kind of communication can be divided into :

- (a) Inter-operational Communication contains the structured communication within the organization.
- (b) External – operation Communication deals with people and groups outside the organization. It is the organization's communication with its public – its suppliers, customers and general public.
- (c) Personal Communication : Communication that occurs without purpose as far as business is concerned is called personal communication.

5. Mass Communication :

There are several mass media such as journals, television, newspapers, internet which mediate such communication to the large audience. Information in the oral form requires equipment such as microphones, amplifiers and information in the written form requires electronic or print media. Oral communication through mass media requires some equipment such as microphones, amplifiers etc and the written form requires or print visual media.

Que-4 : Differentiate between General and Technical Communication.

Technical Communication :

- (1) Always factual.
- (2) Formal elements.
- (3) Logically organized and structured.
- (4) Specific audience.
- (5) Complex and important exposition techniques
- (6) Usually involves graphics.
- (7) Always formal in style.
- (8) Technical content.
- (9) Objective in nature.
- (10) Special vocabulary.
- (11) Impersonal
- (12) Limited in its scope
- (13) Used by professionals belonging to business

General Communication :

- (1) May not be always factual.
- (2) No formal elements.
- (3) Not always structured.
- (4) Not always for a specific audience.
- (5) No specific exposition techniques required.
- (6) May or may not involve graphics.
- (7) Both formal and informal in style.
- (8) General content.
- (9) Both objective and subjective.
- (10) General vocabulary.
- (11) Personal
- (12) Touch a wide variety of people
- (13) Used in society in general

Unit-1 : Communication Skills

Que-4: Discuss Importance and need of Technical Communication	Que-5 : Examine characteristics of Language as a tool of Communication.
<p>Technical communication is the process of conveying technical information. It is the process of communicating a specific message to a specific purpose. Technical communication is an exchange of technical ideas and information, knowledge and experience through writing, speech or by adopting. It includes simple definitions and descriptions of tools and machines and interpretation of principles which they follow scientifically.</p> <p><u>Important Elements of Technical Communication</u></p> <ol style="list-style-type: none"> (1) Nature of the audience is considered (2) Content can be such that it can be understood clearly. (3) Audience needs are satisfied by providing the information in appropriate form (4) Some authors may devote themselves for writing technical communication. Technical writing consists of aim of the audience, collection of required information, organization of information, Preparation of the first draft, Revision and editing of writing (5) Technical communication is created with a particular aim. (6) Technical writing includes project proposals, technical manuals and guides. <p><u>Importance and Need of Technical Communication :</u></p> <ol style="list-style-type: none"> (1) Technical communication is the soul of organizational life It not only makes professional interaction possible but also directs the flows of technical information and knowledge for the guidance of technocrats, engineers and others in their professional activities. (2) The whole world has become a global market and the transfer of technology is playing an important role in economic growth and transformation. As the professional world becomes more diverse, competitive and result oriented, the importance of technical communication skills continues to increase. (3) Revolution in information technology creates a profound impact on technical communication tasks. These skills will be required in the changed technological environment. These skills include knowledge of high tech communication capabilities, ability to present and explain complex technical information, capability to understand and explain quantitative data, cultural awareness, capability and ability to analyze and priorities information. 	<p>Language is a combination of words to communicate ideas in a meaningful way. Effective communication is made possible with the help of language. By changing the word order in a sentence, you can change its meaning, and even make it meaningless.</p> <p><u>Characteristics of Language</u></p> <ol style="list-style-type: none"> (1) <u>Language is Artificial</u> : Language is created by human being. It is not natural and original which was existed with the origin of the earth . It is created by human and for human. Every word is connected with every object / idea/thought. But the name of that object is given by human. (If we pronounced chalk stick as a donkey during its invention, then it might be known as “Donkey”) So, Language is artificial. (2) <u>Language is Restricted</u> : Sometimes we cannot express ourselves 100 %. When we converts our idea into speech, some meanings are lost in that procedure. That is the reason why we say that we don't have words to express ourselves. Language has limitations. (3) <u>Language is Abstract</u> : Language represents generalized ideas of things or thoughts. Any object of any shape, any sub-type can be known as same name. A ‘table’ can be of different shapes and sizes, and still be called a table. A “T-shirt” of any size (M,L,XL,XXL) can be called T-shirt. There is one general abstract name for each object. (4) <u>Language is Repetitive</u> : Any language has characteristic of repetition and redundancy. This may make or destroy the communication. For example , We can say “Bell rings Tan Tan Tan” Moreover excessive and unnecessary repetition may lead to verbosity. If we say, “Bell rings Tan Tan Tan Tan Tan Tan Tan Tan Tan , then it sounds awkward.” (5) <u>Language is Recursive</u> : Recursive means doing something with same method and same procedure. Language is like this. We can create different sentences and speech by using same Grammar rules and Vocabulary. Like in English, we have subject , verb and object. And we can make various sentences by using Subject, Verb and Object. In short, you don't have different rule for different sentence.



Unit-2 : Verbal and Non-Verbal Communication

Que-1: Explain the term “Verbal Communication”.

Differentiate between Oral Communication and Written Communication.

Communication by using language is called verbal communication. It is sub-divided into two :

- (a) Oral Communication
- (b) Written Communication.
- (c) Communication through listening and reading

ORAL COMMUNICATION

Oral Communication happens when we communicate with the help of spoken words. In this way, we can say that the conversations, meetings, conferences, interviews, training sessions, speeches, public announcements, radio speeches, telephone talk, public speaking, are all forms of oral communication. It can be used effectively to inform, satisfy, praise, criticize, please, inquire and for many other purposes.

Advantages :

- (2) Oral Communication saves time.
- (3) There is immediate feedback.
- (4) Oral communication saves money.
- (5) In Oral communication, there is less formality.

Disadvantages :

- (6) Oral Communication can be misunderstood more easily compared to written communication.
- (7) If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.
- (8) Oral Communication requires a good speaker otherwise it will not be meaningful.

WRITTEN COMMUNICATION

Written communication is also a type of verbal communication. With the help of writing, we express ourselves. The human language is expressed by means of visible signs. Since long, letter writing is considered the only reliable means of communication. For a long time in the business world, it was believed that sending letters, memorandum and notices was the only proper way for businessmen to communicate.

Disadvantage :

- (2) Written communication is slow and time consuming
- (3) There is no immediate feedback.
- (4) Written communication needs stationary and many equipment.
- (5) Written communication is formal. It is only for literate people.

Advantages :

- (6) Written messages are less likely to be misunderstood and the doubts can be removed by reading it again.
- (7) Written communication is best for legal or financial matters. It acts as a proof.
- (8) Written communication has provided a permanent record. It can be preserved for years.

COMMUNICATION THROUGH LISTENING /READING

Communication through listening and Reading is done in our day to day life. We communicate maximum through listening. Communication through reading takes place where the reader takes interest in reading.

Que-2 : Discuss advantages and limitations of Non-Verbal Communication.

- (1) Non-verbal communication has to be observed carefully otherwise the idea or the presentation of the thought is wasted away.
- (2) It is particularly good for people who are uneducated or who have less education.
- (3) It can communicate small ideas but when the detailed message is to be given it may not be of much use.
- (4) It can be understood instantly and instant response can also be obtained but it cannot be preserved and recorded for further use.
- (5) Sometimes, due to cultural differences the same sign and signal may mean different thing to the person who is responding.
- (6) Nonverbal communication clarifies the verbal message.

Unit-2 : Verbal and Non-Verbal Communication

Que-3 : Explain main components /elements / types of Non-Verbal Communication.

Que-3 : Explain Kinesics components of Non-Verbal Communication.

Que-3 : Explains methods (Verbal – Non Verbal Method) of Communication.

God has gifted us with five sense organs. With the help of sense organs, we can communicate. Communication without using words is non-verbal communication. Basically there are two components of non-verbal (wordless messages) communication :

(I) Kinesics Communication (II) Meta Communication

(1) Kinesics Communication : Kinesics communication is a message conveyed through non-verbal acts in the form of body movements such as gestures, winking, smiling, style of dressing and grooming. This type of communication transmits the unstated feelings, attitude and hidden intentions of the speaker.

(II) Meta Communication : Meta communication includes a message communicated not through words, but along with words. It conveys an implied meaning by the selection and tone of words.

Kinesics Components of Non-Verbal Communication

(1) Facial Expressions : Facial Expressions include eye contact. Smiling, frowning, raising eye-brows, etc. are universal in their nature and application. The facial expressions are used to show the following emotions: happiness, surprise, fear, anger, sadness, determination etc. Facial expressions have to be understood in proper manner by the receiver of the message.

(2) Gestures : A gesture is the movement of the hand, head or body to indicate an idea or a feeling. There are some common gestures which are used by us in day to day life like, waving the hand to greet goodbye, upraised hand to request to remain silent, wagging the index finger, for scolding, pointing the index finger, to show the direction, moving the hand sideways to show refusal etc.

(3) Silence : Silence has its own unique language. A person can convey his ideas even with the help of silence. Sometimes, we are overcome by emotions that we cannot speak - our silence tells the other person of our strong feelings. Every good speaker knows the importance of the pause which is a short period of silence between words or sentences.

(4) Body Language : Posture is an important element in body language. From the posture, we can know whether a person is confident, diffident; old, young weak or strong. Body movements and postures appropriate for one person may not be considered suitable for another. Body movements and postures appropriate for one person may not be considered suitable for another. The style of walking and moving that we admire in a dancer may be unsuitable for a school teacher. The occupation and work of a person can affect his posture and body movements.

(5) Graphs, Maps, Charts and Colours : The chief advantage of Graphs, Maps and Charts is that plenty of information can be gathered at a glance. Colours are used to convey direct messages. Traffic lights turn red and green and in an operation theatre a red bulb is used to show that the theatre is in use.

(6) Para Language : It is often observed that sometimes our body language says something else and we speak something else. For example, when an unexpected guest arrives at our house, we have to smile and say, "I am very happy to see you", but our body language does not mention so. This is the use of Para language.

(7) Time Communication : Time is considered to be the most important aspect of our life. We have to plan our time and work accordingly. Suppose we have short time to speak. It non-verbally indicates that we should be brief in our speech.

(8) Space Communication : An element of space plays an important part in our presentation of our personality. At the time of talking to others we do keep some distance from the person who is standing in front of us. While talking to seniors we keep some distance. This care gives a special effect to our communication. Distance between lovers and old aged couples indicates whether they are married or not.

(9) Sign Language : Sign language is normally used for deaf and dumb when they do not understand our language. Their teachers make effective use of such language. Sign language is also found when sign boards are fixed on the roads, near schools, near hospitals etc.

Unit-2 : Verbal and Non-Verbal Communication

Que – 4 : Explain Barriers / Hurdles / Obstacles to Effective communication.

Que – 4 : What is noise ? Explain Psychological Barriers in Communication.

The Purpose of Communication : The purpose of communication is to get a definite response and an immediate response. In other words, he must be interested in the message, and he must accept it. There are several things which can prevent the message from reaching the target (Receiver). Any interference in the message sent and message received leads to the production of “noise”. Noise here does not mean cacophony, but a break in the communication process. The term communication barrier is an expansion of the concept noise. A noise is a break in the communication process.

EXTERNAL OR MECHANICAL OR ORGANIZATIONAL BARRIERS

(1) **Defects in the channel** : Defects in the devices used for communication are purely external; and usually not within the control of the parties engaged in communication. The telephone, the postal system, the telegraph, the loud speaker and other channels may break down or suffer from disturbance and may not convey the message properly. A partial failure of the mechanical equipment is more dangerous than a complete failure, because a partial failure carries an incomplete or distorted message, which might cause a wrong action to be taken. The postponement of transmission, or communicating by an alternative method, is the only way to overcome the barrier.

(2) **Noise** : Even in face-to-face communication without a microphone, the air may be disturbed by noise in the environment such as traffic, construction work, or human sounds in the neighborhood; organizations which can afford soundproof rooms can overcome this barrier. Communication by word of mouth has to be kept to the minimum in a factory because of the noise of the machines

(3) **Defects in the Organisation and System** : Within the organization, orders and information are passing through too many levels of authority. They are also likely to be distorted, because, at each level, they are edited, interpreted and explained before being passed on. This can result in communication gaps. In downward communication, the loss of information is said to be so great that many employees at the lowest level receive only 20 per cent of what they should get.

Circulars, bulletins, notices and even letters are not read carefully. Many employees even when they are literate are unable to read and understand long messages. Even among better educated employees at higher levels, all written communication does not receive the attention that it should.

PSYCHO-SOCIOLOGICAL/ INTRAPERSONAL BARRIERS

(1) **Self-Centered Attitudes** : We want to see and hear everything in the light of our opinions, ideas and views. We usually accept what agrees with our views, and reject or forget what goes against our opinions. The attitudes may come from religion, nationality, ideas of the community to which one belongs, place of living or family ideas.

(2) **Group Identification** : Our values and opinions are influenced by the group to which we belong. All persons belong to any group; we belong to many groups; for example, family, our city, our religion or language group, age group, nationality, locality, club, economic group etc. An idea which goes against the interests of the group may be intellectually understood but may be emotionally rejected.

Suppose, Students are going for mass bunk. Many students know the fact that this bunk is not good. But being a part of that group, they become a part of mass bunk. They will not accept any communication because they don't want to separate from this group.

(3) **Snap Reactions** : A listener or reader may quickly or prematurely respond to the message because he/she is hot tempered. Such reactions are called as 'snap reactions.' They may prove to be barriers to communication.

(4) **Status Block** : A "boss" usually doesn't accept any communication from his subordinates. People in senior positions often develop the feeling that they know everything about the business. They do not realize that a junior may have something useful to say about the business. Many good ideas go unheard and are wasted. This barrier seems to be connected with the feeling of “Superiority Complex” which is also one type of barrier.

Unit-2 : Verbal and Non-Verbal Communication

(5) Closed Mind : Limited intellectual background, limited reading and narrow interests cause a person's mind to be narrow. This limits his understanding of human nature and makes him incapable of receiving communications with sympathy.

(6) Wrong Assumptions : Many barriers originates from wrong assumptions. Wrong assumptions are made because the sender or the receiver does not have adequate knowledge about each other's background or entertains certain false notions. A skilled communicator keeps these issues in mind to prevent them from becoming barriers.

(7) Poor Communication Skills : Lack of skill in writing and speaking obviously prevents the Tx from encoding his ideas properly so as to get across to his audience. Both these skills can be developed by training and practice.

(8) State of health : Physical condition can affect one's efficiency both as Tx and as Rx. It is common experience that a person in pain or fever is not interested in communication; but even when there is no pain or fever, if the state of health is poor, communicating ability is reduced because the mind is not sufficiently alert .

(9) Information Overloaded : If a person is overloaded with much information, he cannot arrange it properly and during encoding , his communication cannot be resulted successfully before audience. For example, a person wants to talk about history of india. He has read many books. While speaking, he becomes confuse with much information about india and can't express his views properly.

SEMANTIC/LANGUAGE BARRIERS

Language is our most important tool of communication; First of all, words have multiple meanings; for example, a reference to the Random House Dictionary will show that the word "stall" has twenty-five meanings, including technical meanings used in specialised activities; similarly, the words charge, spring, check, suit, ring, have several meanings. Words in hindi like "Peti" , "Khokha","Sopari" indicates words connected with crime world. Words like minute and wind are pronounced in two different ways to mean two entirely different things. Even a concrete noun like table may suggest a statistical table, a writing table or a dining table; and a timetable.

position to occupy. Phrases can be more tricky; a red and a blue carpet means two carpets, while a red and blue carpet is one carpet in two colours. Hence it is said, "meaning is in people, not in words." Jargon and technical terms are limited to the group of persons who work together, or work in the same kind of occupation; they need to use technical terms which have special meaning and describe a process in their work.

CULTURAL (CULTURAL VARIATIONS) BARRIERS

Any language is the expression of thoughts, feelings and experiences in terms of cultural environment. The same language when used in different cultures, takes a different colour and conveys a different meaning. Sometimes, we modify our language according to person with whom we are speaking. There is a difference in the use of language for discussions, formal talks, informal talks etc. Language influences the behaviour individual and groups

HOW TO OVERCOME COMMUNICATION BARRIERS

(1) The sender has to take proper precautions to see that devices such as telephones, fax-machines, cell phones, computer, radios, loud speaker, microphones, TV sets, mobile phones , etc. are in proper order and would not create disturbances while in use. Even traffic noise, loud conversations, etc. should be avoided as far as possible. Organisation which can afford sound proof rooms can overcome this barriers.

(2) To overcome defects in the organization and communication system, the system of internal communication has to be checked constantly to make sure that there are no undue delays in the passing on of information. In an emergency, an urgent message may be communicated by an alternative system.

(3) The sender of the message should ensure that he is in proper health and physical order to function as the sender of the message.

(4) The personal barriers can be overcome only by making conscious effort to learn better methods and by training for better communication.

(5) Some managers personally try to overcome status block by developing friendly contact with their subordinates or by following an "open door" policy.

Unit-2 : Verbal and Non-Verbal Communication

Que-6 : Explain Communication across culture.	Extra Information : Important Classification of Barriers to Communication
<p>During the path of successful communication, 'culture' often becomes a challenge, as it influences our approach to problems and our participation in varied groups and communities. Culture indicates to group or community with which we share feelings and develop our understanding to see the world. It includes society and groups . If one defines culture in this way, we all belong to many cultures at once.</p> <p>Cross-cultural communicational flexibility is a major requirement for successful communication in our modern world. In the global arena workplace we tend to minimize or even to ignore our cultural differences while mythologizing that they no longer exist. But this is a dangerous myth for it greatly heightens the potential for miscommunication. The first step in addressing it is to name and accept our cultural differences. we can never really 'lose' our cultural identity but we can add on other identities. we can never really 'lose' our cultural identity but we can add on other identities. We communicate through language, symbols, gestures and our whole bodies. But just as we are able to communicate through all these means, there is always the potential to miscommunicate, or send unintended or false messages. Much of the conflict we experience in our global 'market place' today is due to the experience of unfulfilled culture-specific expectations. We can avoid the conflict by understanding what results cross-culturally, in other words by understanding what is 'acceptable' and what is not, cross-culturally. This process begins with recognizing the sources and contexts of cross-cultural miscommunication.</p> <p><u>Rules for Communication across Cultures :</u></p> <p>(1) Assume differences with similarities are proved. Assume other are different from you instead of assuming similarities until differences are proved.</p> <p>(2) Emphasize description instead of interpretation or evaluation.</p> <p>(3) Try to know the background of your recipient before sending a message of communicating.</p> <p>(5) Treat your interpretations as working instruments and carefully assess the feedback provided by recipients.</p> <p>The purpose of cross cultural communication is to know how people from varying cultures mingle and communicate with one another.</p>	<p><u>External /Mechanical Barriers</u></p> <ol style="list-style-type: none"> 1. Defect in Channel 2. Noise 3. Defect in Organization and Communication System <p><u>Psycho-Sociological Barriers</u></p> <ol style="list-style-type: none"> 1. Self-Centered Attitude 2. Status Block 3. Group Identification 4. Closed Mind 5. Poor Communication Skills 6. Snap Reaction 7. State of Health <p><u>Intrapersonal Barriers</u></p> <ol style="list-style-type: none"> 1. Wrong Assumption 2. Different Background 3. Self-Centered Attitude 4. Closed Mind 5. State of Health 6. Wrong Interpretation <p><u>Interpersonal Barriers</u></p> <ol style="list-style-type: none"> 1. Poor Communication Skills' 2. Emotional Outbursts 3. Snap Reaction. 4. Limited Vocabulary 5. Status Block 6. Cultural Barriers 7. Noise 8 Group Identification <p><u>Organizational Barriers</u></p> <ol style="list-style-type: none"> 1. Defect in Channel 2. Noise 3. Defect in Organization and Communication System 4. Status Block 5. Information Overload 6. Inappropriate Media 7. Negative Tendencies 8. Fear of Superiors 9. Many Transfer Station <p><u>Semantic/Cultural Barriers</u></p> <ol style="list-style-type: none"> 1. Every word/ text suggests multiple meaning. Jargon and Technical term limited to group. 2. When we see same thing in different culture, it takes new shape.



Unit - 3 : Listening Skills

Que-1 : Define the term “Listening”. Explain various types of Listening. OR

Que-1 : What is the difference between “Listening” and “Hearing” ?

“Listening is the ability to understand the encoded message” Effective listening is an art of communication, which is often taken for granted and ignored. Listening is a process of receiving, interpreting and reacting to the messages received from the communication sender. Listening require conscious efforts of interpreting the sounds, grasping the meanings of the words and reacting to the message. No communication process is complete without listening

Hearing is merely the ability of ear to sense sounds around one, but, listening is more of conscious effort to interpret the sounds, requiring concentration of mind

TYPES OF LISTENING

Different situation require different types of listening. Listening can be categorized mainly in the following types.

[1] Discriminative listening : As the name itself suggests, discriminative listening is the most basic type of listening, whereby the difference between the sounds is identified. By being sensitive to changes in the speaker’s rate, volume, force, pitch and emphasis, the informative listener can detect even minute and minor meaning of difference in meaning.

[2] Comprehensive listening : When the listener comprehends the message in order to understand the full meaning, it falls into the category of comprehensive or evaluative listening. This type of listening results in to selection of the needed information out of the total information.

[3] Evaluative / Critical listening : Evaluative listening is also called ‘critical listening’ because we make judgments about what the other person is saying.

[4] Biased listening : Biased listening happens when the person hears only what they want to hear. Such biased listening is often very evaluative in nature.

[5] Superficial /Casual Listening : When the listener pays no attention on the content of the message , it becomes superficial listening. The uninterested listener can concentrate on the theme of the conveyed message.

[6] Appreciative Listening : When the listener listens something for enjoyment and pleasure such as songs, jokes, anecdotes, stories, it becomes appreciative listening.

[7] Focused Listening : When the listener listens something in the form of information, it becomes focused listening as the listener pays full attention to the content. Railway announcement, Reading of notices in school and college are examples of focused listening

[8] Attentive Listening : In this type of listening, the listener's complete attention is must especially in situations such as interview, meeting, group discussion etc. Here the listener is expected to pay attention not only central idea but also to supporting as examples and illustrations.

[9] Empathetic Listening and Sympathetic Listening
This type of listening leads the listener not only to understand the physical message but also to peep into the listener’s state of mind, feelings and emotions. Psychiatrists listening to their patients fall in to the category of empathetic listening.

[10] Dialogic listening : The word ‘dialogue’ originates from the Greek words ‘dia’, meaning ‘through’ and ‘logos’ meaning ‘words’. Thus dialogic listening means learning through conversation. Dialogic listening is also known as ‘relational listening’ because with the help of exchange of ideas while listening, we also indirectly creates a relation.

[10] Relationship listening : Sometimes the most important factor in listening is in order to develop or sustain a relationship. This is why lovers talk for hours and attend closely to what each other has to say when the same words from someone else would seem to be rather boring. Relationship listening is also important in areas such as negotiation and sales, where it is helpful if the other person likes you and trusts you.

Apart from these types, there are two basic types of listening. All these types directly /indirectly falls into this category. (a) Active Listening (b) Passive Listening.

Unit - 3 : Listening Skills

Que – 2 : Differentiate between “Active Listening” and “Passive Listening”.

It has been calculated that most people speak anywhere between 100 and 175 words per minute. We are capable of listening, however, to nearly three hundred words per minute. Listening is anything but basically a passive, neutral activity.

Active Listening	Passive Listening
<p>(i) It is the process of converting an idea or thought into message with complete involvement.</p> <p>(ii) Listener encourages the speaker to express his ideas enthusiastically by showing interest in the speech.</p> <p>(iii) It is a two way process where listener plays an active role.</p> <p>(iv) Active listener never neglects the physical aspects of the speaker such as appearance, expressions, and bodily movements as they are very helpful to convey meaning to spoken words.</p> <p>(v) To encourage the speaker active listener responds non-verbally by rolling eyes, changing facial expressions, showing smile and in this way shows his keenness to listen.</p> <p>(vi) Active listening leads to effective and sound listener-speaker relationship.</p> <p>(vii) Active listener shows his thirst for knowledge and information by asking relevant questions frequently.</p>	<p>(i) It is the process of just absorbing the message without any involvement.</p> <p>(ii) The listener discourages the speaker by expressing boredom on his face.</p> <p>(iii) It is a one way process where the listener plays no role.</p> <p>(iv) Passive listener has nothing to do with these physical aspects as he wants to bring out no meaning from the spoken words.</p> <p>(v) Passive listener also responds non-verbally by yawning and showing boredom on face and discourages the speaker.</p> <p>(vi) No scope for listener-speaker relationship and in fact the speaker wants to avoid such listeners.</p> <p>(vii) Passive listener wants the speaker to conclude as early as possible and thus no chance of building up rapport between them.</p>

Advantages of Active Listening : Active listening gives positive results. It allows the speaker to improve communication because one side is aware of other's view point. Speaker tries to give his best presentation. It helps in acquiring useful information.

Que - 3 : Explain benefits of effective listening.

Effective listening at all level is very important for the successful running of an organization. Good listening skills make workers more productive. The ability to listen carefully will allow you to :

(1) Better understand assignments and what is expected of you. (2) Build rapport with co-workers, bosses, and clients. (3) Show support. (4) Work better in a team-based environment. (5) Resolve problems with customers, co-workers, and bosses. (6) Answer questions; and find underlying meanings in what others say. Effective listening will improve the working condition and nurture harmony and unity among the workers and colleagues.

Unit - 3 : Listening Skills

Que - 4 : Explain Empathetic Listening in detail.	Que - 5 : Explain traits / tips / techniques of Good Listener
<p>'Empathetic' is an adjective of empathy which means an ability to imagine and share another person's feelings, experience, problems etc. These feelings are nothing but a state of mind and one can be an empathetic listener only when he / she listens someone very actively. This type of listening leads the listener not only to understand the message in the physical form but also to peep in to the listener's state of mind, feelings and emotions. Here the listener has to understand the speaker's implied meaning and intention. Psychiatrists' listening to their patients falls in to the category of empathetic listening. Empathetic listening is paying attention to another person with empathy. [Emotional identification compassion, feeling, insight]. An excellent technique to help one do this is called "active listening". Another technique is to ask how the person feels about the situation or perhaps feels. Empathy is not sympathy. Sympathy means "feeling for someone", empathy is "feeling as someone." The most important issue about empathetic listening in a classroom setting is when to use it. The general rule is that teachers have a right to teach and students have a right to learn. When the teacher and student can engage in a dialogue that does not violate their individual rights or the rights of others, then empathy is certainly appropriate. However when either a student or another person is attempting to engage in a dialogue that is disruptive and violates the rights of the teacher and or/students, then the teacher needs to be assertive and bring the class back to order.</p> <p><u>Important Elements/ Guideline of Empathetic Listening</u> <u>Build the trust</u></p> <ol style="list-style-type: none"> 1) Be attentive while listening 2) Do not hurt the speaker's feeling. 3) Allow disputants to express their emotions 4) Reduce tension 5) Provide problem solving environment 6) Understand emotion and feeling of speaker 7) Show interest in listening 8) Use body language while listening 9) Use words like "I understand you" or "I see" 10) Do not interrupt/interrogate /give advice/ 11) Use open ended question 12) Be sensitive to emotions 	<p>(1) <u>Being non evaluative</u> : The behavior of the listener should convey the impression that you accept the person without making judgment of right or wrong, good or bad, suitable or unsuitable.</p> <p>(2) <u>Paraphrasing (summarize)</u> : If you wish to clarify a point, you can simply summarize what the speaker has said and enquire the speaker whether you have heard it accurately or not.</p> <p>(3) <u>Reflecting Implications (suggestions)</u> : In order to pursue the speaker (to motivate the speaker) to extend his ideas, the listener has to reflect eagerness and willingness to learn more by using expressions like nodding or through verbal means, thereby giving positive feedback.</p> <p>(4) <u>Inviting Further Contribution</u> : In a situation where listener haven't heard or understood enough. The listener can respond with empathy and understanding, prompt the speaker to give more information. The idea here is to get a better understanding of the subject by asking questions. But the questions should be for seeking information not to interrogate or challenge the speaker</p> <p>(5) <u>Responding Non-Verbally</u> : Listener can portray his image as that of an active listener by adopting certain postures, and sending non-verbal signal which communicates the listeners interest in what the speaker is saying. This may include eye contact, Leaning forward towards the listener, head nodding. Listener can also use some receptive utterances like 'yes''un-hum' to indicate that message of speaker is being understood.</p> <p>(6) <u>Motivate yourself to listen</u> : Listeners should motivate their mind to listen to the speaker carefully. They should prepare themselves to listen to others willingly. Listening can not be forced or imposed on the person. Individual should know the value and importance of listening.</p> <p>(7) <u>Respect the speaker</u> : Listeners should have respect for the speaker . They should not underestimate the speaker's ideas and thoughts.</p>

Unit - 3 : Listening Skills

Traits / tips / techniques of Good Listener (Continue from Page 3)	Que-6 : Explain Barriers to Effective Listening.
<p>(8) <u>Remove Horn effect</u> : Do not underestimate a person because he has couple of flaws in his behavior . Many people are like rough diamonds. They need to be understood carefully. The speaker ideas can be rejected or doubted by the listeners. However listener should nor insult or dislike the speaker .</p> <p>(9) <u>Positive body language</u> : Listener should maintain positive body language like nod of head, leaning forward, maintain erect postures, during communication .Moreover listener should not create any type of distractions by using unnecessary body language. Many listeners revolve pen, notebook, or any other object in their hand.</p> <p>(10) <u>Do not Interrupt</u> : Listeners should not interrupt the speaker unnecessarily. Many listeners have tendency to make remarks or comments during speech. Moreover many listeners repeat the words and expression of the speaker loudly.</p> <p>(11) <u>Speaker's use of appropriate body language</u> : Speaker should use positive body language. Otherwise Listeners will be observing these body movements and thereby neglect ideas and expressions of the speaker.</p> <p>(12) <u>Listening should be taught as a skill</u> : The art of listening should be given importance in school and college curriculum. The skill should be taught to students just like, speaking, reading and writing skills. There should be sufficient practice and opportunity to enhance their listening ability.</p>	<p>(1) <u>Environmental Condition</u> : Environmental condition like humidity, temperature, atmospheres limits the listeners span of listening. Cloudy atmosphere may cause the listener to sleep.</p> <p>(2) <u>Space Distance</u> : Distance between the speaker and the listener from long distance may effect the listening process.</p> <p>(3) <u>Omniscient attitude of the listener</u> : Many people considered themselves as ' know all' men . According to them listening to others is pure waste of time. They are not listening to the speakers because they thing that they already know what he is going to say.</p> <p>(4) <u>Infrastructure</u> :Poor Infrastructure may effect listening process. Lack of proper ventilation, light, acoustics can act as a barrier to listening</p> <p>(5) <u>Speed of the speaker</u> : Speed of the speaker can act as a barrier to listening. The Human brain receives sounds at a specific speed. If this speed is not maintained properly, the listener's may get distracted.</p> <p>(6) <u>Speakers' Non-verbal communication</u> : Speaker's no use of facial expression, gestures, body language, eye contact and other factors can create barriers to listening.</p> <p>(7) <u>Voice and tone of the speaker</u> : The listener will feel bored and fade up to listen to monotones speech. If the speaker's voice is not audible, the listener may not listen to it attentively.</p> <p>(8) <u>Lack of Factual Information</u> : Many Times listener do nor listen attentively and carefully because he does not find any factual information in the speech</p> <p>(9) <u>Language of the speaker</u> : If the speaker is using high technical jargon and difficult words, the listener will be clueless about the meaning of those words.</p> <p>(10) <u>Horn Effect in the Listener</u> : The horn effect is tendency to underestimate a person as bad in all the fields because he is bad in one of the field. The listeners reject and nullify the speaker's chance to speak for more amount of time because listeners dislike the speaker .</p>



Unit-4 : Effective Presentation Strategies

Q-1 : Discuss important steps involved in planning a presentation.

Defining Purpose

A presentation is the delivery of information on a predetermined topic that you have created for a particular audience. Presentation is the practice of showing and explaining the content of a topic to an audience or a learner. Generally presentation is arranged for an explanation of an issue, to bring general awareness among the workers, for teaching purpose, and to divert your target mass in particular direction. In short, presentation includes information, analysis, explanation and persuasion. presentation have following purposes:

(1) Presenting facts and information. (2) Reporting status/ providing updates of a project (3) Explaining procedure (4) Scheduling a business activity/ task/ process (5) Examine result and analysis future task. (6) Negotiating (7) Target achievement/ Training (8) Assigning tasks (9) Testing processes for suggestion and reviews (10) Inspiring the listeners (11) Organizing business activities (12) Negativity management

“The main purpose of presentation is generally to put forward the aims and objectivity of any given task.”

Analyzing Audience and Locale

Before presentation, it is necessary to understand audience's level, expectations and their capacity to understand. Audience Analysis will include knowing the audience, grouping them, and recognizing their needs and requirements. For audience, One should analyze the audience on the basis of these questions: “Who are they? What are their expectations of the presentation? What is their level of knowledge? How familiar are they with the subject? Why do they want to attend your presentation?” Mainly there are 3 types of audience groups: (1) Novice/ fresher (2) Intermediate/ Semi-literate (3) Expert/ Experienced. Location is also important to understand. Due to cultural differences, problem of accent /linguistics problem may arise.

Preparing Outline of Presentation :

The outline of Presentation is helpful in planning the presentation. Presentation includes so many information. Good organization of content is essential for effective presentation. Arrange them into 3 parts: Introduction, Body, Conclusion. The presentation should be prepared in following format: (1) Title: (2) Purpose: (3) Introduction of the Topic: The introduction comprises greeting, attention line, subject, statement, quotation or a question. Introduction finally leads to the main body of presentation which introduces the central idea of the presentation in

simple and direct language. (4) Structure of the presentation (Main point/ Sub point/ discussion questions/ summing up Second main point/ Sub point/ discussion/ Summary Third main point/ Sub points/ discussion/ objections/ justification) (The body of presentation contains the main or the central idea. (5) Conclusion: Speaker should conclude the presentation by reviewing the main points. (6) Summary of whole presentation. (7) Recommending future action. Outline means the logical order of the presentation contents. Presentation should be well planned and prepared and rehearsed repeatedly.

Importance of Visual Aids

Spoken words are temporary. But if the presentation has been made using the audio visual aids, it gives lasting effect. They will increase audience interest / Illustrate key points / Help listeners retain information / Help you deliver your speech better. Visual aids also increase audiences' interest in the presentation. Visual aids helps audience to understand the meaning clearly and properly.

(1) Chalk Board : Chalkboards are the most traditional visual aids frequently used in the presentation. Chalkboards are inexpensive and enable the audience to make notes during the presentation. The presenter can write down his plan on the chalk board effectively.

Tips for Chalk Board : (1) Improve your handwriting. (2) Write legibly and slowly

(2) Flip Charts : A flip chart can be defined as a pad of large sheet of paper fixed to a stand, containing useful information for the audience. Flip charts can be prepared in advance. They can be used again and again. Flip chart enables the presenter to follow the exact outline of the presentation.

Tips for Flip Charts : (1) Preferable use two pads.

(2) Carry many markers with you (3) Use different colors and font size for effects

(3) Overhead projectors are used for screening contents during presentation, Transparencies are used for presenting ideas with the help of overhead projector. The projector has a heavy glass scene on which the film is placed. The image will be bright and enlarged.

Tips for OHP : (1) Make larger print (2) Protect the transparencies for better handling

Unit-4 : Effective Presentation Strategies

Steps in Presentation (Contd.)	Q-3 : Explain nuance / modes /methods of delivery of presentation.
<p>(4) <u>PowerPoint presentation tool (Projector)</u> is widely used visual aid during presentations. According to one survey conducted by Microsoft every day 3 million presentations are prepared on power point slides. Power point tools are easy to prepare, economical and transportable. You can use same ppt. again and again. These tools require computers, screens, projectors.</p> <p><u>Tips for PPT</u> : (1) Use acceptable fonts (2) Do not use too many animations/ movements (3) Avoid using comic sound effects</p> <p>Extra Que. : Discuss Audio Visual Aids in Presentation. (Ans. Importance of Visual Aids)</p> <p>Q-2 : Explain importance of Non-Verbal Aspects/ Body Language for presentation.</p> <p>Body language communicates without word but we generally communicate by nodding head, blinking eyes, shrugging shoulder, by hand movement, smile, and other physical activities. Personal appearance plays an important role in presentation. Gesture also communicates important message by the movement of hands, eyes, arms etc. Facial expression can convey the mood of the speaker, expression, reaction, feeling, anxiety, recognition, hesitation and pleasure.</p> <p>(1) <u>Appearance</u> communicates how we feel about ourselves and how we want to be viewed.</p> <p>(2) <u>Gestures</u> can add impact to your speech. Similarly an ungainly gesture can disturb the effectiveness of the message.</p> <p>(3) <u>The face</u> is most expressive part of the body. A smile stands for friendliness, a frown stands for discontent, raised eyebrow for disbelief.</p> <p>(4) <u>Eye Contact</u> Looking directly at listener build rapport. Prolonging eye contact tells audience to pay attention.</p> <p>(5) <u>Proxemics</u> : The use of proper space/ distance is very much important for your presentation</p>	<p>(1) <u>Extemporaneous</u> : Extemporaneous presentation is the most popular and effective method. It doesn't require detailed preparation but to look the main points and start in front of the audience. It requires best oratory skills. Here presentation sounds natural and spontaneous so that speaker can establish rapport with the audience through eye contact.</p> <p>(2) <u>Manuscript</u> : It means the speech is written in a paper and speakers has to read only. No need to memorize content, just read. It is a permanent record of whatever you have to say. There is no chance to tamper with facts and figures. Since you are reading from the manuscript, you get less time for making proper eye contact, which is essential to feel the pulse of the audience.</p> <p>(3) <u>Impromptu</u> : This type of presentation is done without any prior preparation. This type of presentations are often made at parties, dinner table, at any award functions. It is very natural in tone.</p> <p>(4) <u>Memorization</u> : It is difficult method in which you have to memorize all the content. Memorization requires too much of time. There are chances of making dull and monotonous presentation because you go exactly by whatever you have memorized.</p> <p>Q-4 : Explain Fundamentals of Good Presentation.</p> <p>(1) <u>Effective Body Language</u> : Write Que-2 briefly</p> <p>(2) <u>Use of Visual Aids</u> : Write from Steps about Visual Aids from Question</p> <p>(3) <u>Good Method of Delivery of Speech</u> : Que-3</p> <p>(4) <u>Analysis of Audience and Location</u> : Que-1</p> <p>(5) <u>Organization of Content</u> : Que-1</p> <p>(Try to add all points of this chapter briefly in this Que)</p>