

Communication skills

NOTES

Introduction of Communication

The word communication is derived from the latin word 'communis' which means common. Communication refers to the commonness or sharing of information, facts, ideas, opinions, attitudes and understanding. Communication essentially means transmission of commonly meaningful information.

Communication is an essential part of our life. Nearly seventy percent of our working time is consumed in making communication. We communicate in the form of either reading or writing or speaking and listening. Moreover, body language, facial expression and other various physical actions are also part of the communication.

Communication skills

Communication is a vital life skill, developing your communication skills can benefit you in all aspects of your life, from your professional life to social gatherings, in business communicating effectively with clients and colleagues is one of the most essential skills a candidate can have.

Good verbal and written communication skills are essential in order to deliver and understand information quickly and accurately. Being able to communicate effectively is a vital life skill and should not be overlooked. ... To communicate well is to understand, and be understood.

Importance of Communication Skills

In Business, Workplace & Profession Life. Communication is a most important skill. Communication skills are not only needed in daily personal life, but also required in the profession, workplace and in business. ... It is important for a good communicator to be a good listener.

Definition of Communication:

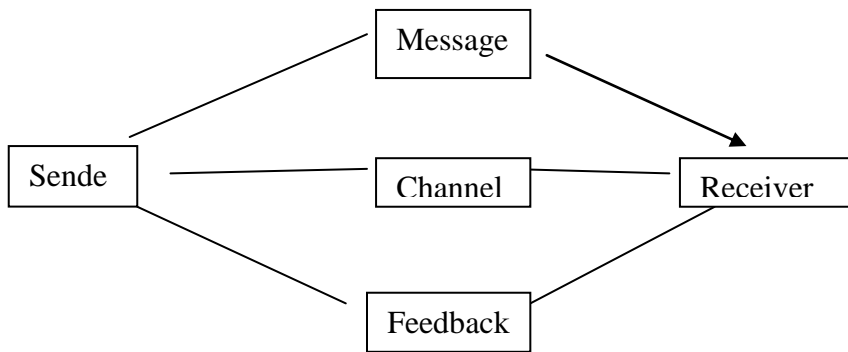
Communication is an integral part of human life. Without communication no one can live because man is social animal. According to Charles summer "communication is an exchange of facts, ideas, opinions or emotions by two more persons". little Peter says that "communication is the process by which information is transmitted between individuals and/or organization and that understanding response results". In short communication is a sharing information, ideas ,emotions, opinions, facts and so many things by two and more persons.

For e.g.a) Communication between parents and daughter.

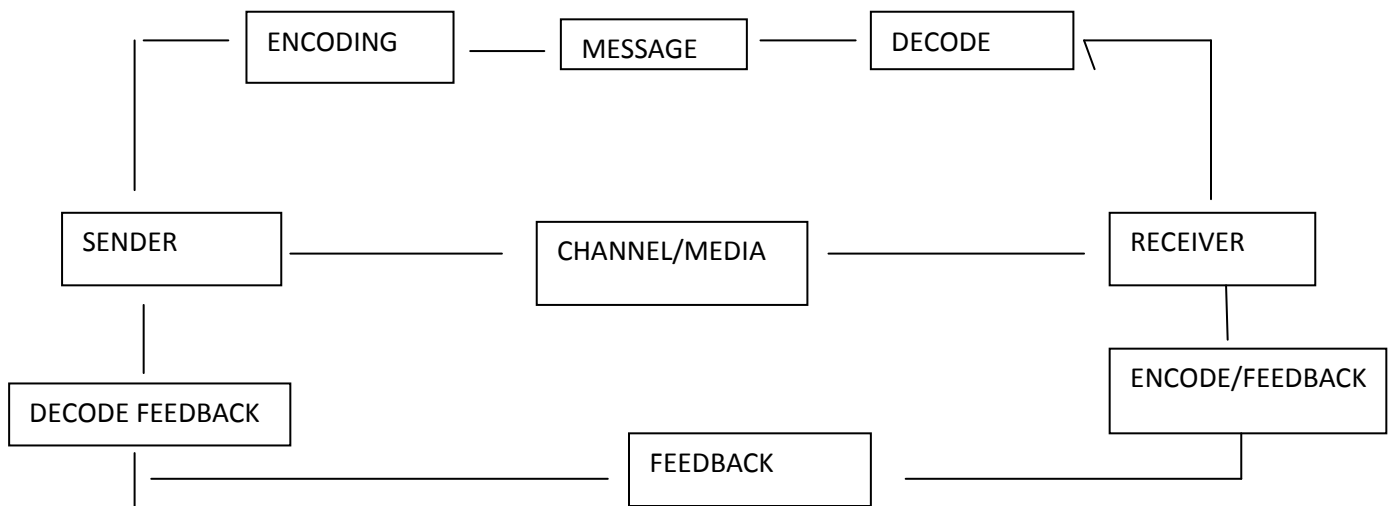
b) Communication between principal and teachers.

Process of Communication:

Communication is called as a process. It is an interactive & dynamic process. This process is cyclic one. In this process at least two persons are needed they are sender (speaker) and Receiver (listener). Communication process can be defined as **“a rotating process in which a sender sends the message via proper channel and the message is received by the receiver and the receiver provides the feedback to the sender.** In the process of communication the sender can become the receiver and the receiver can become the sender. The whole communication process can be understood from the following diagram.



COMMUNICATION DIGRAM/CYCLE



ELEMENTS OF COMMUNICATION PROCESS

- | | | |
|-------------------------------|--------------------|-------------------|
| 1. SENDER (SPEAKER) | 4. MESSAGE | 7. CHANNEL |
| 2. RECEIVER (LISTENER) | 5. DECODE | |
| 3. ENCODE | 6. FEEDBACK | |

Types of communication skills:

Communication can be categorized into three basic types: (1) verbal communication, in which you listen to a person to understand their meaning; (2) written communication, in which you read their meaning; and (3) Non-verbal communication, in which you observe a person and infer meaning.

Formal communication skills:

Communication which is bound to certain rules principles or form is the formal communication it is official communication formal communication is bound to particular topic. It requires to use the formal or official language since it is structured and bound to a topic, there is no scope for the expression of personal feelings. Most of the organizational communication is in the formal way ... e,g 1) The principal communicating with the staff in the meeting.

2) The student is answering to a question asked in an oral exam.

The formal communication is used to convey to management discussion planning, order, notice, instructions, suggestions or demands from employees.

Informal communication skills:

Communication which is a free flow of ideas as there are no certain rules, principles or form is called as informal communication. Informal communication allows quick of emigrate reactions and sharing of information's this type of communication is not bound to any particular topic and language. It goes on expanding the informal communication is not authentic.

Informal communication is also called as "grapevine communication" it is more spread gossips or rumors thought it friendly nature and it allow the expression of personal feelings

Listening Communication:

Listening is a mode where you are receiving and processing every other form of communication to another person, or group of people, is putting forward.

Verbal Communication:

Verbal or oral communication uses spoken words to communicate a message. When most people think of verbal communication, they think of speaking, but listening is an equally important skill for this type of communication to be successful. Verbal communication is applicable to a wide range of situations, ranging from informal office discussions to public speeches made to thousands of people.

Improving your verbal communication skills can help you to foster better relationships with your coworkers and maintain a large network of contacts that you can call on when necessary. Consultants are one group of professionals that need to pay particular attention to this area of communication, as they need to constantly meet with new people and quickly communicate large quantities of important information.

Non-Verbal Communication:

Non-verbal communication includes body language, gestures, facial expressions, and even posture. Non-verbal communication sets the tone of a conversation, and can seriously undermine the message contained in your words if you are not careful to control it. For example, slouching and shrinking back in your chair during a business meeting can make you seem under-confident, which may lead people to doubt the strength of your verbal contributions. In contrast, leaning over an employee's desk and invading his or her personal space can turn a friendly chat into an aggressive confrontation that leaves the employee feeling victimized and undervalued.

Posture

Posture is positioning or balancing the body while standing or sitting. Posture indicates confidence, courage, attitude, hesitation or inclination towards someone or something.

Facial expressions

Words may lie but expressions don't. Pleasure, happiness, surprise, sorrow, worry, regret, anger, hatred, love, satisfaction, excitement, nervousness, etc. are clearly communicated through facial expression.

Eye contact

In face to face communication eye contact is very much important. Eye contact makes sending or receiving of the message easy. Eye contact helps the sender to express the message clearly.

Dress and appearance

Proper or suitable dress code and appearance help create an impression about the speaker or sender. The dress reflects the profession, choice, occasion or status.

Written Communication:

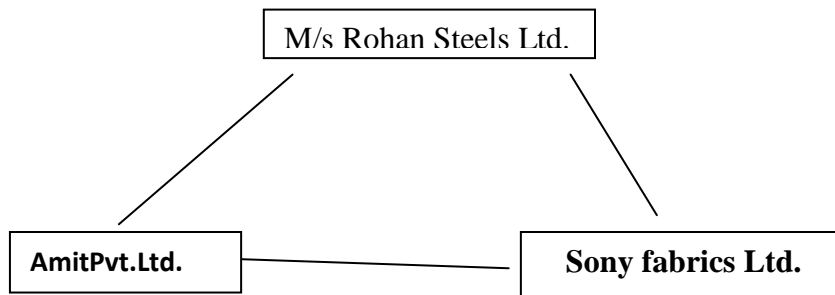
Written communication is essential for communicating complicated information, such as statistics or other data that could not be easily communicated through speech alone. Written communication also allows information to be recorded so that it can be referred to at a later date. When producing a piece of written communication, especially one that is likely to be referred to over and over again, you need to plan what you want to say carefully to ensure that all the relevant information is accurately and clearly communicated.

Interpersonal Communication:

Interpersonal communication is the communication between one person and another (or others). It is often referred to as face-to-face communication between two (or more) people. Both verbal and nonverbal communication, or body language, plays a part in how one person understands another.

Diagonal Communication:

In this communication a person working in one organization and communicating with another at the same time writes a letter, reminders, sends fax or talks on telephone, arrange a meeting, seminars or discussion. Sometimes the person makes internal as well as external communication which here needs to correspond diagonally.



Family Communication:

Family communication is the study of the communication perspective in a broadly defined family, with intimacy and trusting relationship. The main goal of family communication is to understand the interactions of family and the pattern of behaviors of family members in different circumstances.

Political Communication:

Communication is one of the most relevant tools in political strategies, including persuasion and propaganda. In mass media research and online media research, the effort of strategist is that of getting a precise decoding, avoiding “message reactance”, that is, and message refusal. The reaction to a message is referred also in terms of approach to a message.

Principles of Effective Communication

In order to make communication effective, it is important that both sender and receiver do their roles properly. They should have required amount of knowledge of the subject matter. Sender proposes or intention behind sending the message is exactly understood by the receiver. It means the desired meaning of the message (senders meaning) and the understood meaning of the message (receivers meaning) are almost same. This type of communication is effective communication.

Purpose of communication

When the sender is aware of the purpose of communication the job becomes easy. The sender understands what and what for the communication is to be done. The purpose of communication makes the sender aware of content of the communication. In the same way receiver also gets clear idea about communication. The purpose helps both the sender and the receiver stay focused on the topic of the communication.

Developing ideas

All communication starts with the ideas when sender gets some ideas about topic of communication. The ideas to be a effectively developed.

Evaluating the receiver

Sender's communication is basically for the receiver. That is why the sender has to know or analyzes the receivers. In this analysis the sender has to find out average numbers of the audience or receivers. Their average age, gender ratio understanding level, interest etc, to make the communication effective.

Channel

Effectiveness of communication also depends on the selection of proper channel. If the sender has to give some important and long message. It should be a given in the written form. In any academic or professional presentation a sender should used both verbal and nonverbal (slides, graphs etc), modes together. Selection of proper channel plays very vital role in the effective communication process.

Eliminating barriers

Some barriers are known while some others come very suddenly. But both the sender and the receiver should be ready to eliminate any barrier coming in the communication. Elimination of the barrier /enhance changes of effective communication.

Clear and correct message

Vagueness in the meaning of the message doesn't bring the sender and the receiver on the common platform. So their meanings differ from each other and that adversely affects communication. It is far from being effective. So any message sent should be clear and correct so it carries only the intended meaning to the receiver. Then communication became effective.

Feedback

Principles of consistency

Whenever the person wishes to communicate a certain message. He must be consistent in his expression it should be consistent with overall objectives. Policies, programmes and procedures of the organization. There should not be any differences between the statements and the actions; otherwise receiver may not be faithful in his or her acceptance of the message and its execution.

Principle of information

In the beginning the sender of the message must have perfect clarity in his or her own mind about what is to be communicated. When there is proper understanding there is effective communication.

Communication Barriers

Communication is an interactive process. When it is done without or by eliminating the disturbances, it becomes effective. There are some known or unknown disturbances which badly affect the process of communication. Some of the disturbances come naturally while some caused by failure of machines or human psychology.

What is barrier?

1. A barrier is any factor which affects the free flow of communication
2. Any disturbance that disrupts the smooth flow of communication is barrier to communication.

Physical barrier

The environmental elements and physical appearance, disabilities create some impediments in communication. They are physical barriers; there are two types of physical barriers.

Environmental barriers

Time, noise distance and surrounding are the environmental barrier

Time- any actions untimely done (either in advance or a delayed one) may not have any desired effect.

Noise- any loud noise during communication may make the receivers to miss some link in communication. It could be the sound of an aero plane, crackers vehicle, loud music, lightening, thunder showers, telephone or Mo: phone ring etc.

Distance- if there either too long or short distance between the sender and the receiver, it can come as a barrier because of more distance the sender voice may not be audible or the expressions may not be visible. Then the exact meaning is not perceived.

Surroundings

Personal barriers

Personal physical disabilities illness some habits and the personal appearance may also come as a barrier. Someone who is deaf cannot exactly understand the intended meaning as the communication is not properly and fully heard. Similarly because of ill health it becomes difficult to concentrate in communication. If the sender's appearance is very unstable it distracts the receiver.

Mechanical barriers

- **Mechanical barriers**
- **Sometimes the equipment's being used are faulty, defective and they cause interruption in communication.**
- **Such machine oriented disturbance is called as a mechanical barrier.**

Overcoming the barriers

Psychological barriers

- **Day Dreaming**
- **Prejudice**
- **Emotions**
- **Generation Gap**
- **Phobia**

Language barriers

- **Difference in language**
- **Technical jargons**
- **Pronunciation**

Reading

WHAT IS READING? Reading is a skill which enables us to get a message recognizing the written words (written symbols) getting (understanding) the meaning used to teach pronunciation grasping information from texts. Reading is a complex activity that involves both perception and thought. Reading consists of two related processes: word recognition and comprehension. Word recognition refers to the process of perceiving how written symbols correspond to one's spoken language. Comprehension is the process of making sense of words, sentences and connected text. Readers typically make use of background knowledge, vocabulary, grammatical knowledge, experience with text and other strategies to help them understand written text. There are the following types of reading and the corresponding types of activities to develop the corresponding reading skills Skimming reading is reading to confirm expectations reading for communicative tasks. General reading or scanning is reading to extract specific information; reading for general understanding. Close reading or searching reading is reading for complete understanding; reading for detailed comprehension (information function and discourse).

Good beginning reading instruction teaches children how to identify words, comprehend text, achieve fluency, and develop the motivation to read. Whole language approaches focus on

comprehension and meaning, while phonics approaches focus on word identification and decoding – or sounding out – words.

Skimming is the most rudimentary type of reading. Its object is to familiarize you as quickly as possible with the material to be read.

Scanning is a skill that requires that you read quickly while looking for specific information. To scan a reading text, you should start at the top of the page and then move your eyes quickly toward the bottom. Generally, scanning is a technique that is helpful when you are looking for the answer to a known question.

Close reading is the most important skill you need for any form of literary studies. It means paying especially close attention to what is printed on the page. Close reading means not only reading and understanding the meanings of the individual printed words, but also involves making yourself sensitive to all the nuances and connotations of language as it is used by skilled writers.

Some of the barriers to effective reading are as follows-

- Lack of grammatical and linguistic competence: ...
- Lack of motivation: ...
- Lack of concentration: ...
- Proper light and ventilation: ...
- Size of the book: ...
- Articulating the words and sentences loudly:
 - Overcoming reading barriers
 - **I read more.** [Learning Ally] has helped me read more books because it reads at a faster pace than I do. It doesn't have to stop to sound out a word, like I might have to. The books also show the text on my screen and highlight sentences while they're read. Highlighting words helps me connect the visual and verbal together.
 - **I'm building my vocabulary.** The audiobooks have also helped me to increase my vocabulary. When I hear a [new] word I can listen to the whole sentence to figure out what it means. [I'm learning] the right way to use words.
 - **I keep up better.** [Learning Ally] has a website where I choose books and download them to my library. I then use the Learning Ally app to access the books on my iPad (you can use other devices, too). If I have extra time in class I can pull out my iPad and headphones and read without disturbing the other students. I can now keep up with my class. It makes me feel good knowing I can read at the same rate as everyone else.
 - **I enjoy reading.** Since starting with Learning Ally I have read more books than ever before. They're more interesting. The books are human-narrated instead of computer-

narrated so voices match characters. I have tried different kinds of books and enjoyed every book I've read. Reading now seems more like entertainment; it doesn't feel like a chore anymore. It is so much more relaxing for me.

Listening

All communication includes one or two or all basic skills. Listening, speaking, reading and writing are the four basic skills listening is the first activity as all other activities. Speaking, reading and writing begin from it. Listening is an important tool to comprehend; listening is the base of learning and development of other skills. Any message when listened carefully can be easily understood. Communication becomes effective when it involves listening. Therefore listening skills need to be improved or developed. It is found that most communicators are very much aware about the development of speaking, reading or writing. But that awareness is not found in case of listening. Most of understanding in communication is through listening, it is required to develop the listening. For effective listening a listener has to be concentrating with all senses. When a listener makes deliberate efforts and gives some systematic training to self, listening is very much developed. Listening is very much essential for developing and maintaining interpersonal communication and relationships.

1. "Listening is an activity to acquire to comprehend speech sounds".

2. "Listening is a polite attempt to identify a speaker's perspective".

Types of listening

Listening is an intentional and organized process. There are various types of listening. According to Adrian Doff.....there are two major types of listening.

Casual listening

Casual listening is unintentional and without much attention. This type of listening has no specific purpose behind it. It is unintentional therefore it does not help to come to any conclusion. In casual listening full part of communication is not carefully attended. Casual listening is found in friendly chats, social functions, informal communication.

Focused listening

Focused listening is very much intentional and systematic process. Focused listening is practiced to recognize, understand and act. In this type of communication is carefully attended. the listener

gives full attention to communication in order to interpret it. Focused listening helps to understand the hidden meaning.

Other types of communication

Active listening also can be called as ‘attentive listening’. Active listening involves attention careful consideration, concentration and comprehension of the speakers ideas. The listener participates in communication process actively and attentively. The listener nods the head, leans forward or shows positive language; which supports and encourages the speakers to communicate.

Passive listening

Passive listening is very stern, rigid and orthodox type of listening. This type of listening may create confusion in the mind of speakers about true intention of the listener. The listener wears the ‘flat’ face, serious facial expressions, surrenders all gestures that are used in active listening.

Critical listening

Critical listening is also being called as ‘evaluative listening’. This type of listening involves critical evaluation of the speaker’s thoughts and ideas. The listener assesses the speaker’s depth of knowledge, choice of words and devices.

Selective listening

In this type of listening, the listener listens to only important and specific information. The listener does not heed to other topics or issues in the speech. The listeners only pay full attention to information and ideas related to field of profession or area of study.

Biased listening

In this type of listening, the listener is biased and prejudiced against the speaker. The listener has preconceived notions about the speaker and the speech.

Techniques to improve listening skills

- Motivate yourself to listen...
- Respect to the speaker..
- Positive body language..
- Manage your mood..
- Improve your listening span..
- Speakers should use appropriate body language..
- Voice modulation and intonation...

IMP QUESTIONS

1. Define 'Communication' and draw a neat diagram showing the stages in the process of communication.
2. Write the types of Non-verbal Communication and explain them.
3. Mention the barriers to effective communication and the ways to overcome them.
4. Define the communication process in detail.
5. Mention the five elements of communication cycle.
6. Why do we say that communication process is two way process?
7. 'Every career demands effective communication skills'. Explain with example.
8. Explain some of the basic principles of effective communication.
9. What are the principles of effective communication?
10. what are the main barriers to communication?

Types of communication

Feedback