

# COMMUNICATION SKILLS II

## REVISION NOTES

### COMMUNICATION SKILLS

It is a process which involves sharing of information, opinion, ideas, and beliefs between two or more persons through a continuous activity of speaking, listening and understanding.

The word 'communication' comes from the Latin word *commūnicāre*, meaning 'to share'.

### PARTS OF COMMUNICATION

Communication has three important parts:

1. **Transmitting** — The sender transmits the message through one medium or another.
2. **Listening** — The receiver listens or understands the message.
3. **Feedback** — The receiver conveys their understanding of the message to the sender in the form of feedback to complete the communication cycle.

### ELEMENTS OF A COMMUNICATION

The various elements of a communication cycle are:

- **Sender:** the person beginning the communication.
- **Message:** the information that the sender wants to convey.
- **Channel:** the means by which the information is sent.
- **Receiver:** the person to whom the message is sent.
- **Feedback:** the receiver's acknowledgement and response to the message.

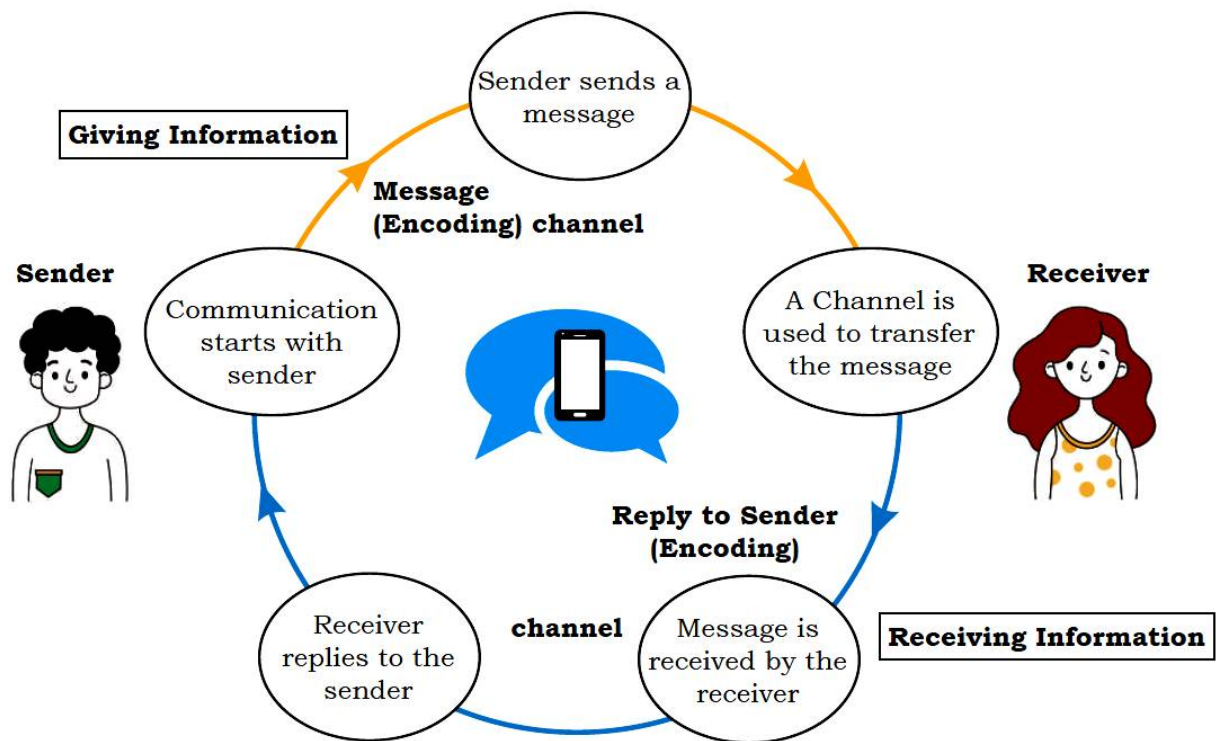







Figure : Elements of Communication

## METHODS OF COMMUNICATION

Method	Description	Pictorial Description
<b>Face-to-face</b>	<p>There is nothing better than face-to-face communication.</p> <p>It helps the message to be understood clearly and quickly.</p> <p>Also, since body language can be seen in this case; it adds to the effectiveness of the communication.</p>	
<b>E-mail</b>	<p>E-mail can be used to communicate quickly with one or many individuals in various locations.</p> <p>It offers flexibility, convenience and low-cost.</p>	
<b>Notices/Posters</b>	<p>It is effective when the same message has to go out to a large group of people.</p> <p>Generally used for where email communication may not be effective.</p> <p>For example, 'Change in the lunch time for factory worker,' or 'XYZ Clothing will remain closed for customers on Sunday.'</p>	
<b>Business Meetings</b>	<p>Communication during business meetings at an organisation are generally addressed to a group of people.</p> <p>It can be related to business, management and organisational decisions.</p>	
<b>Other Methods</b>	<p>There can be various other methods like social networks, message, phone call for communication, newsletter, blog, etc.</p>	

## VERBAL COMMUNICATION

Verbal communication includes sounds, words, language, and speech. Speaking is one of the most effective and commonly used way of communicating. It helps in expressing our emotions in words.

### Types of Verbal Communication

Type of Verbal Communication	Description
<b>Interpersonal Communication</b>	This form of communication takes place between two individuals and is thus a one-on-one conversation. It can be formal or informal. Examples 1. A manager discussing the performance with an employee. 2. Two friends discussing homework. 3. Two people talking to each other over phone or video call.
<b>Written Communication</b>	This form of communication involves writing words. It can be letters, circulars, reports, manuals, SMS, social media chats, etc. It can be between two or more people. Examples 1. A manager writing an appreciation e-mail to an employee. 2. Writing a letter to grandmother enquiring about health.
<b>Small Group Communication</b>	This type of communication takes place when there are more than two people involved. Each participant can interact and converse with the rest. Examples 1. Press conferences 2. Board meetings 3. Team meetings
<b>Public Communication</b>	This type of communication takes place when one individual addresses a large gathering. Examples 1. Election campaigns 2. Public speeches by dignitaries

### Advantages of Verbal Communication

- It is an easy mode of communication in which you can exchange ideas by saying what you want and get a quick response.
- Verbal communication also enables you to keep changing your interaction as per the other person's response.

### Disadvantages of Verbal Communication

Since verbal communication depends on written or spoken words, sometimes the meanings can be confusing and difficult to understand if the right words are not used.

## NON-VERBAL COMMUNICATION

Non-verbal communication is the expression or exchange of information or messages without using any spoken or written word.

In other words, we send signals and messages to others, through expressions, gestures, postures, touch, space, eye contact and para language.

### Importance of Non-verbal Communication

In our day-to-day communication

- 55% communication is done using body movements, face, arms, etc.

- 38% communication is done using voice, tone, pauses, etc.
- only 7% communication is done using words.

<b>Non-Verbal Communication</b>	<b>Example</b>
<b>Gestures</b>	1. Raising a hand to greet or say goodbye 2. Pointing your finger at someone
<b>Expressions</b>	1. Smiling when you are happy 2. Making a sad face when you are sad
<b>Body Language</b>	Postures by which attitudes and feelings are communicated. Standing straight, showing interest.

## TYPES OF NON-VERBAL COMMUNICATION

<b>Type</b>	<b>What it means</b>	<b>How to use effectively?</b>
<b>Facial Expressions</b>	Our expressions can show different feelings, such as Happiness, Sadness, Anger, Surprise, Fear, etc.	<ul style="list-style-type: none"> <li>• Smile when you meet someone.</li> <li>• Keep your face relaxed.</li> <li>• Match your expressions with your words.</li> <li>• Nod while listening.</li> </ul>
<b>Posture</b>	Postures show our confidence and feelings. For example, a straight body posture shows confidence while a slumped posture is a sign of weakness.	<ul style="list-style-type: none"> <li>• Keep your shoulders straight and body relaxed.</li> <li>• Sit straight while resting your hands and feet in relaxed position.</li> <li>• While standing, keep your hands by your sides.</li> </ul>
<b>Gestures or Body Language</b>	Gestures include body movements that express an idea or meaning. For example, raising a hand in class to ask a question and biting nails when nervous.	<ul style="list-style-type: none"> <li>• Keep your hands open.</li> <li>• Avoid pointing your finger at people.</li> <li>• Tilt your head a bit to show that you are attentive.</li> </ul>
<b>Touch</b>	We communicate a great deal through touch. For example, a firm handshake to display confidence and pat on the back to encourage someone.	<ul style="list-style-type: none"> <li>• Shake hands firmly while meeting someone.</li> <li>• Avoid other touch gestures during formal communication.</li> </ul>
<b>Space</b>	Space is the physical distance between two people. The space between two persons while communicating, generally depends on the intimacy or closeness between them.	<ul style="list-style-type: none"> <li>• Maintain proper space depending on the relationship, which could be formal or informal or the closeness with the person with whom you are talking.</li> </ul>
<b>Eye Contact</b>	The way we look at someone can communicate a lot. Eye contact shows that we are paying attention to the person as opposed to looking away, which can make the other person feel ignored.	<ul style="list-style-type: none"> <li>• Look directly at the person who is speaking.</li> <li>• Avoid staring; keep a relaxed look.</li> <li>• Maintain eye contact with intermittent breaks.</li> </ul>
<b>Paralanguage</b>	How we speak affects our communication and includes the tone, speed and volume of our voice. For example, talking fast may show happiness, excitement or nervousness while speaking slow may show seriousness or sadness.	<ul style="list-style-type: none"> <li>• Use a suitable tone and volume</li> <li>• Maintain a moderate speed while talking</li> </ul>

## VISUAL COMMUNICATION

Visual communication proves to be effective since it involves interchanging messages only through images or pictures and therefore, you do not need to know any particular language for understanding it. It is simple and remains consistent across different places.

### Examples of Visual Communication

Under construction		No pets allowed	
No parking zone		No entry	
Danger warning		Radiation/biohazard warning	
Under CCTV surveillance		No mobile phone	

## COMMUNICATION CYCLE AND IMPORTANCE OF FEEDBACK

Feedback is an important part of the communication cycle. For effective communication, it is important that the sender receives an acknowledgement from the receiver about getting the message across.

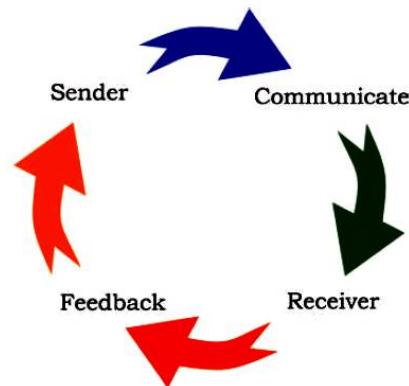


Figure : Communication Cycle

While a sender sends information, the receiver provides feedback on the received message. Translated to the work environment, when you observe someone perform their work and then, communicate with them to help improve their performances, you are giving feedback.

## TYPES OF FEEDBACK

Type of Feedback	Examples
Positive Feedback	<ul style="list-style-type: none"> <li>• I noticed you finished the work perfectly. Great job!</li> <li>• I really appreciate you taking that call. Can you please also share the details?</li> </ul>
Negative Feedback	<ul style="list-style-type: none"> <li>• You keep forgetting to smile at the hotel guests when you talk to them.</li> <li>• You take really long to reply to e-mails! Are you always so busy?</li> </ul>
No Feedback	<ul style="list-style-type: none"> <li>• It is also a feedback in itself which indicates disagreement of ideas.</li> </ul>

A good feedback is one that is:

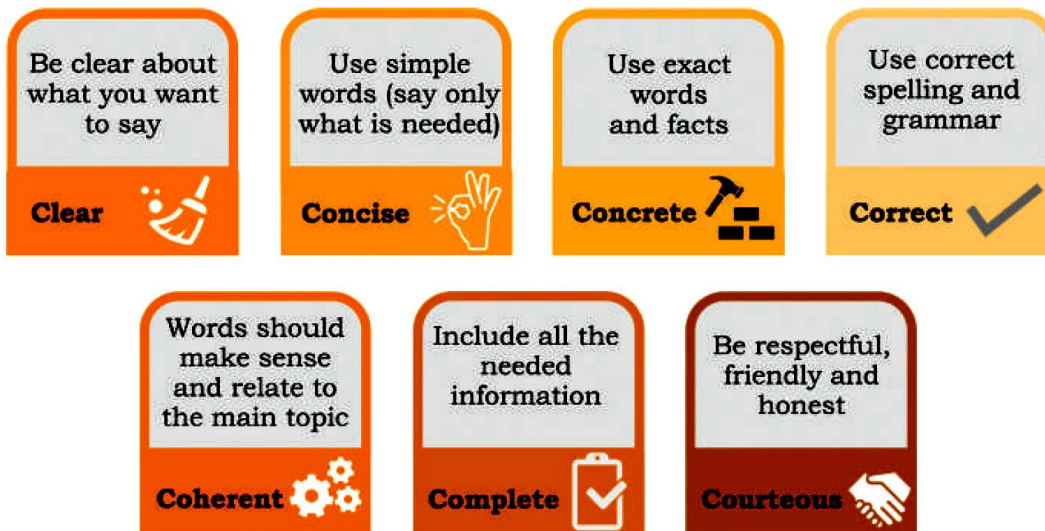
- **Specific:** Avoid general comments. Try to include examples to clarify your statement. Offering alternatives rather than just giving advice allows the receiver to decide what to do with your feedback.
- **Timely:** Being prompt is the key, since feedback loses its impact if delayed for too long.
- **Polite:** While it is important to share feedback, the recipient should not feel offended by the language of the feedback.
- **Offering continuing support:** Feedback sharing should be a continuous process. After offering feedback, let recipients know you are available for support.

## IMPORTANCE OF FEEDBACK

Feedback is the final component and one of the most important factors in the process of communication since it is defined as the response given by the receiver to the sender. Let us look at certain reasons why feedback is important.

- **It validates effective listening:** The person providing the feedback knows they have been understood (or received) and that their feedback provides some value.
- **It motivates:** Feedback can motivate people to build better work relationships and continue the good work that is being appreciated.
- **It is always there:** Every time you speak to a person, we communicate feedback so it is impossible not to provide one.
- **It boosts learning:** Feedback is important to remain focussed on goals, plan better and develop improved products and services.
- **It improves performance:** Feedback can help to form better decisions to improve and increase performance.

### 7Cs of Effective Communication



## **BARRIERS TO EFFECTIVE COMMUNICATION**

Some common barriers to effective communication include:

### **Physical Barriers:**

Physical barrier is the environmental and natural condition that act as a barrier in communication in sending message from sender to receiver. Not being able to see gestures, posture and general body language can make communication less effective.

For example, text messages are often less effective than face-to-face communication.

### **Linguistic Barriers**

The inability to communicate using a language is known as language barrier to communication. Language barriers are the most common communication barriers, which cause misunderstandings and misinterpretations between people.

For example, slang, professional jargon and regional colloquialisms can make communication difficult.



*Figure: Barriers to Effective Communication*

### **Interpersonal Barriers**

Barriers to interpersonal communication occur when the sender's message is received differently from how it was intended. It is also very difficult to communicate with someone who is not willing to talk or express their feelings and views.

Stage fear, lack of will to communicate, personal differences can create interpersonal barriers to communication.

### **Organisational Barriers**

Organisations are designed on the basis of formal hierarchical structures that follow performance standards, rules and regulations, procedures, policies, behavioural norms, etc. All these affect the free flow of communication in organisations and therefore, need to be suitably managed.

For example, Superior-subordinate relationships in a formal organisational structure can be a barrier to free flow of communication.

### **Cultural Barriers**

Cultural barriers is when people of different cultures are unable to understand each other's customs, resulting in inconveniences and difficulties. People sometimes make stereotypical assumptions about others based on their cultural background, this leads to difference in opinions and can be a major barrier to effective communication.

### **Ways to Overcome Barriers to Effective Communication**

- Use simple language
- Do not form assumptions on culture, religion or geography

- Try to communicate in person as much as possible
- Use visuals
- Take help of a translator to overcome differences in language
- Be respectful of other's opinions

## WRITING SKILLS — PARTS OF SPEECH

Writing skills are part of verbal communication and include e-mails, letters, notes, articles, SMS/chat, blogs, etc.

In all these forms of written communication, we use sentences to express ourselves. Sentences are important because they help to clearly present the message.

A sentence always begins with a capital letter, and it always ends with a question mark, full stop or exclamation mark.

## CAPITALISATION

We know that all sentences begin with capital letters. However, there are certain other points in a sentence where we should use capital letters. 'TINS' is a set of simple rules that help you capitalise words correctly. Each letter in the word TINS refers to one capitalisation rule as shown in below Table

Alphabet	T	I	N	S
What it shows:	Titles	word 'I'	Names	Starting letter of sentences
Rule	Capitalise the first letter in the titles used before people's names.	Capitalise the letter 'I' when it is used as a word (Pronoun).	Capitalise the first letter in the names of people, places, days and months.	Capitalise the first letter in every sentence.
Example	Dr Malik and Mr Pandey were invited to the party.	He said that I should accompany him to the mall.	The summer break is starting this Friday and will continue till the end of June. Suresh is planning to visit London next year.	The little girl lost her book.

## PUNCTUATION

Certain set of marks, such as full stop, comma, question mark, exclamation mark and apostrophe are used in communication to separate parts of a sentence for better clarity of message. Some common punctuation marks and their rules are shown here in Table

Punctuation name	Sign	Use	Example
Full stop	.	<ul style="list-style-type: none"> <li>• Used at the end of a sentence.</li> <li>• Used with short form of long words.</li> </ul>	Omar is a professor. His students call him Prof. Omar.
Comma	,	<ul style="list-style-type: none"> <li>• Used to indicate a pause in the sentence.</li> <li>• Used to separate two or more items in a row.</li> </ul>	After getting down from the bus, I walked towards my school. The grocery store had fresh kiwis, strawberries and mangoes.
Question mark	?	<ul style="list-style-type: none"> <li>• Used at the end of a question.</li> </ul>	Where is your book?
Exclamation mark	!	<ul style="list-style-type: none"> <li>• Used at the end of a word or a sentence to indicate a strong feeling.</li> </ul>	What a beautiful dress! Hooray! We won the match.



Apostrophe	(')	<ul style="list-style-type: none"> <li>Used followed by an 's' to show possession or belonging.</li> <li>Used with shortened form of words in informal speech.</li> </ul>	<p>That is Shobha's cat.</p> <p>Are these Rahim's colour pencils?</p> <p>Let's go for the movies today.</p> <p>She isn't coming to school today.</p>
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### BASIC PARTS OF SPEECH

The part of speech indicates how a particular word functions in meaning as well as grammatically within the sentence. Some examples are nouns, pronouns, adjectives, verbs and adverbs as shown in Figure

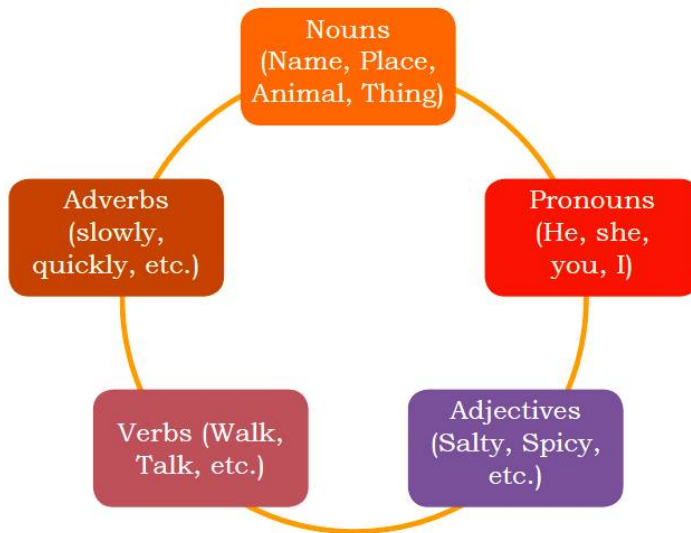


Figure : Parts of Speech

### Supporting Parts of Speech Types

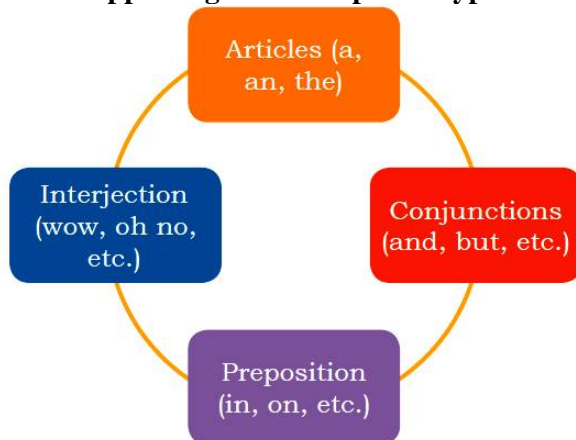


Figure : Supporting Parts of Speech

### WRITING SKILLS — SENTENCES

#### Parts of a Sentence

We all know that almost all English sentences have a subject and a verb while some also have an object.

**Subject:** Person or thing that performs an action.

**Verb:** Describes the action.

**Object:** Person or thing that receives the action.

**Examples:**

Sentence	Subject	Verb	Object
He swam in the lake.	He	swam	the lake
She rode the bicycle.	She	rode	the bicycle
He threw the ball.	He	threw	the ball
The dog chased the cat.	Dog	chased	the cat

**Types of Objects**

In a sentence, there can be two types of objects — Direct and Indirect.

The objects provided in the above examples are called direct objects since they are directly ‘acted on’ by the verb.

On the other hand, an indirect object answers questions, such as ‘to/ for who.’

**TYPES OF SENTENCES**

**Active and Passive Sentences**

- 1. Radha is reading a book.
- 2. A book is being read by Radha.

The action (verb) in both sentences is reading a book. But the ‘subject’ of both sentences is different. In the first sentence, the subject (Radha) does the action. In the second sentence, the subject (a book) receives the action.

Sentences where the subject does an action are known to be in the **Active voice**, whereas sentences in which the subject receives an action are known to be in the **Passive voice**.

**Examples**

Active Voice	Passive Voice
Ali changed the flat tire.	The flat tire was changed by Ali.
I will clean the house every Saturday.	The house will be cleaned by me every Saturday.
Ravi painted the entire house.	The entire house was painted by Ravi.

