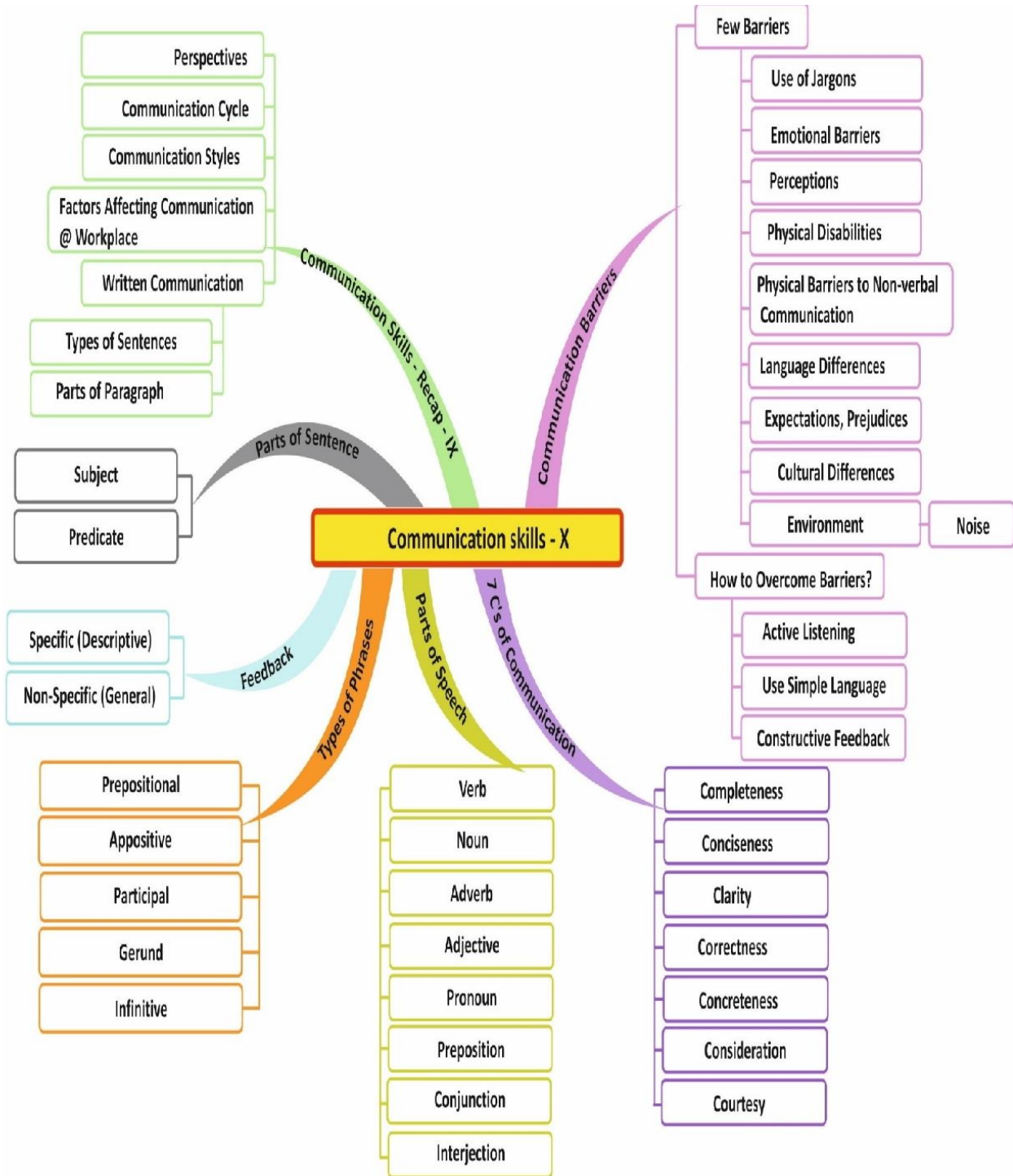


(PART A)CHAPTER-01
COMMUNICATION SKILL

Memory Maps



What is Communication?

- The word “Communication” has been derived from Latin word “Communicare”
- “Communicare” means to share.
- Communication is the process of transferring or sharing of information, ideas and thoughts between two or more people.

Session 1: Methods of Communication

The word ‘communication’ comes from the Latin word *commūnicāre*, meaning ‘to share’. Clear and concise communication is of immense importance in work and business environment as there are several parties involved.

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.

Communication Process and Elements

The various elements of the communication cycle are:

- **Sender:** the person or entity originating the communication.
- **Message:** the information that the sender wishes to convey.
- **Encoding:** how the sender chooses to bring the message into a form appropriate for sending.
- **Channel:** the means by which the message is sent.
- **Receiver:** the person or entity to whom the message is sent.
- **Decoding:** how the receiver interprets and understands the message.
- **Feedback:** the receiver's response to the message.

Methods of Communication

- Face-to-face informal communication
- e-mail
- Notices/Posters
- Business Meetings
- social networks, message, phone call for communication, newsletter, blog, etc

Choosing the right method of communication depends on

- Target audience
- Costs
- Kind/type of information
- Urgency/priority

Session 2: Verbal Communication

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

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Type of Verbal Communication

- **Interpersonal Communication:** This form of communication takes place between two individuals and is thus a one-on-one conversation. It can be formal or informal.
- **Written Communication:** 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.
- **Small Group Communication:** This type of communication takes place when there are more than two people involved. Each participant can interact and converse with the rest.

- **Public Communication:** This type of communication takes place when one individual address a large gathering.

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.

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.

Mastering Verbal Communication

Think Before You Speak

- Think about your topic.
- Think about the most effective ways to make your listeners

Understand the topic.

- Write or note down whatever you plan to say.
- Concise and Clear
- Speak clearly, loudly and at moderate speed.
- Be sure the information you want to share is to the point.
- Do not repeat the same sentences.
- Confidence and Body Language
- Be confident.

- Maintain eye contact, stand straight and be attentive.
- Be friendly.

Session 3: Non-verbal Communication

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

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.

Types of Non-verbal Communication

- Facial Expressions
- Posture
- Gestures or Body Language
- Touch
- Space
- Eye Contact
- Paralanguage : tone, speed and volume of our voice.

Examples of Visual Communication

Session 4: Communication Cycle and the Importance of Feedback

For effective communication, it is important that the sender receives an acknowledgement from the receiver about getting the message across. While a sender sends information, the receiver provides feedback on the received message.

Types of Feedback

- Positive Feedback
- Negative Feedback
- No Feedback

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

- 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.

Session 5: Barriers to Effective Communication

What is Effective Communication?

Effective communication follows the basic principles of professional communication skills.

- We now know that there are different methods of communication: non-verbal, verbal and visual.
- However, all these methods can only be effective if we follow the basic principles of professional communication skills.
- These can be abbreviated as 7 Cs i.e., Clear, Concise, Concrete, Correct, Coherent, Complete and Courteous.
- Absence of any of these 7Cs can lead to miscommunication.

The 7Cs of Communication provide a checklist for making sure that your meetings, emails, conference calls, reports, and presentations are well constructed and clear –so your audience gets your message.

1. **Be Clear** - Begin every message by asking the question, “What is the purpose of this communication?” This will enable you to make the objective of your communication clear to the recipient. Clarity is also about avoiding the use of complex words, sentences, and fuzzy language. It is important that you clearly communicate the intended information to the recipient. You must be able to explain a concept several ways and answer clarifying questions about the topic.
2. **Be concise** - Make your message brief and to the point. To help make your communications more concise, avoid going over the same point several times, and avoid the use of filler words, sentences, and over wordy expressions.
3. **Be Concrete** - Concrete communication is about being specific and clear rather than vague, obscure, and general. To be more concrete use sentences that cannot be misinterpreted. Include supporting

facts and figures to underscore your message, but don't allow anything that detracts from the focus of your message.

4. **Be Correct** - Incorrect information doesn't help anyone and it does your credibility no good. Ensure that: Your message is typo-free; your facts and figures are correct and you are using the right level of language. Being correct first time will both save you time and boost your credibility. A correct message will also have a greater impact on the recipient than an incorrect one.
5. **Be Coherent** - Does your message make sense? Does it flow logically from one sentence to the next? To ensure that your communication is coherent: Check that each sentence flows logically from one to the next and check that you haven't tried to cover too many points or been distracted by side issues.
6. **Be Complete** - Your message must contain all the necessary information to achieve the desired response. To ensure that your message is complete think about questions the receiver might think of as they receive your message. Address these questions. Ensure you have included a call to action so that your audience knows exactly what you expect them to do next.
7. **Be Courteous** - Be polite. You're more likely to get what you want from your communication if you are courteous, as courtesy builds goodwill. Check that your message is polite, shows respect for the feelings of the receiver, and is tactful.

Barriers to Effective Communication

- **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.

- **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 misinterpretations between people

- **Interpersonal Barriers**

Barriers to interpersonal communication occur when the sender's message is received differently from how it was intended.

- **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

- **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

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

Session 6: Writing Skills — Parts of Speech

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

Capitalisation Rules

Capitalisation Rules

Alphabet	M	I	N	T	S
What it shows:	Months	The letter	Names	Titles	Starting letter of sentences
Rule	Capitalise the first letter in all the names of months.	Capitalise the letter ‘I’ when it is used to begin a word.	Capitalise the first letter in the names of people, places and days.	Capitalise the first letter in the titles used before people’s name.	Capitalise the first letter in every sentence.
Example	I will go to college in June.	I play tennis with him every day.	This Tuesday, Vidya will be in Rajasthan.	Dr Shah and Mr Patel work together.	The cat ran out of the house.

Punctuation : Full stop, Comma, Question mark, Exclamation mark

Punctuation Marks

Punctuation name	Sign	Use	Examples
Full stop	.	Shows the end of a sentence. Also used to show short form of long words. For example, 'doctor' can be shortened to 'Dr' when we use it as a title before a name.	This is a sentence. This is another sentence. Sanjay is a doctor. His patients call him Dr Sanjay.
Comma	,	Sometimes, we use a comma to indicate a pause in the sentence. We can also use a comma to separate items when we are listing out more than two items in a row.	After the waiter gave me a menu, I ordered food. I bought apples, oranges and grapes.
Question mark	?	We use a question mark at the end of a question.	What is your name? How old are you?
Exclamation mark	!	We use an exclamation mark at the end of a word or a sentence to indicate a strong feeling, such as surprise, shock or anger.	What a pleasant surprise! You are late!
Apostrophe	(')	We use an apostrophe followed by an s to show that something belongs to someone. We also use an apostrophe to indicate the shortened form of some words in informal speech.	That is Divya's pen. Are these Abdul's books? Let's go. (Instead of Let us go.) He isn't here. (Instead of He is not here.)

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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, adverbs, Conjunctions, Prepositions, Interjections

Parts of Speech

Parts of Speech	What they do	Example sentences	Example words
Noun	Nouns are words that refer to a person, place, thing or idea. These are 'naming words.'	In the sentence, 'Reema wrote a letter.' Both Reema and letter are nouns.	Dog Table India Sanjay
Pronoun	A pronoun is a word used in place of a noun	In the second sentence, "Reema wrote a letter. She is tired." 'She' is used in place of the noun Reema, it is a pronoun.	I They He You
Adjectives	Adjectives are words that describe other words	In the sentence "Reema wrote a long letter." Long is an adjective that describes the noun 'letter'.	Small Blue Sharp Loud
Verbs	Verbs are words that show action	In the sentence: "Reema wrote a letter." Wrote is the verb. It tells what action Reema did.	Run Eat Think Sit
Adverbs	Adverbs are words that add meaning to verbs, adjectives, or other adverbs. They answer the questions—How? How often? When? And Where?	In the sentence "Reema quickly wrote a letter." Quickly is an adverb. It tells us how Reema did the action (writing).	Easily Always Inside Before

Supporting Part of Speech

Supporting Parts of Speech

Supporting Parts of Speech	Use	Example
Articles (a, an, the)	Generally used before nouns. An—used before words with a vowel sound A—used before nouns with a consonant sound The—Refers to specific or particular words	Wow! The boy was taken by surprise because he saw a bird flying over his head.
Conjunctions (and, but, because)	Joins two nouns, phrases or sentences	Wow! The boy was taken by surprise because he saw a bird flying over his head.
Prepositions (on, over, in, under)	Connects one word with another to usually answer the questions 'where', 'when' and 'how'.	Wow! The boy was taken by surprise because he saw a bird flying over his head.
Interjections (Wow!, Help!)	Expresses strong emotions, such as happiness, surprise, anger or pain.	Wow! The boy was taken by surprise because he saw a bird flying over his head.

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Session 7: Writing Skills — Sentences Active and Passive Sentences

Types of Sentences

Types of Sentences			
Statement or Declarative Sentence	Question or Interrogative Sentence	Emotion/Reaction or Exclamatory Sentence	Order or Imperative Sentence
This is the most common type of sentence. It provides information or states a fact. It always ends with a 'full-stop' ('.').	This type of sentence asks a question. It always ends with a question mark ('?').	An exclamatory sentence expresses a strong emotion, such as joy, sadness, fear or wonder. It always ends with an exclamation mark ('!').	These sentences show an order, command, request, or advice. It can end with a full stop or an exclamation mark ('.' or '!').
examples			
I go to school. I like eating vegetables.	Did you go to school? Do you like eating vegetables?	I came first in class!	Go to college today. Go eat your vegetables.
It is very cold. This room is unclean.	How is the weather? Could you help clean this room?	Oh, it's so cold!	Wear your sweater. Clean this room.
I completed my project. I exercise everyday	Did you complete your project? Do you exercise everyday?	I completed my project!	Complete your project. Go and exercise today.

SESSION 1: METHODS OF COMMUNICATION

MCQ

1. Which of the following is NOT an element of communication within the communication process cycle?
 - i. Channel

- ii. Receiver
 - iii. Sender
 - iv. Time
2. You need to apply leave at work? Which method of communication will you use?
- i. e-mail
 - ii. Poster
 - iii. Newsletter
 - iv. Blog
3. By which action can senders send their messages?
- (a) Gestures
 - (b) Speaking
 - (c) Reading
 - (d) Writing

ANSWER:-

1. (d) 2. (a) 3. (c)

Subjective questions

1. What is communication?
 Ans: Exchange of information by signs and signals, speaking, writing or using some other medium and means is called communication.
2. What is communication cycle?
 Ans: **Communication Cycle (Process)**
 Communication cycle is the process by which a message is sent by one individual, and it passes through a chain of recipients. The timing and effectiveness of a communication cycle is based on how long it takes for feedback to be received by the initial sender.
3. Write various elements of a communication cycle.
 Ans: 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.
4. Write the different Methods of Communication.
 Ans: **List of Methods of Communication:-**
- 1. Face-to-face informal communication
 - 2. e-mail
 - 3. Notices/Posters
 - 4. Business Meetings
 - 5. Other Methods

SESSION 2: VERBAL COMMUNICATION

MCQ

1. Which of the following is an example of oral communication?
 A. Newspapers

- B. Letters
 - C. Phone call
 - D. e-mail
2. What are the types of words we should use for verbal communication?
 - (a) Acronyms
 - (b) Simple
 - (c) Technical
 - (d) Jargons
 3. Why do we use e-mails?
 - (a) To communicate with many people at the same time.
 - (b) To share documents and files.
 - (c) To talk to each other in real-time.
 - (d) To keep a record of communication.

ANSWER:-

1. (c) 2. (b) 3. (a and b)

Subjective questions

1. List the different types of verbal communication. Include examples for each verbal communication type.

Ans: List the different types of verbal communication:-

1. Interpersonal Communication

Examples:- A manager discussing the performance with an employee.

2. Written Communication

Examples:- A manager writing an appreciation e-mail to an employee.

3. Small Group Communication

Examples:- Press conferences

4. Public Communication

Examples:- Election campaigns

2. Write the Advantages & Disadvantages of Verbal Communication.

Ans: **Advantage:-**

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.

Disadvantage :-

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.

SESSION 3: NON-VERBAL COMMUNICATION

MCQ

1. Which of these is a positive (good) facial expression?
 - (a) Frowning while concentrating
 - (b) Maintaining eye contact
 - (c) Smiling continuously

- (d) Rolling up your eyes
2. What does an upright (straight) body posture convey or show?
- (a) Pride
 - (b) Professionalism
 - (c) Confidence
 - (d) Humility
3. Which of these is NOT an appropriate non-verbal communication at work?
- (a) Keeping hands in pockets while talking
 - (b) Talking at moderate speed
 - (c) Sitting straight
 - (d) Tilting head, a bit to listen
4. Which of the following statement is true about communication?
- (a) 50% of our communication is non-verbal
 - (b) 20% communication is done using body movements, face, arms, etc.
 - (c) 5% communication is done using voice, tone, pauses, etc.
 - (d) 7% communication is done using words

ANSWER:-

1. (b) 2. (c) 3. (a) (d)

5. Put a X mark against the actions below which are examples of bad non-verbal communication.
- (e) Laughing during formal communication
 - (f) Scratching head
 - (g) Smiling when speaking to a friend
 - (h) Nodding when you agree with something
 - (i) Standing straight
 - (j) Yawning while listening
 - (k) Sitting straight
 - (l) Maintaining eye contact while speaking
 - (m) Biting nails
 - (n) Firm Handshake
 - (o) Clenching jaws
 - (p) Looking away when someone is speaking to you
 - (q) Intense stare

B. Put an X mark against the incorrect actions below

- | | |
|--|---|
| • Laughing during formal communication | X |
| • Scratching head | X |
| • Smiling when speaking to a friend | |
| • Nodding when you agree with something | |
| • Standing straight | |
| • Yawning while listening | X |
| • Sitting straight | |
| • Maintaining eye contact while speaking | |
| • Biting nails | X |
| • Firm handshake | |
| • Clenching jaws | X |
| • Looking away when someone is speaking to you | X |
| • Intense stare | X |

Subjective questions

1. What is non-verbal communication?

Ans: Non - verbal communication is the use of body language, gestures and facial expressions to convey information to others. It can be intentional or unintentional. Non - verbal communication is helpful when trying to understand others' thoughts and feelings.

2. What is Visual Communication?

Ans: Visual communication is the act of using photographs, videos, art, drawings, sketches, charts and graphs to convey information. Visuals are often used as an aid during presentations to provide helpful context. Written and/or verbal communication. Since people have different learning styles, visual communication might be more helpful for some to consume ideas and information.

3. Write the importance of Non-verbal communication.

Ans: 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.

4. Write the types of different Non-verbal Communication.

Ans: **List of Non-verbal Communication:-**

1. Facial Expressions
2. Posture
3. Gestures or Body Language
4. Touch
5. Space

6. Eye Contact
7. Paralanguage

SESSION 4: COMMUNICATION CYCLE AND IMPORTANCE OF FEEDBACK

MCQ

1. Which of these are examples of positive feedback?
 - (a) Excellent, your work has improved.
 - (b) I noticed your dedication towards the project.
 - (c) You are always doing it the wrong way.
 - (d) All of the above
2. Which of these are examples of negative feedback?
 - (a) I hate to tell you this but your drawing skills are poor.
 - (b) You can surely improve your drawing.
 - (c) This is a good drawing but you can do better.
 - (d) None of the above
3. Which of the following are effective components of a good feedback?
 - (a) Detailed and time consuming
 - (b) Direct and honest
 - (c) Specific
 - (d) Opinion-based

ANSWER:-

1. (d) 2. (a) 3. (b & c)

Subjective questions

1. How many types of Feedback?

Ans: **Types of Feedback are:-**

1. Positive Feedback
2. Negative Feedback
3. No Feedback

2. Write the Importance of Feedback.

Ans: Importance of Feedback are:-

- It validates effective listening
- It motivates
- It is always there
- It boosts learning
- It improves performance

SESSION 5: BARRIERS TO EFFECTIVE COMMUNICATION

MCQ

- Which of these is NOT a common communication barrier?
 - Linguistic barrier
 - Interpersonal barrier
 - Financial barrier
 - Organisational barrier

- Which of these are ways to overcome communication barriers?
 - Respecting each other's differences
 - Using a translator
 - Not communicating at all
 - Using your own language for comfort

ANSWER:-

1. (c) 2. (a and b)

Subjective questions

- What is Effective Communication?
 Ans: Effective communication is defined as combination between two or more persons in which the intended message is properly encoded.
- Write the 7Cs of Effective Communication.
 Ans: 7Cs of effective communication Clear, Concise, Concrete, Correct, Coherent, Complete and Courteous.
- What are Communication Barriers?
 Ans: There are many reasons why interpersonal communications may fail. In many communications, the message may not be received exactly the way sender intended and hence it is important that the communicator seeks feedback to check that their message is clearly understood. There exist many barriers to communication and these may occur at any stage in the communication process. Effective communication involves overcoming these barriers and conveying a clear and concise message.
- Write the Barriers to Effective Communication.
 Ans: Barriers to Effective Communication:-
 - Physical Barriers
 - Linguistic Barriers
 - Interpersonal Barriers
 - Organisational Barriers
 - Cultural Barriers
- Write the Ways to Overcome Barriers to Effective Communication.

Ans: **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

SESSION 6: WRITING SKILLS — PARTS OF SPEECH

A. MCQ

1. In which of the following, the underlined word is an adjective?
 - a. Radha has a red dress.
 - b. I can speak French.
 - c. The Girl on the Train is a best-seller.
 - d. Abdul can swim fast.

2. Which of these sentences is capitalised correctly?
 - a. Ravi and i are going to the movies.
 - b. Salim is visiting India in july.
 - c. The Tiger is a strong animal.
 - d. She is arriving on Monday.

3. Which of these sentences are punctuated correctly?
 - a. When is the party.
 - b. I had bread omelette and a Banana for breakfast.
 - c. I am so excited about my first foreign trip!
 - d. This is Abdul's notebook.







4. In which of these sentences can you find an adverb?
 - a. Divya drinks milk every day.
 - b. Sanjay gifted me a new pen.
 - c. I opened the door lock.
 - d. Sita is 5-feet tall.

ANSWER:-

1. (a and c) 2. (c and d) 3. (c and d) 4. (a)

B. Fill in the blanks

1. Fill correct nouns and verbs from the given options to complete the sentence in table given below.

Nouns	Verbs
Boy, Ms Sen, Rahim, Children, Cat, Students	Swimming, Driving, Writing, Teaching, Eating, Playing
	
a. The _____ is _____.	b. The _____ are _____.
	
c. The _____ are _____.	d. _____ is _____ the car.
	
e. _____ is _____.	f. The _____ is _____.

Ans:

B. Fill in the blanks

- The boy is swimming.
- The children are playing.
- The students are writing.
- Rahim is driving the car.
- Ms Sen is teaching.
- The cat is eating.

Subjective questions

1. What is a sentence?

Ans: A set of words that is complete in itself, typically containing a subject and predicate, conveying a statement, question, exclamation, or command, and consisting of a main clause and sometimes one or more subordinate clauses.

2. How many parts of speech?

Ans: **Parts of speech**- A category to which a word is assigned in accordance with its syntactic functions. In English the main parts of speech are noun, pronoun, adjective, verb, adverb, preposition, conjunction, and interjection.

SESSION 7: WRITING SKILLS — SENTENCES

MCQ

- Identify the object, verb and subject in the sentence, 'The car crashed into a tree.'
 - Object: a tree; Verb: crashed; Subject: the car
 - Object: The car; Verb: crashed; Subject: a tree
 - Object: crashed; Verb: the tree; Subject: the car
 - Object: crashed; Verb: the car; Subject: the tree
- Identify the indirect object in the sentence, 'The band played music for the audience.'
 - The band
 - played
 - music
 - audience
- Which of these is an imperative sentence?
 - Switch off the fan.
 - Sheila has gone to the market.
 - Where are my pen colours?
 - Oh no! I missed my flight.
- Which of these sentences is in active voice?
 - A movie is being watched by them.
 - The car was repaired by Raju.
 - He is reading a book.
 - The thief was being chased by a policeman.

ANSWER:-

1. (a) 2. (d) 3. (d) 4. (c)

Subjective questions

- Write two sentences of each type of sentence — statement, question, exclamatory and order.

Answer:-

- Statement :- This is the most common type of sentence. It provides information or states a fact. It always ends with a 'full-stop' ('.').
- Question - This type of sentence asks a question. It always ends with a question mark ('?').
- Exclamatory- An exclamatory sentence expresses a strong emotion, such as joy, sadness, fear or wonder. It always ends with an exclamation mark ('!').
- Order- These sentences show an order, command, request, or advice. It can end with a full stop or an exclamation mark ('.' or '!').