

Introduction

Method of 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.

Communication has three important parts :-

- 1) Transmitting - The sender transmit the message through one medium or another.
- 2) Listening - The receiver listens or understands the message.

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3) Feedback - The receiver conveys their understandings of the message to the sender in the form of feedback to complete the communication cycle.

Elements of communication.

→ There are 7 elements of communication:-

- 1) Sender - the person or entity originating the communication.
- 2) Message - the information that the sender wishes to convey.
- 3) Encoding - how the sender chooses to bring the message into a form appropriate for sending.
- 4) Channel - the means by which the message is sent.
- 5) Decoding - how the receiver interprets and understands the message.

b) Feedback - the receiver's response to the message.

Method of communication.

1) Face-to-Face Injournal communication.

→ There is nothing better than face-to-face communication.

→ It helps the message to understood clearly and quickly.

→ Also, since body language can be seen in this case; It adds to the effectiveness of the communication.

2) E-mail.

→ e-mail be used to communicate quickly with one or many individuals in various location.

→ It offers flexibility, convenience and low-cost.

3) Notices / posters.

- It is the objective when the same message has to go out to a large - group of people.
- Generally, used for where email-communication may not be effective.
- For ex - "change in launch time for factory workers or "xyz" clothing will remain closed for customers on Sunday.

4) Business Meetings.

- Communication during business meetings at an organisation are generally addressed to a group of people.
- It can be related to business, management and organisations decisions.

Choosing the right method of communication depends on :-

- Target audience.
- Costs
- Kind / type of communication.
- Urgency / priority.

Home Assignment

1) Which of the following is NOT an element of communication within the communication process cycle?

Ans- Time.

2) You need to apply leave at work? Which method of communication will you use?

Ans- E-mail.

Verbal Communication.

- Verbal communications includes sounds, words, languages and speech.
- Speaking is one of the most effective and commonly used way of communicating.
- It helps in expressing our emotions in words.
- By improving your verbal communications skills you will build rapport, and have a better connect.

Types of Verbal Communications.

1) Interpersonal Communications.

- This form of communication takes place between two individuals and is thus a one-on-one conversation.
- It can be formal or informal.

Examples.

- A manager discussing the performance with an employee.
- Two friends discussing home-work.
- Two people talking to each other over phone or video call.

2) 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.

Examples.

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

→ Writing a letter to grand-mother enquiring about health.

3) Small-group Communications

→ This type of communications taken place where there are more than two people involved.

→ Each participants can interact and convince with the rest.

Examples

→ Press Conference.

→ Board Meetings

→ Team meetings.

4) Public Communications

→ This type of communications take place when one individuals addresses a large gathering.

Examples.

- Election Campaigns.
- public speeches by dignitaries

Mastering Verbal Communication.

- Most people tend to get nervous while speaking in front of a large group, or even while speaking to their teachers, managers or supervisors

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 moderate speed.

→ Be sure the information you want to share is to the point.

→ Do not repeat the same sentence.

Confidence and body language.

→ Be confident.

→ Maintain eye contact, stand straight, be attentive.

→ Be friendly.

Advantages of Verbal Communications.

→ It is an easy mode of communication in which you can change ideas by saying

→ Verbal Communication also enable you to keep changing your interactions 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

- ⇒ Our messages become more effective if we use the right gestures while communicating.
- ⇒ If we know about non-verbal communication, we can understand our audience's reaction and adjust our interaction accordingly.
- ⇒ Using the right gestures and postures is a sign of professionalism and etiquette.
- ⇒ If verbal messages are obstructed by noise or distance, etc. we can use our hand movements to exchange messages. For example, a placing finger on the lips indicates the need for silence while nodding is the same as saying 'yes'.

Introduction

→ 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 expression gestures, postures, touch, space, eye-contact and para language.

Importance of Non-verbal communication

→ In our day to day communication is done using body movements, face, ams, etc.

→ 38% communication is done using noises, tones, pauses etc.

→ Only 7% communication is doing using words.

→ Around 93% of our communication is non-verbal.

Types of Non-Verbal Communication.

1) Facial Expressions :-

→ What it means :-

→ Our expression can show different feeling such as happiness, sadness, anger, surprise, fear etc.

→ How to use effectively?

→ Smile when you meet someone.

→ Keep your face relaxed.

→ ~~Match~~ ^c Match your expressions with your words.

→ Nod while listening.

2) Postures

What it means? :-

⇒ postures show our confidence and feeling
For ex - a straight body postures shows confidence while a slumped posture is a sign of weakness.

How to use effectively?

- ⇒ keep your shoulders straight and body relaxed.
- ⇒ Sit straight while resting your hands and feet in relaxed position.
- ⇒ While standing, keep your hands by your sides.

Gestures or Body Language

What it means?

- 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.

How to use effectively

- keep your hands open.
- Avoid pointing your fingers at people.
- Tilt your head a bit to show that you are attentive.

Touch

What it means? :-

- We communicate a great deal through touch.
- For ex - a firm handshake to display confidence and pat on the back to encourage someone.

How to use effectively?

- Shake hands firmly while meeting someone.
- Avoid other touch gestures during formal communication.

Space.

What it means :-

- Space is the physical distance between two people.
- The Space between two persons while communicating, generally depends on the intimacy or closeness between them.

How to use effectively ?

- Maintain proper space depending on the relationship, which could be formal or informal or the closeness with the person whom you are talking.

Eye Contact.

What it means :-

- 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 makes the other person feel ignored.

How to use effectively. :-

- Look directly at the person who is speaking.
- Avoid staring - keep a relaxed look.
- Maintain eye contact with intermittent breaks.

Paralanguage

What it means :-

How we speak affects our communication and includes tone, speed and volume of our voice.

For ex - talking fast may show happiness, excitement or nervousness while speaking slow may show seriousness or sadness.

How to use effectively :-

Use suitable tone and volume

Maintain a moderate speed while talking