

1Q. Define Communication?

Ans- The exchange of ideas and information between individuals or groups through verbal or non-verbal methods or expression is called communication.

The word 'Communication' comes from the Latin word *commūnicāre*, meaning 'to share'. Thus communication is the 'sharing' of information between two or more individuals or within a group to reach a common understanding.

2Q. What are the different methods of communication ?

Ans- There are different methods of communication, which include non-verbal, verbal and visual.

- a) **Non-Verbal** - Non-verbal communication is the message we send to others without using any words. In this we send signals and messages to others, through expressions, gestures and body postures.

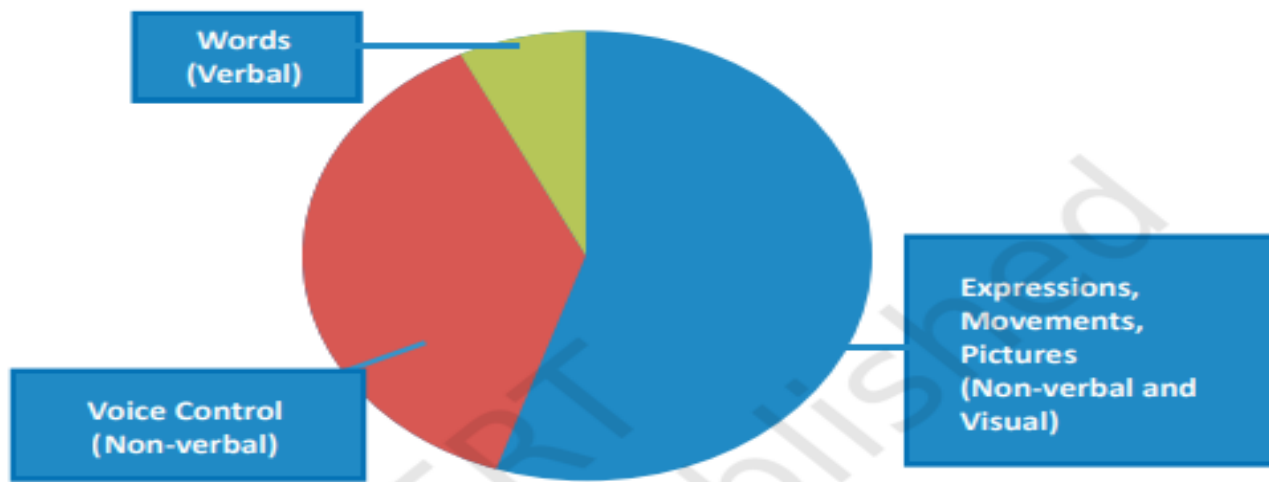


Figure 1.5: Methods of Communication

Table 1.4: Types of Non-verbal Communication

Maximum communication is Non-Verbal. Non-Verbal communication exchanging information without words.

Different Types of Non- Verbal Communication are-

- Hand movements (gestures) and body language** - Raising a hand to greet • Pointing your finger in anger
- Expressions** - Smiling to show happiness • Making a sad face when you are upset
- Facial Expression** - A facial expression many a times shows the feelings of a person. For example, when we are happy, we express it through a smile or when we are sad we show a gloomy face.
- Posture** - Postures are positions of the body. They show our confidence and feelings. For example, straight body posture is seen as confidence. Holding your head may be taken as tiredness.
- Gestures or Body Language** - Gestures describe movements of parts of the body, especially hands or head, to express an idea or meaning. This includes waving, pointing and using our hands when speaking. For example, raising a hand may mean asking a question. Biting nails show nervousness.
- Touch** - We communicate a great deal through our touch, such as shaking hands and patting on the back. For example, a firm handshake shows confidence. Sports coaches pat on the back of the players to encourage the players.

7. **Space** - The space between two persons while communicating, generally depends on the intimacy or closeness between them.
 8. **Eye Contact** - Maintaining an eye contact with the person you are talking indicates interest, whereas, looking away can make the other person feel ignored.
 9. **Paralanguage** - Paralanguage is the tone of our voice, speed and volume that makes a difference in the meaning of the communication. Speaking too fast may show excitement or nervousness. Speaking too slow may show seriousness, sadness or making a point
- b) **Verbal Communication** - Verbal communication is the sharing of information by using words. It is what most people use as a method of communication. Verbal communication is important because if we do not use the right words, we will cause confusion and will not be able to communicate what we want. The important forms of verbal communication are –

Type of Verbal Communication	Examples
<p>Oral or Spoken Communication - Communication which involves talking</p>	<p>Face-to-face conversation:</p> <ul style="list-style-type: none"> ⇒ When we can see the listener- For example, group discussion, talking to family member at home, conversation with public through speeches, etc. ⇒ Talking on a phone: This is for personal and official communication. Phone conversations should begin with a greeting (Hello), talking and listening to each other. The conversation can end with a ‘Thank you’ and ‘Bye’. ⇒ Classroom teaching, business discussion and public speeches are other examples of oral communication, where one person talks to many others at once.
<p>Written Communication: Communication which involves written or typed words.</p>	<ul style="list-style-type: none"> ⇒ Writing letters, notes, email, etc. ⇒ SMS (Short Message Service): These can be sent through a phone to a person or a group. ⇒ Using email to share news, thoughts, documents and files (including photos, videos, music, etc.). Can be used to send messages to a person or to a group. <p>Books and newspapers.</p>

Advantages of verbal communication

Verbal communication is easy and quick. we can say what we want and get a quick response. It is an easier form of communication when we have to exchange ideas. we keep changing your communication as per the other person’s reply.

Disadvantages of verbal communication

The most common disadvantage of verbal communication is the cultural differences between the sender and receiver of the information. These differences may be due to the use of different languages, inability to understand the colloquial phrases used by the other individual, and the accent. Since verbal communication depends on words, sometimes the meanings become confusing and difficult to understand if the right words are not used. **Public speaking** - Speaking in front of a large group makes most people nervous. You can use the 3Ps (Prepare, Practice, Perform) method to get over your fears, and become a confident and effective speaker.

- c) **Visual communication** - visual communication, involves sending and understanding messages only through images or pictures. The main advantage of this type of communication is that you do not need to know any particular language for understanding it.

Examples of Visual Communication

Exchanging Information through Images Traffic symbol which communicates not to blow horn Traffic Lights—Red for Stop; Yellow for Wait and Green for Go. / Sign for ladies and gents toilet Sign / showing railway crossing Sign / Sign for slippery surface / Sign used to pause a video or audio file in smartphone or computer / Sign which communicates that the area is a no smoking zone

easy to understand and remains same across different places.

3Q. Write down the importance of Communication?

Ans- Communication is an important management tools either in the form of written or oral, formal or informal, upward or downward, horizontal or diagonal , interpersonal or intrapersonal, interdepartmental or intra-organizational, helps people come closer to each other , do certain work together and by more meaningfully.

Communication skills are needed to:

- **Inform:** You may be required to give facts or information to someone. For example, communicating the timetable of an exam to a friend.
- **Influence:** You may be required to influence or change someone in an indirect but usually important way. For example, negotiating with a shopkeeper to reduce the price or helping a friend to overcome stress due to exam or any other reason.
- **Express feelings:** Talking about your feelings is a healthy way to express them. For example, sharing your excitement about doing well in your exams or sharing your feelings with your parents and friends.
- **Efficient Managerial Skills** – when the communication system is effective it lays out smooth operation of managerial tasks.
- **Morale Booster**- correct method of communication boosts an employee's morale and enhances participation in management.
- **Leadership** – effective communication nurtures effective leadership.
- **Mutual trust and confidence**- effective communication minimizes distrust and encourages mutual understanding and confidence.
- **Better decision making** – when information, data and facts are effectively communicated it facilitates prompt decisions.

4Q. What are the characteristic of Communication?

Ans- Characteristic of Communication includes-

1. Multiple parties in communication process – exchange of information and ideas among sender and receiver.
2. Ideas exchange – exchange of ideas, feelings, or commands among 2 or more persons.
3. Mutual understanding- important to understand the information in the same spirit in which it is shared.
4. Direct and Indirect – face to face or through external media.
5. Continuity -
6. Use of words and symbols – communication may be through writing, oral or symbolic.

5Q. What are the different Elements of Communication Cycle ?

Ans- Communication is a two-way exchange of information, i.e., giving and receiving. Speaking and writing to someone are examples of giving information. Reading and listening to someone are examples of receiving information. Thus Communication is a continuous and dynamic process of interaction that is affected by many variables. These variables are called elements of a communication cycle.

1. **Sender/Communicator** – who conveys the message to the receiver with the intention of passing on ideas, information and facts in the form of feelings, opinion, views or suggestions.
2. **Ideas** – Graphic and visual representation of ideas that form the subject matter of communication.
3. **Encoding** – converted to words, symbols or pictures through the process of encoding.
4. **Communication channel** –
5. **Receiver/ Communicator** –
6. **Decoding** –
7. **Feedback** –

Elements of communication

Communication is a two-way exchange of information, i.e., giving and receiving (Fig. 1.2). **Speaking and writing** to someone are examples of giving information. **Reading and listening** to someone are examples of receiving information.

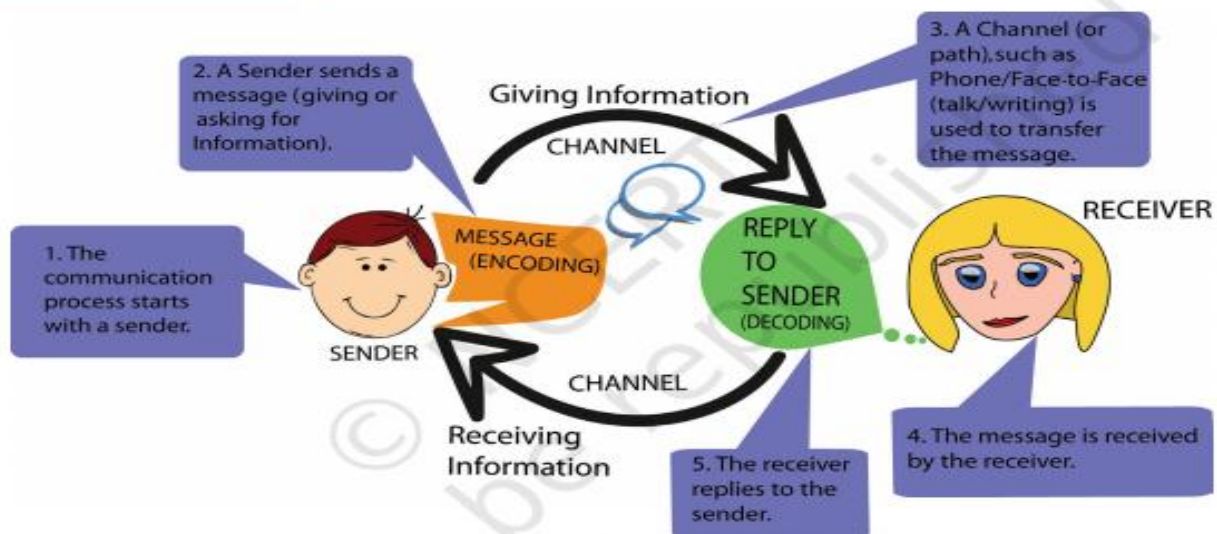


Figure 1.2: Elements of Communication

PERSPECTIVES IN COMMUNICATION

Perspectives are ideas, views, or fixed ways of thinking. These sometimes affect our communication.

For example, if you have a fixed idea that your teacher or father is strict, even when they are being friendly, you may think they are scolding you even though they are polite. In the same way, others may also have fixed ideas about you, which affect whatever you say to them.

Factors affecting perspectives in communication

Factors affecting perspectives in communication Sometimes, we are not able to communicate clearly because of barriers that stop us from sharing and understanding messages. Some of these are –

Factors	How the factor can become a barrier
Language	In case of use of incorrect words, unfamiliar language and lack of detail, language can act as a barrier to communicate what one wishes to convey. For example, language can act as a barrier when an Indian who only knows Hindi and Chinese who has the knowledge of Mandarin only want to interact with each other.
Visual Perception	Visual perception is the brain's ability to make sense of what we see through our eyes. For example, completing partially drawn pictures with visual perception whereas they may be something else.
Past Experience	Letting our earlier experience stop us from understanding or communicating clearly. For example, "This shopkeeper cheated me last time. Let me be careful or "I scored low marks in my Maths exam, so I am scared to ask and answer questions in class."
Prejudice	Fixed ideas, such as thinking "No one in my class likes me" may stop a student from communicating openly in the class.
Feelings	Our feelings and emotions, such as lack of interest or not trusting the other person affect communication. For example "I am not feeling well, therefore, I don't want to talk."
Environment	Noise or disturbance in the surroundings may make communication difficult. Example, talking to a friend in a function where there is loud music being played by the orchestra.
Personal factors	Personal factors include your own feelings, habits and ways of thinking. For example, fear, and low confidence may make communication difficult.
Culture	Signs' which have a different meaning in different cultures, such as showing a thumb may mean 'good job' done for some people but may be insulting to others.

Q. What do you mean by Effective Communication ?

Ans- Effective communication Effective communication can happen 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.

Clear	Concise	Concrete	Correct	Coherent	Complete	Courteous
Be clear about what you want to say	Use simple words and say only what is needed	Use exact words and phrases	Use correct spellings, language and grammar	Your words should make sense and should be related to the main topic	Your message should have all the needed information	Be respectful, friendly and honest

Figure 1.3: 7Cs of Effective Communication

Demostrate the various writing skills

Writing Skills are an important part of communication. When we write a report or plan a strategy or may be a press release command over the basics of the language is very important.