

## Introduction to Communication Skills

- The word 'communication' is derived from the Latin word 'communis' which means 'common or sharing'.
- A message sent out becomes communication only when it is understood, acknowledged, reacted to or replied to, by the receiving party.
- Communication need not be by words (written or spoken) only, but can be by actions, body languages, dress, gestures, secret codes, signals, facial expression & even by silence.

### \* Definitions

- Allen Louis A. :- "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is the bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding."
- Bixensy :- "Communication is the ~~process~~ process of transmitting feelings, attitudes, beliefs and ideas between living beings."
- Brown Island :- "Communication is the transmission and interchange of facts, ideas, feelings or course of action."

## \* Needs of Communication.

1) We communicate to persuade.

→ It means that we want someone to do something and this desire of a person is communicated.

2) We communicate to give or get information.

→ Through communication, a flow of information takes place between the speaker and the receiver. We may communicate to either give or get information.

3) We communicate to express our emotions

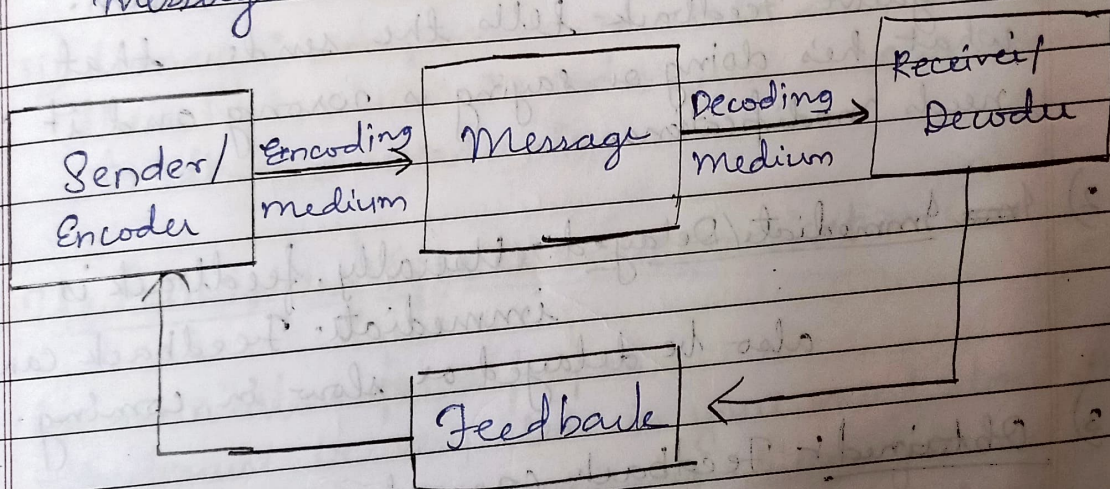
→ Unlike animals, humans need to clear their mind by expressing their feelings or ~~emot~~ emotion. Man needs to communicate to express because he is a social being.

## \* Communication Process.

- Communication is a two-way process which involves sending and receiving message through a medium for a response.

- In communication theory, this is termed as encoding, decoding & feedback.

- The process begins with an idea in the mind of the sender. He then decides on the medium to send the message.
- The medium may be verbal or non-verbal.
- When the receiver gets the message, he interprets the message based on his understanding.
- The feedback or response of the receiver to the message is based on his understanding of the message.



### \* Feedback

- Feedback is the response or reaction of the receiver which is communicated to the sender. It may be verbal or non-verbal, oral or written.
- Feedback provides an opportunity to understand and to be understood.

- It not only increases the accuracy of the communication, but also reduces doubts.
  - It helps in communication cycle & ensures its continuity.
  - Effective feedback can be both, positive & negative, immediate & delayed. It can also be obtained.
- i) Positive/Negative :- Positive feedback tells the sender that everything is okay and he should continue with the conversation. Negative Feedback tells the sender that what he's doing or saying is wrong and it needs modifications.
- 2) Immediate/Delayed :- Usually, feedback is immediate. Feedback can also be delayed or slow in coming.
- 3) Obtained :- Feedback can also be obtained. When we ask questions to ourselves, the same person becomes the sender and the receiver. Hence the encoding & the decoding is done by the same person & feedback is obtained.

## \* 7 C's of Communication

### • Effective Communication

- i) Every person should know how to make a communication important and effective.
- ii) Businessman must know how to communicate without loss of time with his customers, dealers, investor, stakeholders, etc.
- iii) Managers, Supervisors, must be able to communicate their instructions or orders in a clear manner to their subordinates.

## \* The Principles of Effective Communication.

- i) Communication for a purpose
  - You must be very clear in your mind about the purpose of your communication. When you are trying to sell a product, your tone is persuasive. It will help you keep all the unnecessary and irrelevant material out of your message.
- ii) Compose your message with care
  - Encoding and decoding should be done by using symbols and signs that are familiar to the sender and the receiver of the message. Technical terms should not be used while talking to an ordinary person. The sender should also consider the needs of the receiver.

and communicate something of value.

iii) Compose your message to attract attention.

→ To attract the attention of the receiver of your message, one should be loud, clear, avoid repetition and monotonous.

iv) Remove all barriers of Effective Communication.

→ There are several barriers to effective communication like passive expression, faulty listening, status block, etc.

v) Study the receiver of your message.

→ Knowing your audience is very important.

Accordingly, you encode your message in language, pictures and signs so that it is easily understood.

A sender always keeps in mind the receiver's background knowledge and experience.

vi) Select your medium with care.

→ Whether the message is conveyed orally or in writing, we select instruments or medium to pass the message. So this medium should be selected with utmost care keeping in mind the purpose of the message and the receiver.

vii) Provide for feedback.

→ It is important for both the receiver and the sender. Feedback after a communication is must, otherwise, it is not said to be a communication. Feedback indicates that the message has been delivered and understood correctly.

viii) Act promptly on receiving response.

→ If you get feedback, do not ignore especially if there's any misunderstanding or doubt, clarify immediately.

\* 7 C's of Communication:

1) Clarity

→ An effective communication must be clear about what the sender wants to say. It can be done by proper planning. Communication does not take place by chance. The purpose of communication should be very much clear to the receiver. The sender should avoid unnecessary use of words and symbols, lengthy sentence structure.

2) Completeness

→ Completeness of the message is equally important.

In business ~~comer~~ communication, a complete message is always full of information which enables the receiver to understand the central idea of the message.

### 3) ~~Concise~~ Conciseness.

→ You should be brief and to the point in your communication. You should practice the economy of words and try to convey maximum in minimum words.

### 4) Correctness :-

→ For effective communication, the sender should not transmit any message unless he is sure of his correctness. ~~This is~~ The sender should send his message at the correct time and in correct style providing all the correct content.

### 5) Concreteness :-

→ It means providing every details and facts to the receiver. Facts make the message makes it more meaningful and persuasive.

6)

### 6) Coherence :-

→ Coherent conversation makes sense and flows logically. All the ideas should be well-organized and well-connected to relevant and critical points. When all the ideas are connected one to another, in a proper sequence, the overall communication becomes easier to follow and to ~~see~~ recall.

### 7) Courtesy :-

→ Courtesy means a friendly and helpful behaviour towards others. Politeness, humbleness, kindness, required for any kind of message.