

CCA-103: Communication & Soft Skills

Assignment

1) Elaborate the process and elements of communications on detail through suitable examples.

The word “communication” is derived from Latin word “communicare” which means **Sharing**.

It is the process of expressing ideas and feelings or of giving people information.

Objectives of communication:

- ❖ Information
- ❖ Regulations of policies
- ❖ Motivation
- ❖ Advice
- ❖ Warnings
- ❖ Order/ Instructions etc..

Process of communication:

SENDER to MESSAGE to CHANNEL MEDIUM to RECIEVER

Types of communications:

- Based on communication channels it is divided into
 - Verbal communication
 - Non-verbal communication
- Based on style and purpose it is divided into
 - Formal communication
 - Informal Communication

Forms of communication:

Formal communication includes Downward, Upward and Horizontal communication.

Informal communication includes Grapevine, Casual gathering and Lunch time gathering.

Formal Vs Informal communication:

- ❖ Purely practical motives
- ❖ Involve intellect
- ❖ Precise and direct
- ❖ Deals with facts
- ❖ Objective style

Levels of communication:

Human communication takes place at various levels

- ❖ Extrapersonal level – Communication between human being and non-human entities.
- ❖ Interpersonal level- Sharing of information among two or more people.
- ❖ Intrapersonal level- Within the individual.
- ❖ Mass level- Communication that reaches the audience over a wide geographical area.
- ❖ Organisational level – Communication flows in different directions such as vertical, diagonal, lateral.

Barriers of communication:

Physical barriers:

Physical barriers includes faculty organizational structures, languages, cross-cultural etc...

Psychological barriers:

Psychological barriers can be described as the cause of distorted communication because of human psychology problems.

Organisational barriers:

The organizational barriers refers to the hindrances in the flow of information among the employees that might result in a commercial failure of an organization.

Four pillars of effective communication:

- ❖ Listening
- ❖ Speaking
- ❖ Reading
- ❖ Writing

Keys for effective writing:

- ❖ Develop an outline
- ❖ Write the easiest part first
- ❖ Develop major sections one at a time
- ❖ Introduction for main ideas
- ❖ Main point in the first paragraph
- ❖ Turn off your external editor
- ❖ 90% of writing is re-writing and editing
- ❖ Let the document cool
- ❖ Run a fog test
- ❖ Aim to cut first draft by at least 10%

Non-verbal communication:

Body languages:

Body languages= kinesics=the physical movement

Kinesics is the way body communicates without words through various movements of its parts.

Body behavior and the messages:

- 1) Slumped * Posture = low spirits
- 2) Erect posture = high spirits of confidence
- 3) Lean forward = open and interested
- 4) Lean away = defensive, disinterested
- 5) Crossed arms = defensive
- 6) Uncrossed arms = willingness to listen

Gestures & Postures:

Gesture is defined as the movement of body parts to convey meaning.

- ❖ Gestures should be coordinated with proper intensity of speech
- ❖ Greater the gesture the louder the speech
- ❖ Keep positive posture
- ❖ If sitting in chair, push your body to the back
- ❖ Keep your legs stationed on the ground

Non-verbal messages:

- ❖ Let me speak – Finger tapping, foot tapping and staring
- ❖ Listening – Head tilted, loss of eye contact, nodding, high blink rate
- ❖ Evaluating – Sucks pencils, strokes chin, looks up and right, legs crossed, ankle or knee
- ❖ Lying – Touches face, hand over mouth, pulls ear, eyes down

Seven C's of communication:

- ❖ Clarity
- ❖ Completeness
- ❖ Correctness
- ❖ Conciseness
- ❖ Consideration
- ❖ Courtesy
- ❖ Credibility

Do's and don'ts of communication:

- ❖ Use of familiar and easy words
- ❖ Use of clear sentences
- ❖ Use of sentences of moderate length
- ❖ Use of active voice
- ❖ Avoid redundant & repetition
- ❖ Avoid even an indirect reference to caste, religion etc...