

## **CCA-103: Communication & Soft Skills**

### **Assignment**

1. Elaborate the process & elements of Communication in detail through suitable examples.

## What is Communication?

Most of the time communication gets confused with conversation.

*Latin Word 'Communicare' means sharing.*

Oxford Dictionary Says:

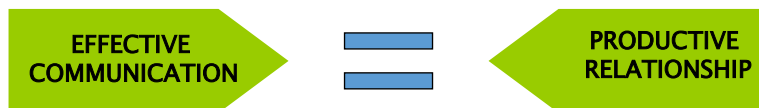
It's the process of expressing ideas and feelings or of giving people information.



What is Technical/Managerial/Business Communication?

The transmission of facts, figures, ideas, and all sorts of scientific and technical information.

## Effective Communication?



**We communicate to...**

- Get information
- Motivate
- Praise
- Get feedback
- Sell
- Greet
- Etc

## Objective/Purpose of Communication?

### Communication

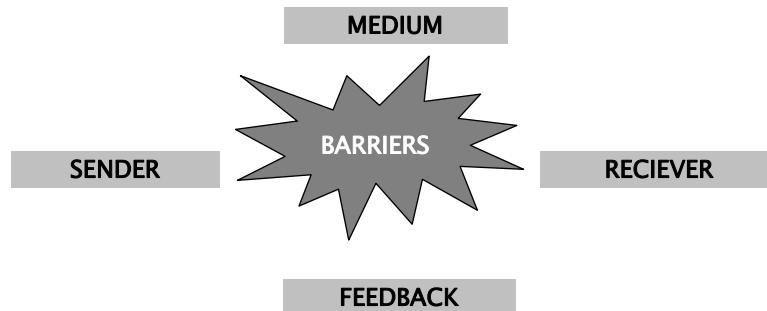
- Information
- Regulations of Policies
- Motivate
- Advice
- Negotiation
- Order/Instruction
- Raising Morale
- Warnings
- Accomplishment of Functions of Management.

## Features/Do's and Don'ts of Communication

1. Use of familiar and easy words
2. Use of clear sentences
3. Use of sentences of moderate length
4. Use of active voice
5. Avoid redundant & repetition
6. Avoid even an indirect reference to caste, religion etc

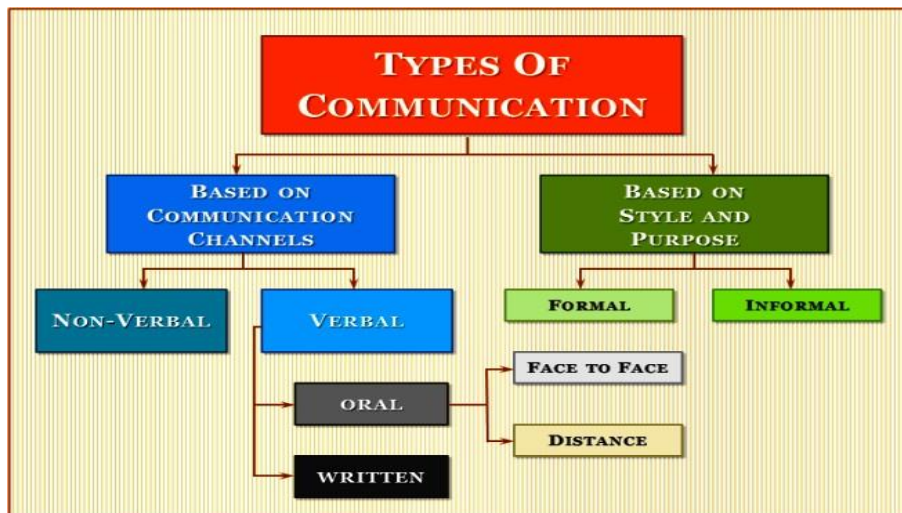


## Process of Communication

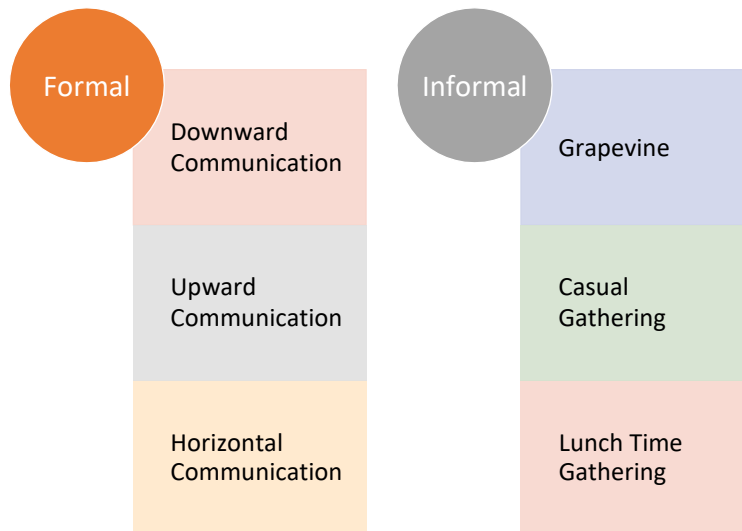


*Studies tell 70 % of mistakes in the workplace are a direct result of poor communication.....*

## Types Of Communication



## Forms of Communication



## Formal Communication



## Formal Communication

1. Downward Communication: It involves the transfer of information, instruction, advice, request, feedback and ideas to subordinate staff.
2. Upward Communication: Communication from subordinate to superiors. Its main purpose is to provide feedback on several areas of Organizational functioning.
3. Horizontal or Lateral Communication: It takes place between professional peer or group of people working on the same level of hierarchy.



Diagonal Communication occurs between sub ordinate of one department with the senior person of another department.

## Formal vs Informal Communication

### Formal Communication

1. Purely Practical Motives
2. Involve intellect
3. Precise and direct
4. Always impersonal
5. Deals with facts
6. Objective Style
7. Related to specific purpose

### Informal Communication

1. Artistic, aesthetic aim
2. Can be an affair of heart
3. Inflated and roundabout
4. Can be personal
5. Deals with emotions & fancy
6. Subjective Style
7. Related to life in General

E.g: Report, proposal, novel etc. E.g: Poetry, novel, short story etc



Grapevine is an informal system of information flow which feeds on rumour and gossip.

## Levels of Communication

Human Communication takes place at various levels:

- *Extrapersonal Level*
- *Interpersonal Level*
- *Mass Level*
- *Intrapersonal Level*
- *Organizational Level*

Extra personal Level: Communication between human being and non-human entities.

For e.g: Your pet dogs come to you wagging its tail.



## Levels of Communication

Intrapersonal Level: Within the individual. For e.g: You come home annoyed after a meeting with your boss.



Interpersonal Level: Sharing of information among two or more people.



## Levels of Communication

Organizational Level: It takes place at different hierarchical Levels.

This can be divided into:

- a) Internal
- b) External

Mass Level: Communication that reaches the audience scattered over a wide geographical area.

It is largely impersonal as participants are unknown to each other.

It requires a mediator to transform information.

For e.g.: Journals, books, Television, Newspaper.

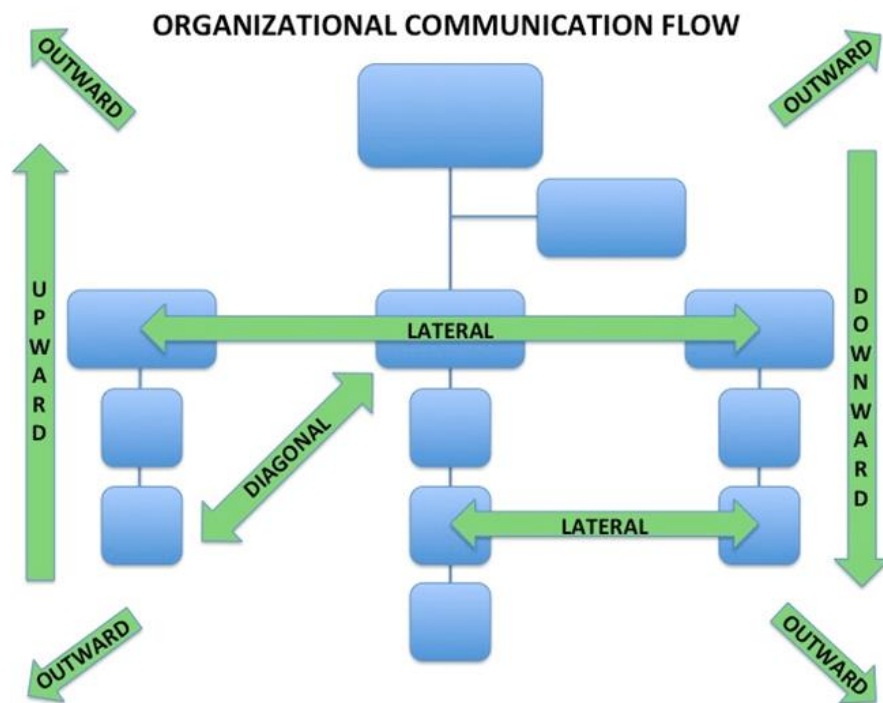
## Flow of Communication

In an organization, communication flows in different directions, which are as follows-

- Vertical:
  - a. Downward
  - b. Upward
- Lateral/ Horizontal
- Diagonal/ Spiral

In slide no 6 it is shown clearly with the help of a flow chart.





## Downward Flow of Communication

- Communication that flows from a higher level in an organization to a lower level is a downward communication.

Examples :

- Providing feedback on employees performance
- Giving job instructions
- Orientation Programmes
- Organizational publications, circulars etc



**Figure: The flow of vertical communication**

### Upward Flow of Communication

- Communication that flows from junior level to a higher level in an organization is called upward communication.

Examples :

- Grievance System
- Complaint and Suggestion Box
- Job Satisfaction surveys

## Lateral / Horizontal Flow of Communication

- Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e., communication between peers, between managers at same levels.
- Example: Feedback
- Suggestions and advice
- Emails etc.

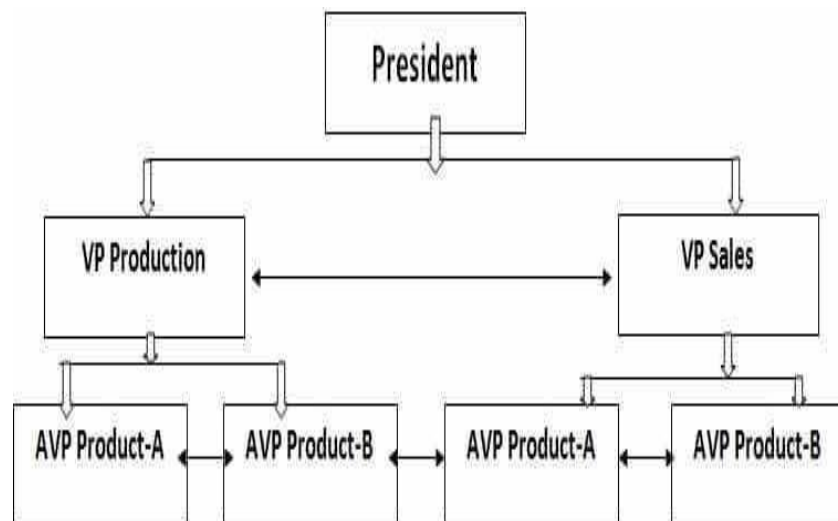
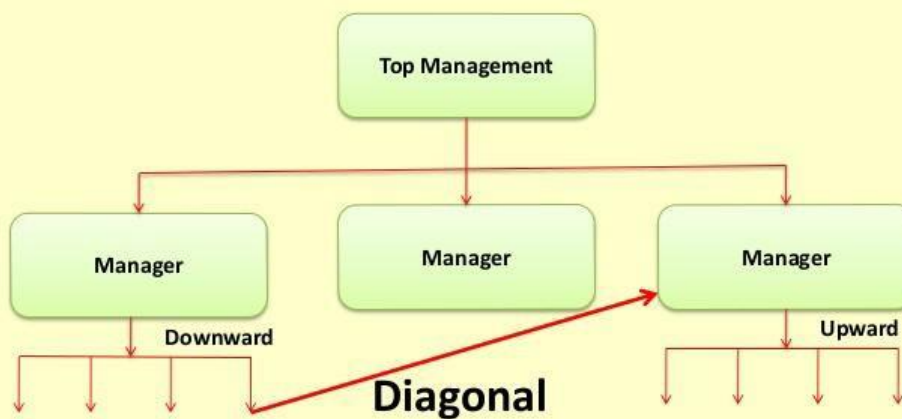


Fig: Horizontal Flow of Communication

## Diagonal Flow of Communication

Communication that takes place between a manager (Senior) of one department with the employees (junior) of other department is called diagonal communication. It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task.

### Diagonal Communication



## WHAT IS COMMUNICATION???



**COMMUNICATION IS THE ART OF TRANSMITTING  
KNOWLEDGE, IDEAS, INFORMATION AND THOUGHTS  
FROM ONE PERSON TO ANOTHER.**

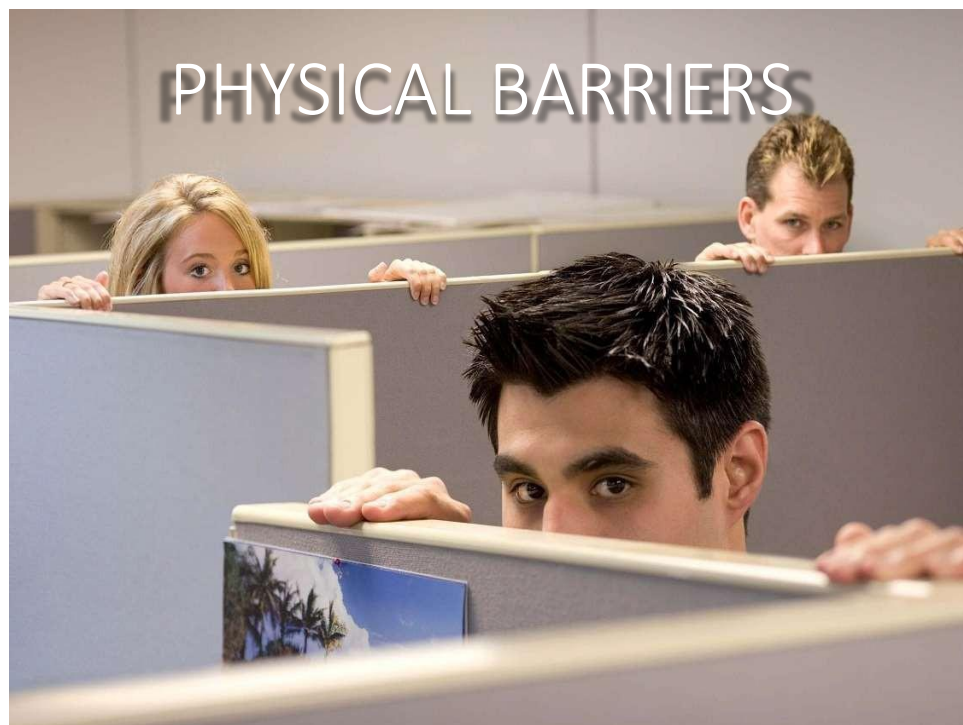
**THE TRANSFER SHOULD BE SUCH THAT THE  
RECIEVER UNDERSTANDS  
THE MEANING AND THE INTENT OF THE MESSAGE  
AND GIVE PROPER FEEDBACK**



# CLASSIFICATION OF BARRIERS

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- **PHYSICAL BARRIERS**
- **PSYCHOLOGICAL BARRIERS**
- **ORGANIZATIONAL BARRIERS**



## Faulty Organizational Structure

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- Large working area
- Closed office doors
- Separate areas for people of different status
- It forbids team member from effective interaction with each other.



## Noise

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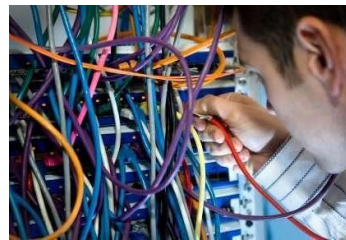
- Physical noise (outside disturbance)
- Psychological noise (in attentiveness)
- Written noise (bad handwriting/typing)
- Visual noise (late arrival of employees)



## Time and Distance

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- Improper Time
- Defects in Medium of communication
- Network Facilities
- Mechanical Breakdowns



## Information Overload

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- Piling up of tasks due to improper time management.
- Excess number of people assigned for same task
- Work overload/Information duplication.





## LANGUAGE BARRIERS

- **Different Languages**



- **No Clarity in Speech**



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## LANGUAGE BARRIERS

- **Using Jargons**



- **Not being specific**



## WHAT IS PSYCHOLOGICAL BARRIER?

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



### PSYCHOLOGICAL BARRIERS

- **Attitude and opinions:**
- **Emotions**
- **Filtering and distortion of message**
- **Status difference**
- **In attention**
- **Closed mind**
- **Fields of experience**



**OTHERS INCLUDE:**

- **Group identification**
- **Self-image**
- **Premature evaluation**
- **Distrust**
- **Poor retention**



## CROSS-CULTURAL BARRIERS



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# WHAT IS CULTURE?



## Cross Culture Communication

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- **Meaning of Cross Culture Communication**
- **Understanding different cultures facilitates Cross Culture Communication**
- **Components of Cross Culture Communication**

## Different Cross-Cultural Barrier

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- Language



- Values



## Different Cross-Cultural Barrier

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- Social Relation



- Concept of time



## Different Cross-Cultural Barrier

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- Concept of space



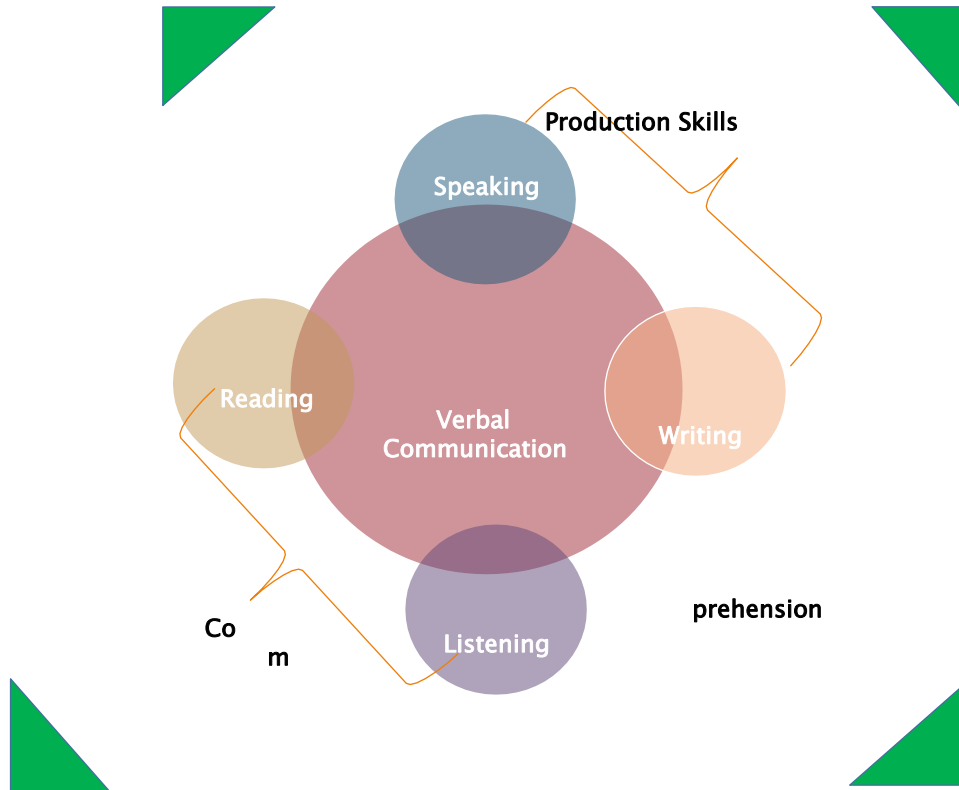
- Gestures



## ORGANISATIONAL BARRIERS



# Listening, Speaking, Reading, Writing



***Both listening and speaking are top skills for winning through GDs and Job Interviews***

**The more one reads, the more one knows**

**The more one writes, the more one reflects**

**The more one listens, the more one learns!**

**The more one listens, and the more one speaks, the more one communicates!**

**The more one communicates, the more successful one becomes!**



**Communication Skills Are Integrated**





***Speaking is a more important than listening.***

**Fact:** Both are equally important in effective communication.

***Speaking consumes energy, not listening.*** **Fact:** Active listeners spend as much energy as a speaker/jogger.

***Listening is an unconscious process***

**Fact:** Listening is an active mental process; hearing is an involuntary act.

**Speakers can make their audience listen to them 100 per cent.**

**Fact:** Speakers cannot make their audience really listen.



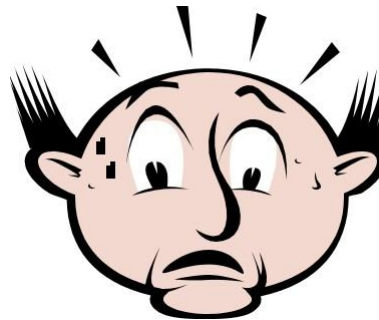
**Misconceptions  
about  
Communication**

## **Barriers to Active Listening**

**Inadequate language Base**

**Insufficient technical vocabulary**

**Combined with fear or shyness to seek clarifications**





## **Barriers to Active Listening**

### **Partial Listening**

**Distracted with objects on the computer over the phone.**  
**Reading something during a conversation**



## **Barriers to Active Listening**

### **Disinterestedness**

**Lack of interestedness in the subject**  
**Paying attention to**  
**Other subjects**



**Students recall better Than data shown on Educational video**

## Barriers to Active Listening

### Prejudging the Speaker/Speech

Forming conclusions just by looking at the speaker dress, appearance, posture etc.

Gender & Colour preferences

Status & stereotyping  
Affecting critical thinking



## Barriers to Active Listening

### Over - enthusiasm/ Intolerance

Over-enthusiastic to supply gaps in speaker ideas

Intolerant to wait till the end of the speech

Advances questions & interferes quickly



## Five Keys to Effective Writing

- Put the reader first
- Use simple words and short sentences
- Use jargon only when necessary
- Write with verbs and nouns
- Format to improve readability

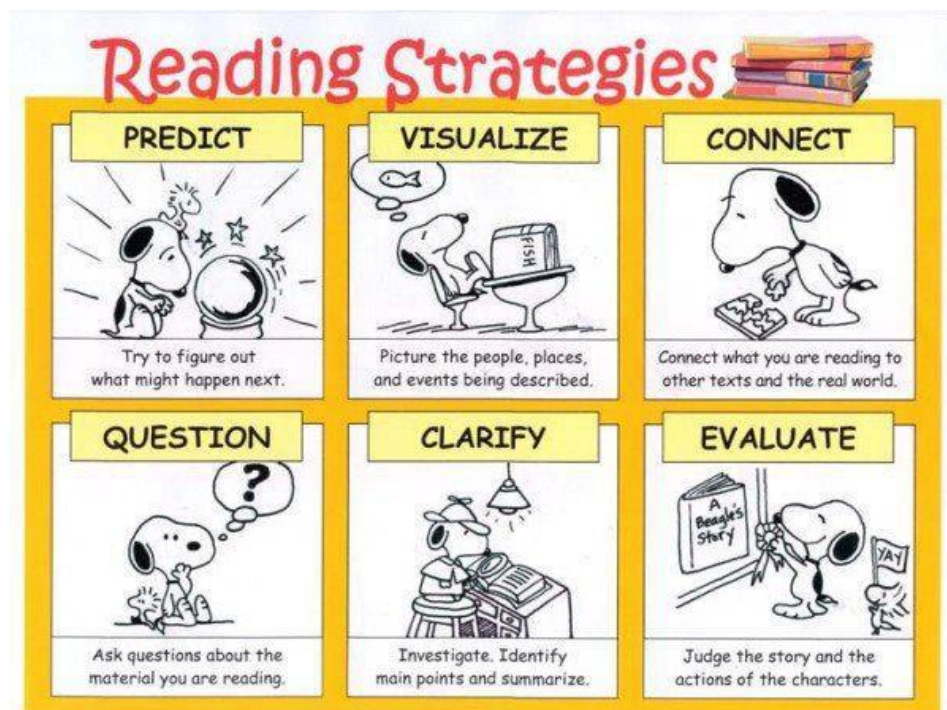


## Plan, Organize, Write

- Before you begin
- Who is the audience ("My audience is \_\_\_\_.")
- Purpose of the message ("My purpose is \_\_\_\_.")
- How will the reader use the information ("So that the reader will \_\_\_\_.")

## Tips 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 first paragraph
- Turn off your internal 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 Language

*Body Language = Kinesics = the physical movement*

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

A presenter should pay attention to his body language under the following guidelines:

- Maintain Eye Contact – an effective means of developing rapport.
- Keep a pleasant face – Face is the index of mind
- Wear a natural smile



## Body Language

### Body Behavior & The Messages

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

(\*fallen or collapsed)

***“Your body language shows what kind of person you are” .....***  
**Antony Alex**



## **Gestures & Posters**

*Gestures: Movements of body parts to convey meaning.*

- Gestures should be co-ordinated with proper intensity of speech.
- The 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

Staring

### EVALUATING:

Sucks pencil

Strokes chin

Looks up and right

Legs crossed

Ankle on knee

### LISTENING:

Head tilted

Lots of eye contact

Nodding

High blink rate

### LYING:

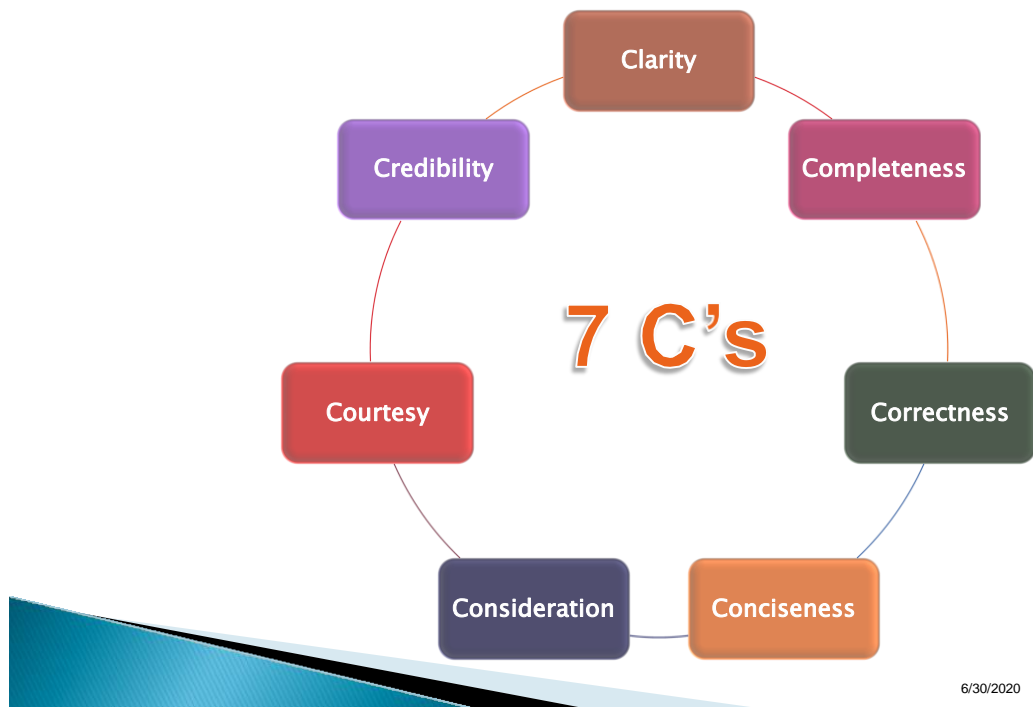
Touches face

Hand over mouth

Pulls ear

Eyes down

# Ingredients of Professional Communication





# CLARITY



Complete clarity of thoughts & ideas

# COMPLETENESS



Message must be completed



Convey all the facts



## CORRECTNESS



No Grammatical  
Error



## CONCISENESS



Convey in least  
possible words



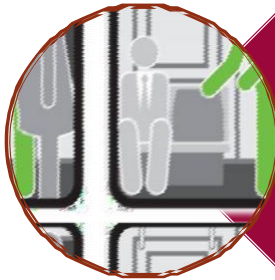
# CONSIDERATION

"Stepping into the shoes of others"



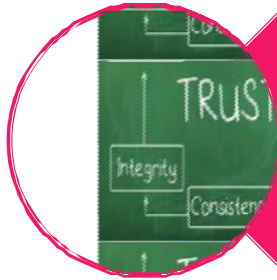
Audience  
Analysis

# COURTESY



Respect full, polite  
& non biased

# CREDIBILITY



Credibility  
Trustworthy &  
Reliable



## Notice, Agenda and Minutes



# NOTICE

### Writing A Notice

**Meetings are a form of formal interaction and are held in all organization**

**There are three major components of a meeting -**

## Writing A Notice

**Notice**



**Agenda**



**Meeting**

## Writing A Notice

**Notices are written information about the**

**Day, Date, Time and Venue**

**of a meeting.**

## Writing A Notice

**Notices are sent to all those who are entitled to attend the meeting.**

**Generally, they are sent a few days before the meeting.**

## Writing A Notice

**While sending the Notice, we should attach the minutes of the previous and relevant meeting held earlier.**

**This gives the members a chance to bring up anything they do not understand or agree with.**

**Agenda should also be sent with the meeting.**

**Elite Mall  
Mohan Nagar, Ghaziabad, 201007**

**15<sup>th</sup> July, 2019**

**Notice**

**The seventh meeting of the executive committee will be held as per the following schedule:**

**Date : 19<sup>th</sup> July, 2019**  
**Day : Friday Time: 11:00 am**

**Venue: Seminar Hall, Hotel Ananya, Ghaziabad**

**Adhrit Dwivedi  
Secretary**

**To the members of the executive Committee.**



**AGENDA**



## Writing An Agenda

**Agenda provides structure and focus and clearly indicates the purpose of the meeting.**

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**The agenda serves as the road map for the meeting.**

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**The agenda serves as the road map for the meeting.**

**An Agenda is the list of topics to be addressed in the meeting.**

**Elite Mall  
Mohan Nagar, Ghaziabad, 201007**

**The agenda for the seventh meeting of the executive committee to be held on 19<sup>th</sup> July, 2019 at 11:00 am at Seminar Hall, Hotel Ananya, Ghaziabad –**

- **Confirmation of the minutes of the last meeting**
- **Appointment of the Manager at Raj Nagar branch**
- **Announcement of festive discount**
- **Date of next meeting**
- **Any other matter with the permission of the Chair**

**Adhrit Dwivedi  
Secretary**



**Minutes of  
Meeting  
(MoM)**

## Writing MoM

**Minutes are the written proceedings of the business transacted during a meeting.**

**Minutes serve as an official record of what took place during a meeting.**

**The minutes are generally recorded sequentially.**

## Writing MoM

**Minutes, thus, are a written record of meeting times, attendance, topics covered, discussions and topics approved.**

## Writing MoM

**Minutes of a meeting form the basis of future actions such as promotion of staff, determining the incentive, procedural changes etc.**