

Assignment 3:
Communication & Soft Skills

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

ANS:-

Most of the time communication gets confused with conversation. Latin Word 'Communicates' 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.

We communicate to...

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

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

➤ OBJECTIVE/ PURPOSE OF COMMUNICATION?

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

❖ FORMAL COMMUNICATION

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

➤ LEVELS OF COMMUNICATION

Organizational Level: It takes place at different hierarchical Levels.

This can be divided into:

- I. Internal
- II. 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.