

ASSIGNMENT - 3

COMMUNICATION & SOFT SKILLS



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12/16/2024

CCA-103: COMMUNICATION & SOFT SKILLS:

1. ELABORATE THE PROCESS & ELEMENTS OF COMMUNICATION IN DETAIL THROUGH SUITABLE EXAMPLES.

Objective/ purpose of communication ?

COMMUNICATION

- * Information
- * Regulations of policies
- * Motivate
- * Advice
- * Negotiation
- * Order/ Instruction
- * Raising Morale
- * Warmings
- * Accomplishment of Functions of Management.

FEATURES/ DO'S AND DON'TS OF COMMUNICATION

Use of familiar and easy words.

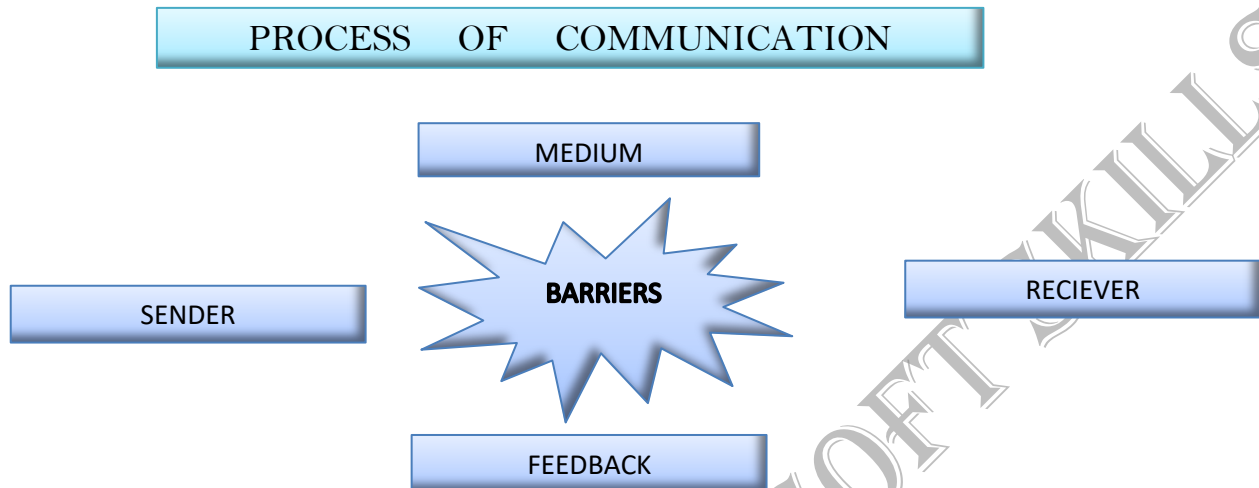
1. Use of clear sentences
2. Use of sentences of moderate length
3. Use of active voice
4. Avoid redundant & repetition
5. Avoid even an indirect reference to caste, religion etc

1. Listening
2. Speaking
3. Reading
4. Writing

Both listening and speaking skills are top skills for winning through GDs and job interviews. Speaking is more important than listening. Bcz of both are equally important in effective communication. Speaking consumes energy, not listening. In fact of Active listeners spend as much energy as a speaker. Listening is an unconscious process. Hearing is a

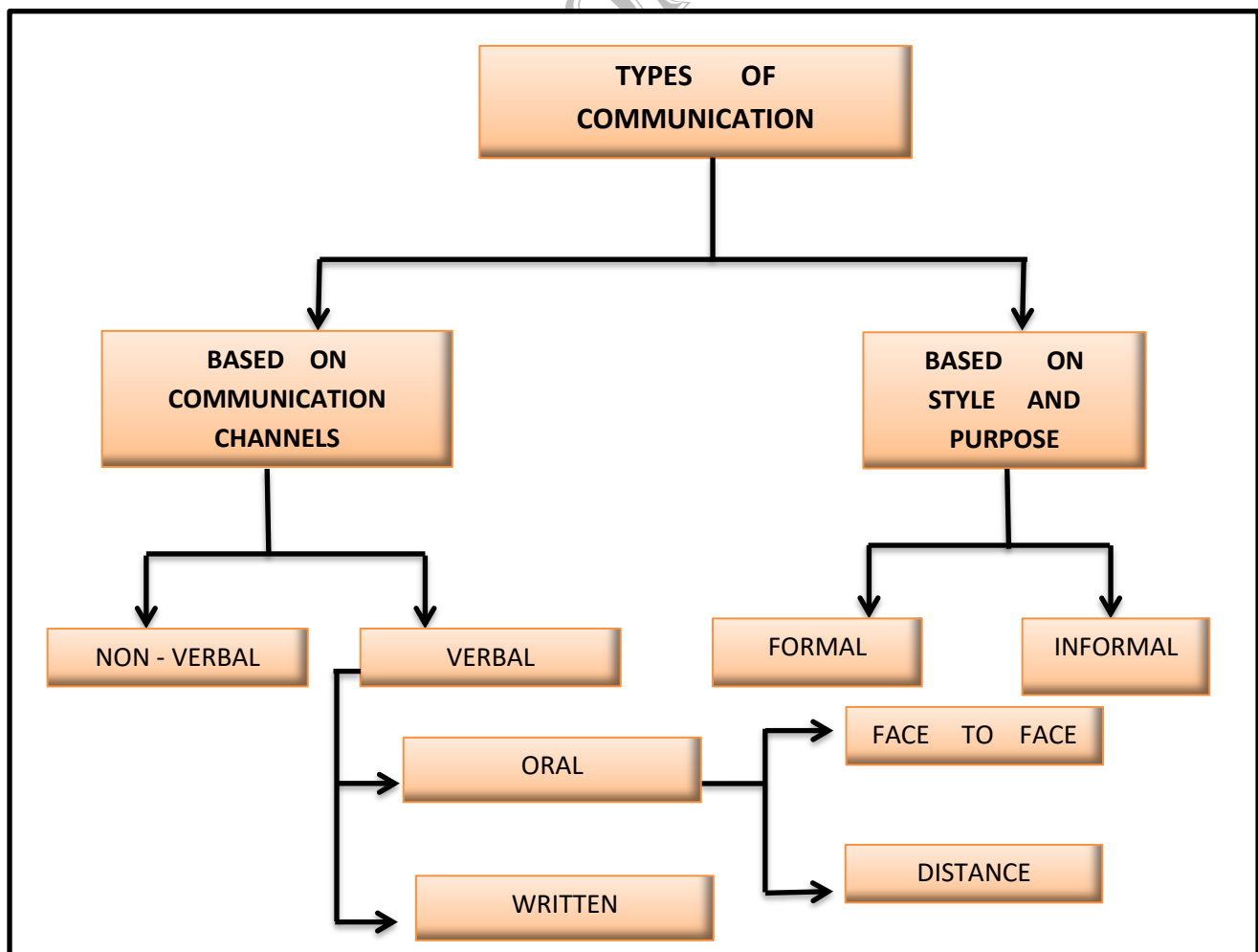
physical activity. Listening is a mental activity. It involves reception, organization and institute.

LEVELS OF COMMUNICATION



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

TYPES OF 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.

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
- E.g: Report, proposal, novel etc.

INFORMAL COMMUNICATION

1. Artistic, aesthetic
 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: Poetry, novel, short story etc.

LEVELS OF COMMUNICATION

Organicational Level: It takes place at different hierachical Levels.

This can be divided into:

- a. Internal
- b. External

Mass Level: communication that reaches the audience scattered over a wide geogeaphical 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

Five key 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 read ability

EXAMPLE

WRITING: Before you begin

1. Who is the audience ("My audience is _____.")
2. Purpose of the message (" My purpose is _____.")
3. How will the reader use the information ("So that the reader will _____.")

TIPS FOR 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:

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





1. Maintain Eye contact – an effective means of developing rapport.
2. Keep a pleasant face – Face is the index of mind.
3. Wear a natural smile.

NON VERBAL MESSAGES:





1. LET ME SPEAK:

-  Finger tapping.
-  Foot tapping.
-  Staring.






2. LYING:

-  Touches face.
-  Hand over mouth.
-  Pulls ear.
-  Eyes down.

3. LISTENING:

-  Head tilted.
-  Lots of eye contact.
-  Noodding.
-  High blink rate.

4. EVALUATING:

-  Sucks pencil.
-  Stocks chin.
-  Looks up and right.
-  Legs crossed.
-  Ankle on knee.

5. FORMAL Vs INFORMAL COMMUNICATION

FORMAL COMMUNICATION:

- ♣ Purely practical Motives.
- ♣ Involve intellect.
- ♣ Precise and direct.
- ♣ Always impersonal.
- ♣ Deals with facts.
- ♣ Objective style.
- ♣ Related to specific purpose.

E.g: Report, proposal, novel etc.

INFORMAL COMMUNICATION:

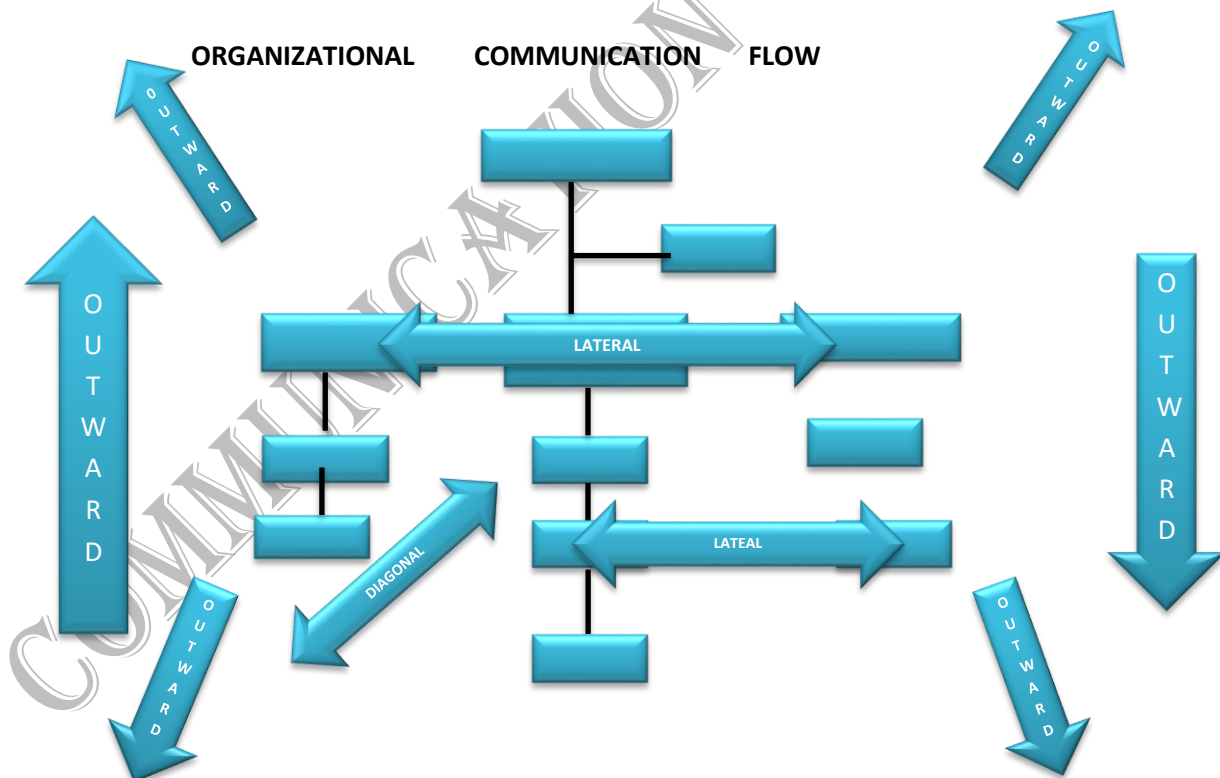
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- Can be an affair of heart.
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- Related to life in General.

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

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.



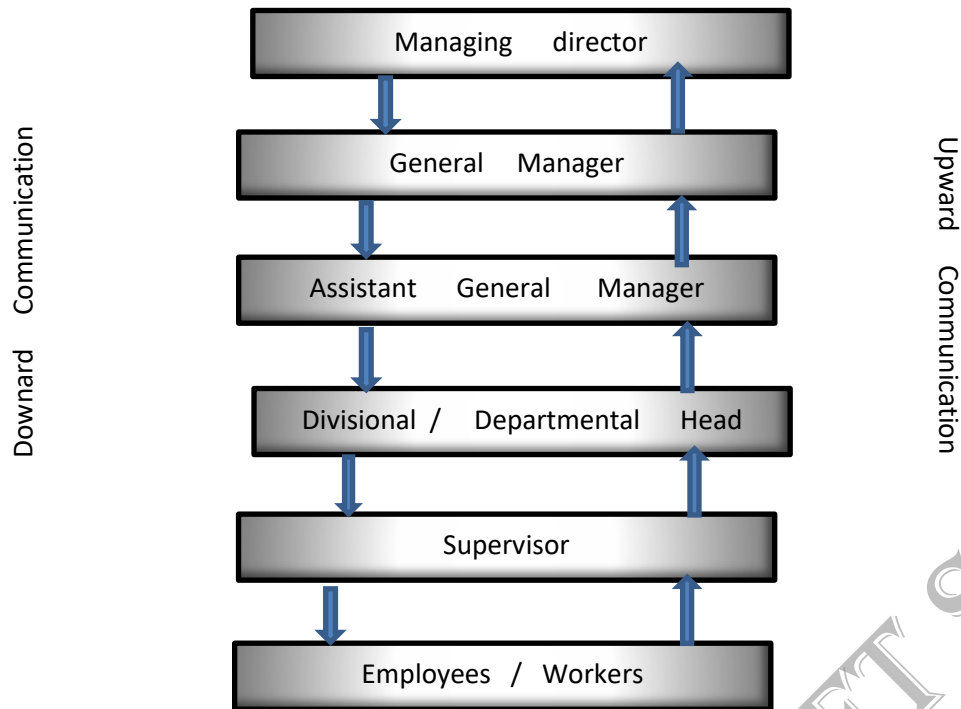


Figure: The flow of vertical communication

UPWARD FLOW OF COMMUNICATION

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

Examples:

1. Grievance system.
2. Complaint and suggestion Box.
3. Job Satisfaction Surveys.

Tips for effective writing

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- ★ Write easiest part first.
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CORRECTNESS:

- No Grammetical Error

CONCISENESS

- Convey in least possible words

CONSIDERATION

- Audience Analysis

Writing Nottice

Notices are sent to all those who are entitled to attend the meeting. Generally they are sent a few days before the meeting. 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.

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

WRITING A NOTICE

NOTICE



AGENDA



MEETING

WRITING A NOTICE

Notices are written information about the

Day,

Date,

Time and

Venue

Of a meeting.