

## CCA-103: COMMUNICATION & SOFT SKILLS

### ASSIGNMENT

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

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.

#### 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:**

1. Develop an outline
2. Write the easiest part first
3. Develop major sections one at a time
4. Introduction for main ideas
5. Main point in first paragraph
6. Turn off your internal editor
7. 90% of writing is re-writing and editing
8. Let the document cool
9. Run a Fog test
10. 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
- Nodding
- High blink rate

#### **4.EVALUATING**

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

### **5. 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 aim

2. Can be an affair of heart

3. Inflated and roundabout

4. Can be personal

5. Deals with emotions & fancy

6. Subjective Style

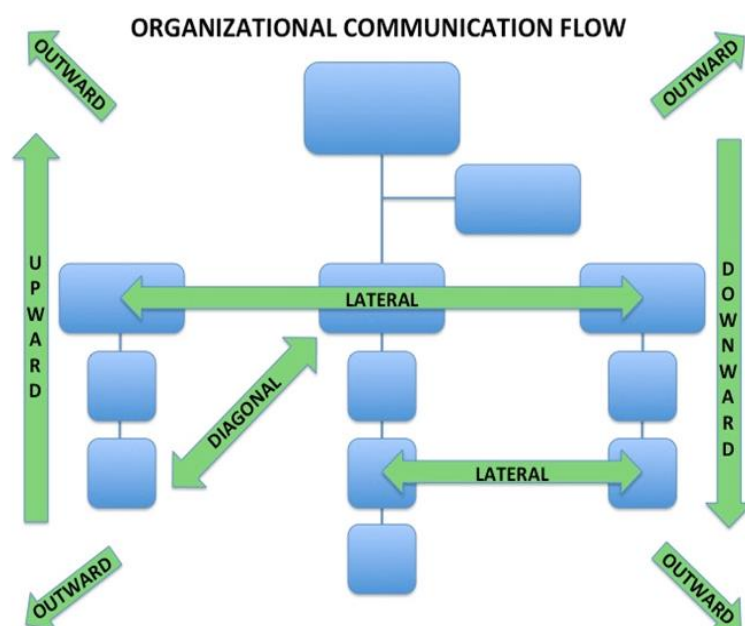
7. Related to life in General

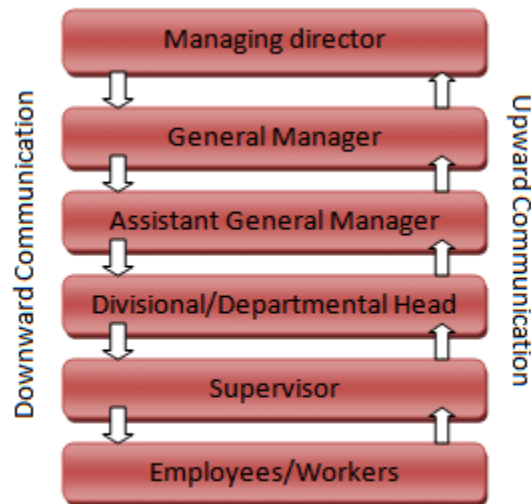
E.g: Poetry, novel, short story etc

### 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 the easiest part first
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- Main point in first paragraph
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- 90% of writing is re-writing and editing
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### **CORRECTNESS:**

- **No Grammetical Error**

## **CONCISENESS**

- Convey in least possible words

## **CONSIDERATION**

- Audience Analysis

## **Writing Notice**

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, discussions and topics approved.