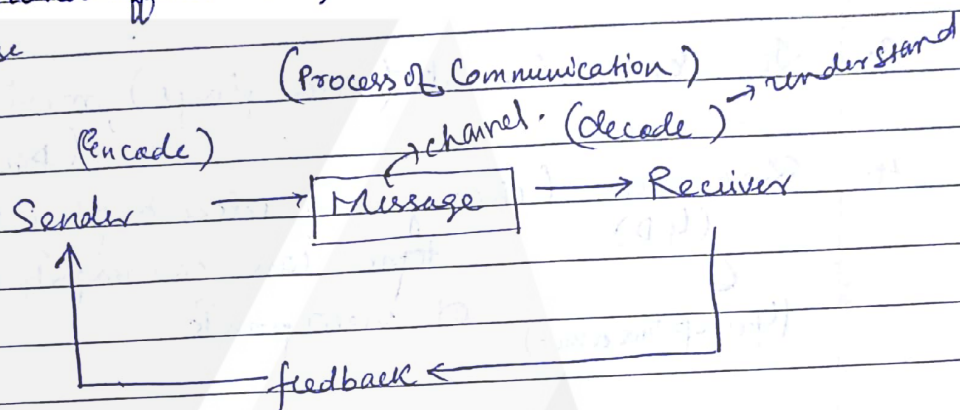




"Module-I" (Communication)

Communication: Communication means transfer of ideas, feelings, plans, messages or information from one person to another.

It is considered effective only when it gets the desired action or response



(Response or action)

Difference betⁿ General & professional Communication:-

<u>General</u>	<u>Professional</u>
1. General Communication contains Informal msg. eg: Hi, How ru?	1. Formal or professional message eg: How are you?
2. The style & approach is informal	2. Their style & approach is formal and objective (proper reason)
3. Most of the time it is oral	3. It can be oral as well as written
4. The audience are not always specific	4. Audience are specific audience
5. This doesn't involve any technical or Jargons.	5. Frequently involvement of Jargons and graphical illustrations

Date: 16 Jan 2018

Cap

Importance of Communication:

1. To educate and instruct.
2. To inform.
3. To Entertainment (street plays), movies etc. (Documentary)
4. Discussion (showing any ideas & opinions to a particular topic can impart any kind of info. or view points.
(Group Discussion)
5. To persuade (convince someone to take action); eg: Advertisement.
6. Cultural Promotion :- Promoting one's culture as well as tradition of a country.

= Integration :- When we stand together towards a common cause and tolerance towards each other.

Role and purpose of communication:

1. To advising someone :- eg: When a superior is communicating a junior or subordinates.
2. Counselling :- ^{helps} To communicate any types of emotional concerns to restore the physical as well as mental health.
 (Catharsis)
 ↓
 To give a vent to the pent up feelings or emotions.

3. Giving Orders:-

4. Marketing: (Advertisements, etc).

↳ They are trying to grab our attention

5. Giving Warnings

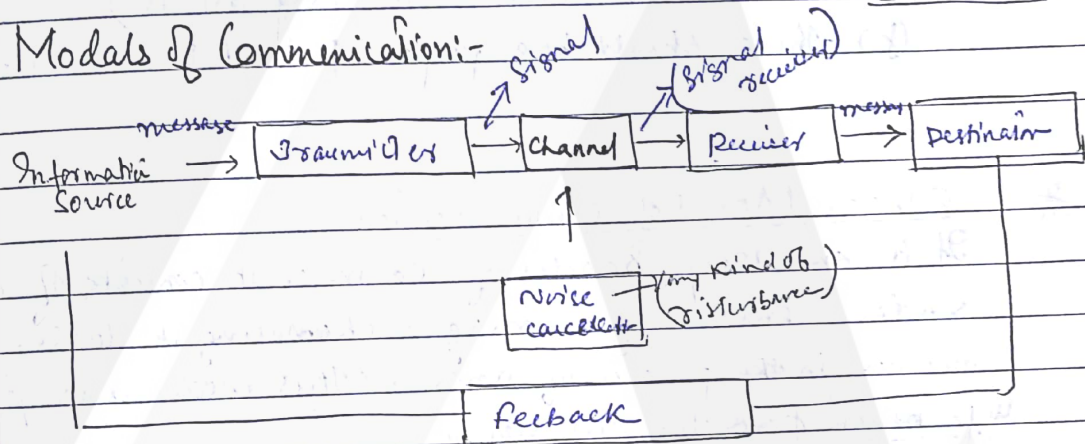
6. projecting an Image (properties, Brochure) etc.

7. Getting feedback..

Date: ____

(30-1-18)

Models of Communication:-



(Shannon & Weaver Model of Communication).

The original model was designed Shannon & Weaver to mirror the functioning of radio and telephone technologies. Their initial model consisted of three primary parts.

① Sender

② Channel

③ Receiver.

The ~~receiver~~ ^{Sender} was the part of the telephone, a person spoke into, the channel is the telephone itself and the receiver was the part of the phone where one could hear the other person.

Shannon and Weaver recognized that ^{after} there is a static

that interferes with one listening to a telephone call which they deemed as noise. This structure is based on the following elements:-

- (a) An Information source (which produces a msg.)
- (b) A transmitter (which encodes msg into signal)
- (c) A channel (to which signals are adapted for transmission)
- (d) A Receiver (which decodes the msg from the signal)
- (e) A destination (where the msg arrives)
- (f) There should be a proper feedback (we are talking about it)

* Linear Model of communication:-

It is one way model of comm. It consists of a sender encoding a msg & channeling it to the receiver in the presence of noise. This model displays "no feedback" from the receiver. eg. A letter, An E-mail; msg and a lecture.

* Types of Communication:-

1. Verbal communication
 - Oral (when we speak)
 - Written (when we write)

2. Non-verbal comm.

- Body postures
- Gestures
- Facial expression
- Hand movements
- eye contact
- voice modulation (intonation)

- A person's voice is further divided into
- Volume
 - Pitch
 - Possessive (Important)*

3. Intra-personal communication :-

Introspection
eg: Meditation

4. Interpersonal communication .

5. Mass communication .

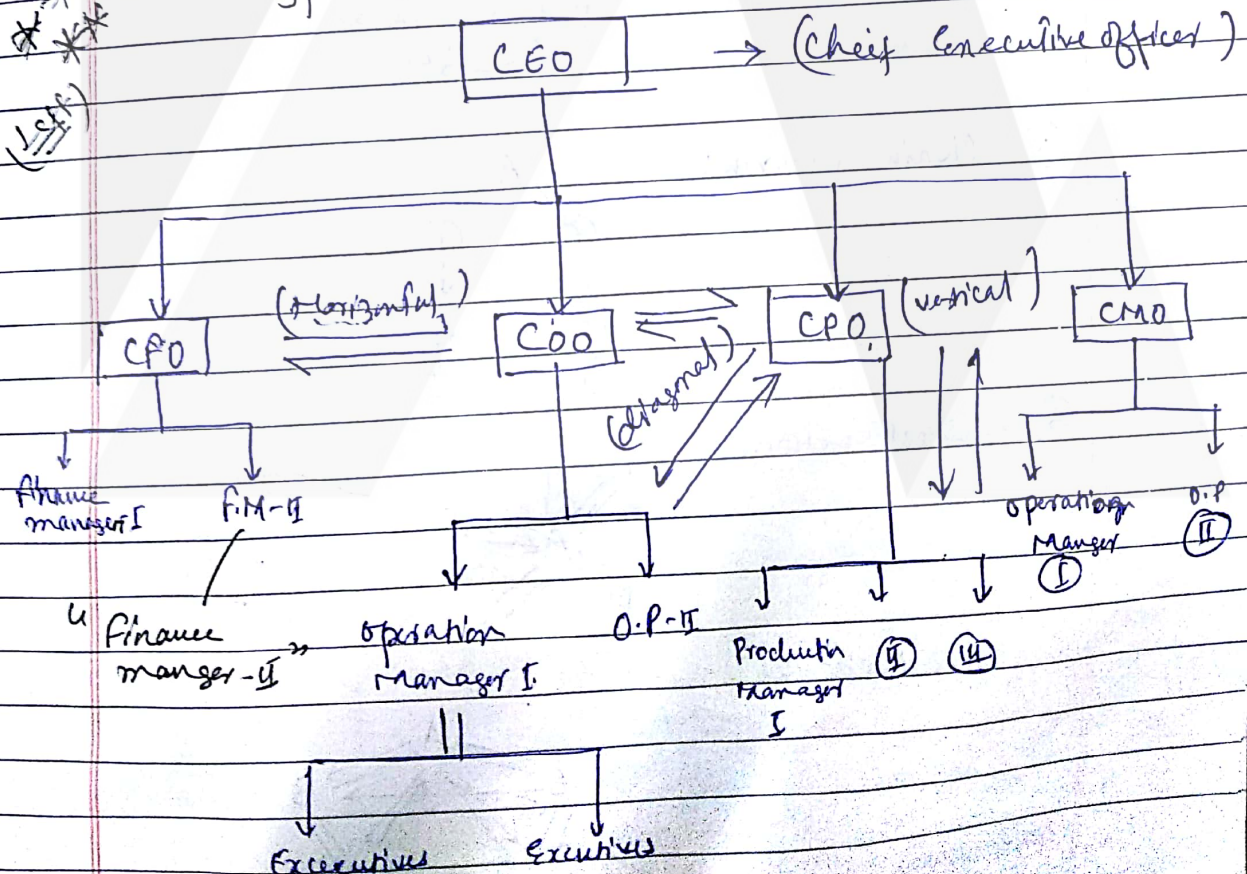
eg: Media, Book, television, etc.

6. Media communication:-

computers, facebook, Twitter, etc

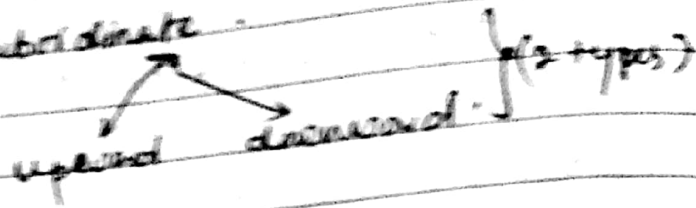
Important!!

* The different Channels of Communication:-



* Vertical Network:-

It means when there is communication b/w Superior & subordinate.



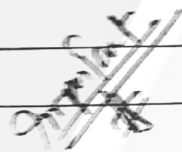
* Horizontal network:-

A conversation which takes place b/w people of "Same designation".

* Diagonal or crosswise:-

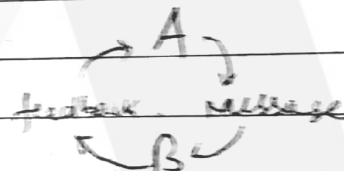
The information flows b/w the diff. employees of various designations in an organisation.

Date:
(6-2-18)

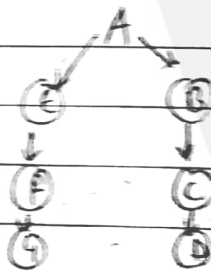


Networks

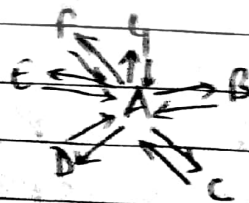
① Chain Network:



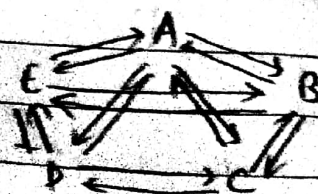
② Chain network:



③ Wheel network:



④ Star Network:



Important!!!

→ **Barriers to Communication-**
Barriers are the hindrances or difficulties involved in the process of communication whereby message is distorted and is not properly understood by the receiver.

1. "Physical barrier" means there is some obstacle to whom I want to communicate.
Marked out territories, closed office doors, separate areas for the people of different religions, which strangers are not allowed to enter are some types of Physical barriers.
2. Perceptual barrier:-
3. Emotional barriers.
4. Cultural barriers.
5. Language barriers (Semantic barrier)
6. Gender Barriers.
7. Noise as a barrier.
 - (Physical) (Emotional) → Psychological noise
8. Poor listening skills.
9. IAs, 'I' attitude, it means, being biased or prejudiced towards someone.
10. Conflicting Information.
eg: (Saturday is open)

Ways to overcome the barriers of communication.

1. Use simple languages
2. Being receptive to changes
3. Improve listening skills
4. Avoid Jargons.
5. Avoid Prejudice
(can't pre-judge any one)
6. Avoid fear
7. Build Credibility
8. Developed emotional stability.
9. Receive feedback
10. Select the proper channel of Comm.
11. Send a msg which should be clear & brief.
- ## 12. Dress according to the Occasion.
(Artifacts).