

BASICS OF COMMUNICATION SKILLS

Session 1: Introduction to Communication You probably hear people talking about communication all the time. Everyone needs it and wants it, but what exactly is communication? Let us try to understand it. Unit Communication Skills 1 Figure 1.1 Communication Process In Figure 1.1, you can see that communication is the ‘sharing’ of information between two or more individuals or within the group to reach a common understanding. The word ‘communication’ comes from the Latin word *commūnicāre*, meaning ‘to share’.

Unit 1.indd 1 14-03-2019 10:37:46 2 Employability Skills – Class XI Importance of Communication Your ability to communicate clearly and share thoughts, feelings and ideas will help you in all your relations with other people. As a student, you may study any language, but it is important that you are able to read, write, speak and listen well in order to communicate properly. Speaking more than one language can help you to communicate well with people around the world. Learning English can help you to communicate with people who understand English besides the language you have been exposed to in your family, for example, your mother tongue. Communication skills are needed to

- Inform – for example, communicating the time of a meeting.
- Influence – for example, negotiating with a shopkeeper to reduce the price.
- Express feelings – for example, to say or show that you are excited about your success or about a given task.

Elements of Communication Communication is a two-way process of sharing information as shown in Figure 1.2. Figure 1.2 Elements of Communication Unit 1.indd 2 14-03-2019 10:37:47

Communication Skills 3 As you can see, communication is a two-way exchange of information, i.e., giving and receiving. Speaking and writing to someone are examples of giving information. Reading and listening to someone are examples of receiving information. Perspectives in Communication Perspectives are ideas, views, or fixed ways of thinking. These sometimes affect our communication. For example, if you have a fixed idea that your teacher or father is strict, even when they are being friendly, you may think they are scolding you. In the same way, others may also have fixed ideas about you, which affects whatever you say to them. Factors Affecting Perspectives in Communication Sometimes, we are not able to communicate clearly because of barriers that stop us from sharing and understanding messages. Some of these are summarised in Table 1.1. Table 1.1 Factors Affecting Perspectives in

Communication Factor How the factor can become a barrier Language In case of use of incorrect words, unfamiliar language and lack of detail, language can act as a barrier to communicate what one wishes to convey. For example, language can act as a barrier when an Indian who only knows Hindi and a Chinese who only knows Mandarin want to interact with each other. Visual Perception Judging people or situations by how they look. For example, a man wearing torn clothes is poor. Past Experience Letting our earlier experience stop us from understanding or communicating clearly. For example, “This shopkeeper cheated me last time. Let me be careful.” Prejudice Fixed ideas, such as thinking “No one in my class listens to me” may stop a student from communicating openly in the class. Feelings Our feelings and emotions, such as lack of interest or not trusting the other person affect communication. For example, “I am sad. Let me not talk.” Environment Noise or disturbance in the surroundings may make communication difficult. For example, speaking while walking on road. Personal factors Your own feelings, habits and ways of thinking (for example, fear, low confidence) may make communication difficult. Culture Signs which have a different meaning in different cultures, such as showing a thumb may mean ‘good job’ for some people but may be insulting to others

Unit 1.indd 3 14-03-2019 10:37:47 4 Employability Skills – Class XI Figure 1.3 7Cs of Effective Communication

Effective Communication

Effective communication can happen if we follow the basic principles of professional communication skills. These can be abbreviated as 7 Cs, i.e., clear, concise, concrete, correct, coherent, complete and courteous. These are further explained in Figure 1.3. There are different methods of communication — non-verbal, verbal and visual. We will learn more about them in the next sessions. The teacher will facilitate these activities by showing you the e-learning module for this lesson via http://www.psscive.ac.in/Employability_Skills.html. The module will include videos and e-content for the above topics as well as detailed instructions for some activities below.

Initial thinking activity After watching the initial video in the e-learning lesson for this topic, write the answer of the following question—Why is it important to communicate clearly?

Activity 1 Group Exercise – Role-play on Communication Process

Material Required None

Procedure

1. Form groups of three students each.
2. The situation is that you need to sell some items to an old couple who has come to your shop.
3. One person can act as the salesperson and the other

two as an old man and his wife. 4. Act out a conversation between the three people. 5. Discuss what you learned from this. Be clear about what you want to say and write Use simple words and say only what is needed Use exact words, phrases, Use facts and figures Use correct spellings, language and grammar Your words should make sense and should be related to the main topic Your message should have all the needed information Be respectful, friendly and honest Unit 1.indd 4 14-03-2019 10:37:47 Communication Skills 5 Activity 2 Group Exercise — Factors Affecting Perspectives in Communication Material Required None Procedure 1. Form groups of three students each. 2. Each group selects any one of the eight factors (from Table 1.1) which act as barriers to communication. 3. Discuss how it can affect or become a barrier to good communication with family, friends, in school or at a retail store. 4. Each group shares their experiences related to one of the eight factors which can act as a communication barrier. Activity 3 Classroom Discussion — on 7Cs of Effective Communication Material Required Paper and Pencil Procedure Each student writes down examples of the 7Cs of communication in his or her notebook. For each of the 7 Cs, a student volunteers to give his or her example of how to communicate well. The other students (with teacher guidance) say whether it is correct or wrong. Activity 4 Assignment — Chart Making on Elements of Communication Material Required Chart Paper, Colours and Pencil Procedure Make a chart showing the elements of communication in the communication cycle or communication process (can be done as homework, if there is less time during the class). Check Your Progress A. Multiple choice questions Read carefully all the options given below the question and choose the correct option(s). 1. What is the purpose of communication? (a) Inform (tell someone about something) (b) Influence (get someone to do something you want) (c) Share thoughts, ideas, feelings (d) All of the above Notes Unit 1.indd 5 14-03-2019 10:37:47 6 Employability Skills – Class XI Notes 2. Which of the following method is used to receive information from the sender? (a) Listening (b) Speaking (c) Telling (d) Writing 3. By which action can a sender send his or her messages? (a) Listening (b) Speaking (c) Sleeping (d) None of the above B. Match the Following Column A Column B Communication Barriers Examples 1. Language A. Taking an official call on your mobile where the mobile phone reception is poor 2. Emotional B. Hugging a person in a foreign country where such an act is rude and disrespectful 3. Environmental C. Talking in Hindi when

others know only German 4. Cultural D. Teacher is too angry and is not willing to accept any reason from a student who is late for an examination C.

Subjective question 1. Write down the seven factors affecting perspectives in communication. Provide examples, explaining how each factor affects communication. What Have You Learnt? After completing this session, you will be able to

- identify the elements of communication.
- draw a communication cycle showing all the elements of communication.
- identify the factors affecting our perspectives in communication.

Session 2: Verbal Communication

Verbal communication is the sharing of information using words. It is what most people use as a method of communication. We will learn about non-verbal and visual communication in the next session. Verbal communication is important because if you do not

Unit 1.indd 6 14-03-2019 10:37:47
Communication Skills 7 use the right words, you will cause confusion and you will not be able to communicate what you want. The important forms of verbal communication are given in Table 1.2. Table 1.2 Verbal Communication Type of Verbal Communication Examples Oral or Spoken Communication:

Communication which involves talking Face-to-face conversation: When you can see the listener. For example, group discussion, talking to family members at home, public speeches, etc. Talking on a phone: This is for personal and official communication. Phone conversations should begin with a greeting (Hello), talking and listening to each other. The conversation can end with a 'Thank you' and 'Bye'. Classroom teaching, business meeting and public speeches are other examples of oral communication, where one person talks to many others at once. Written Communication: Communication which involves written or typed words Writing on paper: letters, notes, etc. SMS (Short Message Service): These can be sent through a phone to a person or a group. Using email to share news, thoughts, documents and files (including photos, videos, music, etc.). e-mail can be used to send messages to a person or to a group. Printed books and newspapers Unit 1.indd 7 14-03-2019

10:37:48 8 Employability Skills – Class XI Advantages of Verbal Communication

It is easy and quick. You can say what you want and get a quick response. It is an easier form of communication when you have to exchange ideas. You keep changing your communication as per the other person's reply. Disadvantages of Verbal Communication Since verbal communication depends on words, sometimes the meanings become confusing and difficult to understand if the

right words are not used. Public Speaking Speaking in front of a large group makes most people nervous. You can use the 3Ps (Prepare, Practice, Perform) method to get over your fears, and become a confident and effective speaker. These points are shown in Table 1.3. The teacher will facilitate these activities by showing you the e-learning module for this lesson via http://www.psscive.ac.in/Employability_Skills.html. The module will include videos and e-content for the above topics as well as detailed instructions for some activities below.

Initial thinking activity After watching the video in the e-Learning lesson for this topic write down why do you think Tina's directions were not understood? How would you give directions on the phone?

3Ps of Public Speaking	3Ps of Public Speaking
Prepare Think about your topic Think about what your listeners need to know about the topic Think about the best way to make your listeners understand your topic Write what you plan to say	Practice Practice by yourself first. Talk in front of a mirror Talk in front of your family and friends and ask them what they think Speak clearly, loudly and at the right speed (not very fast nor very slow)
Perform Take a few deep breaths if you are feeling nervous Think about what you have prepared and start speaking confidently	

Unit 1.indd 8 14-03-2019 10:37:48 Communication Skills 9 Activity 1 Group Exercise — Role-play of a Phone Conversation Material Required Notebook, pen Procedure 1. Form groups with three students in each group. Write a phone conversation based on a scene given by your teacher. Use proper sentences. 2. One student acts as caller and the other as receiver. Speak out the conversation aloud. The third student gives feedback. The students give feedback based on the 7 Cs of communication. Activity 2 Group Exercise — Public Speaking Material Required Notebook, pen Procedure 1. Choose a topic for a very short speech. 2. Write your thoughts on the topic in paragraphs. 3. Students to volunteer and give speech in front of the class. 4. Students listening to the speech will have to give suggestions to improve the delivery of speech. A. Multiple choice questions Read carefully all the options given below the question and choose the correct option(s). 1. Choose the correct example of oral communication. (a) Reports (b) Newspapers (c) Face-to-face interaction (d) Notes 2. What are the words we should use when we communicate verbally? (a) Use straight words (b) Use simple words (c) Use precise words (d) Use fixed words 3. Why do we send emails? (a) To communicate information (b) To share documents and files (c) To talk to each

other (d) Both (a) and (b) B. Subjective question 1. Write down the different types of verbal communication with examples of each. Check Your Progress

Notes Unit 1.indd 9 14-03-2019 10:37:48 10 Employability Skills – Class XI After completing this session, you will be able to

- explain what the verbal method of communication is.
- list the different types of verbal communication.
- list the 7Cs of communication.
- speak confidently in public using the 7Cs of communication.

Figure 1.4 Non-verbal Communication PARALANGUAGE EXPRESSIONS POSTURE EYE CONTACT GESTURES SPACE TOUCH NONVERBAL

Notes What Have You Learnt? Session 3: Non-verbal Communication Non-verbal communication is the message we send to others without using any words as shown in Figure 1.4. We send signals and messages to others through expressions, gestures and body postures. In this lesson, you will learn about non-verbal method of communication skills, its types and importance. You will learn to use correct body language, like gestures, eye contact, handshake, etc. Importance of Non-verbal Communication In our day-to-day communication, it is observed that most of the communication is done using body movements (face or arms movements, etc.) and voice control (voice, tone, pauses, etc.) and less than 10% is done using words.

Unit 1.indd 10 14-03-2019 10:37:49 Communication Skills 11 Voice Control (Non-verbal) Expressions, Movements, Pictures (Non-verbal and Visual) Words (Verbal) Figure 1.5 Methods of Communication As we can see in Figure 1.5, maximum communication is non-verbal. We communicate using words, tone of voice and body language as given in Table 1.4.

Table 1.4 Non-verbal Communication Non-Verbal Communication: Exchanging Information without Words

Hand movements (gestures) and body language	Expressions
<ul style="list-style-type: none"> • Raising a hand to greet • Pointing your finger in anger 	<ul style="list-style-type: none"> • Smiling to show happiness • Making a sad face when you are upset

Non-verbal communication makes our message stronger.

- Using the right gestures and postures helps us to be professional at work.
- Using the right gestures while speaking makes our message more effective.
- Knowing non-verbal communication helps us understand our audience's reaction and adjust our behaviour or communication accordingly.
- If verbal messages are blocked by noise or distance, etc., we can use hand movements to exchange our message.

Placing a finger on the

Unit 1.indd 11 14-03-2019 10:37:49 12 Employability Skills – Class XI Table 1.5 Types of Non-verbal Communication

Type	What it implies	How to use effectively?
Facial Expression	Our expressions	

show our feelings: Happiness, sadness, anger, surprise, fear, etc. • Smile when you meet someone • Keep your face relaxed • Match your expressions with what you are saying

Posture Postures are positions of the body. They show our confidence and feelings. • Keep upper body relaxed and, shoulders straight • Sit straight, rest hands and feet in relaxed position • Keep hands by your sides while standing

Gestures or Body Language Gestures describe movements of parts of the body, especially hands or head, to express an idea or meaning. This includes waving, pointing and using our hands when speaking. For example, raising a hand may mean asking a question. Biting nails show nervousness. • Avoid pointing at people with your finger • Bend your head a little while talking or listening to show that you are paying attention

Touch We communicate a great deal through our touch, such as shaking hands and patting on the back. For example, a firm handshake shows confidence. Sports coaches give a pat on the back of players to encourage them. • Shake hands firmly • Avoid other touch gestures during formal communication

Lips to indicate need for silence and nodding the head up and saying 'yes'. We communicate non-verbally in many ways. Let us learn about some of these as mentioned in Table 1.5.

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Communication Skills

Space Space is the physical distance maintained between two people. It is important to maintain a proper distance when speaking with someone. • Maintain proper space depending on the relationship, which could be formal or informal as the closeness with the person with whom you are talking.

Eye Contact The way we look at someone can communicate things, such as interest or anger. Eye contact is when two people are looking directly into one another's eyes. It shows that we are paying attention to the person. Looking away can make the other person feel ignored. • Look at the person who is speaking • Keep a relaxed, pleasant look. • Break the look every few seconds

Paralanguage Paralanguage means how we speak. The tone of our voice, speed and volume can make a difference in the meaning we want to show. Speaking too fast may show happiness, excitement or nervousness. Speaking too slow may show seriousness or sadness. • Use a proper tone and volume while speaking • Maintain a moderate rate(speed) of talking

Visual Communication Another important method of communication is visual communication, which involves sending and understanding messages only through images or pictures. The main advantage of this type of communication is that you do not need to know

any particular language for understanding it. It is simple, easy to understand and remains same across different places. Table 1.6 shows some common types of visual communication.