

COMMUNICATION SKILLS



Course objective

By the end of the course;

The learner will be able to apply concepts and principles of communication to enable him/her communicate effectively in their respective profession



Module Units

- Introduction to communication 4 hrs.
- Modes of communication 10 hrs.
- Patterns of communication 4 hrs.
- Listening skills 4 hrs.
- Reading and writing 4 hrs.



- **Introduction to communication**



Specific objectives

1. Define communication
2. Discuss communication theories and models
3. State the elements of communication
4. Describe the communication process and Importance
5. Explain the one way two way communication
6. Explain the advantages and disadvantages of two way communication
7. Discuss characteristics of Effective communication



Def. of communication

- An interaction between two or more persons that involves the exchange of information between a sender and a receiver.
- It is derived from the Latin word *communicare*, which means "to make common".
- Generally it can also be defined as **the process of understanding and sharing**



Cont'

- Communication is a **complicated** process.
- It is **variable, active and dynamic**.
- It starts long before the words begin to flow and can last long after the words stop.
- Communication is a process that requires **understanding** - perceiving, interpreting, and comprehending the meaning of the verbal and nonverbal behaviour of others.



Cont'

- Communication is considered a process because it is an **activity**, an exchange or a set of behaviours



cont'

- Understanding the meaning of another person's message does not occur unless the two communicators can **elicit common meanings** for words, phrases and non-verbal codes.
- In addition to understanding, communication involves **sharing and interaction** between people in order to



Communication Theories And Models

- Models of communication are conceptual framework used to explain the human communication process.
- The first major model for communication came in 1948 by Claude Elwood Shannon and published with an introduction by Warren Weaver for Bell telephone Laboratories.



Cont

- The model was referred to as “A Mathematical Theory of Communication” and also called as “Shannon-Weaver model of communication”.
- Following the concept, communication is the process of sending and receiving messages or transferring information from one part



Cont'

- This model is designed to develop the effective communication between sender and receiver.
- Also they find factors affecting the communication process called “Noise”.
- At first the model was developed to improve the Technical communication.
- Later it's widely applied in the field of



Concepts in Shannon Weaver Model

- **Sender (Information source)** – Sender is the person who makes the message, chooses the channel and sends the message.
- **Encoder (Transmitter)** – Encoder is the sender who uses machine, which converts message into signals or binary data.
- It might also directly refer to the machine.



Cont'

- **Channel** – Channel is the medium used to send message.
- **Decoder (Receiver)** – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.



Cont'

- **Receiver (Destination)** –Receiver is the person who gets the message or the place where the message must reach.
- The receiver provides feedback according to the message.



Cont'

- **Noise** – Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent



Explanation of Shannon Weaver Model

- The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph.
- The sender converts the message into codes understandable to the machine.
- The message is sent in codes through a medium



Cont'

- The receiver has to decode the message before understanding it and interpreting it.
- The receptor machine can also act as a decoder in some cases.
- The channel can have noise & the receiver might not have the capacity to decode which might cause problems in



Example 1

- Thomson made call to his assistant “come here I want to see you”.
- During his call, noise appeared (transmission error) and his assistant received “I want” only.
- Again Assistant asked Thomson (feedback) “what do you want Thomson”.



Cont'

Sender : Thomson

Encoder : Telephone (Thomson)

Channel : Cable

Noise : Distraction in voice

Reception : Telephone (Assistant)

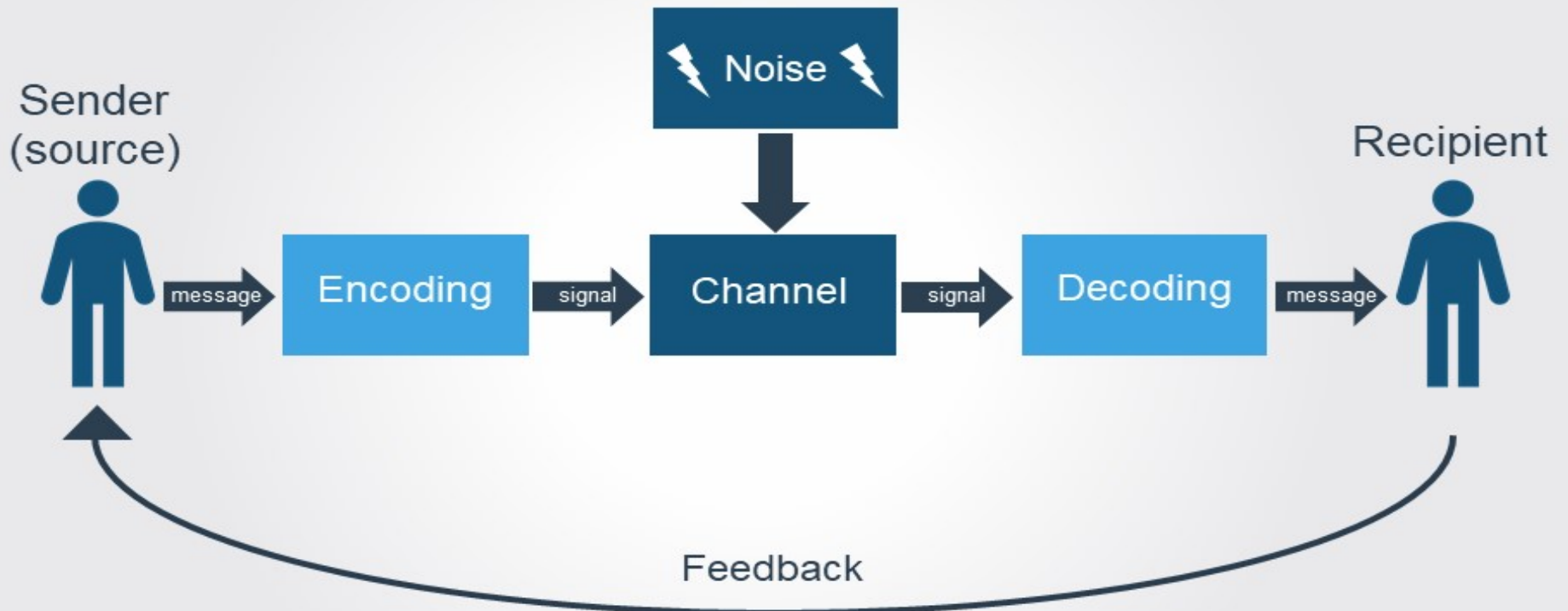
Receiver : Assistant.



Example 2

- Brain might be the **sender**, mouth might be the **encoder** which encodes to a particular language, air might be the channel, another person's ear might be the **receptor** and his brain might be the **decoder** and **receiver**.
- the noise present in his environment that disturbs them is the **noise** whereas his





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Advantages of Shannon Weaver Model

- Concept of noise helps in making the communication effective by removing the noise or problem causing noise.
- This model takes communication as a two way process. It makes the model applicable in general communication.
- Communication is taken as quantifiable in Shannon Weaver model.



Elements Of The Communication Process

a) **Encoding and Decoding**

- ✓ **Encoding** refers to the process of taking an idea or mental image, associating that image with words, and then speaking those words in order to convey a message.



Example

- ✓ So, if you wanted to explain to your aunt the directions to your new apartment, you would picture in your mind the landscape, streets and buildings, and then you would select the best words that describe the route so your aunt could find you.



Cont'

- ✓ **Decoding** is the reverse process of **listening** to words, thinking about them, and turning those words into mental images.



Example

- ✓ If your aunt were trying to find her way to your apartment, she would listen to your words, associate these words with streets and landmarks that she knows, and then she would form a mental map of the way to get to you.



B) Communicator

- The term **communicator** refers to all of the people in the interaction or speech setting.
- It is used instead of sender and receiver, because when we are communicating with other people we are not only sending a message, we are receiving messages from others simultaneously.



Cont'

- When we speak, we observe others' **nonverbal behaviour** to see if they understand us and we gauge their emotional state.
- The information we gain from these observations is known as feedback.
- Over the telephone, we listen to paralinguistic **cues**, such as pitch, tone,

Cont'

- This means communication is not a one-way process.
- Even in a public speaking situation, we watch and listen to audience members' responses.
- If audience members are interested, agree, and understand us, they may lean forward in their seats, nod their heads, have positive or neutral facial expressions



Cont'

- They may also provide favourable vocal cues (laughter, “That’s right,” “Uh huh,” or “Amen!”).
- If audience members are bored, disagree, or are confused by our message;
- They may be texting or looking away from us, shake their heads, have unhappy or confused expressions on their faces, or present oppositional vocal cues (like groans,



Cont'

- Thus, communication is always a transactional process—a give and take of messages.



C) Message

- The **message** involves those verbal and nonverbal behaviours, enacted by communicators, that are interpreted with meaning by others.
- The verbal portion of the message refers to the words that we speak



Cont'

- The nonverbal portion includes our tone of voice and other non-vocal components such as personal appearance, posture, gestures and body movements, eye behavior, the way we use space, and even the way that we smell.



Example 1

- For instance, the person who gets up to speak wearing a nice suit will be interpreted more positively than a person giving the exact same speech wearing sweats and a graphic t-shirt.



Example 2

- If a speaker tries to convince others to donate to a charity that builds wells in poor African villages using a monotone voice, she will not be as effective as the speaker who gives the same speech but speaks with a solemn tone of voice.



Cont'

- The message can also be intentional or unintentional.
- **When the message is intentional**, it means we have an image in our mind that we wish to communicate and we can successfully convey the image from our mind to others' minds with relative accuracy.



Cont'

- **An unintentional message** is sent when the message that we wish to convey is not the same as the message the other person receives.



Example 1

- Let's say you are returning from an outing with your significant other and she or he asks, "Did you have a good time?"
- You *did* have a good time but are distracted by a TV commercial when asked, so you reply in a neutral tone, "Sure, I had fun."



Cont'

- Your significant other may interpret your apathetic tone of voice and lack of eye contact to mean that you did not enjoy the evening, when in fact you actually did.
- Thus as communicators, we cannot always be sure that the message we wish to communicate is interpreted as we intended.



d) Channel

- The **channel** is very simply the means through which the message travels.
- In face-to-face communication the channel involves all of our senses
- so the channel is what we see, hear, touch, smell and perhaps what we taste.



Cont,

- ✓ When we're communicating with someone online, the channel is the computer;
- ✓ when texting the channel is the cell phone
- ✓ when watching a movie on cable, the channel is the TV.
- ✓ The channel can have a profound impact on the way a message is interpreted.

Cont'

- Listening to a recording of a speaker does not have the same psychological impact as listening to the same speech in person or watching that person on television.



E) Noise

✓ **Noise** refers to anything that interferes with message transmission or reception (i.e., getting the image from your head into others' heads).

✓ There are several different types of noise.

a) **Physiological** b) **Psychological**

c) **Physical**

d) **cultural**

Cont'

- The first type of noise is **physiological noise**, and this refers to bodily processes and states that interfere with accuracy of a message.



Example 1

- For instance, if a speaker has a headache or the flu, or if audience members are hot or they're hungry, these conditions may interfere with message accuracy.



Cont'

- The second type of noise is psychological noise.
- **Psychological noise** refers to mental states or emotional states that impede message transmission or reception.



Example

- if someone has just broken up with a significant other, or if they're worried about their grandmother who is in the hospital, or if they are thinking about their shopping list, this may interfere with communication processes as well.



Cont'

- The third type of noise is actual **physical noise**, and this would be simply the actual sound level in a room.



Example

- Loud music playing at a party, a number of voices of people talking excitedly, a lawnmower right outside the window, or anything that is overly loud will interfere with communication.



Cont'

- The last type of noise is cultural noise.

Cultural noise refers to message interference that results from differences in peoples' worldviews (perspective).

- Worldview is to say that the greater the difference in worldview, the more difficult it is to understand one another and communicate effectively.




f) Context

- ✓ The last element of the communication process is the **context** in which the speech or interaction takes place.
- ✓ In the 1980's context was taught as the actual physical setting where communication occurred, such as in a place of worship, an apartment, a workplace, a noisy restaurant, or a grocery store.



Cont'

- People communicate differently in each one of these places as there are unwritten rules of communication (called **norms**) that govern these settings.
- More recently the concept of context has evolved and expanded to include the type of relationships we have with others and the communicative  rules that govern those

Cont'

- So you do not speak the same way to your best friend as you do to a small child, your parent, your boss, your doctor or a police officer.
- And you may speak to your best friend differently in your apartment than you do in your parents' home, and your communication may also change when you are both out with



Cont'

- In sum, the context refers to the norms that govern communication in different situations and relationships.

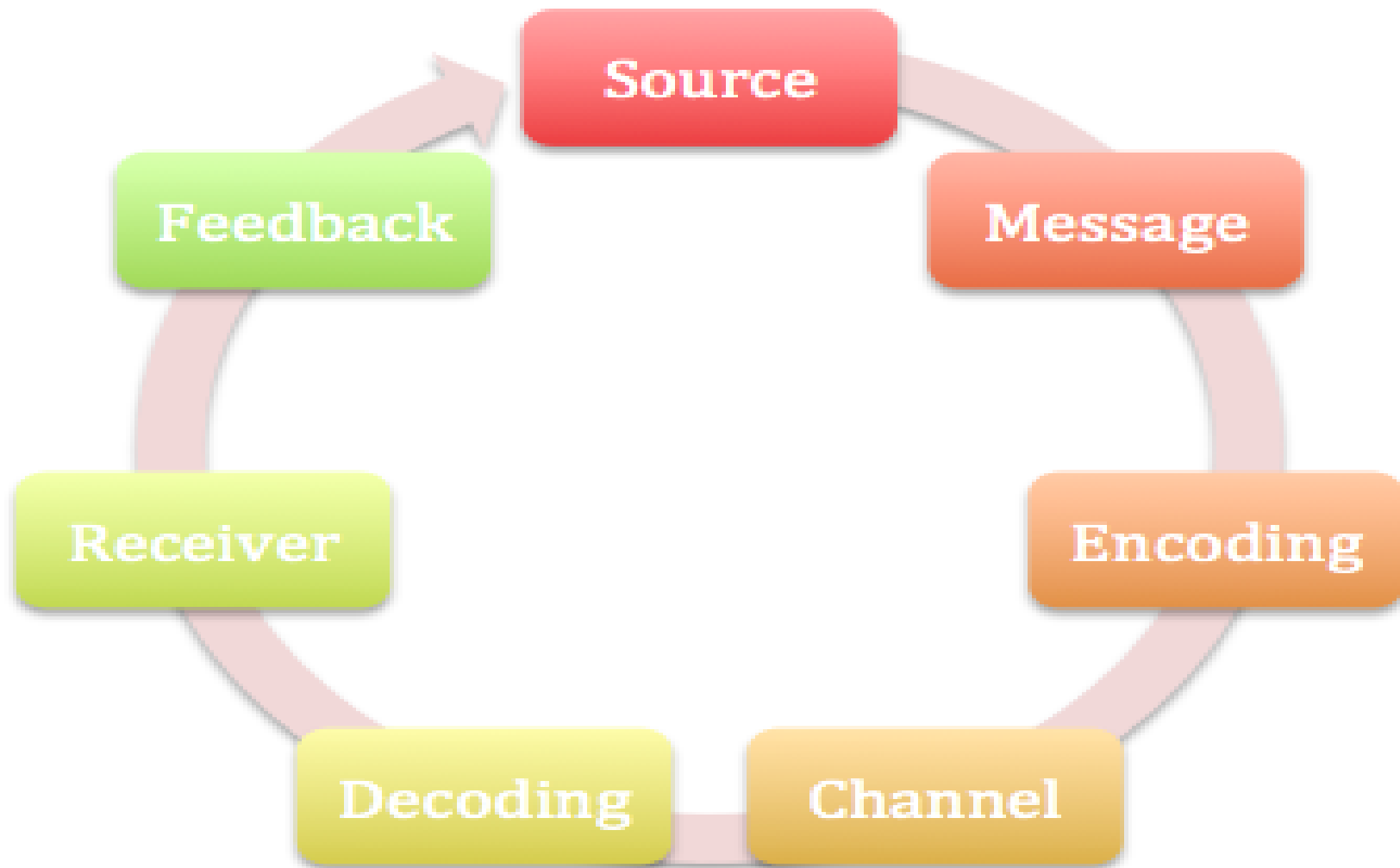


g) Feedback

- A better word might be “reaction” or “responses.”
- The source judges its success based on the feedback it receives, so pay close attention.



Stages of communication



One way-Two way communication

- ✓ Communication can travel in two directions

That is one-way and two way communication

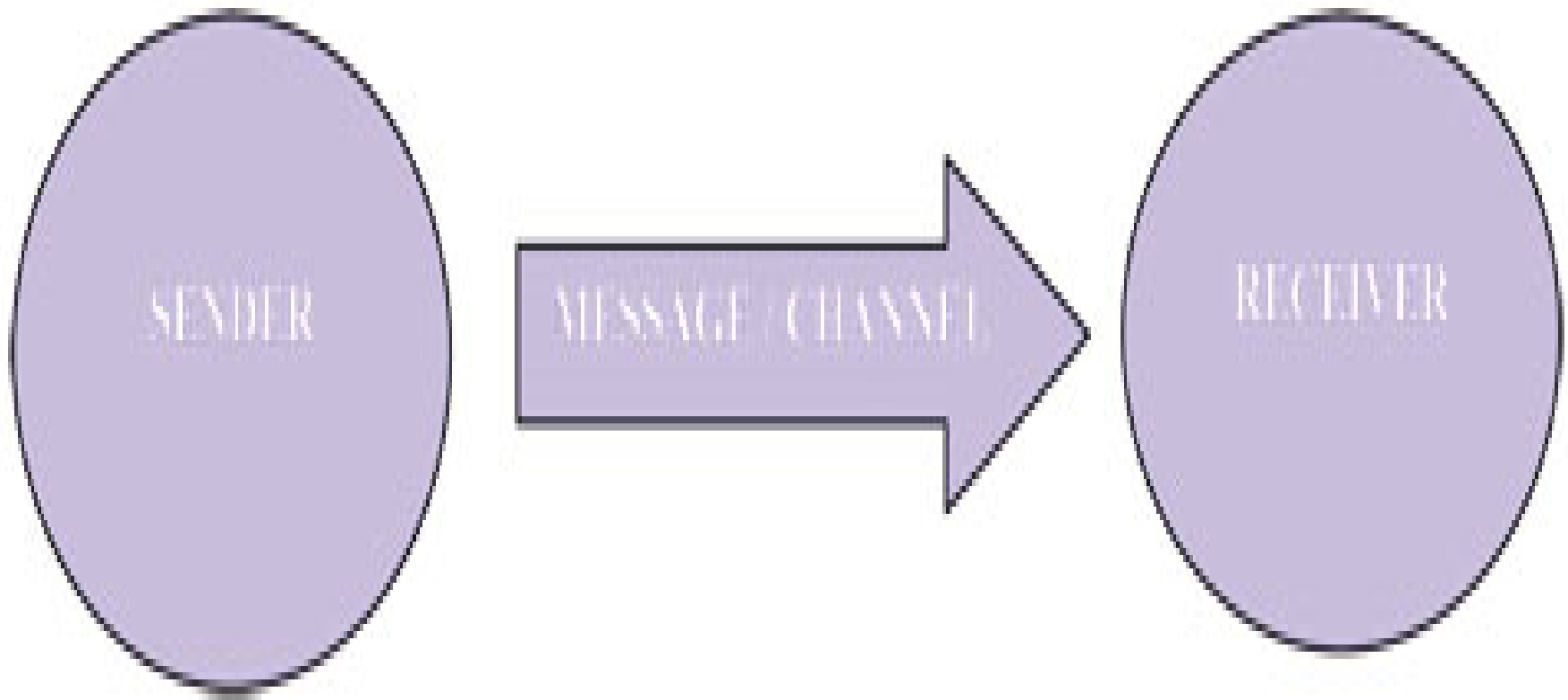
a) One-way Communication

- A **one-way communication** is where there is no facility and/or expectation of a reply or feedback.



- One-way communication is linear and limited because it occurs in a straight line from sender to receiver and serves to inform, persuade or command.







Advantage

- ✓ It is simple
- ✓ quick
- ✓ cheap
- ✓ Sender has no problem, they can carry on their work and not have to worry about anything



Disadvantages

- ✓ It allows no clarification or opportunity to correct inaccuracies and this may cause frustration in the receiver.
- ✓ It is often associated with authoritarian leadership and downward channels of communication.



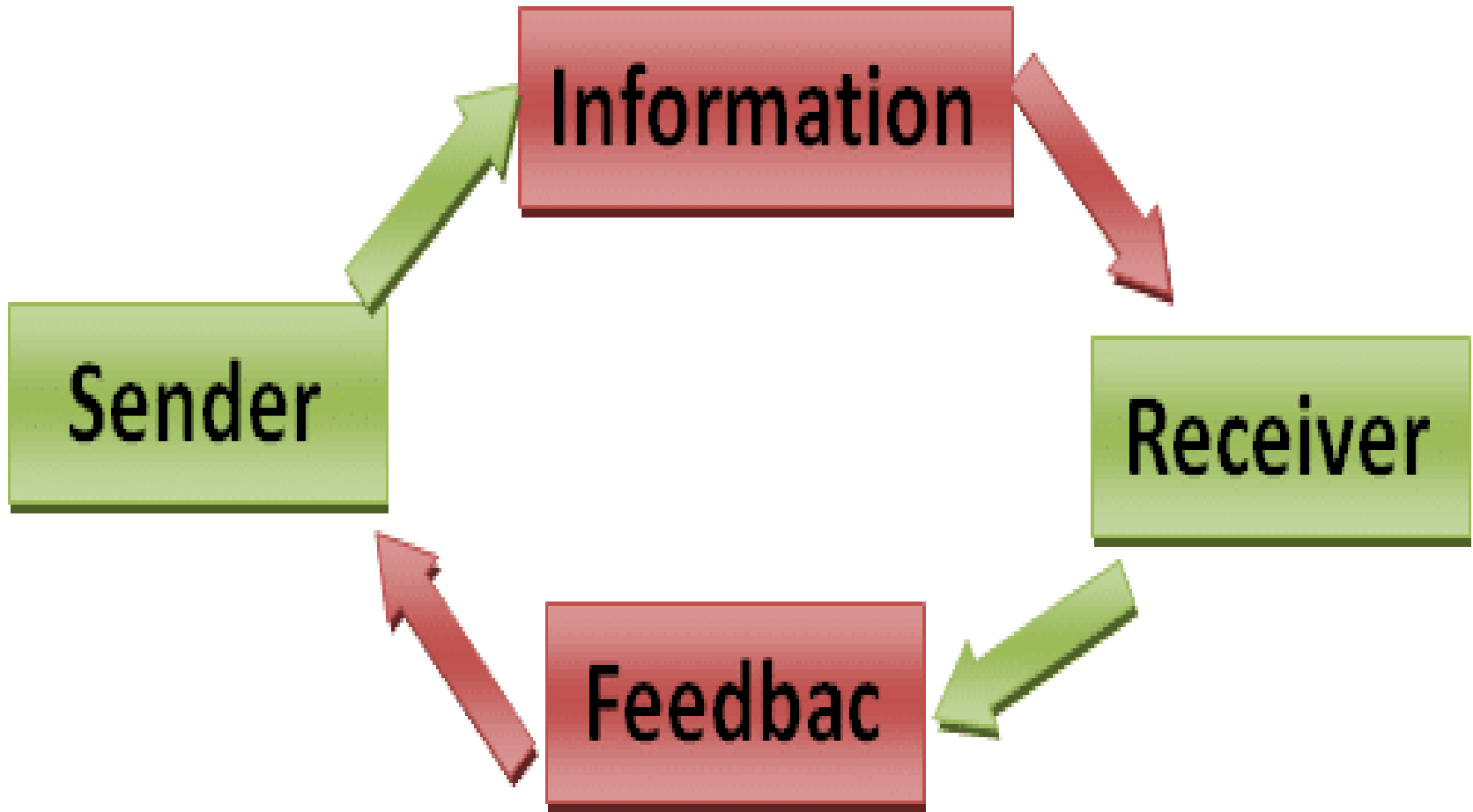
b) Two-way Communication

- Two-way communication is more time-consuming because the receiver has the opportunity to feedback and to question what has been said or written.
- The receiver is invited to contribute to the process so this kind of communication is often associated with democratic forms of leadership.



- If the message is complex, two-way communication is far more effective, and probably accurate, than one-way communication.
- Two-way communication always includes feedback from the receiver to the sender and lets the sender know the message has been received accurately.





Advantages

- In two-way communication, communication is negotiated.
- Both sender and receiver listen to each other, gather information and are willing to make changes to work together in harmony.
- Their intent is to negotiate a mutually satisfactory situation.



Disadvantages

- The sender gets bothered and has to focus on what receiver wants more than what he or she wants
- Everyone has a different opinion and the sender has to work to make everyone happy



Effective communication



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Effective communication

- Communication needs to be **effective** and **efficient** for better and smooth functioning
- Effective communication is defined as:
 - *Communication between two or more persons in which the intended message is properly encoded, delivered through appropriate channel, received properly decoded & understood by the recipient(s)*

Cont'

- Therefore, it means that communication is not mere talking, chattering or blabbering in a nonsensical manner.
- But It is systematic process with an objective that a piece of communication aims to achieve.



Cont'

- Hence , communication is said to be effective when all the parties (sender and receiver) in the communication,
 - a) Assign similar meanings to the message
 - b) listen carefully to what all have been said
 - c) make the sender feel heard and



Characteristics of Effective Communication

- The major characteristics are as follows –
 - a) Completeness of the Message
 - b) Clearness and Integrity of the Message
 - c) Conciseness of the Message
 - d) Consideration of Physical Setting & recipient
 - e) Clarity of the Message
 - f) Courtesy to be Maintained
 - g) Correctness of the Message



Cont'

a)Completeness of the Message- must be complete so as not to baffle the recipient.

- Better communication helps in better decision-making by the latter.



Cont'

b) Clearness and Integrity of the Message

- The message to be conveyed or sent must have clarity and integrity for better understanding.

- Clarity of thoughts and ideas enhances the meaning of the message.

- The pith and substance of the message

should be based on honesty and accuracy.



Cont'

c) Conciseness of the Message

- The intended message must be free from verbosity and should be so written that it is intelligible at the first sight.
- Short and intelligible message sent to the receiver is ever appealing and comprehensible.
- It saves time and cost as it is understood at

Cont'

d) Consideration of Physical Setting & Recipient

- In order to make communication more effective, the overall physical setting, i.e., the media of communication and the work environment, must be considered.
- The content of the message must take into account the attitude, knowledge, and position,

Cont'

e) Clarity of the Message

- The message should have clarity of thoughts and ideas in order to be understood clearly.
- Clear message makes use of exact, appropriate and concrete words and symbols.



Cont.'

f) Courtesy to be Maintained

- The sender's message should be so drafted or prepared that it should be polite, reflective, and enthusiastic.
- It must show the sender's respect for the receiver and be positive and focused at the receiver.



Cont'

g) Correctness of the Message

- The drafting of the message should be done in such a manner that the final message doesn't have any grammatical errors and repetitions of sentences.
- The message should be exact, correct and well-timed.



Cont'



**7 Cs
for
EFFECTIVE
COMMUNICATION**

7 C's

- Correctness
- Clarity
- Conciseness
- Completeness
- Consideration
- Concreteness
- Courtesy

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Advantages of Effective Communication

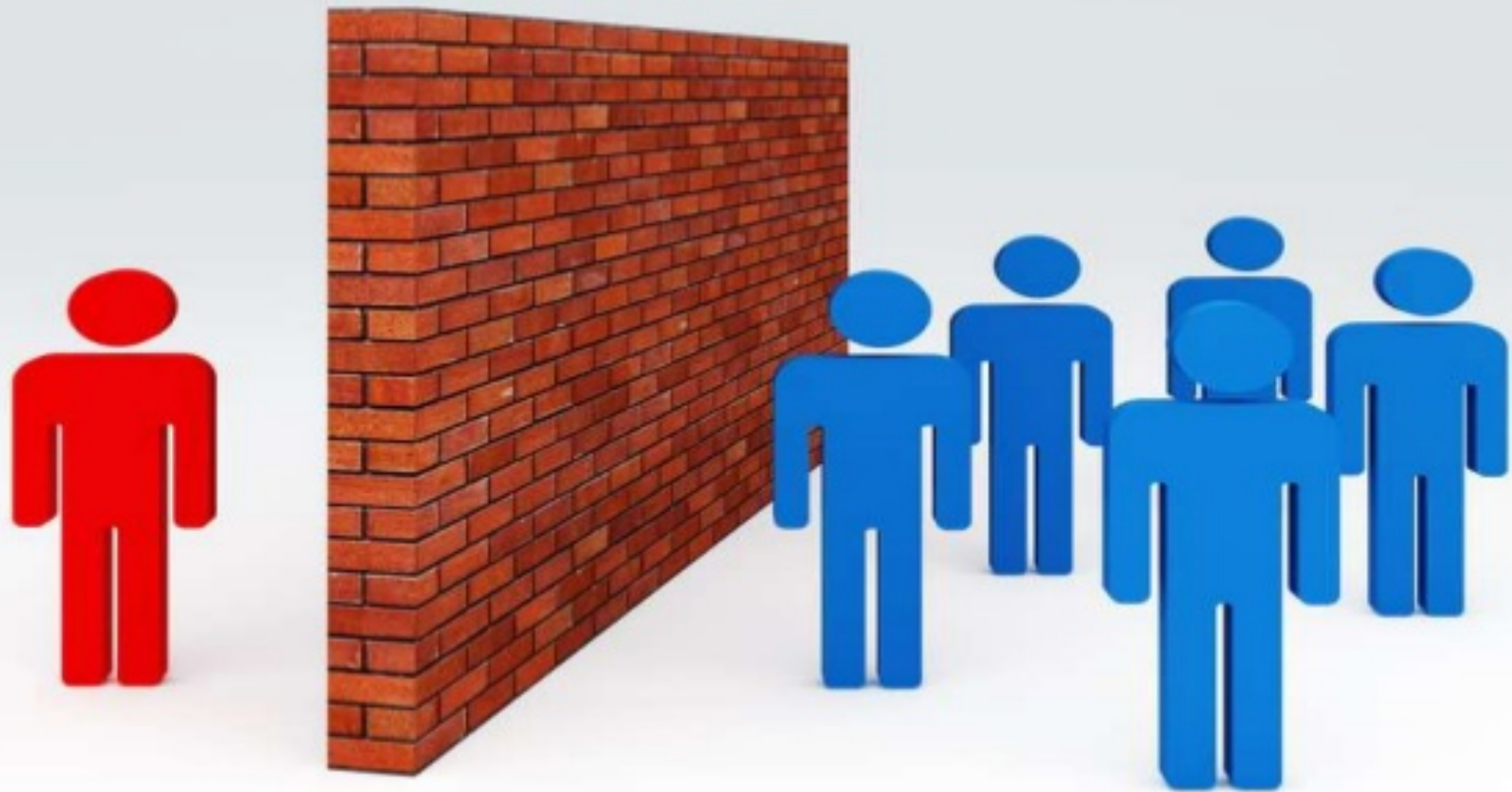
- 1) Excellent communication skills prevents misunderstanding. It gives clarity and direction.
- 2) Effective communication skills provide clear and defined policies thus helps organization to be successful.
- 3) Effective interpersonal communication skills such as listening skills, making eye contact

4) If you are an effective communicator helps to make understand and understood things. It gives self satisfaction

5) If you have good communication skills you are able to communicate a goal in an organisation. The people you communicate will perform their jobs more effectively.



Barriers to effective communication



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Barriers To Effective Communication

- 1) Semantic barriers
- 2) Organizational barriers
- 3) Psychological or emotional barriers
- 4) Personal barriers
- 5) Cultural barriers
- 6) Gender barriers
- 7) Perceptual barriers



Cont'

8) Language Barriers

9) Environmental barriers

10) Physical Barriers

11) Physiological Barriers



DIFFERENT TYPES OF BARRIERS

(CONTINUED...)



6



a) **Physical Barriers**: It has to do with poor or outdated equipment used during communications, background noise, poor lighting, temperatures that are too hot or too cold.

b) **Emotional Barriers** : emotions like anger or sadness can taint objectivity.

-Being extremely nervous, having a personal agenda or “needing to be right no matter



c) Language:

✓ Also people speaking the same language can have difficulty understanding each other if they are from different generations or from different regions of the same country.

✓ Slang, professional jargon and regional colloquialisms can even hurt communicators with the best intentions.



Cont.'

d) Physiological Barriers: ill health, poor eyesight or hearing difficulties, pain.

e) Organisational Barrier : institutions can have organization structures that are not clear, which can make communications difficult.

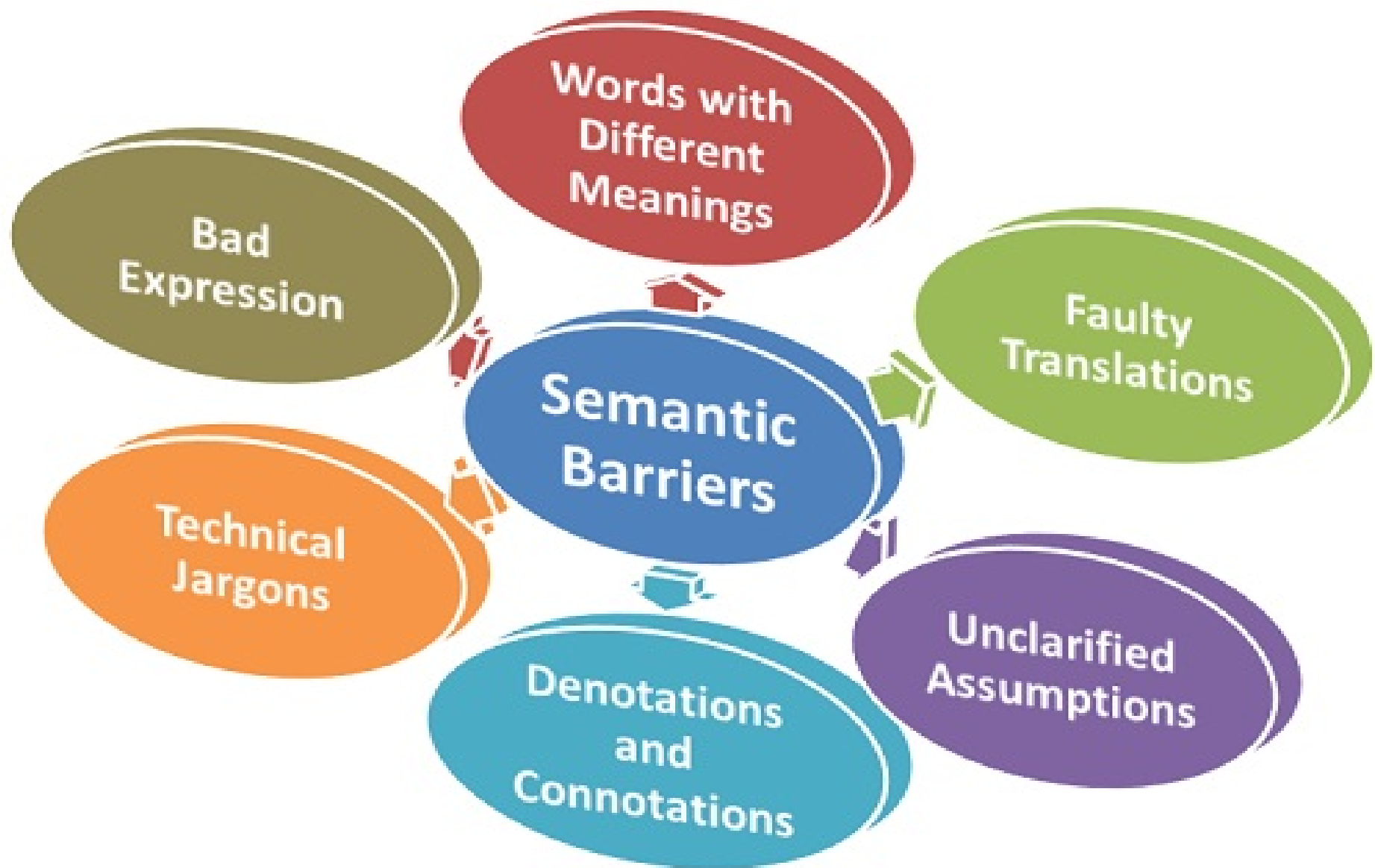
✓ Also to blame for faulty communications are bad information systems, and lack of supervision or training of the people involved.



f) Cultural Noise: people sometimes make stereotypical assumptions about others based on their cultural background.

g) Semantic Barriers refers to the misunderstanding between the sender and receiver arising due to the different meanings of words, and other symbols used in the communication.





Modes of communication



a) Intrapersonal communication

- Can be defined as communication with one's self
- It may include:

a) self-talk

b) acts of imagination

c) visualization,

d) even recall and memory





Includes:

- 42 Editable slides
- 25 Colorful pages to print as word wall posters
- 2 Videos
- Classroom assignment
- Personality test



Example 1

- You read on your cell phone screen that your friends are going to have dinner at your favourite restaurant. What comes to mind? Sights, sounds, and scents? Something special that happened the last time you were there? Do you contemplate joining them? Until the moment when you hit the “send” button, you are communicating with yourself.

- During intrapersonal communication all the interaction of the basic component of communication process occurs within the individual
- i.e., source, receiver, message, channel, feedback, environment, context, and noise



Explanation

- Perhaps, as you consider whether to leave your location & join your friends (restaurant), you are aware of all the work that sits in front of you.
- You may hear the voice of your boss, admonishing you about responsibility and duty
- On the other hand, you may imagine the



- From the illustration, from planning to problem solving, internal conflict resolution, evaluations & judgments of self and others, we communicate with ourselves through intrapersonal communication.
- All this interaction takes place in the mind without externalization, and all of it relies on previous interaction with the external world.



Key Takeaway

- **In intrapersonal communication, we communicate with ourselves.**



Exercises

1st column

1) Describe what you are doing, pretending you are another person observing yourself. Write your observations down. Discuss the exercise with your classmates.



2nd column

2) Think of a time when you have used self-talk—for example, giving yourself “I can do this!” messages when you are striving to meet a challenge, or “what’s the use?” messages when you are discouraged. Did you purposely choose to use self-talk, or did it just happen? Discuss your thoughts with classmates.



2nd column

3) Take a few minutes and visualize what you would like your life to be like a year from now, or five years from now. Do you think this visualization exercise will influence your actions and decisions in the future? Compare your thoughts with those of your classmates.



b) Interpersonal Mode

- ✓ Two-way communication between individuals using receptive skills (listening and reading) and productive skills (speaking and writing).
- ✓ The Interpersonal Mode is characterized by active negotiation of meaning among individuals.
- ✓ Participants observe and monitor one another to see how their meaning and

Cont'

- ✓ Adjustments and clarifications can be made accordingly.
- ✓ As a result, there is a higher probability of achieving the goal of successful communication in this mode than in the other two modes.
- ✓ The interpersonal mode is most obvious in conversation



- ✓ However, both the interpersonal & negotiated dimensions can be realized through reading & writing, such as the exchange of personal letters or of electronic mail (e-mail) messages.



Interpersonal communication



C) Mass Communication

- ✓ It is a process of transmitting message to a large number of scattered audiences.
- ✓ Through mass communication, information can be transmitted quickly to a large number of people who generally stay far away from the sources of information.
- ✓ Mass communication is done through radio, television, newspaper, magazine, leaflets etc.



- ✓ Therefore Mass communication is a process of sending a message, thought and attitude through some media at a time to a large number of heterogeneous audiences



- Mass communication must contains at least following five things:
 - a) Large audience
 - b) Similar audience exists
 - c) Some form of message reproduction
 - d) Quick distribution of message
 - e) Low unit cost to the customers.
 - f) The Flow Of Mass Communication



Kinds/ Types Of Communication

a) Verbal Communication

✓ Verbal communication can also be called as Oral communication.

✓ In very simple terms, any communication that happens orally between people is known as verbal communication.



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- ✓ The objective of such communications is to ensure that people understand whatever you want to convey.
- ✓ Because of its very nature, verbal communications is more quick and precise than email communication
- Normally, a verbal communication takes place in real time



Cont'

- ✓ In the era of messaging people still prefer personal meetings or phone calls ([skype](#) calls) because they are effective and convenient
- ✓ The higher up an organization you go, the better should be the verbal skills that you have.
- ✓ It is because you need to ensure speech is

- ✓ An M.D may be giving a television interview which is being watched by stakeholders
- ✓ Their speech and verbal communication need to be precise so that they are not misunderstood.
- ✓ Even in tough times, the verbal communication skills of these leaders play a major part in consoling the crowd.





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b) Written Communications

✓ In contrast to verbal communications, written business communications are *printed messages*.

✓ Examples of written communications include memos, proposals, e-mails, letters, training manuals, and operating policies.

✓ They may be printed on paper, handwritten, or appear on the screen.



- ✓ Written communication, by contrast, can be constructed over a longer period of time.
- ✓ Written communication is often asynchronous (occurring at different times).
 - That is, the Sender can write a Message that the Receiver can read at any time, unlike a conversation that is carried on in



- ✓ A written communication can also be read by many people (such as all employees in a department or all customers).
- ✓ It's a "one-to-many" communication, as opposed to a one-to-one verbal conversation.
- ✓ There are exceptions, of course: a voicemail is an oral Message that is asynchronous.



C) Non-verbal communication

- ✓What you say is a vital part of any communication.
- ✓But what you *don't say* can be even more important
- ✓Research also shows that 55% of in-person communication comes from nonverbal cues like facial expressions, body stance, and tone of voice



- According to one study, only 7% of a Receiver's comprehension of a Message is based on the Sender's actual words; 38% is based on paralanguage (the tone, pace, and volume of speech), and 55% is based on *nonverbal cues* (body language) (Mehrabian, 1981).



- Research shows that nonverbal cues can also affect whether you get a job offer.
- Judges examining videotapes of actual applicants were able to assess the social skills of job candidates with the sound turned off.
- They watched the rate of gesturing, time spent talking, & formality of dress to determine which candidates would be the



- ✓ For this reason, it is important to consider how we appear in business as well as what we say.
- ✓ The muscles of our faces convey our emotions.
- ✓ We can send a silent message without saying a word.
- ✓ change in expression can change emotional state



- Before an interview, for example, if we focus on feeling confident, our face will convey that confidence to an interviewer.
- Adopting a smile (even if we're feeling stressed) can reduce the body's stress levels.
- To be effective communicators, we need to align our body language, appearance, and tone with the words we're trying to convey.



Elements of Non-Verbal Communication

“It’s not what you say, it’s how you say it”

- ✓ This saying is given new meaning when you think about it in terms of body language.
- ✓ In addition to words spoken, you need to be aware of seven key things that convey



Elements of Non-Verbal Communication

1) Facial Expressions.

- ✓ Facial expressions are universal across all cultures and nationalities.
- ✓ They express emotions: happiness, sadness, anger, surprise, fear & disgust to name a few.
- ✓ You do not have to understand the verbal language to understand the non-verbal

2) Body Movements and Posture

✓Your stance, posture, the way you walk, even subtleties such as the way you hold your head all convey an unspoken message.

3) Gestures

✓We wave, point, beckon, and use our hands when we are arguing or speaking animatedly

✓we express ourselves with gestures often without thinking.



Cont'

- ✓ However, the meaning of gestures can be very different across cultures and regions
- ✓ so it is important to be careful to avoid misinterpretation.

4) Eye Contact.

- ✓ Eye contact is an important form of nonverbal communication.



Cont'

- ✓ The way you look at someone communicates interest, affection, hostility, or attraction.
- ✓ Eye contact is also important in maintaining the flow of conversation and for gauging the other person's response.




5) Touch.

Cont'

✓ Touch is another important part of nonverbal com.

✓ Think about what the following conveys:

- a firm handshake
- a timid tap on the shoulder
- a warm bear hug,
- a reassuring pat on the back
- a patronizing pat  on the head

cont

6) Space.

- ✓ We all have a need for physical space
- ✓ That need differs depending on the culture, the situation, and the closeness of the relationship.
- ✓ You can use physical space to communicate many different nonverbal messages, including signals of intimacy, aggression, dominance, or

7) Voice.

- ✓ Nonverbal speech such as tone, pitch, volume, inflection, rhythm, and rate are important communication elements.
- ✓ When we speak, other people “read” our voices in addition to listening to our words.
- ✓ These nonverbal speech sounds provide subtle but powerful clues into our true feelings and what we really mean.



Cont'

- ✓ Think about how tone of voice, for example, can indicate sarcasm, anger, affection, or confidence.



summary

- ✓ Successful nonverbal communication depends on self-awareness & an understanding of the cues you are sending and reading the cues others are sending
- ✓ If you are planning what you are going to say next, daydreaming, or thinking about something else, you may miss nonverbal cues & other subtleties





Importance of non-verbal communication

- ✓ Important in expressing our emotions
- ✓ Communicating interpersonal relationships
- ✓ Reflects individual's personality.
- ✓ non-verbal communication is main supporter of verbal interaction. In fact they supplement each other and give full meaning.
- ✓ Plays greater role in performing rituals such as greetings and goodbyes.



d) Interview

- It is a face-to-face interaction between interviewee and interviewer
- If handled carefully, it can be a powerful technique in having accurate information
- . At the same time, if the interview is not handled carefully, it can be a source of bias, restricting or distorting the flow of communication.



Objectives of Interview

- 1) Verify the information
- 2) Obtain additional information
- 3) Gives the candidate necessary facts & information
- 4) Establish mutual understanding



E) Public Speaking

- It's a presentation given live before an audience.
- Public speeches cover a wide variety of different topics
- The goal is to educate, entertain, influence listeners
- Often, visual aids such as slideshow are used to supplement the speech and make it



Cont'

- A public speaking presentation is different from an online presentation
- online presentation may be viewed and/or listened to at the viewer's convenience, while a public speech is limited to a specific time or place.



The Benefits of Public Speaking

- Improves confidence
- Better research skills
- Stronger deductive skills
- Ability to advocate for causes



How to Become Better at Public Speaking

- ✓ Public speaking is a skill & it can be learned.
- ✓ While some people may have more natural speaking ability than others, or a more pleasing voice, or are more charismatic—anyone who can speak can learn to be a better public speaker than they are right now.



Cont.'

- To help you become better at public speaking, we'll take a look at these four areas:
 - a) Writing the speech
 - b) Overcoming a fear of speaking
 - c) Practicing the speech
 - d) Giving the speech



cont'

1. Write an Effective Speech

- ✓ The first thing you'll want to do is work on writing a well-organized, engaging speech.
- ✓ Because even if you've got a great speaking voice or a great deal of charisma, you won't give a good speech if your material isn't any good.



2. Overcome the Fear of Speaking

- ✓ Fear of public speaking is very real and can hold you back.
- ✓ If you don't feel confident when giving your speech, your listeners may pick up on that, making your presentation less effective.
- ✓ Fortunately, there are some techniques that'll help most people manage their fear



3. Practice the Speech

- ✓ Even if not afraid of public speaking, practicing speech is still an important step to having an effective speech.
- ✓ If you're in a rush, you may be tempted to skip practicing your speech to save time.
- ✓ While skipping practice may seem like a good idea, it's really not.



- By practicing speech not only does it improve public speaking skills, but it also increases familiarity with the presentation
- Thus making it more likely that your speech will go smoothly.
- Watch recordings of your speeches



- **4. Give the Speech**
 - ✓ Engage with your audience
 - ✓ Pay attention to body language
 - ✓ Think positively



- **Listening skills**



“The most basic and powerful way to connect to another person is to listen. Just listen. Perhaps the most important thing we ever give each other is our attention”



Listening

- ✓ Listening is the ability to accurately receive and interpret messages in the communication process.
- ✓ Listening is key to effective communication.
- ✓ Without the ability to listen effectively, messages are easily misunderstood
- ✓ As a result, communication breaks down and the sender of the message can easily become

- ✓ If there is one communication skill you should aim to master, then listening is it.
- ✓ Good listening skills can lead to
 - better customer satisfaction
 - greater productivity with fewer mistakes
 - increased sharing of information that in turn can lead to more creative and innovative work



Benefits In Our Personal Lives

- A greater number of friends and social networks
- Improved self-esteem and confidence
- Higher grades at school and in academic work
- Better health and general well-being.
- Studies have shown that, whereas speaking raises blood pressure, attentive listening can



- **Note!!!!**
- Listening is Not the Same as Hearing
- Hearing refers to the sounds that enter your ears.
- It is a physical process that, provided you do not have any hearing problems, happens automatically.



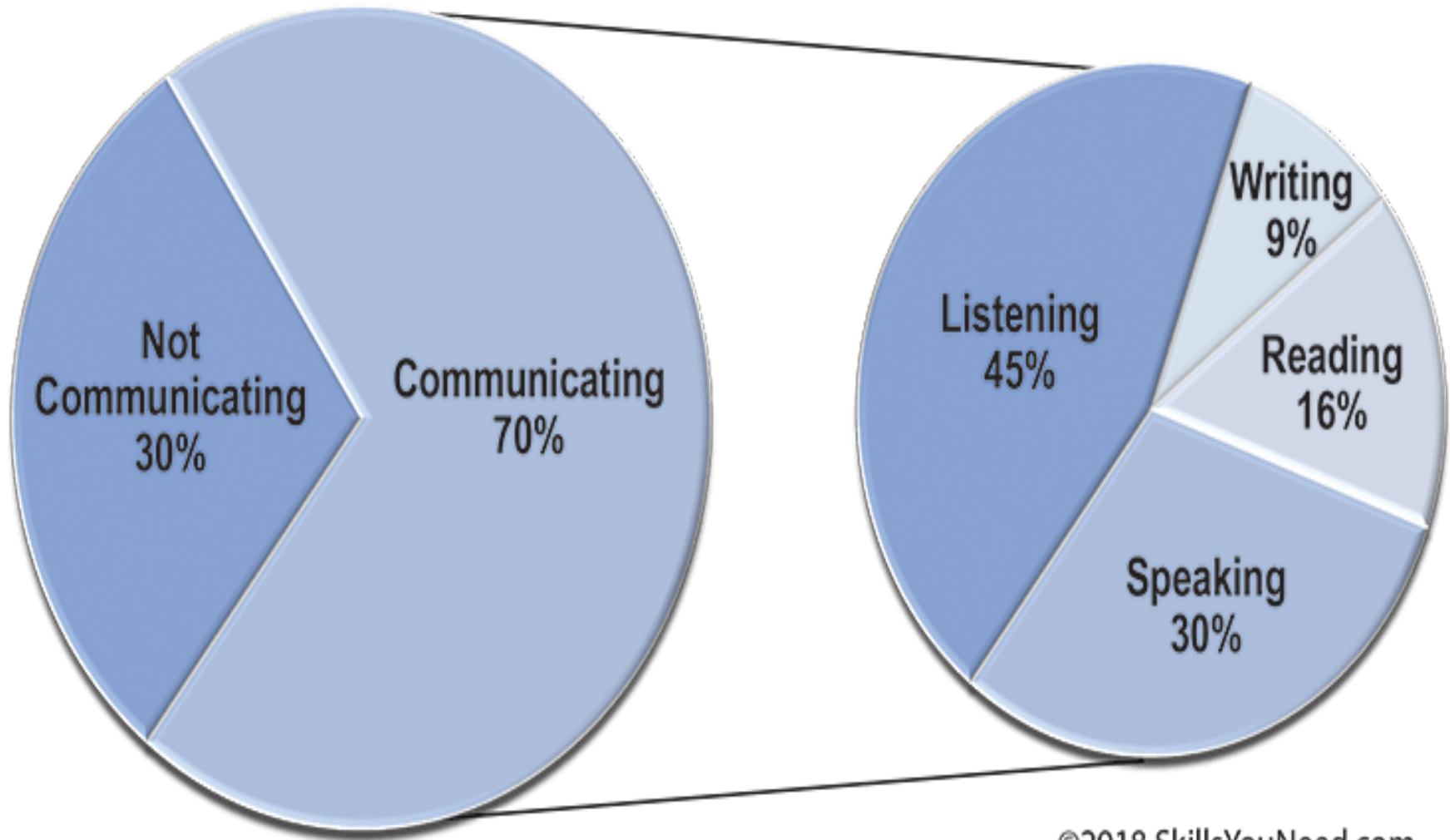
- **Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.**
- Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses their body.
- It means being aware of both verbal and non-verbal messages.



- Listening is not a passive process.
- In fact, the listener can, and should, be at least as engaged in the process as the speaker.
- The phrase '*active listening*' is used to describe this process of being fully involved.



Time Spent Communicating



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- ✓ Adults spend an average of 70% of their time engaged in some sort of communication.
- ✓ Of this, (45%) is spent listening compared to 30% speaking, 16% reading and 9% writing (Adler, R. et al. 2001).
- ✓ That is, by any standards, a lot of time listening.
- ✓ It is worthwhile, therefore, taking a bit of extra time to ensure that you listen effectively.



The Purpose of Listening

1. To gain a full and accurate understanding into the speaker's point of view and ideas.
2. To critically assess what is being said.
3. To observe the non-verbal signals accompanying what is being said to enhance understanding.
4. To focus on the messages being communicated, avoiding distractions and preconceptions.



5) To show interest, concern and concentration.

6) To encourage the speaker to communicate fully, openly and honestly.

7) To develop an selflessness approach, putting the speaker first.



Barriers to Effective Listening

1) Distractions

2) Difference between average speech rate and average processing rate.

-Average speech rates are between 125 and 175 words a minute whereas we can process on average between 400 and 800 words a minute.



-It is a common habit for the listener to use the spare time while listening to daydream or think about other things, rather than focusing on what the speaker is saying.

4)Clarity of what the speaker is saying

-Generally it is easier to focus if the speaker is fluent in their speech, has a familiar accent, and speaks at an appropriate loudness for the situation.



-It is more difficult, for example, to focus on somebody who is speaking very fast and very quietly, especially if they are conveying complex information.

5) We may also get distracted by the speaker's personal appearance or by what someone else is saying, which sounds more interesting.



Improving listening skills

- ✓ The following ten guidelines, adapted from Thill and Bovee's book, will help you become a better listener:



1. **Minimize both internal and external distractions.**
2. **Adjust your listening to the situation.**
3. **Show you're listening by your nonverbal communication..**
4. If you're listening to a speech or attending a business meeting, **determine the most important points and develop a method to remember them.** You might repeat them



5. When you're listening to a friend with a problem, **demonstrate empathy**. Show her you understand what she is going through.

6. Realize that people don't necessarily want you to solve their problem. They may simply want to share how they are feeling. **Save advice for another time**, unless you're asked for it.



Cont'

7. Don't interrupt. Let the person finish what he is saying before you explain your point

8. Don't prejudge a person's message by the way he looks. You can learn something from anyone.

9. Stay focused on the subject. It's easy to let your mind wander, especially if the subject isn't important to you. **Train yourself to concentrate.**

10. Remain clearheaded, even if the topic is emotional.

- When emotions become involved, you may end up in the middle of a shouting match, which will resolve nothing.
- Present your points calmly. You'll gain credibility by doing so.



Patterns of communication



Introduction

- ✓ Communication means transferring messages from one to another
- ✓ It is classified into verbal, non-verbal and written
- ✓ It has several forms such as intrapersonal, interpersonal, group and mass communication.
- ✓ When it comes to group communication it

- ✓ In other words, comm. Pattern are the communication links in work teams according to the organizational structures.
- ✓ The patterns are related to **work efficiency** and **who is responsible towards whom** or who talks to whom.
- ✓ It also relates to satisfaction of group members and decision-making process.



- The communication patterns that have been given by Harold J. Leavitt for four-and-five member group are

a) circle

b) chain

c) wheel

d) Y

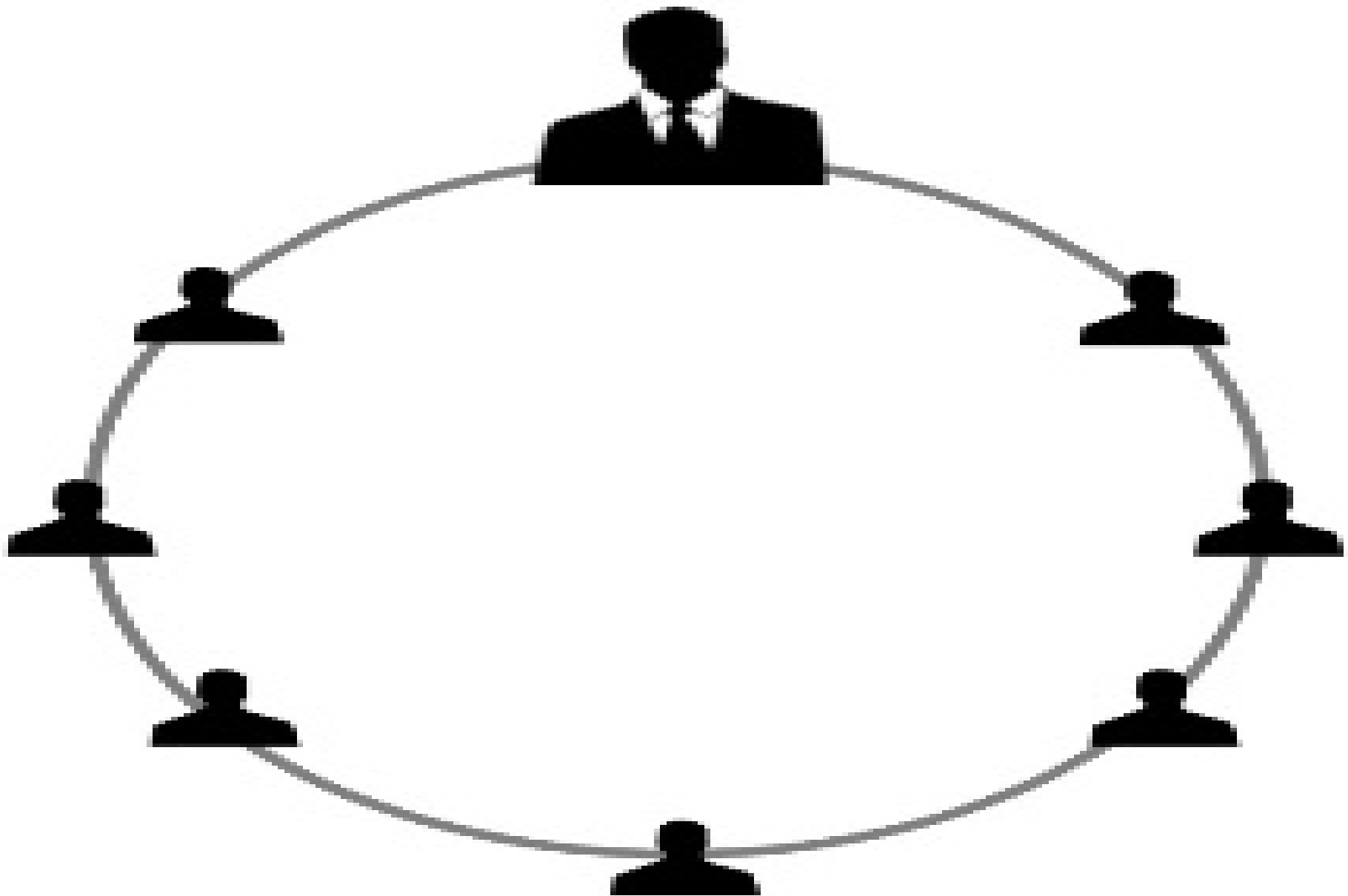
e) network



a) Circle

- In circle communication pattern, there is a leader and hierarchies in the group members.
- Here, the leader can only communicate to the members who are next to him/her like their direct subordinates.
- He/she cannot talk with any other members too, like the lowest level of workers.





A. Circle pattern



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b) Chain (line)

- Chain pattern of communication has similar problems as circle pattern as it also follows a certain chain of command.
- In the circle, a person can send a message that reaches all members of the group whereas, in the chain, it is either top to bottom level staffs or bottom to top level staffs.



- It is a one-way flow of communication.
- all members cannot communicate with the leader of the group like in a circle.
- So, the members might not get the exact message sent by the leader but an altered version of it.
- The leader won't even be aware what distorted message others lower in the command got.



c) Wheel (star)

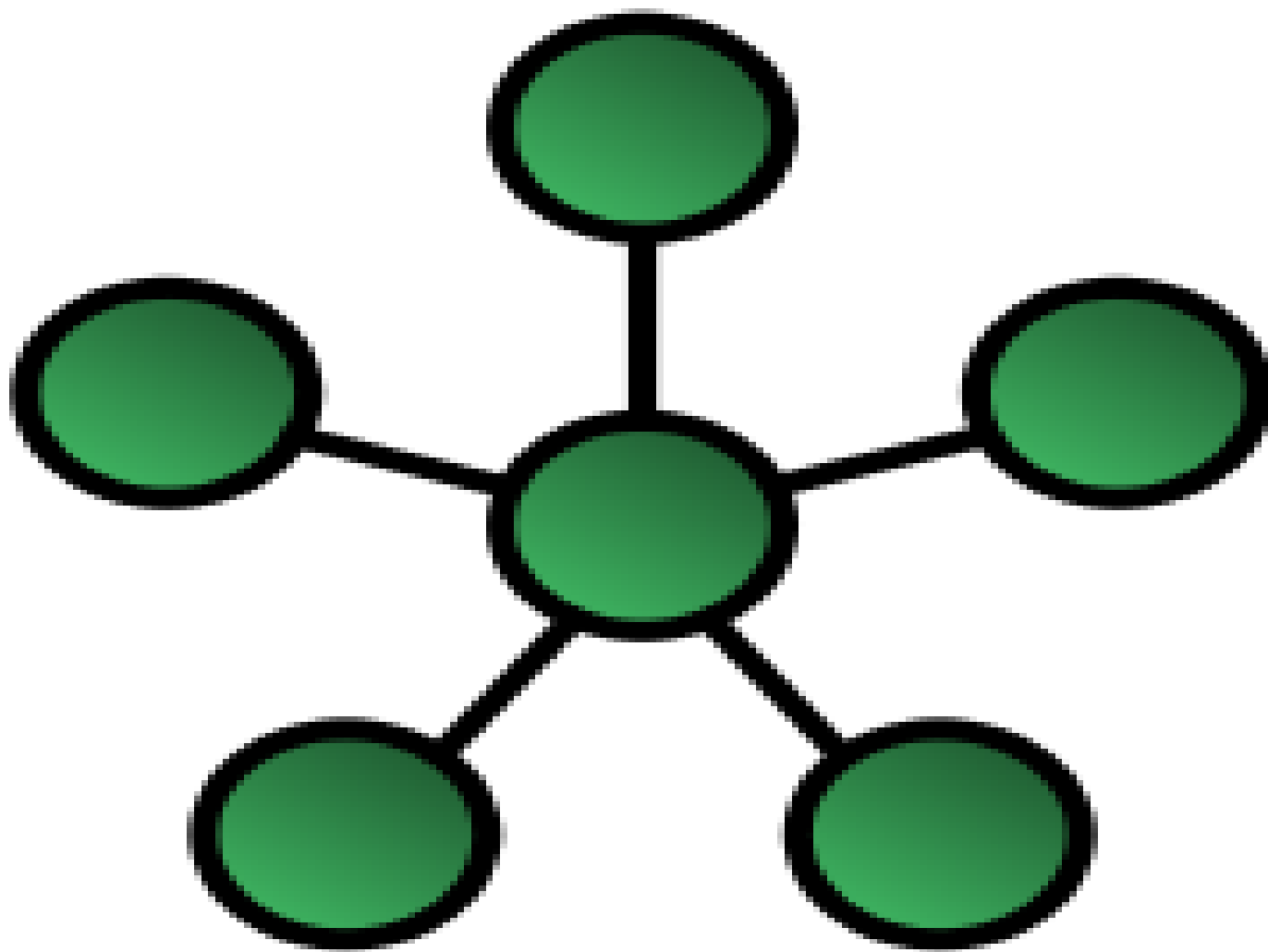
- In wheel pattern, there is a leader at the centre of all communication.
- All others are members that stand at the same level in the structure.
- Here, all members can communicate with the leader and vice versa.



Cont'

- But, members cannot interact with each other. Sometimes, members do not even know of the existence of other members of the same group.
- This pattern is taken as the best pattern of communication for any organization as a leader can have direct contact with all.





- Assignment Read and make notes on communication patterns
 - a) Y
 - b) network



- Directions of communication include
 - a) Vertical Communication
 - b) Horizontal Communication
 - c) Diagonal Communication
 - d) Grapevine Communication
- While the first three channels of communication are formal ways, the last one is an informal way of communication.

a) Vertical Communication

- Vertical communication can be divided into two categories i.e. **upward communication** and **downward communication**.
- Downward communication refers to communication that flows from the superior authority to the subordinate authority or from the higher level to the lower level.



Cont'

- It is the most important direction of comm. and the very nature of the organisation.
- No organisation can function without it.
- Downward communication is mostly used give instructions - both written and spoken, letters, memorandum, policy matters, speeches, meeting, information etc.



Cont'

- Upward communication refers to communication that flows from the **subordinate** to the **superior** or from the lower level to the upper level.
- It is mainly used by employees to give **feedback** about various responsibilities also to give suggestion
- It includes reports, proposals, suggestions,

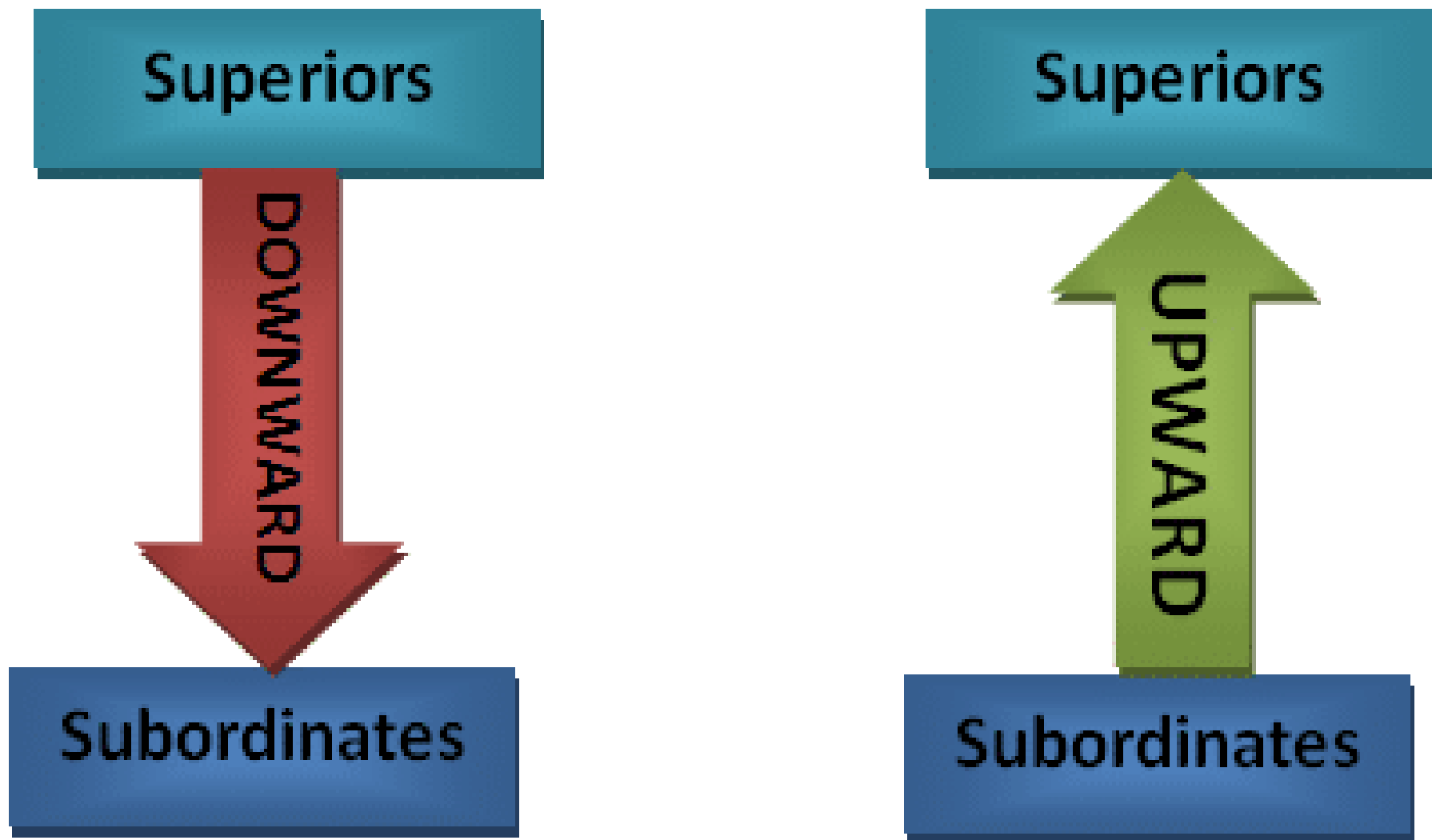


Fig: Vertical Communication Patterns



b) Horizontal Communication

- ✓ Takes place between two or more persons who are subordinates working in the same section or dept.
- ✓ It is a frequently used channels of communication to maintain coordination between people of the same level.
- ✓ In this process message flows **not only up and down but also sideways.**

Cont'

- During such interactions the views of each other are made known & decisions are arrived quickly.
- Here there is no superior or subordinate relationship.





HORIZONTAL



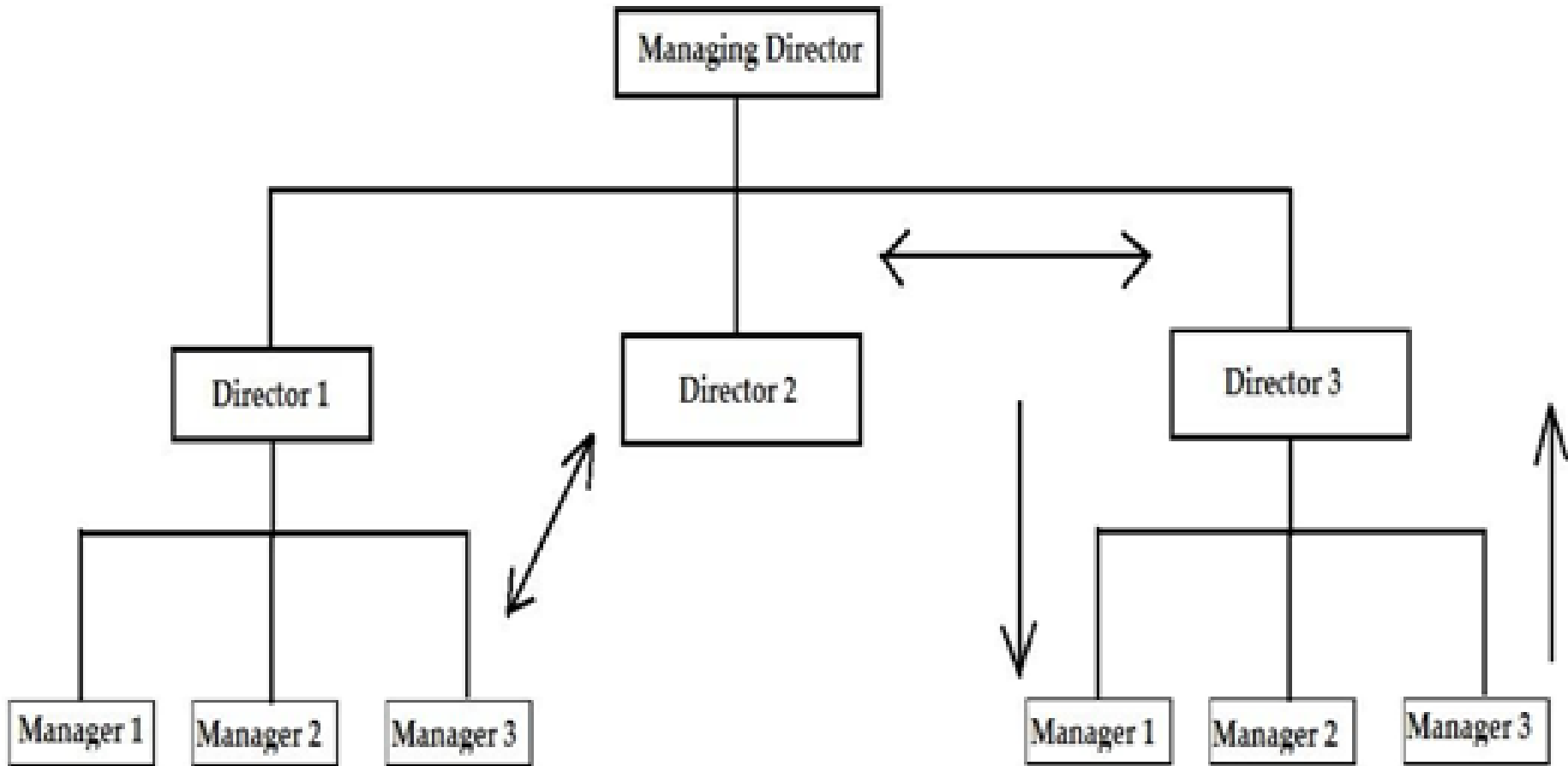
HORIZONTAL COMMUNICATION



c) Diagonal Communication

- ✓ It includes the **horizontal flow** of information as well as **interaction across different levels** of an organisation's hierarchy.
- ✓ Diagonal communication is used to speed up the flow of communication.
- ✓ It makes effective efforts for achieving organisational goals.





↑ = Vertical communication

↔ = Horizontal communication

↗ = Diagonal communication



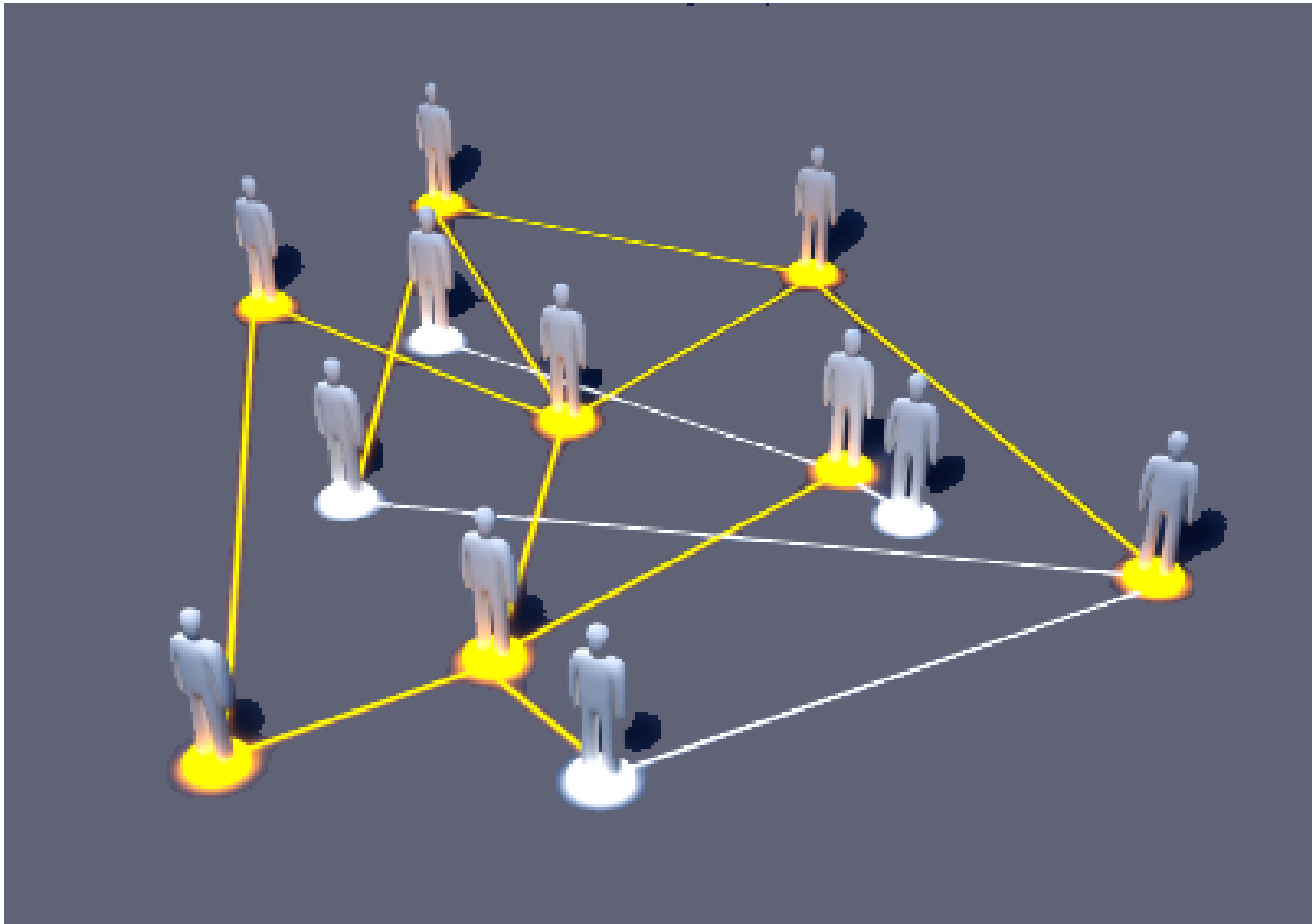
d) Grapevine Communication

- It is a type of informal business communications which develops within an organisation.
- It means gossip.
- Usually gossip that spreads and covers a lot of ground (a lot of people) like vines do.
- However there are disadvantages or limitations to grapevine communication.



- It has the potential to spread unnecessary gossips.
- It can be dangerous to the organisation if allowed to grow without monitoring.
- It may result in character assassination and personal vilification of individuals.
- It may provoke sudden unwanted and unexpected reactions from emotionally unstable people.





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- All the best in your studies.



5. To show interest, concern and concentration.



Notes

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