

Communication Skills

Chapter I

Lecture 1

Prepared By
Hazim Noman Abed
Hazimalgrtani@gmail.com

(1)

Introduction

- The term '**communication**' originates from the Latin word **communicare**, which means to share or impart.
- **Communication** is the process of exchanging of **facts**, **ideas** and **opinions** and a **means** that individuals or organizations use for sharing meaning and understanding with one another.
- In other words, it is the **transmission** and **interaction** of **facts**, **ideas**, **opinions**, **feelings** or **attitudes**.

Introduction

- **Communication** is an interdisciplinary concept as theoretically it is approached from various disciplines such as **mathematics, accounting, psychology, ecology, linguistics, systems analysis, etymology, cybernetics, auditing** etc.
- Communication enables us to do important things: **to grow, to learn, to be aware of ourselves and to adjust to our environment.**

Meaning and definition of communication

- Communication is a process, which involves **organizing**, **selecting** and **transmitting** symbols in an appropriate way to ensure the listener perceives and recreates in his own mind the intended meaning of the communicator
- Human beings have a compulsive urge to communicate with each other. Mutual understanding is not only based on communication but also is the core of human relations

Meaning and definition of communication

- Human have the power to express the communication in words. Sight, sound, touch, smell and taste are the modes of exchange of messages
- Communication is a two-fold process between two parties- the sender and the receiver. It involves an exchange and progression of ideas, knowledge and information towards achieve the desired goal of this communication.

Meaning and definition of communication

- Here are some definitions by organization or experts.
- *American Society of Training Directors:* Communication is the interchange of thought or information to bring about mutual understanding and confidence or global human relation.
- *Behind Brown:* Communication is the transmission and interchange of facts, ideas, feelings or course of action.

Meaning and definition of communication

- *Alien Louis A.:* Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It involves a systematic and continuous process of telling, listening and understanding.
- *Theo Haiemann:* Communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others some interesting comments about communication

Meaning and definition of communication

- *Davis:* "Process of passing information and understanding from one person to another... The only way that management can be achieved in an organization is through the process of communication".

Role of Communication in Business

- Communication plays a very important role in an organization. In fact, it is said to be the lifeline of the organization.
- Everything in the universe, human or otherwise are communicates; though the means of communication may be very different.
- Communication in an organization is inevitable. Departments communicate on a periodic basis regarding to daily activities and the organization's relationship with the external world.

Role of Communication in Business

- This is done via written and unwritten means, either planned or impromptu. It could be hierarchical, that mean, from top to bottom or vice versa. It could be formal and informal communication.
- In totality, communication in an organization is very complex and needs to be correctly managed ,handled and monitored to avoid mess, crisis or conflicts.

Role of Communication in Business

- The basic functions and roles of the management cannot be conducted without communication. Planning and organizing, coordinating, budgeting, monitoring, controlling, staffing, delegation; including marketing, production, financing, research and development, purchasing, selling, etc cannot be achieved their goals without communication.
- Communication plays a key role in meetings, annual general meeting ordinary meeting, urgent meeting, etc. The effectiveness of an organization also depends on the success of its meetings where goals to be achieved,

Role of Communication in Business

- If the ideas are not comprehended at meetings, The workers will not be able to understand the jobs assigned to them in order to achieve the goals of the organization
- Thus, the chairman or the top management of the meeting must be an effective speaker to ensuring that everyone got what has been discussed correctly.

Role of Communication in Business

- Therefore, everyone in an organization needs to have good communication skill, not the boss only.
- Thus, remove communication in an organization, we are going to have dead entity.

Objectives of Communication

- The basic objective of human communication is trying to elicit a reaction from the person we are trying to communicate with.
- From a business or commercial angle, if we observe any small or large business around us we will be able to notice that the amount of success the business has achieved mainly relies on its power of communication.
- Communication defines the level of success that the company has attained.

Objectives of Communication

- Following are a few of the main objectives of business communication.
- **Information:** The core objective of a business is to convey information and making individuals more up to date.
- For example: all the advertisement campaigns that we notice around us are an attempt to inform and convey the information regarding the product or services that offer by a company using different communication media such as verbal, written, visual or any other media.

Objectives of Communication

- The companies must have excellent knowledge regarding the market, their competitors, the government policies, the existing economic situation etc.
- However, in the recent times, because of the arrival of the World Wide Web, there has been a swift explosion in the quantity of information that is accessible to a company and that contribute effectively to the success of the work of the organization or company.
- A company not only acquires information but furthermore provides information as well, such as provide factual information about profits, quality of products, facilities provided to the workers or services rendered towards the community.

Objectives of Communication

2. *Motivation*: Communication in any organization is important to construct a proper working environment.

- Therefore, the communication between top management and the staff is essential to motivate the staff either by financial rewards or moral motivations to complete their tasks easily, proficiently and carry out their functions by themselves without supervision.

Objectives of Communication

- These achievement come from encourage the staff who work at a lower level in the organization to give their ideas in order to improve an organization's products.
- Thus, the success of the organization indicates to existence successful communication process between members of the organization

Objectives of Communication

3. Raising Morale: Another extremely significant objective of business communication (internal communication) is maintaining a feeling of the morale among the staff , So that they perform their tasks with more dynamic and flexibility as a team. This is a key aspect that can create a great impact on the success of a company.

- The morale is a psychological aspect in an organization, So the organization should have the ability to monitor the morale among staff to ensure that every thing in organization is working properly.

Objectives of Communication

4. Orders and instructions: is an oral or written rule can follow to start, end or adjusting an activity. This form of communication is internal and is executed within a company. Order may be in written or oral form.

- Written orders are given when the type of job is extremely vital or the person who would carry out the task is far off. Care must be taken at the time of handing out written orders; a copy of the order should always be maintained so that it is easy during the follow up.

Objectives of Communication

- Oral orders come into play at the time of urgency in the work and when the person is in close proximity.
- However, it is extremely vital to follow up in both the cases.

5. Education and training: Nowadays, communication can be additionally used in business to enhance the scope of knowledge. The goal of education is achieved by business communication on three levels (a) **Management** (b) **employees(Staff)** (c) **general public(Customers)**.

Objectives of Communication

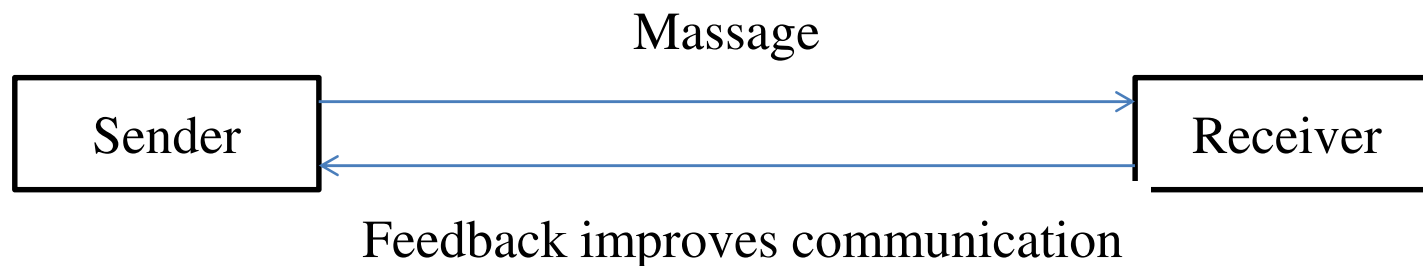
- A. **Education for future managers:** At this phase, the junior staff in the organization are taught to deal with vital assignments comprising of responsibility, so that they can achieve something more than their superiors in the long run.
- B. **Education for Beginners:** When new staff join an organization they are introduced by enlightening them in relation to the culture of the company, laws of discipline, work ethics etc. This is generally can be done by the training of new staff to work and harmony with the style of work of the Organization.

Objectives of Communication

C. **Educating the public**: This is can done by advertising, informative seminars, newspapers, journals to notify the audience regarding to the product, working style of the company and different plans presented by the company.

Nature of Communication

- The Nature of communication can be explained using following
- **Two-way process:** Communication can occur only when there are at least two individuals. As shown in fig 1.1, one person has to convey some message and another has to receive it.



Nature of Communication

- However, the receiver not necessarily be an individual. Information may be conveyed to a group of persons collectively. For example, in a classroom, the teacher conveys information to a group of students.
- If the receiver needs any clarification, he can ask the sender of message immediately, for example, face to face or telephonic conversation. Communication may carried by means of letters, circulars etc.
- If communication is conducted via post or email, the receiver may respond by a letter or as per the mode desired by receiver.

Nature of Communication

- **Knowledge of language:** For successful communication, it is essential that the receiver should have a comprehensive understanding of the message.
- In order to increase the possibility of effective communication, the senders must speak a language that the receiver is familiar with.
- For example, if the receiver cannot understand English and the sender conveys the ideas in English, the communication will inevitably be a failure.

Nature of Communication

- **Meeting of minds necessary:** The receiver must comprehend the intended meaning of the message that sender wants from receiver to understand.
- For example: if staff misconstrued the weekly target declared by a supervisor as a monthly target, There will be a dearth in the agreement.
- **The message must have content:** The gist of the message holds importance until the receiver shows interest in the subject matter.

Nature of Communication

- **Communication can also be conducted through gestures:** Communication should not necessarily be verbal or written. Certain gestures or actions can also describe an individual's willingness or understanding of a given problem. Nodding of heads, rolling of eyes, movement of lips etc., are some of the gestures used for convey certain basic ideas.

Nature of Communication

- **Communication is all-pervasive:** Communication is omnipresent; it exists in all levels of management. The top management conveys information to the middle management and vice versa. Similarly, the middle management conveys information to the supervisory staff and vice versa. There is flow of communication in all directions in a workplace.
- **Communication is a continuous process:** In every workplace, someone will always be conveying or receiving information in some form. Sharing or exchanging information is a continual process. As long as there is work, official or unofficial, communication will exist.

Nature of Communication

Communication may be formal or informal:

- **Formal communication follows the hierarchy** : In this case, official channel is established. For example, when a workers wishes to convey certain information to the production manager, it can be channelized only through the foreman. Therefor, the workers cannot exceeded the foreman and convey information directly to the production manager.
- **Informal communication does not follow the official channel**. It provides freedom for individuals to convey information to anybody else without considering the hierarchy. For example, discussion among friends.

Principles Of Communication

- Communication is a two-way process of giving and receiving information through any number of channels. There are certain basic principles that need to be followed while conversing informally with a colleague, addressing a conference or meeting, writing a newsletter article or formal report; they are as follows:
- Know your audience.
- Know your purpose.
- Know your topic.
- Anticipate objections.
- Present a rounded picture.

Principles Of Communication

- Achieve credibility with your audience.
 - Follow through on what you say.
 - Communicate a little at a time.
 - Present information in several ways.
 - Develop a practical, useful way to get feedback.
 - Use multiple communication techniques.
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- Communication is complex. When listening to or reading someone else's message, we often filter what's being said through a screen of our own opinions. One of the major barriers to communication is our own ideas and opinions.

Principles of Communication

We can concise these principles as follows:

- **Be direct and concise:** Be clear about the message and the subsequent meaning you wish to convey. Make your point upfront with minimal preamble.
- Communicate as directly, concisely and economically as possible, almost as if you have to pay attention for every word.

Principles of Communication

- Frankly, people do pay attention for every word- with their precious time and sharing of mind. Never lose sight of this principle.
- **Be honest and genuine:** Words are uttered and written by you. Therefore, from the wisdom and inspiration that these words should come from inside.
- If you are honest and genuine about your opinions and express them well, people will be attentive and respond with kindness.
- They will share and trust and feel comfortable doing business with you. In time, they will follow you, which is the essence of leadership. It occurs on an emotional level.

Principles of Communication

- **Be present and open:** Experience should be present at this moment. From the past you can learn and plan, but the present packs a tremendous amount of information and content.
- Its presence is momentary after and then it is gone. Listen attentively, not just to what people are saying, but also to the meaning and feeling behind the words. That is truly priceless.

Principles of Communication

- **Be confident but warned:** Be confident and strong in your views and statements, but remember that whomever you are communicating with has their own thoughts, feelings, perspectives, ideals and objectives.
- Do not shove things down their throats or threaten. That might elicit responses you did not expect or desire. Be apologetic only when you have truly behaved in a regretful manner.

Process of Communication

- Communication is a process of exchanging verbal and non verbal messages. It is a continuous process. Pre-requisite of communication is a message.
- This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in same terms as intended by the sender.
- The recipient must respond within a time frame. Thus, communication is a two way process and is incomplete without a feedback from the recipient to the sender on how well the message is understood by recipient.

Process of Communication

Fig. 1.2 shows the process of communication

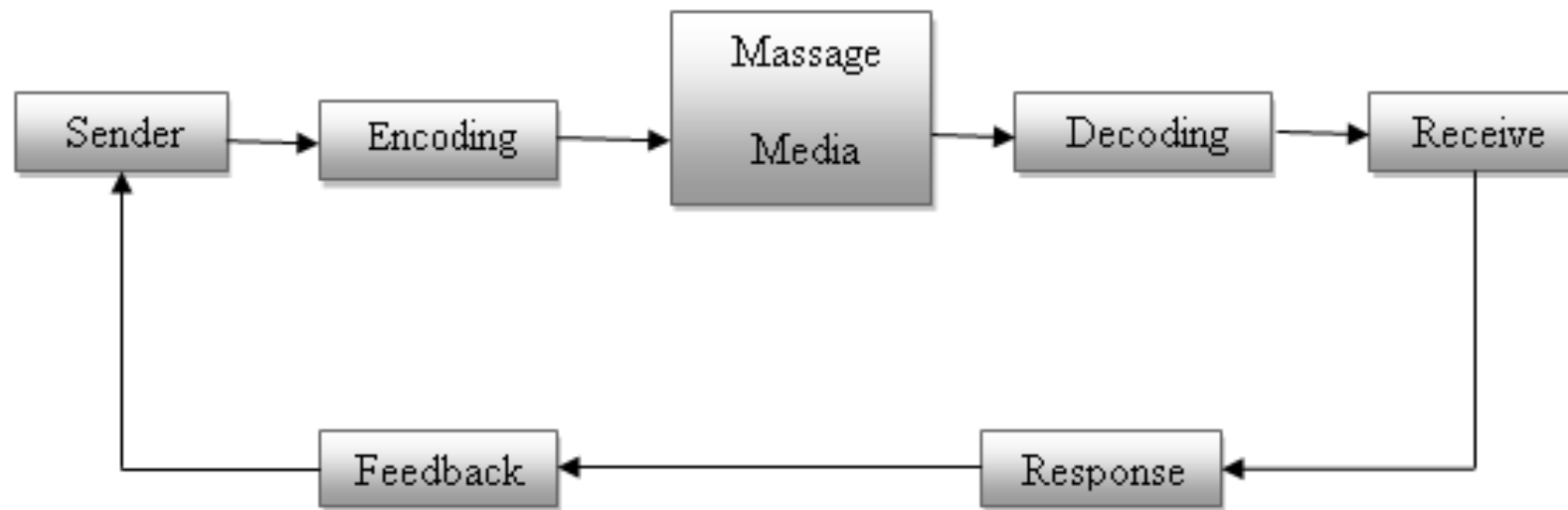


Fig 1.2: Communication process

Process of Communication

- **Context** - Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context. The sender chooses the message to communicate within a context.
- **Sender / Encoder** - Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response.

Process of Communication

- For instance - a training manager conducting training for new batch of employees. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message.
- **Message** - Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient.

Process of Communication

- Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.
- **Medium** - Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium for transmitting the message otherwise the message might not be conveyed to the desired recipients.
- The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient.

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Process of Communication

- This choice of communication medium varies depending upon the features of communication.
- For instance - Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared.
- **Recipient / Decoder** - Recipient / Decoder is a person for whom the message is intended / aimed / targeted.

Process of Communication

- The degree to which the decoder understands the message is dependent on various factors such as knowledge of recipient, their responsiveness to the message, and the trust of encoder on decoder.
- **Feedback** - Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder.
- Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.

Communication Process: Models and Theories

- There are many communication process models and theories available for understanding of how messages are communicated between two entities, including how messages are sent and received, and factors that can influence or affect changes in the meaning of message throughout the process.
- A linear view of communication: messages are encoded by a source and sent through a channel. Messages are then decoded by a receiver, who then sends the source feedback. Messages may be disrupted by noise.
- Schramm adds the factor of fields of experience of the sender and receiver, life experiences which can enhance communication when they overlap.

Communication Networks In an Organization

- An organization is a composite of various individuals working in unison towards a common goal. They are constantly interacting with each other and with people outside the company.

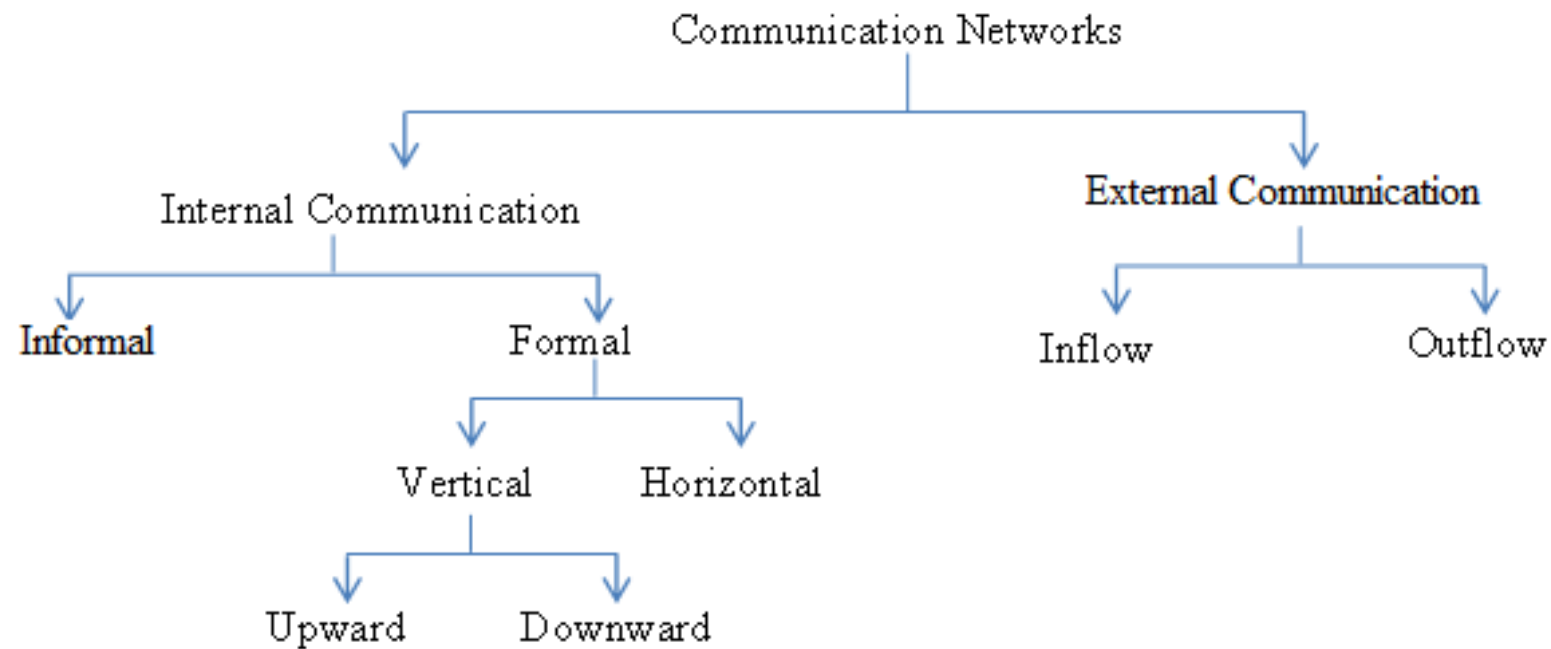
Network Functions

- Organizations have their origins in communication networks. The functions of communication networks include:
 - Providing the means for coordinating the activities of individuals, relationships, groups and other subunits within the organization.

Communication Networks In an Organization

- Providing mechanisms for directing the activities of the organization as a whole.
- Facilitating the exchange of information within the organization, and
- Ensuring the flow of information between the organization and the external environment in which it exists. Following figure shows the two types of communication network in an organization.

Communication Networks In an Organization



Communication Networks In an Organization

Network size

- One important differentiating characteristic of organization **is the size**. An increase in the number of individuals in a social unit dramatically increases the number of reciprocal communication linkages that are possible and necessary to connect the persons involved. This is a problem of major proportion within large organizations.
- In small groups, people can generally talk to whom they wish, about what they wish.

Communication Networks In an Organization

Internal Networks: Message flows within organizations:

- This type of networks includes two types formal and informal.

1. Formal communication

- The formal communication networks consist of two types of networks which are vertical and horizontal network.

Communication Networks In an Organization

A. Vertical Communication:

- **Downward Message Flows:**

- Formalized the lines of information that flow within organizations correspond closely with the lines of authority. The most familiar pattern of formalized information flow is from management to employees.
- Messages flow downward from persons in positions of relatively greater authority to others in the organization who report to them directly or through others.

Communication Networks In an Organization

- Messages transmitted downward generally serve one or more of the **following functions**:
 1. Specifying a task to be performed
 2. Providing instructions about how to perform a task
 3. Providing information about the reason for a particular task that needs to be performed
 4. Providing information about organizational policies or practices
 5. Providing information about an employee's performance and /or
 6. Providing information about the organization and its mission.

Communication Networks In an Organization

- **Upward Message Flows**

- It is channeled from subordinates to superiors. Upward communication has several functions, including :
 1. Providing input for decision making
 2. Advising about subordinates' information needs
 3. Providing information regarding subordinates
 4. Allowing superiors to assess the effects of previous downward communication and,
 5. Helping subordinates cope with problems and facilitating their involvement

Communication Networks In an Organization

B. Horizontal Networks

- Horizontal communication networks refers to the connection between individuals at the same level of authority within an organizational group, department, or division. Functions of horizontal information include:
 1. Coordinating planning and execution of tasks
 2. Providing collective problem solving
 3. Facilitating common understanding
 4. Resolving differences
 5. Developing supportive and productive work relationships

Communication Networks In an Organization

2. Informal Networks

- In this type of network, information does not flow in a particular direction, as we have seen with formal networks. The information is also not passed on through official channels such as memos, notices or bulletin boards.
- The information need not be circulated within the organization, but could be passed on outside the work environment, wherever co-workers or colleagues meet socially. Thus, informal networks are based more on friendship, shared personal or career interests.

Communication Networks In an Organization

- Example – Co-workers may meet outside the work environment at a company picnic, party or a car rally and discuss areas of common interest that may or may not be work related.
- Information may then be passed on to each other about happenings in the company, such as layoffs, the company's plans for acquisitions and so on.

Communication Networks In an Organization

- Example – The government could get the press to publish news in the local paper that there is going to be a petrol price hike soon, just to test the reactions of the general public.
- If the reaction is negative, then the news may be withdrawn on the basis that it is just a rumor. Similarly, organizations could deliberately plant proposals in the minds of their employees, just to test their reactions.

Communication Networks In an Organization

External Networks: Relating to other organizations and publics.

1. Inflow: Research and surveillance.

- All groups depend on various constituencies, stakeholders, or publics in the larger environment for their survival. External networks connect and respond appropriately to environmental change, threat opportunity or challenge.
- Organizations receive information necessary to identify and respond appropriately to environmental change, threat, opportunity or challenge.

Communication Networks In an Organization

2. Outflow:

- Advertising, Marketing, and Public Relations refer to activities that involve the transmission of messages into the environment with the aim of informing and systematically influencing these publics.

The background is a solid blue gradient. At the top, there are several wavy, horizontal lines in shades of light blue and cyan, creating a layered, wave-like effect.

Communication Skills

Chapter II

Barriers to Effective Communication

- Communication barriers are the problems that arise at every stage of the communication process and have the potential to create misunderstanding and confusion.“
- Barriers to communication may happen at three levels:
 - 1) At the level of sender
 - 2) At the level of medium
 - 3) At the level of receiver
- When communication happens there may be 'noise' which is called as barriers to communication. Barriers to communication causes different misunderstanding, misconceptions, confusion and overall miscommunication.

Barriers to Effective Communication

- That's why we should know about those barriers in the purpose of trying to avoid those from communication to make communication effective.
- Different types of barriers to communication are described below:

A. Organizational Barriers: It arises for the following reasons:

1. Complex Organizational Structure: The more complex structure that an organization has, The more problem it face in communication.

Barriers to Effective Communication

2. Excessive Layering of Administration: In modern business, the administrative level has more layers which creates communication gap between employee and management.

3. Lack of Policies: How management will function is reflected through its policies. Lack of proper organizational or managerial policy causes disinterest among the employees.

4. Conservativeness of Supervisors: Sometimes supervisors are very conservative and ignore to communicate with the employees. This causes barrier to communication.

Barriers to Effective Communication

5.Improper Delegation of Authority & Responsibility: For improper delegation of authority and responsibility in an organization, the employees and workers are not conscious about their task which acts as a barrier to communication.

B. Individual Barriers:

1. Personality: Sometimes higher officials do not maintain any discussion with the subordinates due to their high personality. This hampers in communication.

2. Wrong Explanation: Both receiver and sender can explain the received message or information in a wrong way which causes problem to communication.

Barriers to Effective Communication

3. Individual Conflict: If individual conflict exists between sender and receiver then communication can happen eccentric. This acts as a barrier to communication.

4. Fear: Lack of proper knowledge, fear of capability, fear of explaining properly, threat for failure and others are also reasons for causing problems to communication.

5. Pre-Idea : Sometimes, We bear pre-idea regarding any person in our mind. And when we communicate, we try to apply what is kept in our mind. Difference between perception and reality may hamper communication.

Barriers to Effective Communication

6. Insincerity and Lack of Confidence: Sender may not give importance to the thinking and decision of receiver. In such a case, receiver may lose confidence which will lead to worthless communication.

C. Language/Semantic Barrier:

1.Vague Word: Use of vague word in communication causes problem because such word creates different meaning and therefore the message loses its appeal.

2. Use of Local Dialect: The tone of different region is different and therefore using local dialect in communication will obviously create adverse impression. This acts as barrier to communication.

Barriers to Effective Communication

3. Use of Different Languages: Communication may be done in different languages and receiver may not be expert in different languages. This causes barrier to communication.

4. Use of Technical Words: Receiver may fail to understand the meaning of technical words and therefore use of such words in communication hampers the whole communication.

Barriers to Effective Communication

D. Barriers due to Status: It occurs due to following reasons:

1. Status/ Position: Each and every person in different layers of organization wants to maintain individual status. He or she may not want to exchange any message or information which may hit to his or her status or prestige. Here, in this case, communication gets barriers to be effective.

2. Mental State: Sometimes, Receiver suspects the sender of message and does not rely on the message sent. Such mental state acts as a barrier to communication.

Barriers to Effective Communication

E. Barriers due to Resistance to Change:

1. Following the 'Old One': There are traditional people in every organization who always prefer the old customs and avoid any change because change involves flexibility. So, people who follow the 'Old One' act as a barrier to communication.

2. Lack of Attention: Sometimes, officers and subordinates of an organization do not pay attention enough to the message or information what is received. This is one of barriers to communication.

3. Own interpretation or Assumption: It happens that receiver of the message makes his own explanation or assumption regarding the message received. This leads to problem for communication.

Barriers to Effective Communication

F. Other Barriers: There are some other barriers to communication which are as follows:

1. Geographical Barrier: Geographical distance creates communication gap. For example, communication between Washington and California.

2. Lack of Harmony: If mutual understanding that exists between sender and receiver of communication is absent then communication is barred.

3. Faulty Expression: If communication fails to communicate the message in a correct way then receiver faces problem. So, faulty expression creates miscommunication or confusion.

Barriers to Effective Communication

4.Cultural Difference: Difference nations have different cultures. Lack of proper knowledge and wisdom to the culture of receiver may be a reason of communication problem.

5.Absence of Feedback: When there is a feedback from receiver, Communication becomes effective. Feedback creates awareness in the mind of sender regarding the communication and aids him to modify the quality of communication.

Types of Communication

- People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.
- Choice of communication channel and your style of communicating also affects communication. So, there are variety of types of communication.
- Types of communication based on the communication channels used are:
 1. Verbal Communication
 2. Nonverbal Communication

Types of Communication

1. Verbal Communication

- Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing.
- Objective of every communication is to have people understand what we are trying to convey.
- **In verbal communication remember the acronym KISS(keep it short and simple).**

Types of Communication

- When we talk to others, we assume that others understand what we are saying because we know what we are saying.
- But this is not the case. usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning.
- So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view.
- Would he understand the message? how it would sound on the other side of the table?

Types of Communication

There are two types of Communication:

1. Verbal Communication
 - Oral Communication
 - Written Communication
2. Non-Verbal Communication

1. Verbal Communication

• Oral Communication

- Is the process of verbally transmitting information and ideas from one individual or group to another.
- Is the ability to talk with others to give and exchange information & ideas, such as: ask questions, give directions, coordinate work tasks, explain & persuade.

Types of Communication

Oral communication can be either Formal or Informal.

- Examples of informal oral communication include:
 1. Face-to-face conversations
 2. Telephone conversations
 3. Discussions that take place at business meetings
- More formal types of oral communication include:
 1. Presentations at business meetings
 2. Classroom lectures
 3. Commencement speech given at a graduation ceremony

Types of Communication



Types of Communication

- **Written Communication**
- Is a form of verbal communication which is performed through various written documents . It is a word based communication that takes place in a written form. the instruments of this type of communication are follows:
- Letter
- Memos
- Written Instruction
- Notes
- Reports
- Journal etc.

Types of Communication

Non verbal Communication

- Basically it is sending and receiving messages in a variety of ways without the use of verbal codes (words).
- A system of symbolic behaviors that includes all forms of communication except words.

Types of Communication

- Non Verbal Communication includes — but is not limited to:
 - touch
 - glance
 - eye contact (gaze)
 - gestures
 - facial expression ? pause (silence)
 - intonation
 - dress
 - posture
 - smell
 - word choice and syntax
 - sounds

Types of Communication

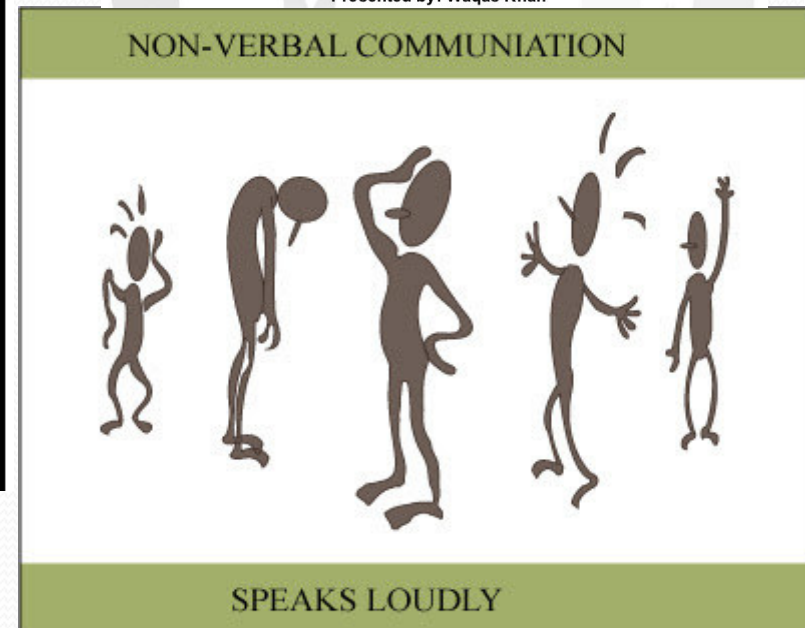


Types of Communication



Non-verbal communication

Hazim N. Abed



Differences Between Oral and Written Communication

- Following table illustrate the differences between oral and written communication based on many aspects:

Aspect	Written Communication	Oral communication
Record	It always has permanent record.	It does not have any permanent record.
Cost	Written communication is high cost	Oral communication is less Costly
Feedback	Written Communication it takes time to give feedback	Oral communication it gives immediate feedback
Flexibility	Written communication is rigid or inflexible	Oral communication is highly flexible
Time taken	Written communication it takes more time to prepare transmit message	Oral communication it takes least time to prepare transmit message

Differences Between Oral and Written Communication

Reliability	Written communication is most reliable	Oral communication is not reliable
Legality	Written communication is legal evidence	Oral communication is not legal evidence
Effectiveness	Written communication is not effective as oral	Oral communication is most effective communication
Significance	Most significant in all type of organizational context	Less significant in the organizational context
Relationship	Written is it establishes indirect relationship between parties	Oral is it establishes indirect relationship between parties
Formality	It maintains formal communication relationship forms.	It maintains informal communication relationship forms.
Emotion	Written communication is seldom affected by emotion	Oral Communication is affected by emotion
Media	Its media are written in nature such as letters, memos etc.	Its media oral in nature such as telephone, talks face-face discussion etc.

Link between Non-Verbal Message and Verbal Message

- Verbal and non-verbal messages are inter-related or act together in the construction of meaning. Both types of messages support each other.
 - Following points will show the relation between them.
1. **Complement:** When the speaker speaks, he/she alters his/her facial expression, brings change in tone of voice, and moves hands to explain his/her feelings, emotions and thoughts with the help of words. It builds confidence and trust in the receiver.
- For example, in a telephonic conversation, one may not feel at ease, as there is an absence of facial expressions, movements, gestures that generally accompany words. A non-verbal sign of smile gives an indication of friendliness and happiness. A sad face gives an impression of grief. In this manner, non-verbal messages complement verbal messages.

Link between Non-Verbal Message and Verbal Message

- 2. Emphasise:** In written communication, we underline some words, put them in italics bold or capital letters. In oral communication, a congruent effect is achieved by employing pauses, volume, tone, eyebrows raised, pointing finger etc.
- The rise and fall in tone gives importance to specific words in a sentence.
 - For instance, laying stress on different words in the same sentence can change the meaning of the sentence. You can experiment with the following sentence and see how the meaning modifies when you place the stress on various underlined words.
 - I cannot see a great deal from here. By changing stress on different words in the sentence, the meaning of the sentence changes.

Link between Non-Verbal Message and Verbal Message

3. **Repetition:** If a teacher asks the student to leave the classroom, he will point towards the door with the words. Similarly, when we agree to any statement we say 'yes' and nod our head. Nodding of head is the repetition of saying yes.
4. **Substitute:** Joining hands for prayers is an example of substitution. If someone is across the road we wave our hands so that he/she can recognize us. Therefore, non-verbal messages can be used as substitutes for verbal messages.

The background is a solid blue gradient. At the top, there are several wavy, horizontal lines in shades of light blue and cyan, creating a sense of movement or a horizon line.

Communication Skills

Chapter III

Written Communication

Meaning of written communication

- Written communication has great significance in today's business world. It is an innovative activity of the mind.
- Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech.
- Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

Written Communication

Advantages of Written Communication

1. No need of Personal Contact

In written communication there is no need of personal contact

2. Economical

If the receiver and sender of the message are at a distance, it is economical to communicate the message in writing because communicating by post is cheap and quite economical.

3. Written Proof

A great advantage of written communication is that it provides a proof for future reference. If there is any dispute on any point in this regard, the message may be referred.

Written Communication

4. Clear and Explanatory

Written messages are very clear and self-explanatory. The receiver of the message can easily follow it and understand it.

Disadvantages of Written Communication

1.Delay

The greatest disadvantage of written communication is the delay in communication. The message is written and communicated after a certain process is completed. It is prepared, verified and ordered by the concerned officer. Consequently, the message is delayed.

Written Communication

2. Lack of Secrecy

Another great disadvantage of written communication is that secrecy cannot be maintained because these messages can be read by anyone.

3. Costly

A written communication involves heavily expenditure. If the receiver and sender of message are near to each other, it is fairly costly to communicate in writing.

Writing Business Reports

What is a report?

- A report is a specific form of writing that is organized around concisely identifying and examining issues, events, or findings that have happened in a physical sense, such as events that have occurred within an organization, or findings from a research investigation.
- A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analysed and applied to a particular problem or issue. The information is presented in a clearly structured format making use of sections and headings so that the information is easy to locate and follow.

Writing Business Reports

- A report discusses a particular problem in detail. It brings significant and reliable information to the attention of top management in an organization.
- Hence, based on such information, the management can make strong decisions. Reports are required for judging the performances of various departments in an organization.

Writing Business Reports

Steps of Writing a Report

1. Determine the objective and identify the problem of the report .
2. Collect the required material (facts) for the report.
3. Study and examine the facts gathered.
4. Plan the facts for the report.
5. Prepare an outline for the report and write the first draft the report.
6. Edit the first drafted report.
7. Distribute the draft report to the advisory team and ask for feedback and recommendations.

Writing Business Reports

Essentials of A good report

1. Know your objective, i.e. be focused.
2. Analyze the niche audience i.e. make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
3. Decide the length of report.
4. Disclose correct and true information in a report.

Writing Business Reports

5. Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
6. Concentrate on the report structure and matter. Pre-decide the report writing style.
7. The report should be neatly presented and should be carefully documented.
8. Highlight and summary the main message in a report.

Writing Business Reports

9. Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
10. Use graphs, pie charts, etc to show the numerical data records over years.
11. Attempt to generate reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

Oral Communication

Meaning of Oral Communication

- Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication.
- Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Oral Communication

Characteristics of Oral Communication:

An oral communication to become successful requires some essential or good characteristics, those are highlighted as follows:

- **Pre Planned**

Before transmitting any message, the speaker must have pre-plan to send the message properly to the audience or receiver. Pre-Planned communication is always fruitful.

- **Certainty**

The speaker must speak properly while communication with the audience. The subject matter or speech must be certain in oral communication to avoid confusion.

Oral Communication

- **Conciseness**

Information should be /Enriched with concrete, logical and relevant data in case of oral communication. The subject matter should also be simple to catch the attention of the audience.

- **Attractive presentation**

The message in oral communication should be presented through nice tone. The Speaking attitude should be catchy to hold the attention of the receiver.

- **Consideration of the Receiver or Audience**

During oral communication, the qualification, knowledge, experience and motive should be considered by the speaker. The language should be simple and understandable to the audience.

Oral Communication

- **Neutrality**

The audience or receiver should be silent while the speaker is delivering his speech. The audience must analyze and evaluate the message provided and then he should answer properly. The neutrality of the audience is must in oral communications.

- **Realistic**

Unrealistic information or, message can never hold attention of the audience. So, speaker should provide realistic speech to the audience.

- **Free from error**

If the information in oral communication contains any error then it makes the audience confused. Moreover, the audience will lose their confidence upon the speaker. So, information must be free from errors in oral communication.

Oral Communication

- **Patience**

Patience is the key to success for effective communication. Both the speaker and the audience must have proper patience while making oral communication.

- **Free from emotion**

Oral communication should be free from emotion. Because emotion makes the subject matter to be complicated. Therefore, the audience will make wrong interpretation of the message techniques or Way of Oral Communication.

Oral Communication

Advantages of Oral Communication

- **Time saving**

Where rapid action is necessary, on that case it is the best way to send a message orally. On the other hand written communication takes a long time to reach to the sender. But oral communication through telephone call or conversation with the subordinates makes savings of time which is so important in the business world.

- **Reduction of cost**

Oral communication doesn't require any expenditure in the collection and maintenance of pens, papers, typewriters or computers or any other materials as are needed for written communication. So, it is time and money savings.

Oral Communication

- **Quick Feedback**

Another primary advantage is that it provides quick feedback in the form of oral message or information. Thus sender or speaker can take further decision.

- **Maintaining secrecy**

In oral communication, speaker and listener can maintain secrecy because there may not be any additional person involved. It is the willingness of the speaker and listener to keep their communication out of reach from others.

- **Reliability**

It is true that employee's feel more secured when they communicate through oral communication. Oral communication can provides immediate feedback and clarification.

Oral Communication

Disadvantages of Oral Communication

- **No Record**

In oral communication, messages are not preserved and hence they are not found in the record book. These messages cannot be retrieved in future.

- **Misunderstanding**

Due to limitations of human memory, oral messages cannot be kept in mind in full context. Because of inattentiveness in hearing the oral messages, the communication will be barred.

- **Distorted meaning**

As oral messages are not filed, their meanings may easily be distorted. Such distortion may lead to rumor which will move faster than wind.

Oral Communication

- **Possibility of conspiracy**

Oral communication has no evidence, so there may be interested persons to take the advantages of such thing to fulfill their ill motive. Therefore, oral communication may lead to conspiracy sometime.

- **Lack of accuracy**

There is every possibility of inaccurate message to reach to the destination. It may be because of noise or the receiver forgets part or whole message.

Oral Communication

Principles of Oral Communication:

Following are some of the principles you can follow as guidelines for planning the design of your sermons. Keeping these principles in mind while communicating would help getting your design closer to the goal of making real communication contact:

- Start Well
- Adapt Yourself
- Look at Your Audience
- Involve Your Audience
- Don't Memorize

Oral Communication

- Use Appropriate/Accurate Style for Communication
- Good Body Language
- Be Ready to Handle Question
- Good Vocal Quality
- Keep It Simple, with Pleasant Environment

Presentation

- A **Presentation** Is A presentation is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.
- **Presentation** is the practice of showing and explaining the content of a topic to an audience or learner.
- **Presentation** is also the means of communication which can be adapted to various speaking situation, such as talking to a group, addressing a meeting or briefing a team.

Presentation

The Key Elements of a Presentation

Making a presentation is a way of communicating your thoughts and ideas to an audience.

- **Context**

When and where will you deliver your presentation? Will it be in a setting you are familiar with, or somewhere new? Will it be within a formal work setting, or a less formal, social setting? Will the presentation be to a small group or a large crowd? And are you already familiar with the audience?

Presentation

- **Presenter**

The presenter communicates with the audience and controls the presentation.

- **Audience**

The audience receives the presenter's message(s). However, this reception will be filtered through and affected by such things as the listener's own experience, knowledge and personal sense of values.

- **Message**

The message, or messages, are delivered by the presenter to the audience. The message is delivered not just by the spoken word (**verbal communication**) but can be augmented by techniques such as voice projection, body language, gestures, eye contact (**non-verbal communication**), and visual aids.

Presentation

- **Reaction**

The audience's reaction and success of the presentation will largely depend upon whether the presenter's message was effectively communicated.

- **Method**

Presentations are usually delivered direct to an audience. However, today there may be occasions where they are delivered from a distance over the Internet using video conferencing.



Presentation

- **Impediments**

Many factors can influence the effectiveness of how your message is communicated to the audience, for example background noise or other distractions, an overly warm or cool room, or the time of day and state of audience alertness can all influence your audience's level of concentration. As presenter, you have to be prepared to cope with any such problems and try to keep your audience focused on your message.

Presentation

Characteristics of a Good/Effective Presentation

1. The presentation ideas should be well adapted to your audience. Relate your presentation message/idea to the interests of the audience. A detailed audience analysis must be made before the presentation, i.e., an analysis of the needs, age, educational background, language, and culture of the target audience. Their body language instantly gives the speaker the required feedback.
2. A good presentation should be concise and should be focused on the topic.
3. A good presentation should have the potential to convey the required information

Presentation

4. The fear should be transformed into positive energy during the presentation.
5. To communicate the desired information, the speaker should use more of visual aids such as transparencies, diagrams, pictures, charts, etc.
6. A good presentation must be planned. The speaker must plan how to begin the presentation, what to speak in the middle of presentation and how to end the presentation without losing audience interests at any point of time.
7. Rehearse and practice the presentation. This will help the speaker to be more confident and self-assured. The more the speaker rehearses the better the presentation turns to be.

Presentation

8. The speaker should encourage more questions from the audience. He should be honest enough to answer those questions. If any biased question is put forth by the audience, rearticulate it before answering.
9. Summarize the presentation at the end. Give final comments. Leave a positive impact upon the audience.
10. The speaker must have a presentable appearance while giving a presentation. The speaker should stand with feet far apart maintaining a good balance. He must use confident gestures. He must use short and simple words.
11. .
12. Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.

Presentation

13. The speaker must be affirmative and optimistic before giving presentation. He should ensure all tools and equipments to be used in presentation are working well.
14. The speaker must state the objectives of the presentation at beginning of the presentation.

Presentation

Effective Presentation Techniques

1. Use visual aids

Using pictures in your presentations instead of words can double the chances of meeting your objectives.

2. Keep it short and sweet

There is an old adage that said – “No one ever complained of a presentation being too short.” Nothing kills a presentation more than going on too long.

3. Use the rule of three

A simple technique is that people tend to only remember three things. Work out what the three messages that you want your audience to take away and structure your presentation around them. Use a maximum of three points on a slide.

Presentation

4. Rehearse

Practice makes for perfect performance. Many experts say that rehearsal is the biggest single thing that you can do to improve your performance.

5. Tell stories

All presentations are a type of theatre. Tell stories and anecdotes to help illustrate points. It all helps to make your presentation more effective and memorable.

6. Lose the bullet points – don't put your speaker notes up on the screen

Bullet points are the kiss of death for most presentations. Most people use bullet points as a form of speaker notes. To make your presentation more effective put your speaker notes in your notes and not up on the screen.

Presentation

7. Video yourself

Set up a video camera and video yourself presenting. You will see all sorts of mistakes that you are making, from how you are standing, if you are jangling keys, to how well your presentation is structured.

8. Know what slide is coming next

You should always know when presenting which slide is coming up next. It sounds very powerful when you say “On the next slide [Click] you will see...”, rather than a period of confusion when the next slide appears.

9. Check out the presentation room

Arrive early and check out the presentation room. If you can make sure that you see your slides loaded onto the PC and working on the screen. Work out where you will need to stand.