



SECTION 1

THEORY OF COMMUNICATION

What are communication skills?

Definition:

Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathising. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

A deep understanding of the process of communication and communication skills is essential. It is vital to the success of any individual in any business. Here we shall see some of the many types of communication.

Communication styles change from person to person. During the process of communication, a person may invoke several channels or modes or methods to convey a message. But, the process of communication doesn't only depend on the source producing or relaying information.

It also equally depends on the communication method and the manner in which the receiver understands the message. Let us first understand Basic Model Of Communication

Basic Communication Model :

The sender-message-channel-receiver (SMCR) model of communication is an expansion of the Shannon-Weaver model of communication. David Berlo created this model.

According to the Shannon-Weaver model, communication includes the following concepts: sender, encoder, channel, decoder, receiver and feedback. Furthermore, there is also concept of "noise", which affects the communication process going through the channel and makes the message more difficult to understand by the receiver. Each of those concepts are defined as follows:

Sender: the originator of message.

Encoder: the transmitter which converts the message into signals (the way message is changed into signals, for example sound waves).

Channel: the signal carrier or medium

Decoder: the reception place of the signal which converts signals into message. Decoding is done by the receiver when he gets the message.

Receiver: the recipient of the message from the sender. He usually gives feedback to the sender in order to make sure that the message was properly received.

Noise the message, transferred through a channel, can be interrupted by external noise (for instance, conversation may be interrupted by thunder or crowd noise).

Feedback: The receiver can get an inaccurate message. This is why feedback from the receiver is important in case the message is not properly received. Furthermore, the noise can also affect the decoding of the message by the receiver.



Communication begins at a given point. The first step is the generation of information. The second step is to put this information or data into a medium for transmission towards the intended audience.

During this process, the initiator of the communication must pay extra attention to the nature of the information. The communication skills will determine the effectiveness of their communication.

Types:

On the basis of the communication channels, types of communications are:

- A. Verbal
- B. Non-Verbal
- C. Visual

Verbal

This involves the use of language and words for the purpose of passing on the intended message. In general terms, Verbal Communication means communication in the form of spoken words only. But, in the context of types of communication, verbal communication can be in the spoken or the written form. Thus, the verbal form may be oral or written as discussed below.

- **Written Communication:** This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.
- **Oral Communication:** This is the communication which employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound. You could converse either face to face, or over the phone, or via voice notes or chat rooms, etc. It all comes under the oral communication. This form of communication is an effective form.

Non-Verbal Communication

In this type of communication, messages are relayed without the transmission of words. The messages here are wordless messages. This form of communication mainly assists verbal communication. It supplements it with gestures, body language, symbols, and expressions.

Through these, one may communicate one's mood, or opinion or even show a reaction to the messages that are relaying. One's non-verbal actions often set the tone for the dialogue. You can control and guide the communication if you control and guide the non-verbal communication. Some of the modes of non-verbal communication are:

Physical Non-verbal Communication

This is the sum total of the physically observable. For instance, hand gestures, body language, facial expressions, the tone of one's voice, posture, stance, touch, gaze, and others. Several researchers have revealed that physical nonverbal communication constitutes about 55% of our daily communications.

These are subtle signals that are picked up as part of our biological wiring. For example, if you rest your head on your palms, it will mean that you are very disappointed or angry. Similarly, other subtle hints will convey your reaction to the presenter or your audience's reaction to you.

Paralanguage

This is the art of reading between the lines. The main kind of such communication is done with the tone of one's voice. This kind of communication amounts to almost 38% of all the communication that we do every day. Along with the tone of voice, the style of speaking, voice quality, stress, emotions, or intonation serves the purpose of communication. And, these aspects are not verbal.

Visual:

Visual communication is the transmission of information and ideas using symbols and imagery. It is one of three main types of communication, along with verbal communication (speaking) and non-verbal communication (tone, body language, etc.). Visual communication is believed to be the type that people rely on most, and it includes signs, graphic designs, films, typography, and countless other examples. Visual communication can be represented in the form of a graph, a map, a chart, a Venn diagram, a pie chart, a model, a table, or even multimedia like gifs, videos, and images.

Barrier To Communication:

There are many reasons why interpersonal communications may fail. In many communications, the message (what is said) may not be received exactly the way the sender intended. It is, therefore, important that the communicator seeks feedback to check that their message is clearly understood.

The skills of Active Listening, Clarification and Reflection may help but the skilled communicator also needs to be aware of the barriers to effective communication and how to avoid or overcome them.

There are many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding.

Effective communication involves overcoming these barriers and conveying a clear and concise message. Common Barriers to Effective Communication:

- The use of jargon. Over-complicated, unfamiliar and/or technical terms.
- Emotional barriers and taboos. Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include, but are not limited

to, politics, religion, disabilities (mental and physical), racism and any opinion that may be seen as unpopular.

- Lack of attention, interest, distractions, or irrelevance to the receiver. Differences in perception and viewpoint.
- Physical disabilities such as hearing problems or speech difficulties.
- Physical barriers to non-verbal communication. Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- Cultural differences. The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.
- A skilled communicator must be aware of these barriers and try to reduce their impact by continually checking understanding and by offering appropriate feedback.

Note: MCQs of 07 Marks to be asked from this Unit in GTU Exam so practice MCQS.

Practice Questions:

1) What is communication?

- a. Communication is the means by which we stay in touch with other people and know what is happening in the world around us
- b. Communication is the expression of ourselves in the form of verbal discussion
- c. Communication is the varying ways in which we express ourselves
- d. Communication is the various mediums we use for interaction
- e. Communication is talking, listening, and interacting

2) True or False: All communication is verbal

- a. True
- b. False

3) What is non-verbal communication?

- a. Non-verbal communication is another term for using body language
- b. Non-verbal communication is about exchanging information without speaking words
- c. Non-verbal communication is another term for written communication
- d. Non-verbal communication is for people who cannot speak or hear

4) Which of the following is NOT a form of non-verbal communication?

- a. Touch
- b. Facial expressions
- c. Physical proximity
- d. Skype
- e. Sign language

5) Which of the following is an example of body language?

- a. Facial expression
- b. Eye contact
- c. Posture
- d. Gestures
- e. All of the above

6) What is paralanguage?

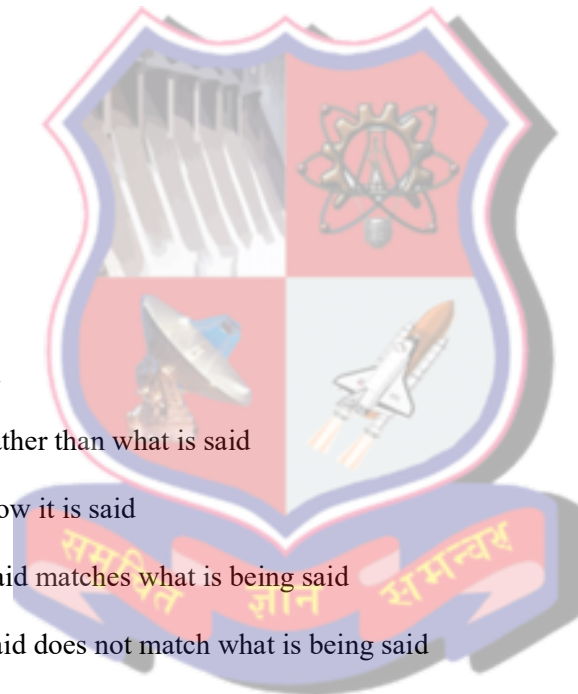
- a. Language for the disabled
- b. How something is said, rather than what is said
- c. What is said, rather than how it is said
- d. When how something is said matches what is being said
- e. When how something is said does not match what is being said

7) Factors that influence communication, may become what to effective communication?

- a. Barriers
- b. Obstacles
- c. Enhances
- d. Improvements
- e. Challenges

8) How will you know if communication was successful?

- a. The person smiles and gives open body language
- b. The person answers



- c. It has the desired outcome
- d. The person is agreeable
- e. The person tells you

9) What does effective communication require?

- a. Purpose or reason
- b. Strategy or way of communicating
- c. Acknowledgement
- d. Feedback
- e. All of the above

10) What is efficient communication?

- a. Talking quickly and using minimal words to get the point across
- b. Spending the minimum amount of time and effort to get the communication message across successfully
- c. Ensuring that the message is understood and being thorough enough to get the point across
- d. Being able to convey a message with just body language and gestures
- e. Being able to use jargon and abbreviations while still being understood

