Sengamala Thayaar Educational Trust Women's College

(Affiliated to Bharathidasan University)

(Accredited with 'A' Grade {3.45/4.00} By NAAC)
(An ISO 9001: 2015 Certified Institution)
Sundarakkottai, Mannargudi-614 016.
Thiruvarur (Dt.), Tamil Nadu, India.

COMMUNICATION & INTERPERSONAL SKILLS(16RSB37:3)

Ms. G.BHARATHI

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION

III BA (ENGLISH)

Skill Based Elective III(Semester V)

COMMUNICATION & INTERPERSONAL SKILLS (16RSBE7:3)

Inst. Hours / Week: 2 **Credit: 2**

UNIT I Basic Communication

Communication – Meaning and Definition – Medium of Communication –Barriers to Communication

UNIT II Listening

Needs and Advantages of Listening – Active – Elements of active listening withreading - coherence of listening with reading and Speaking

UNIT III Speaking

Features of effective speech – Role play-Conversation building –Topicpresentation – Group Discussions

UNIT IV Reading

Comprehensive of Technical and Non- Technical Material – Skimming Scanning– inferring Guessing

UNIT V Writing

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness inwriting –Resumes and job applications

TEXT BOOKS RECOMMENDED:

1. Basic Communication Skills by p.Kiranmani Dutt and Geetha Rajeevan
2. Business Scenarios by Heidi Schuttz Ph.D
3. Business Communication –Asha Kaul – PHI.
4. Business Communication – Sathya Swaroop Debasish & Bhagaban Das –PHI
5. Business Communication – NS Raghunathan & Santhanam – Marghum.

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UNIT I Basic Communication

Communication – Meaning and Definition – Medium of Communication –Barriers to Communication

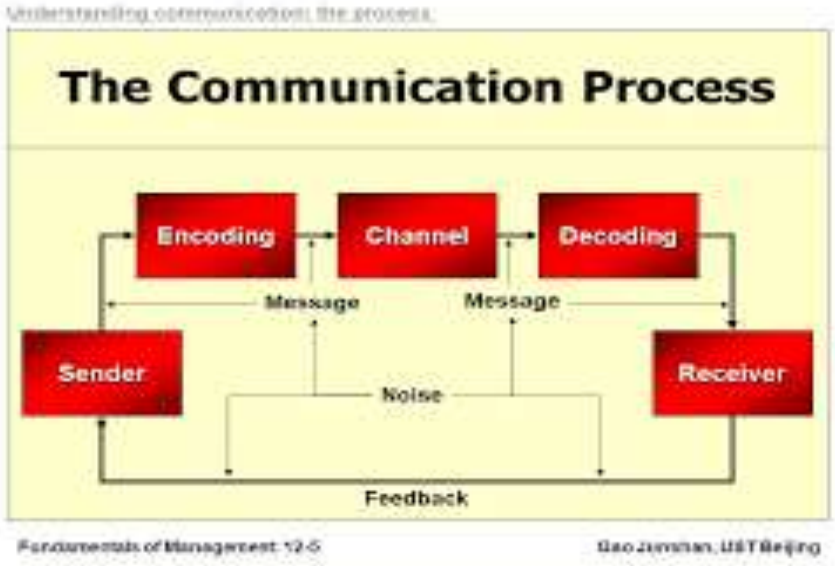
Meaning:

The word Communication has been derived from the Latin word "communicare" that means to share or Participate.Communication is the process by which information we exchange of meanings, facts, ideas, opinions, or emotions with other people.

Definition:

According to Scott "Administrative Communication is a process which involves the transmission and accurate replication of ideas ensured by the feedback for the purpose of actions which accomplish organizational goals".

Communication Process:



Sender:

One who sends the message is called sender

Initiator of the message

Message:

Encoding process outcome consisting of verbal and non-verbal symbols developed to convey meaning to the receiver.

Encoding:

Process of translating an intended message into words and gestures.

Channel:

Method used to convey the message to the intended receiver.

Receiver:

One who receive the message is called Receiver.

person with whom the message is exchanged.

Decoding:

Decoding means listener or audience of encoded message. So **decoding** means interpreting the meaning of the message.

Feedback:

- **Feedback** is the receiver's basic response to the interpreted message”., monitor

<u>Types of Communication/Medium of communication</u>

1. On the basis of organizational structure
2. On the basis of media used

1. On the basis of organizational structure

Formal Communication

Informal Communication

Formal Communication

Formal Communication takes place via formal channels of the organizational Structure established by the management. These channels are deliberately created for regulating the communication flow and to link various parts of the organization. They are helpful for performing functions like planning, decision-making, co-ordination and control.

1. Downward
2. Upward, and
3. Horizontal

Downward

Communication is said to be downward when it moves from the top to the bottom. Downward channels are used for passing on managerial decisions, plans, policies and programmes to subordinates down the line for their understanding and implementation.

The purpose of Downward communication is to-

- Give job instructions.
- Create an understanding of the work and its relations with other tasks.
- Inform about procedures.
- Inform subordinates about their performance.
- Indoctrinate the workers to organizational goals.

Upward:

Communication is said to be upward when if flow from the subordinates to the top management. It is used by subordinates for transmitting information, ideas, views and requests o their jobs, responsibilities etc.

Horizontal:

Communication isHorizontal when it flows between individuals at the same operational level i.e., between two departmental heads.

Informal communication:

Informal Communication is free from all the formalities of formal communication. It is based on the informal relationship among the members of the organization. It is oral and may be conveyed by simple gesture, glance, nod or smile.

2.***On the basis of media used***

Oral communication

Written communication

Oral communication

Oral communication refers to face to face communication. It offers interchange of ideas at the personnel level. There can be questions and answers. The sender and receiver of the message are in direct contact.

Forms of oral communication

- Face to face communication
- Mechanical devices
- Signal
- Speaking tubes
- Dictating Machine
- Telephones
- Electric paging system
- House telephone

Written communication:

Written communication, on the other hand, is very wide in its scope and covers entire paper work relating to all kinds of transactions, agreements, proposals etc.It can be in the form of notices, telex messages, circular, reports, emails,etc

Non –verbal communication

Non-verbal communication includes facial expressions, the tone and pitch of the voice, gestures displayed through body language (kinesics) and the physical distance between the communicators (proxemics).

Forms of non-verbal communication

- Body Movement
- Facial expressions
- Gestures

- Body stance
- Physical appearance
- Voice qualities
- Audio- visual communications

BARRIERS OF COMMUNICATION:

A communication barrier may limit or reduce the ease at which we communicate and hence the name barrier. Although the barriers to effective communication may be different for different situations, the following are some of the main barriers:

- Psychological Barriers
- Emotional Barriers
- Physical Barriers
- Cultural Barriers
- Organisational Structure Barriers
- Attitude Barriers
- Perception Barriers
- Technological barriers
- Socio-religious barriers

Psychological Barriers

There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc.

Emotional Barriers

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively.

Physical Barriers to Communication

They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc

Cultural Barriers of Communication

Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Organisational Structure Barriers

Each of these methods has its own problems and constraints that may become barriers to effective communication. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

Attitude Barriers

Certain people like to be left alone. They are the introverts or just people who are not very social.

Perception Barriers

Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication.

Technological Barriers & Socio-religious Barriers

The technology is developing fast and as a result, it becomes difficult to keep up with the newest developments. Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.

HOW TO OVERCOME THE BARRIERS

(1)Clarify Ideas before Communication:

The person sending the communication should be very clear in his mind about what he wants to say. He should know the objective of his message and, therefore, he should arrange his thoughts in a proper order.

(2)Communicate According to the Need of the Receiver:

The sender of the communication should prepare the structure of the message not according to his own level or ability but he should keep in mind the level, understanding or the environment of the receiver.

(3)Be Aware of Language, Tone and Content of Message:

The sender should take care of the fact that the message should be framed in clear and beautiful language. The tone of the message should not injure the feelings of the receiver.

(4)**Use of Simple Language:**

Use of simple and clear words should be emphasized. Use of ambiguous words and jargons should be avoided.

(5)**Reduction and elimination of noise levels:**
Noise is the main communication barrier which must be overcome on priority basis. It is essential to identify the source of noise and then eliminate that source.

(6)**Emotional State:**
During communication one should make effective use of body language. He/she should not show their emotions while communication as the receiver might misinterpret the message being delivered.
(7)**Avoid Information Overload:**
The managers should know how to prioritize their work. They should not overload themselves with the work.

(8)**Proper Media Selection:**

The managers should properly select the medium of communication. Simple messages should be conveyed orally, like: face to face interaction or meetings. Use of written means of communication should be encouraged for delivering complex messages.

(9)**Give Constructive Feedback:** Avoid giving negative feedback. The contents of the feedback might be negative, but it should be delivered constructively. Constructive feedback will lead to effective communication between the superior and subordinate.

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