



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name – Communication Skills

Course Code – 22PCH-105



**Communication Skills-
Meaning, Types, and Models**

DISCOVER . **LEARN** . EMPOWER

COURSE OBJECTIVES

The Course aims to:

1	Augment student's overall communication and interpersonal skills by practicing oral and written English for professional life.
2	Enrich reading capability to enhance business sense through special emphasis on business vocabulary and its usage.
3	Write business documents clearly, concisely and analytically in correct syntax.
4	Speak coherently, concisely in social and professional environment.

Course Outcomes

On completion, the students are expected to:

CO Num ber	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create



“Half the world is filled with people who have something to say and cannot say it and the other half, of people who have nothing to say and keep on saying it”

- Robert Frost

What is Communication?

com·mu·ni·ca·tion
\\kə-,myü-nə-'kā-shən\\

- Derived from the Latin word “***communicare***”, meaning to **share**.
- Communication is an **exchange of thoughts, messages or information** by **speech, visuals, signals, writing, or behaviour**.

Definition

“Communication is a process involving the selection, production and transmission of signs in such a way as to help a receiver perceive a meaning similar to that in the mind of the communicator.”

-Fotheringham



Why Effective Communication?

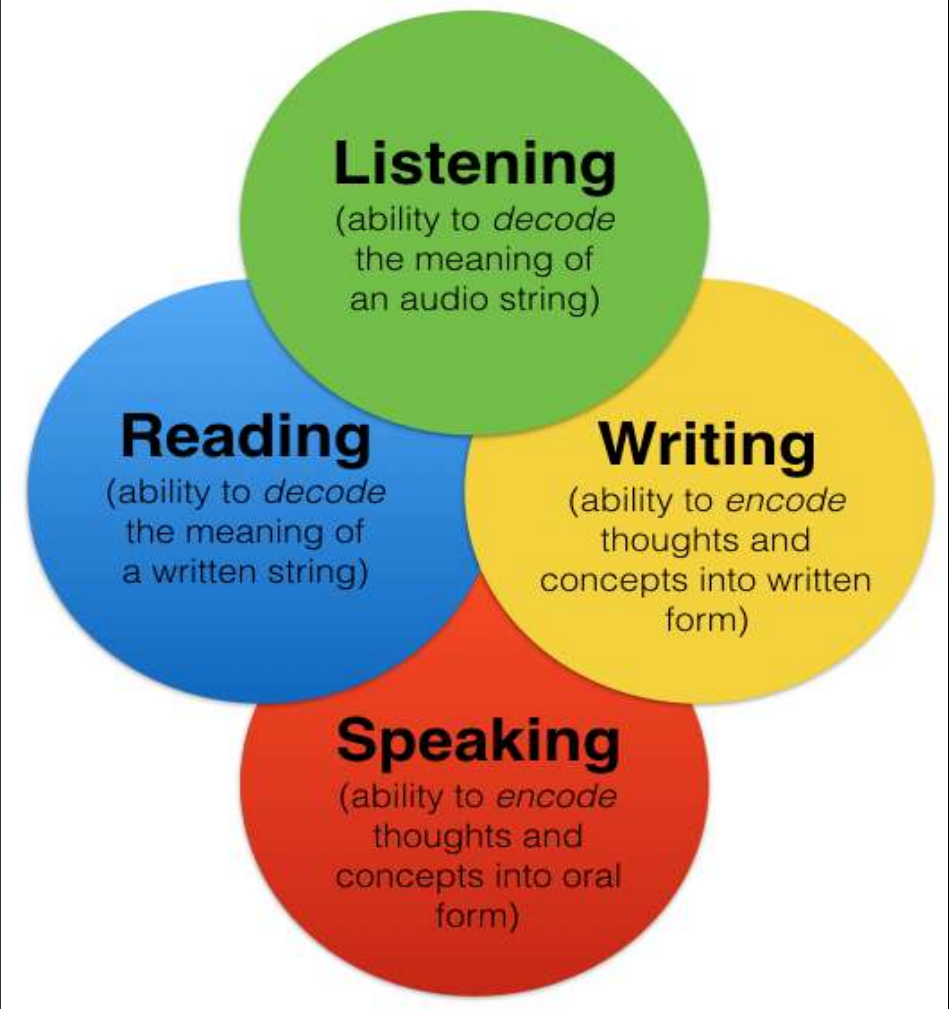
- The ability to effectively communicate with others is one of the most important tools for professional and personal success.
- It helps us better understand a person or situation and enables us to resolve differences and build trust and respect.
- Your capacity to communicate is often seen as an indicator of your ability and intelligence.



Language Skills

Types of languages in relation to Business Communication

- Formal Language
- Informal Language



Poll Question 1

What are the brain input Language Skills?

- 1. Reading and Speaking**
- 2. Listening and Writing**
- 3. Reading and Writing**
- 4. Listening and Reading**

Example of Poor Language Skills

One garbled Memo

When workloads increase to a level requiring hours in excess of an employee's regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee's tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee's absence from his previously scheduled assignment.

Business Communication

Business communication is the sharing of information between people within or outside an organization that is performed for the commercial benefit of the organization.



Perils of Poor Communication



How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



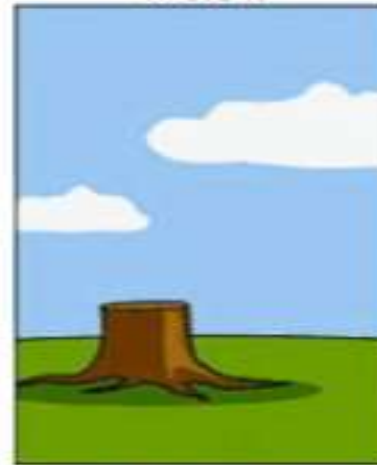
How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



What the customer really needed

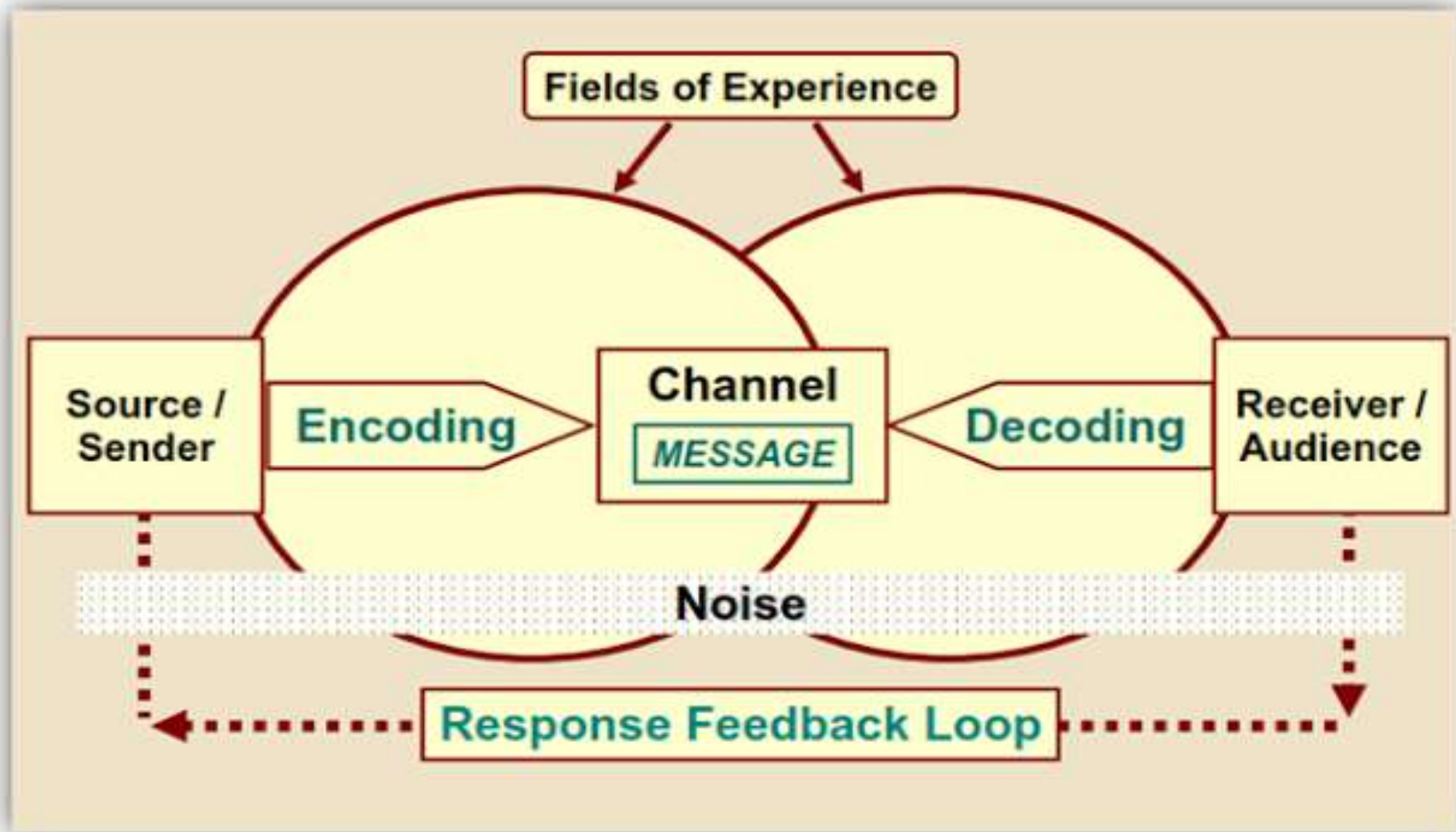
Importance

- In the professional world, communication decides a person's career curve - better the communication skills, higher are the chances of touching the zenith of success.
- The new global and diverse workplace requires excellent spoken and written communication skills.



The Communication Quiz

Statement	1. Not at All	2. Rarely	3. Sometimes	4. Often	5. Very Often
If I don't understand something, I tend to keep this to myself and figure it out later.					
When talking to people, I pay attention to their body language.					
I'm surprised to find that people haven't understood what I've said.					
Before I communicate, I think about what the person needs to know, and how best to convey it.					
I consider cultural barriers when planning my communications.					



Process of Communication

- The formation of communicative **motivation** or **reason**.
- Information is encoded, channeled and sent by a sender to a receiver via some medium.
- All forms of communication require a **sender**, a **channel**, a **message**, a **receiver** and the **feedback**.
- A hindrance in the communication process is called **noise**.

Types of Communication

On the basis of
Relationship
Element

Interpersonal

Intrapersonal

Organizational

Mass

On the basis of
Channels

Verbal

Non - verbal

On the basis of
Purpose and
Style

Formal

Informal

On the basis of
Direction

One-Way

Two-Way

Upward

Downward

Lateral

Interpersonal Communication

- Process of exchange of information, ideas, feelings and meaning between two or more people through verbal and/or non-verbal methods.
- Often includes face-to-face exchange of messages.
 - For Example: Client meetings, employee performance reviews and project discussions.



<https://www.visionclick.com/>

Intrapersonal Communication

- Communication with one's self.
- It includes internal monologue, imagination and visualization, internal conflict resolution, individual reflection, contemplation, meditation, etc.



Organizational Communication

- A process by which activities of the organization are coordinated to reach the goals of both individuals and the organization.
- Leads to effective management in the workplace.



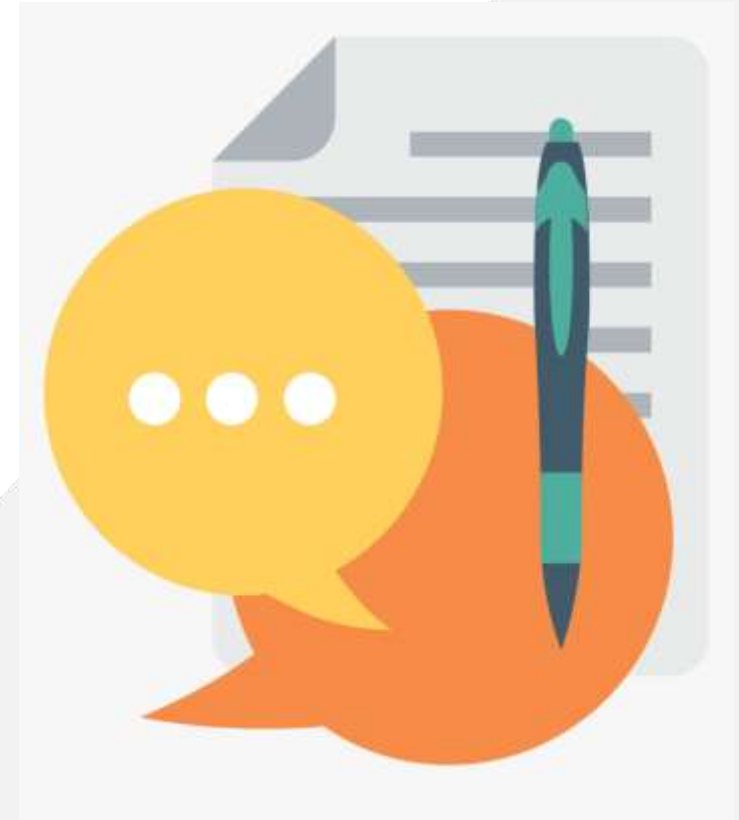
Mass Communication

- Means of conveying messages to an entire populace.
- Tools of modern mass media include books, the press, cinema, television, radio, internet etc.



Verbal Communication

- **Oral Communication** – A face-to-face interaction between sender and receiver. For Example: Giving a presentation.
- **Written Communication** – The sender uses the written mode to transmit his/her message. For Example: Writing reports and emails.



Preview Quiz (Non-verbal Communication)

1. A dishonest person avoids eye contact.
2. Crossing the hands, legs or the ankles is a defensive gesture.
3. Resting your head on the hand indicates interest in the subject.
4. Non-verbal communication is less intense and impactful than verbal communication.
5. Showing your thumbs up indicates a successfully completed job or interview.

Preview Quiz Answers

1. A dishonest person avoids eye contact. **TRUE**
2. Crossing the hands, legs or the ankles is a defensive gesture. **TRUE**
3. Resting your head on the hand indicates interest in the subject. **FALSE**
4. Non-verbal communication is less intense and impactful than verbal communication. **FALSE**
5. Showing your thumbs up indicates a successfully completed job or interview. **TRUE**

Non-verbal Communication

- Message is communicated without using a word.
- The process requires non-verbal cues to be transmitted and received.
- Facial expressions, posture, eye contact, walk, person's voice, sign language, body language volume, pitch, voice modulation etc.



Non-verbal Communication

- **Kinesics (or body movements):** Deliberate hand gestures and head movements.
- **Proxemics (or closeness/personal space):** Measure of physical distance.
- **Posture:** Way you sit or stand.
- **Eye contact:** Way of gauging interest or disinterest.
- **Touch:** Physical touch like a hug or a handshake.
- **Paralanguage:** Vocal qualities like loudness or tone of voice.
- **Facial expressions:** Indicators of someone's attitude.
- **Physiology:** Changes in body physiology like an increase in sweat or blinking rapidly.

Formal Communication

- Communication through formal channels in organizational structure along the lines of authority.
- Such communications are in writing and may take any form; policy; manual: procedures and rule book; memoranda; official meetings; reports, etc.



Informal Communication

- Communication through channels other than formal channels.
- Does not follow lines of authority.
- Communication is usually oral and may be covered even by simple glance, gesture, smile or silence.
- It includes Grapevine Communication.



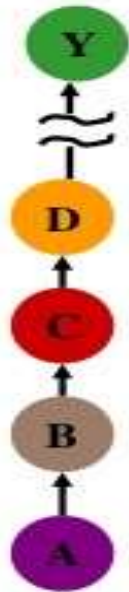
Formal	Informal
Official Channel	Unofficial Channel
Planned & Systematic	Cuts across formal relationships
Goal and task oriented	Individual Goal and need oriented
Impersonal	Personal & Social
Stable and rigid	Flexible and instable
Slow & Structured	Fast & unstructured
Authentic – little chance of distortion	Non- Authentic - bigger chance of distortion

Informal Communication - Grapevine

- Informal communication
- Stretches throughout the organization in all directions.
- Irrespective of the authority levels.
- Not easy to trace the cause.



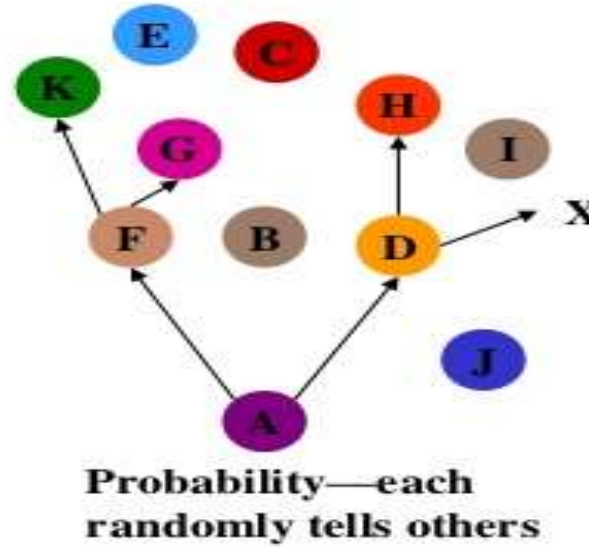
Grapevine Patterns



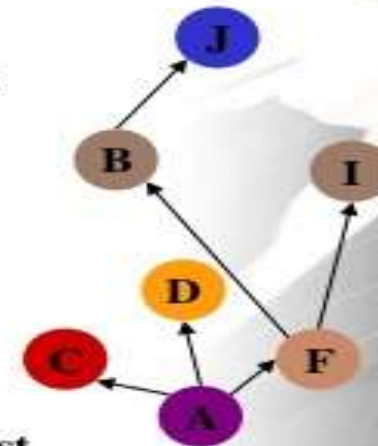
Single strand—each tells one other



Gossip—one tells all



Probability—each randomly tells others



Cluster—some tell selected others; most typical

Krietner/Kinicki, 2009

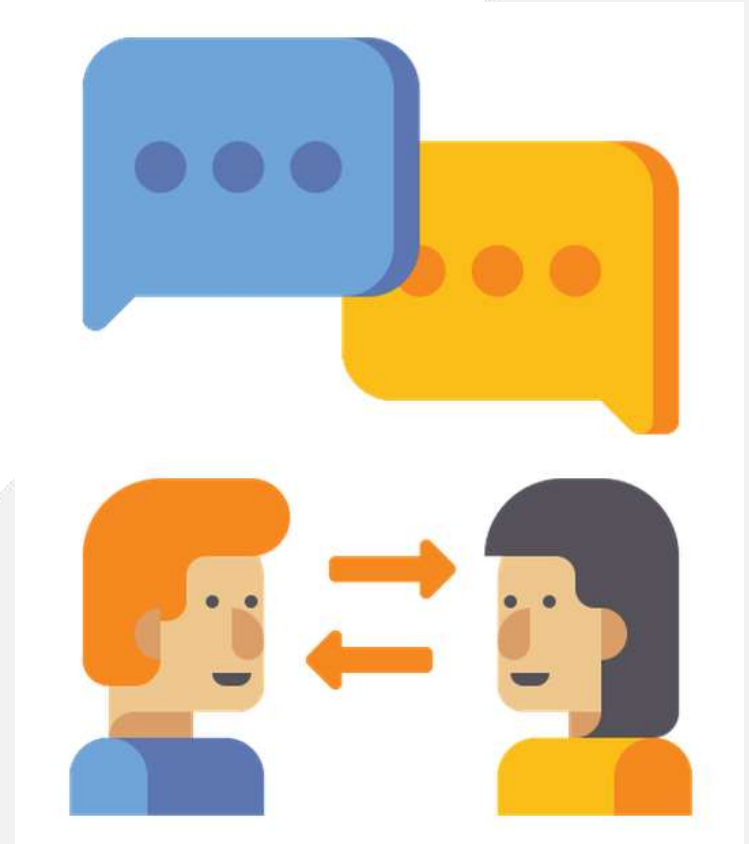
One-way Communication

- Transfer of information in one direction from the sender to the receiver.
- There is no opportunity for the receiver to give feedback to the sender. For Example: weather report on television, newspaper, billboard messages.



Two-way Communication

- Transmission in which both parties are involved to transmit information.
- For Example: Chat rooms and Instant Messaging, Telephone conversations etc.



Upward Communication

- The process of information flowing from the lower levels of a hierarchy to the upper levels.
- Function: to send information, suggestions, complaints and grievances of the lower level workers to the managers above.

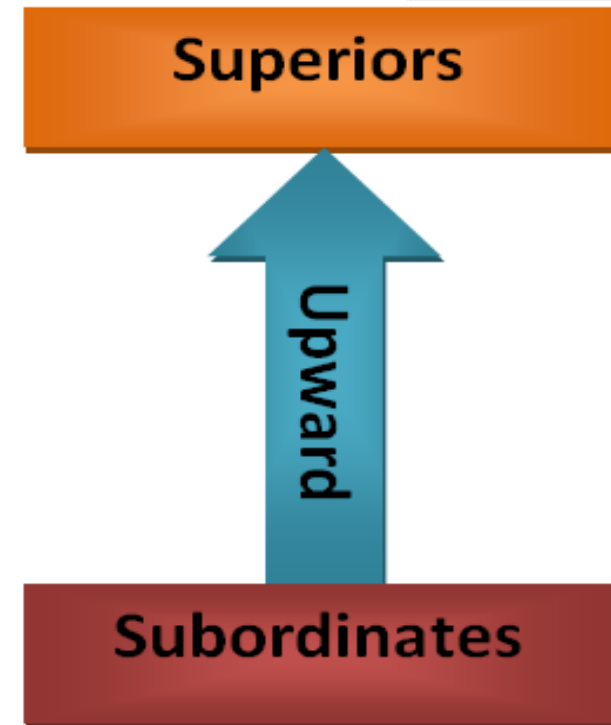
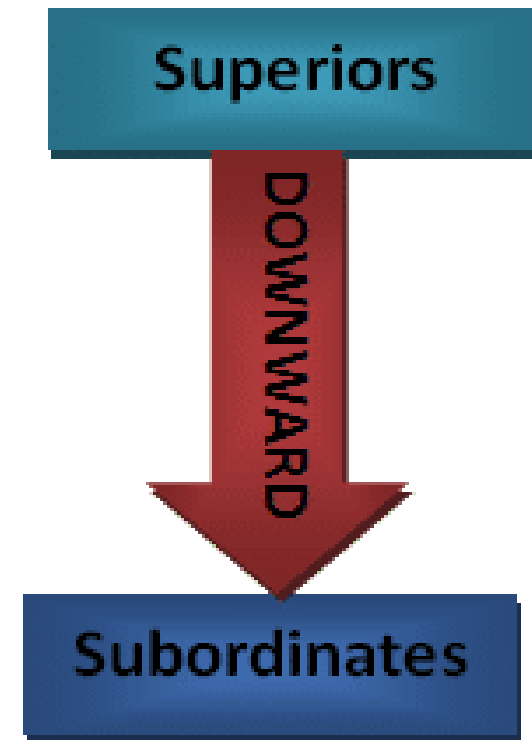


Fig: Upward Communication

Downward Communication

- Downward communication involves a message travelling to one or more receivers at the lower level in the hierarchy.
- Involves directions or performance feedback.
- The down ward flow of communication generally corresponds to the formal communication.



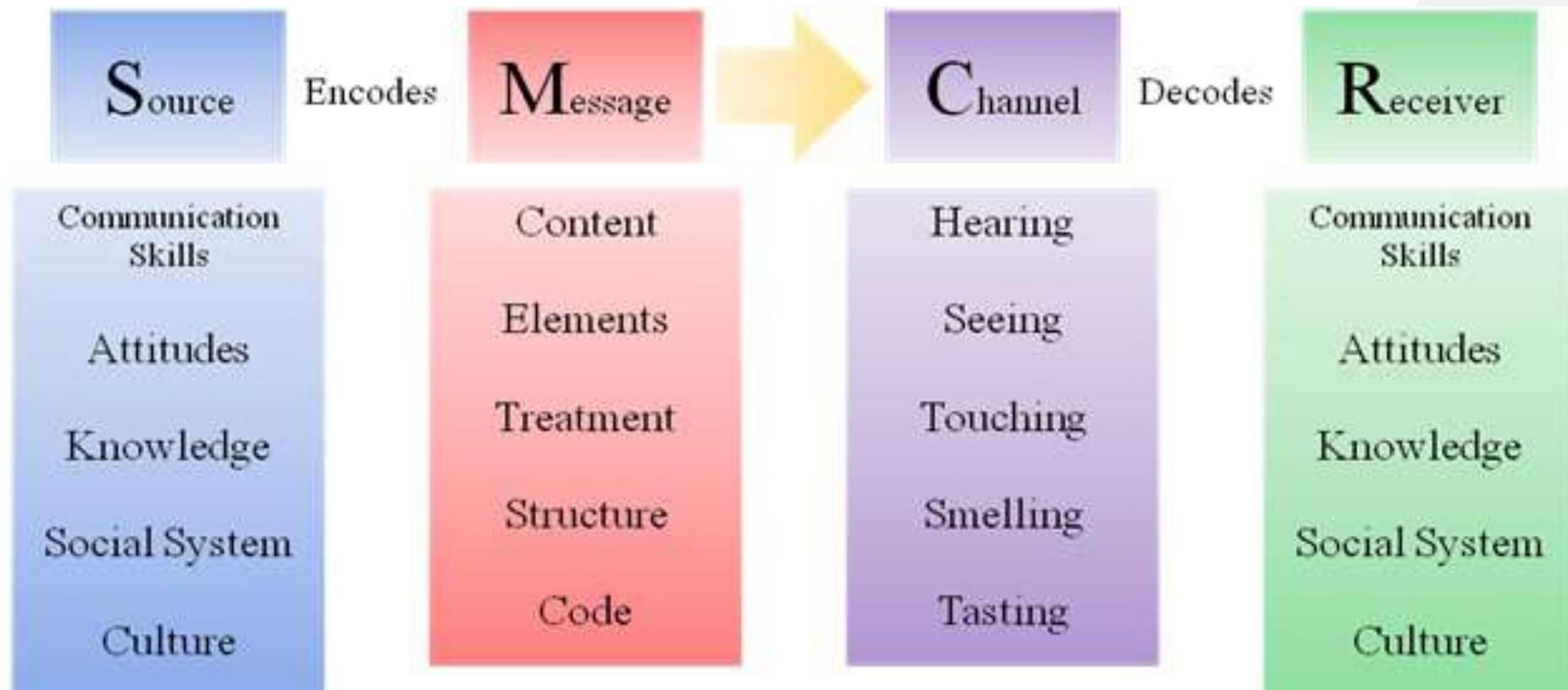
Lateral/Horizontal Communication

- Takes place between persons at the same level or working.
- The main use is to maintain coordination and review activities assigned to various subordinates.



Models of Communication

David Berlo's SMCR Model



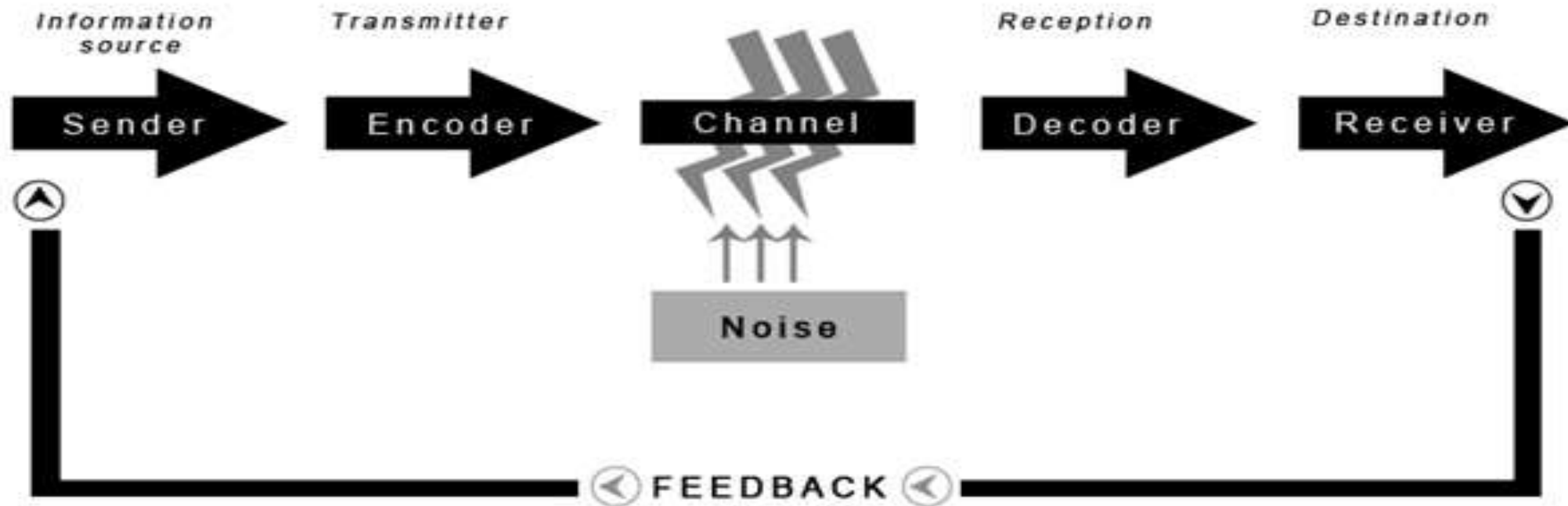
Components of SMCR Model

- Source is the sender of the message or the person who originates the message.
- Message is the substance that is being sent by the sender to the receiver.
- Channel is the medium used to send the message.
- Receiver is the person who gets the message sent in the process.

Criticism of SMCR Model

- There is no concept of feedback, so the effect is not considered.
- There is no concept of noise or any kind of barriers in communication process.
- It is a linear model of communication, there is no two way communication.
- Both of the people must be similar according to all the factors, which is practically not possible.

Shannon-Weaver Model



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Components of 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.
- Channel – Channel is the medium used to send message.
- Decoder (Receiver) – Receiver is the one who decodes the message.
- Noise – Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

Criticism of Shannon-Weaver Model

- It can be applied more for interpersonal communication than group communication and mass communication.
- Receiver plays the passive part in the communication process as sender plays the primary role that sends messages.
- Feedback is taken as less important in comparison to the messages sent by the sender.
- The model is taken by some critics as a “misleading misrepresentation of the nature of human communication” as human communication is not mathematical in nature.

Case Study- The co-op student who mixed up genres

Chris was simultaneously enrolled in a university writing course and working as a co-op student at the Widget Manufacturing plant. As part of his co-op work experience, Chris shadowed his supervisor/mentor on a safety inspection of the plant, and was asked to write up the results of the inspection in a **compliance memo**. In the same week, Chris's writing instructor assigned the class to write a **narrative essay** based on some personal experience. Chris, trying to be efficient, thought that the plant visit experience could provide the basis for his essay assignment as well.

He wrote the essay first, because he was used to writing essays and was pretty good at it. He had never even seen a compliance memo, much less written one, so was not as confident about that task. He began the essay like this: On June 1, 2018, I conducted a safety audit of the Widget Manufacturing plant in New City. The purpose of the audit was to ensure that all processes and activities in the plant adhere to safety and handling rules and policies outlined in the Workplace Safety Handbook and relevant government regulations. I was escorted on a 3-hour tour of the facility by...

Chris finished the essay and submitted it to his writing instructor. He then revised the essay slightly, keeping the introduction the same, and submitted it to his co-op supervisor. He "aced" the essay, getting an A grade, but his supervisor told him that the report was unacceptable and would have to be rewritten – especially the beginning, which should have clearly indicated whether or not the plant was in compliance with safety regulations. Chris was aghast! He had never heard of putting the "conclusion" at the **beginning**. He missed the company softball game that Saturday so he could rewrite the report to the satisfaction of his supervisor.

Examine the case and determine the following:

- Define the **rhetorical situation**: Who is communicating to whom about what, how, and why? What was the goal of the communication?
- Identify the **communication error**?
- Explain the **losses** that were incurred by this problem.
- Identify **possible solutions** or strategies that would have prevented the problem.

Applications

Applicable to both personal and professional life:

- In personal life, good communication skills can improve your personal relationships by helping you to understand others, and to be understood.
- Professionally, if you are applying for jobs or looking for a promotion, you will almost certainly need to demonstrate good communication skills.
- Communication skills can also ensure that you are able to manage interactions with businesses and organisations.

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Test-2
- Assignments
- Surprise Test
- Worksheets
- Quiz
- Student Engagement
- End Semester Exam

References

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THANK YOU

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