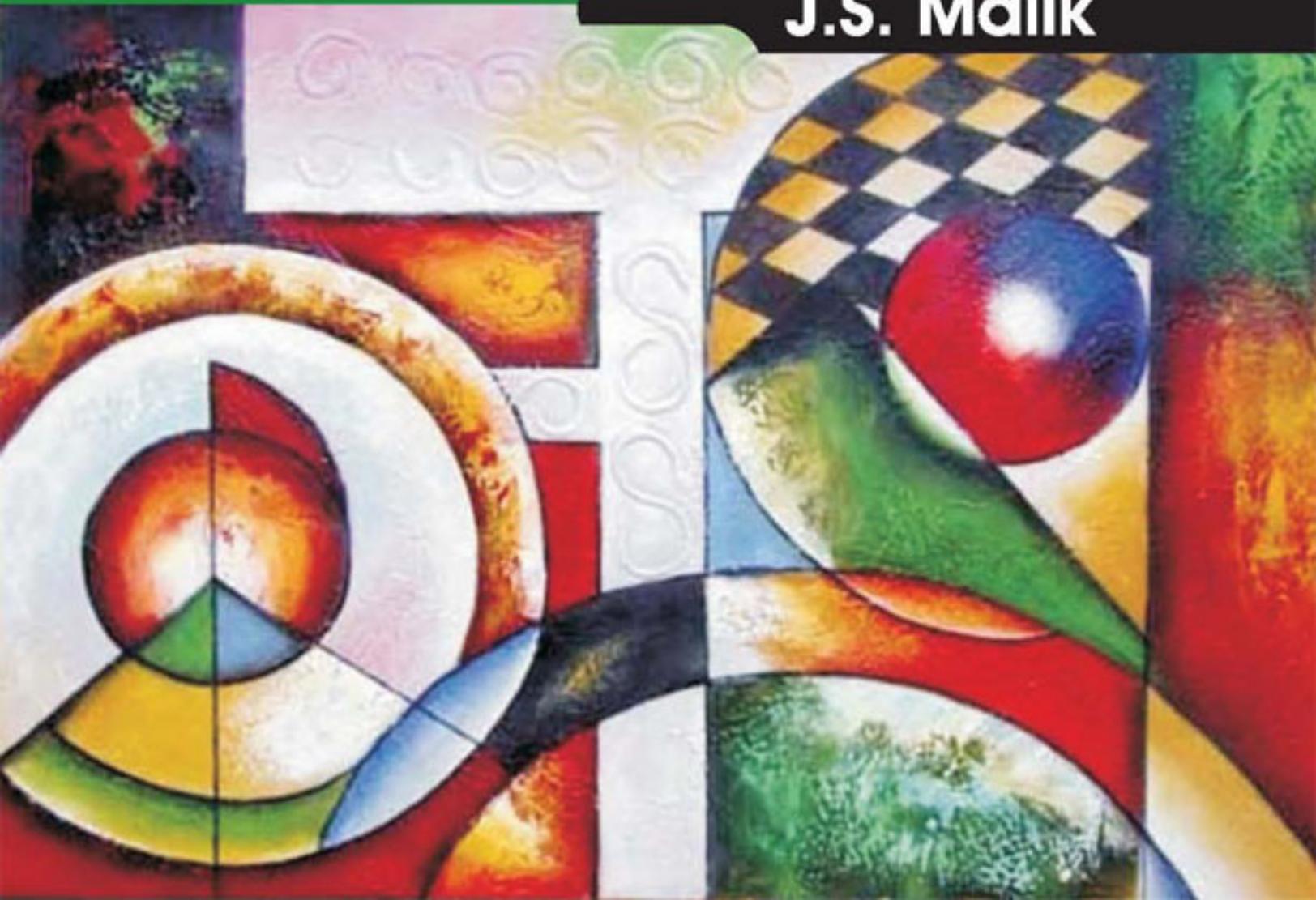


VAYU EDUCATION OF INDIA

Communication Skills-I

J.S. Malik



Communication Skills – I

JAGMENDER SINGH MALIK

Deptt. of Applied Sciences
Govt. Polytechnic, Jhajjar

In Association with

MS. NAVITA RAJAIN

Lect. In English
S. R.I. T. E.- Mouli
Barwala- Panchkula

MS. SARITA MALIK

M. A.(English) B. Ed.
F-04, Staff Colony
G P Jhajjar- Haryana



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Vayu Education of India

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Communication Skills – I

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VAYU EDUCATION OF INDIA

2/25, Ansari Road, Darya Ganj, New Delhi-110 002

Ph.: 91-11-43526600, 41564445

Fax: 91-11-41564440

E-mail: vei@veiindia.com

Web: www.veiindia.com

Preface

In modern world English holds the unique place of importance, being a living language, wide spoken and written, and dynamically growing from day to day, a veritable window on the world. One has to be good at English in order to be in good books and looks of the world. A good command over communication skills in English is perceived as a ticket to success in life because it enhances learner's personality and their employability. Learn English and be Global.

Keeping the above facts in mind this book is designed to develop learner's ability to use contemporary English accurately, fluently and appropriately, both for face to face and written mode of communication in academic and social situations. The material has been selected keeping in view the needs of learners. The book consist of following five sections:

- Listening Skills
- Speaking Skills
- Writing Skills
- Grammar and Usage
- Reading Skills

Section-I: Aim at enhancing the Listening skills of the learner and authentic material have been chosen for achieving the goal. Learners will be honed to practice the skill of note making.

Section-II: Deals with functional use of language while developing the speaking skills of the diploma students. The stress is on fluency rather than accuracy. Students are encouraged to speak in English to boost their confidence.

Section-III: Section-IV teaches grammar through task and activities. The materials used in this section has been borrowed from different sources to provides practices in usages where students need remedial action.

Section-IV: On writing skills focuses on preparing the students to write effectively through logical developments of ideas. In addition to this, a separate unit of developing the paragraphs based on visual inputs is also incorporated. This provide the opportunity to express themselves in grammatically correct English.

Section-V: The last section trains the students in honing their Reading Skills so that they read effectively and efficiently in different types of text. The teacher should train them in using different kinds of reading speeds according to the purpose of reading. The appendixes are also incorporated to help the average students in understanding and writing the matter easily.

COMMUNICATION SKILLS IN ENGLISH, "A WINDOW TO EMPLOYMENT"

Syllabus For First Semester

RATIONALE

Interpersonal communication is a natural and mandatory part of institutional life. Yet, communication skills is challenging because of human inherent nature to assume, overreact and misperceive the happening of routine life. Lack of communication or twisted communication is often ally becomes the cause of conflicts and poor performance in any sphere of life. So it is pertinent in present scenario that communication must flow smoothly in an effective and efficient way. The target of communication skills-I course is to produce civic-minded and competent Engineers/ communicators in Multi-national companies. Hence the students of diploma must have oral as well as written communication effective proficiency in organization as well as public life.

OBJECTIVE OF COURSE

- Comprehending how communication flows
- Enhancing Active Listening and Responding Skills
- understanding the importance of body language
- Acquiring different methods of minimising the barrier to communication
- Learning to speak fluently in target language of Engineers

Contents

<i>Preface</i>	(v)
----------------------	-----

Unit- I

1. COMMUNICATION SKILLS (THEORETICAL CONCEPTS)	3
1.1 Process of Communication	3
1.2 Verbal and Non-Verbal Communication	19
1.3 Barriers to Communication	27
1.4 Listening Skills	36

Unit- II

2. GRAMMAR AND ITS USES	43
2.1 Basic Units of English	43
2.2 Parts of Speech- General Overview	47
2.3 Punctuation Marks	51
2.4 Articles- A, An, The	60
2.5 Framing questions	63
2.6 Verb Classification	71
2.7 Formation of Words	76

Unit- III

3. WRITING SKILLS	85
3.1 Developing Effective Paragraphs	85
3.2 Picture Composition Introduction	107

Unit- IV

4. READING SKILLS.....	135
------------------------	-----

Unit- V

5. DEVELOPING ORAL COMMUNICATION SKILLS	159
---	-----

5.1 Introduction and Features of Spoken English.....	159
5.2 Starting a Conversation.....	162
5.3 Introducing Oneself and Others	164
5.4 Greeting and Leave Taking.....	166
5.5 Wishing Well and Thanking.....	168
5.6 Talking about Oneself.....	170
5.7 Talking about Likes and Dislikes.....	171
<i>Exercise for practice:</i>	172

Appendix/ Annexure	173
Question Paper	189
References.....	193
Index.....	195

Unit- I

Communication Skills (Theoretical Concepts)

- 1.1 Process of Communication
- 1.2 Verbal and Non-Verbal Communication
- 1.3 Barrier to Communication
- 1.4 Listening Skills and Barrier to Listening

Unit- I

Communication Skills (Theoretical Concepts)

1.1 PROCESS OF COMMUNICATION

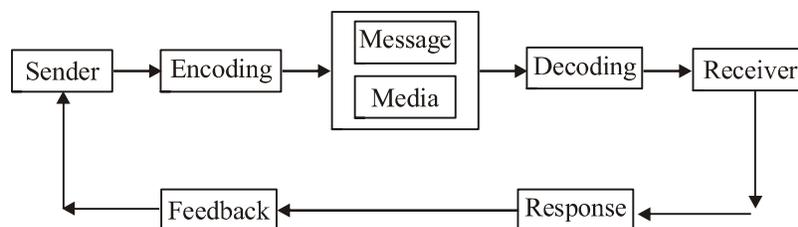
Introduction

Communication is the process of exchanging the ideas, emotions and feelings from one person to another person through arbitrary signs and symbols.

“Communication leads to community that is to understanding, intimacy and mutual valuing.”

—*Rollo May*

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. He 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 him.



Communication Process

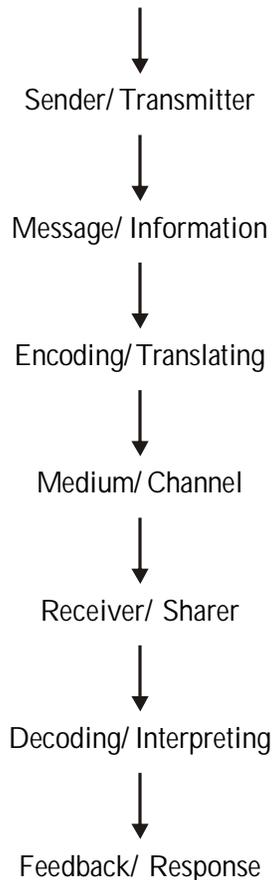
The main components of communication process are as follows:

1. **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.
2. **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 produces the required response. 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. The verbal and non-verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender.
3. **Message:** Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.
4. **Medium:** Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium for transmitting the message else 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. 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 recipients as misunderstandings are cleared then and there.
5. **Recipient / Decoder:** Recipient / Decoder is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipients, their responsiveness to the message, and the reliance of encoder on decoder.
6. **Feedback:** Feedback is the main component of communication process as it permits the sender to analyse 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.

The word communication is derived from the Latin word, 'Communicare' or 'communico' both of which means is to share or exchange. It means, communication is the sharing and understanding of ideas, facts, opinions and feelings with a common system of symbol, signs, behaviour, speech, writing, or signals. Human communication refers to the social interaction of sharing information for the purpose of understanding and social contacts. Communication happens at many levels, in many different ways and for all beings. It is the oldest process which started with the human production system. It is basic need of the human being and must be learnt by each one for better understanding of society as well as human nature. Communication process is a sequence of activities in which message is transferred from

sender till received/ understood and responded by the receiver. This process consists of few components inter-related to complete the process successfully and effectively. Communication process has got following distinct elements:

Idea/Emotion/ Feeling



1. **Idea:** It is the piece of information that arises in mind of the sender or transmitter.
2. **Sender:** Sender is the person who wants to transmit/send the message or information. The sender must have effective way of communication both verbal and non-verbal. Communicator must a positive attitude as that is the driving energy to change the behaviour of the receiver.
3. **Message:** The Message is that information which sender wants to transmit to the targeted receivers. It is the subject matter of communication. It may be a fact, an idea, a figure, an opinion, attitude or even a course of action including information.
4. **Encoding:** It is the process of converting the subject matter into the signs, symbols, actions, words or pictures etc. according to the understanding level of the receiver. The information is being translated in to the comprehensive capability of the targeted receiver.

5. **Channel:** The medium through which the information/ message is to be transmitted. Media may be oral, verbal, written, visual, audio-visual, computer aided etc. The sender has to select an appropriate medium for transferring the idea effectively and successfully.
6. **Decoding:** It is the process of translating an encoded message into easy understandable language to get the correct meaning out of it, in which the sender intended.
7. **Receiver:** The person who receives the message, comprehends it in correct sense and gets the exact meaning out of the message. The target of communication is achieved when the receiver understands the message in correct sense intended by the sender. Action is done by the receiver only after correct understanding of the sender's message.
8. **Feedback:** Feedback is the response or reaction of the receiver after understanding the message in proper sense or in his own words /language. Feedback ensures that the receiver has understood the message in the same sense as the sender meant. It makes the communication process effective by making correction in further correspondence, if required.

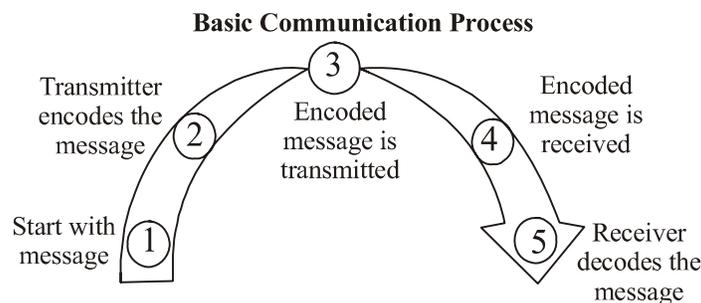
In this way communication is a two-way process involving a sender and a receiver at least, as a speaker needs listener and writer needs reader to complete the process successfully.

Cycle of Communication

Many of the problems that occur in an organization are the direct result of people failing to communicate. Faulty communication causes the most problems. It leads to confusion and can cause a good plan to fail. Communication is the exchange and flow of information and ideas from one person to another. It involves a sender transmitting an idea to a receiver. And effective communication occurs only if the receiver understands the exact information or idea that the sender intends to transmit.

Studying the communication process is important because you coach, coordinate, counsel, evaluate, and supervise through this process. It is the chain of understanding that integrates the members of an organization from top to bottom, bottom to top, and side-to-side. Let us look into the details and see:

What is involved in the communication process?



The steps involved in this process are:

1. **Idea:** Information exists in the mind of the sender (who is the source). This can be a concept, idea, information, or feelings.
2. **Encoding:** The source initiates a message by encoding the idea (or a thought) in words or symbols and sends it to a receiver. The message is the actual physical product from the source encoding. When we speak, the speech is the message. When we write, the writing is the message. When we gesture, the movements of our arms and the expressions of our faces are the message.
3. **The Channel:** The channel in the communication process is the medium that the sender uses to transmit the message to the receiver. Care needs to be exercised in selecting the most effective channel for each message. Even though both an oral and a written medium may be appropriate to transmit a particular message, one medium may be more effective than the other. To illustrate, let's assume that an individual desires an immediate reply to a question. Although the message could be in either an oral or a written form, the oral medium most likely will be more effective because of the immediacy, if required.

In selecting an appropriate channel, the sender must assess the following factors, as the situation demands:

- need for immediate transmission of message, (Fax instead of letter)
- need for immediate feedback, (Phone instead of fax)
- need for permanent record of the message, (Written rather than oral)
- degree of negotiation and persuasion required, (Personal meeting – face-to face)
- the destination of the message, and (Far flung area – letter only)
- the nature of the content of the message. (Has to be a contract –written)

In addition, the sender should take into consideration his/her skill in using each of the alternative channels, as well as the receiver's skill in using each of the channels. Communication rarely takes place over only one channel; two or three even four channels are normally used simultaneously.

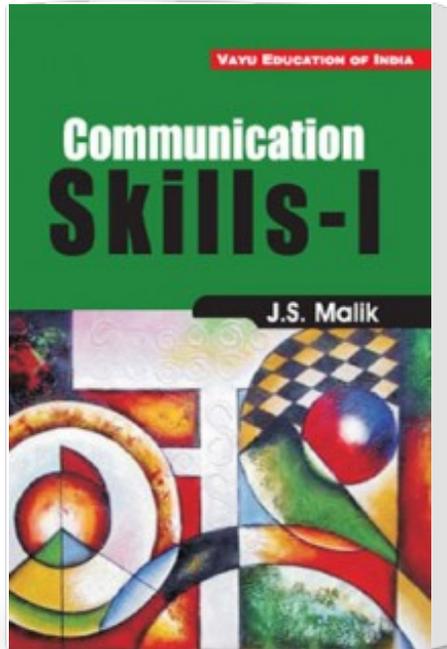
Example: in face-to-face interactions, we speak and listen but we also gesture and receive these signals visually.

4. **Decoding:** It is the act of understanding messages (words or symbols). This is known as Decoding. When the sound waves are translated into ideas, we are taking them out of the code they are in, hence decoding. Thus, listeners and readers are often regarded as Decoders. During the transmitting of the message, two processes will be received by the receiver.

Content and Context

Content is the actual words or symbols of the message which is known as language – i.e. spoken and written words combined into phrases that make grammatical and semantic (meaning) sense. We all use and interpret the meanings of words differently, so even simple messages can be misunderstood (Are you going to give me or not?). And many words have different meanings to confuse the issue even more (You are smart.).

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Malik

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