

Communication Skills

Definition

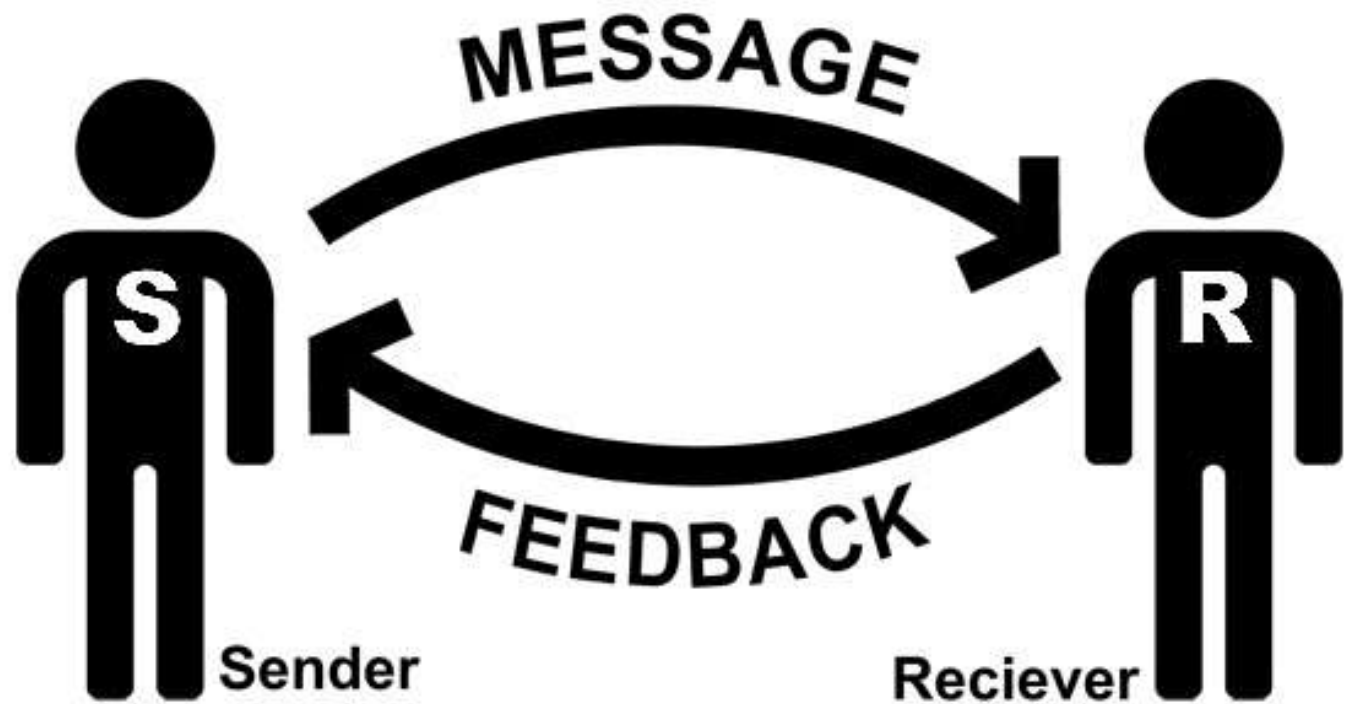
- The activity of conveying information through speech writing, or other behaviour.
- Communication is the process of transferring signals/messages between a sender and a receiver through various methods (written words, nonverbal cues, spoken words). It is also the mechanism we use to establish and modify relationships.
- One definition of communication is “any act by which one person gives to or receives from another person information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non linguistic forms, and may occur through spoken or other modes.

Human Communication

- Human spoken and pictorial languages can be described as a system of symbols and the grammars by which the symbols are manipulated.
- Communication is the flow or exchange of information within people or a group of people.
- A variety of verbal and non-verbal means of communicating exists such as body language, eye contact, sign language, and media such as pictures, graphics, sound, and writing.
- Feedback is critical to effective communication.

How to communicate

- Make eye contact.
- Use Gestures.
- Don't send mixed messages.
- Be aware of what your body is saying.
- Manifest constructive attitudes and beliefs.
- Develop effective listening skills.
- Enunciate your words.
- Pronounce your word correctly
- Use the right words and slow your speech down



Non verbal communication

- **Nonverbal communication** is the process of communication through sending and receiving wordless (mostly visual) cues between people.
- Research shows that the majority of our communication is non verbal, also known as body language. In fact, 63-93% of communication is non-verbal.
- First impression, clothing, posture, gestures, engagement and across cultures are some forms of non verbal communication.
- Haptics: touching in communication like handshake, holding hands, high fives and kissing are also non verbal.

Oral Communication

- "The ability to communicate effectively through speaking as well as writing is highly valued and demand in business."
- Oral communication, while primarily referring to spoken verbal communication, can also employ visual aids and non-verbal elements to support the conveyance of meaning. Oral communication includes speeches, presentations, discussions, and aspects of interpersonal communication.
- As a type of face-to-face communication, body language and choice tonality play a significant role, and may have a greater impact upon the listener than informational content. This type of communication also garners immediate feedback.

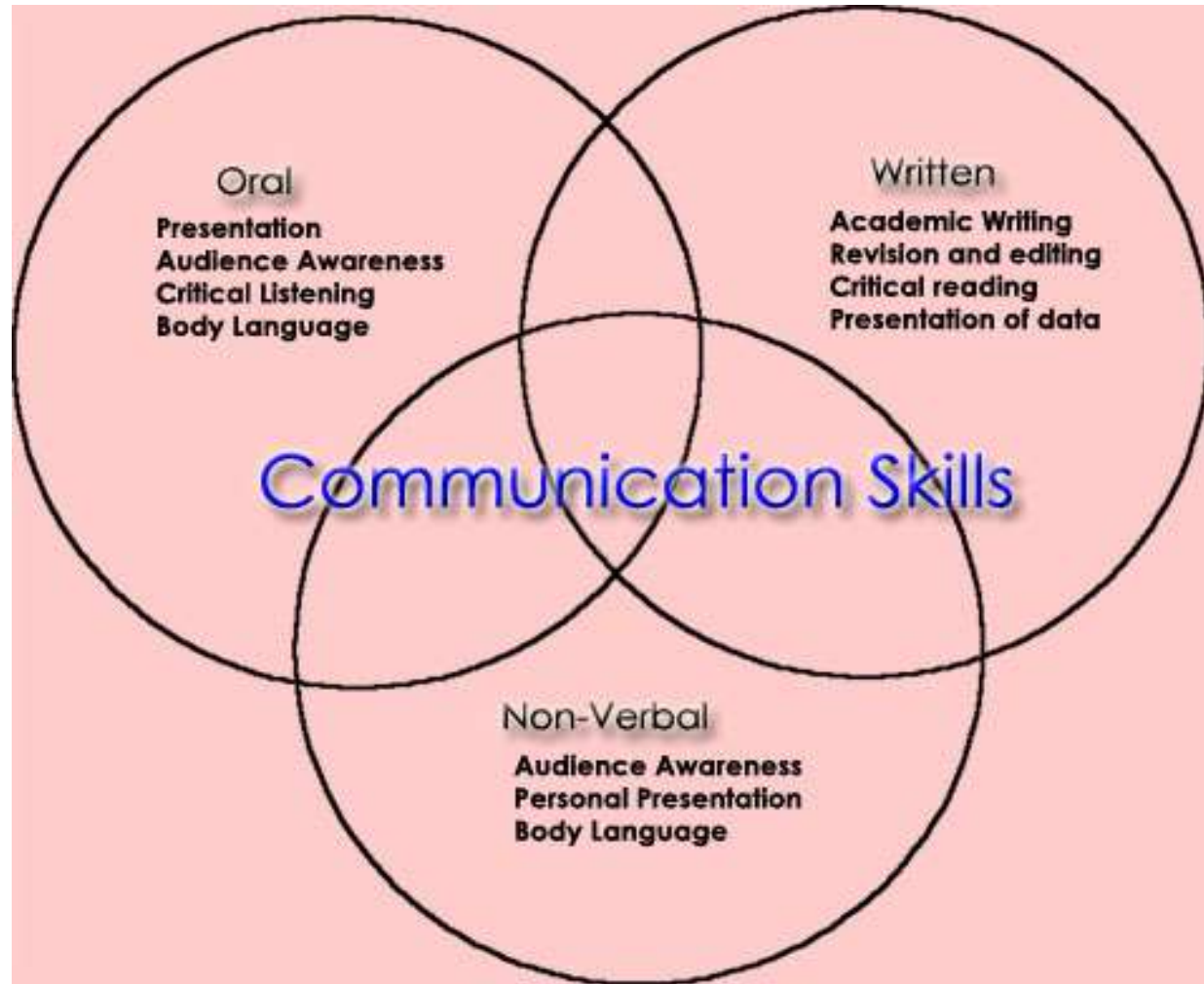


Written Communication

- Communication by means of written symbols (either printed or hand written).
- Letter
writing, memorandum, Email, advertisement, posters, hoardings and report are some form of written communication.
- The first type of written communication is letters, or correspondence. There are different types of letters, each dependent on the purpose of the communication.
- If the letter is intended for friends and family, it is generally written in a personal manner which does not follow any structure or rule.
- The next type of letter is more formal. These types of letters are used in a professional atmosphere.

Types and Purpose of letters

Types	Purpose
Acceptance Letter	Accepting a job offer
Acknowledgement Letter	Letting someone know that you have received message
Adjustment Letters	Responding to a complaint letter
Application Letters	Selling or marketing your skills, abilities and knowledge
Complaint Letters	Requesting assistance, information, or merchandise
Reference Letters	Recommending someone for employment
Refusal Letters	Refusing some kind of request
Resignation Letters	Leaving a position



Business Communication

- A business can flourish when all objectives of the organization are achieved effectively. For efficiency in an organization, all the people of the organization must be able to convey their message properly.



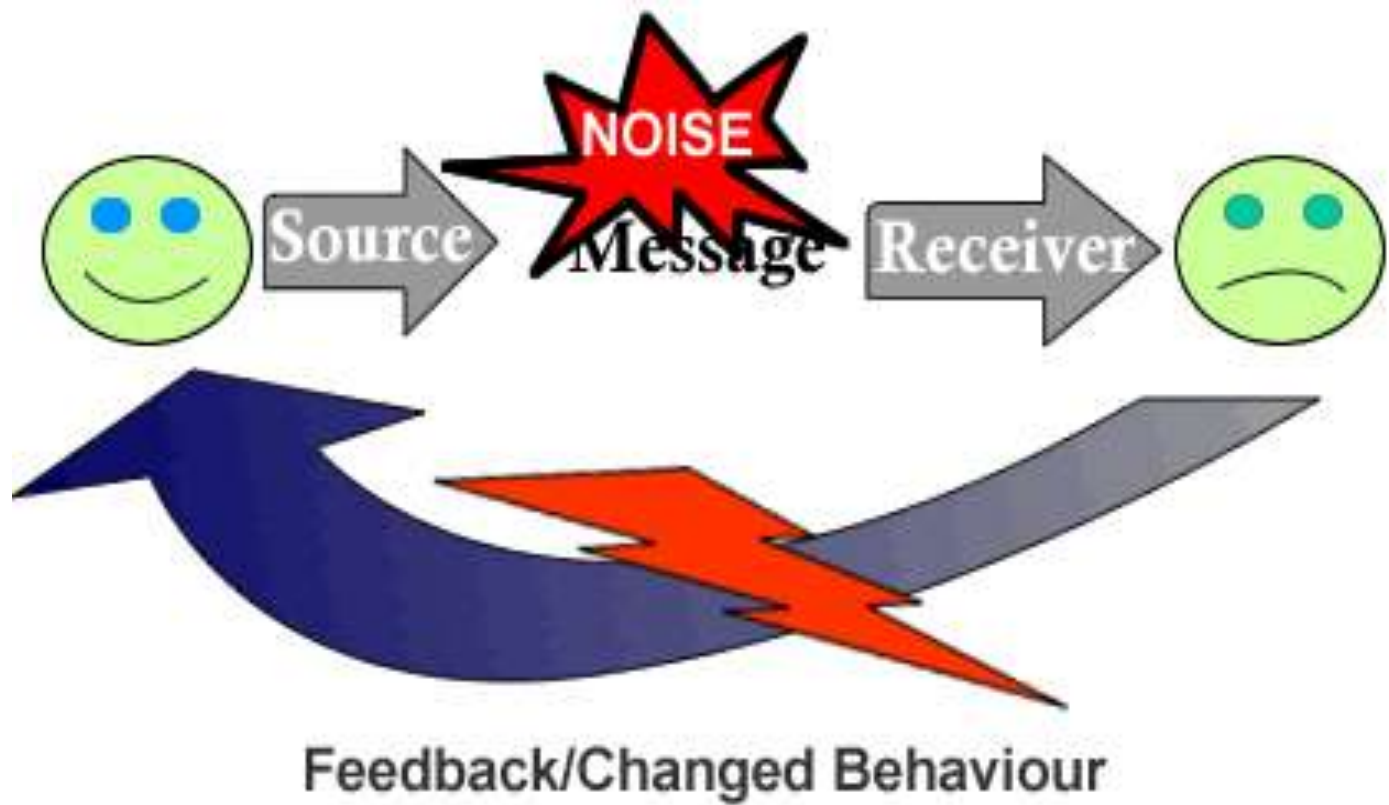
Barriers to effective human communication

- Barriers to effective communication can retard or distort the message and intention of the message being conveyed which may result in failure of the communication process or an effect that is undesirable.
- These include filtering, selective perception, information overload, emotions, language, silence, communication apprehension, gender differences and political correctness.
- Most common barriers: physical barrier, system design, attitudinal barriers, ambiguity of words/phrases, individual linguistic ability, physiological barriers, presentation of information.

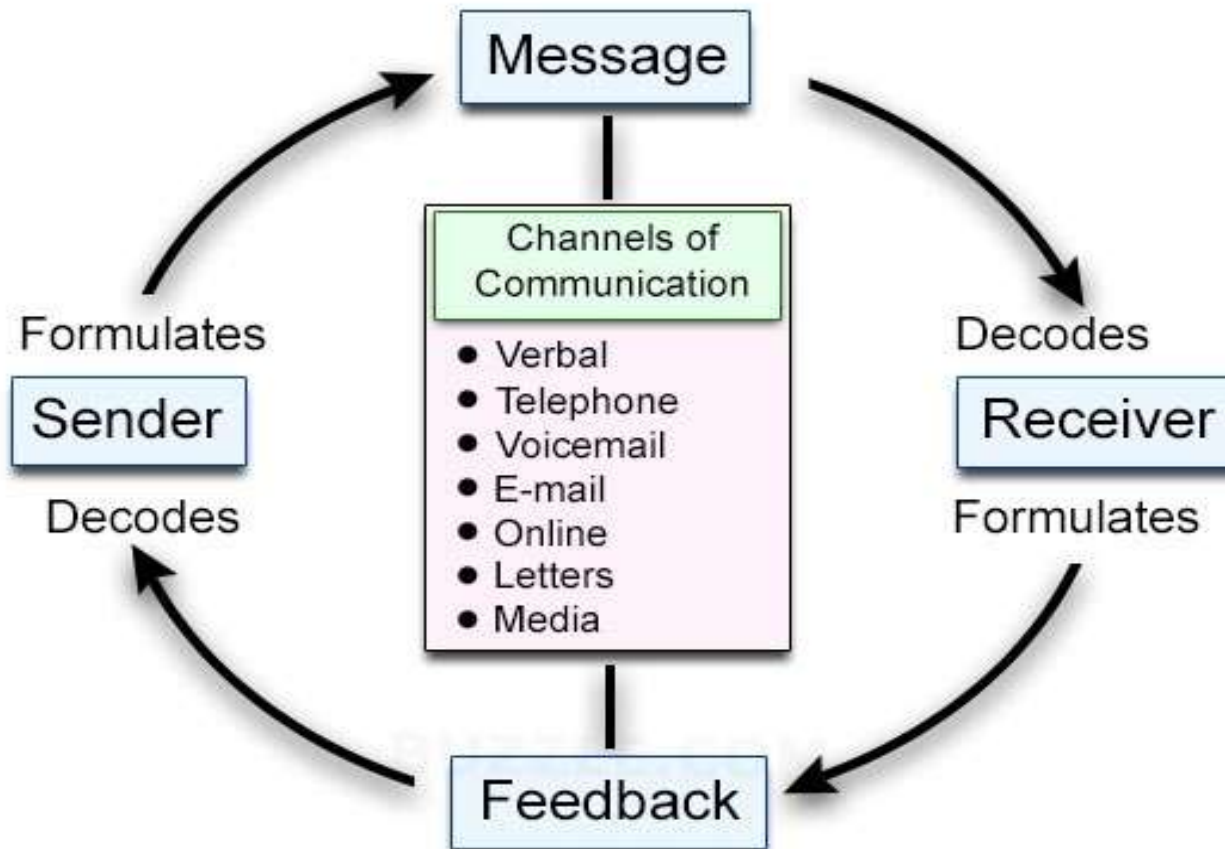


Communication Noise

- In any communication model, noise is interference with the decoding of messages sent over a channel by an encoder.
- There are many example of noise such as: environmental noise, physiological-impairment noise, semantic noise, syntactical noise, organizational noise, cultural noise, psychological noise.



Communication Cycle



THANK YOU