

Communication Skills

Location	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
Unit-1: Need and Importance of Communication Skills				
Classroom	• Meaning of communication • Significance of communication • Identifying different elements of communication	Need and Importance of Communication skills	• Role play • Open house discussion. • Communication, Presentation, Expression.	• Innovative tutorial, using audio video aids • Activity: Role play and Open house discussion.
Unit-2: Types of Communication Skills				
Classroom / Informal setup	Categorization of communication skills based on: • Mode • Receivers	Types of Communication Skills	In a given situation, how to manage and communicate different emotions	• Innovative tutorial, using judiciously selected movie clips • Activity: Understand how characters handle difficult / different situations



Unit-3: Interpersonal Communication Skills				
Location	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
Outdoors/ Language Laboratory/ Classroom	• Development of Interpersonal Skills • Barriers in communication skills • Applying measures to overcome barriers	• Interpersonal Communication Skills • Coordinate communication.	Use specific scenarios students experience on daily basis e.g. Buying an electronic/ Visiting a library/ Speaking with authorities.	Innovative tutorial, using Introspection Activity: Speaking Circle: Each student will speak and add a sentence to the previous speaker.

5.1.0 Introduction

Columbia Encyclopedia defines Communication as the transfer of thoughts and messages as contrasted with the transportation of goods and persons. The basic forms of communication are by signs (sight) and sound (hearing). These two definitions are based mainly on the idea of the transfer of information; they distinguish between the transfer of ideas and the transfer of material things. A newer aspect, which is much indebted to learning theory, gives greater prominence to the concept of influence as a necessary criterion of the success of the communicative act; that is, if A communicates with B and B's behaviour is not modified in some way, the communication has not taken place.

We can say that society has developed with the pace in development of communication methods, form, media and channels. After the study of the history of civilization you will find that, initially sign languages and body languages were the medium of communication. Then the languages evolved, and the spoken words became the common form of communication. Further development of scripts and writing paved the way for written communication. Afterwards, inventions of printing technology strengthened the written form of communication and provided means for recording the knowledge and communicating through generations. Further, invention of postal services, telephone and telegraph provided support to overcome the physical distance between source and receiver. The invention of radio, television, internet and other electronic media have overcome the physical distance between sources and receivers as well as dissemination of the message to a large size of receiver (mass). The present age is ruled by the media which targets the mass hence, it is designated as mass media.

5.1.1 Need & Importance of Communication skills

The word communicate is derived from the Latin word 'communis' which means sharing or common. Sharing information, idea, feeling and attitudes between two or more than two people can be called communication. The communication takes place through words, sign, symbols, gesture and /or body language. In this process one who communicates is known as source or communicator, to whom communicated is known as audience or receiver and what is communicated is known as message. One more factor to be mentioned here is media or channel. Here, words, sign, symbols, gesture and or body language can be called media. Apart from this physical media

like, electronic, digital media, etc., are the part of this process as they become necessary when receiver is at distant place from the source. For example, when you talk with someone through phone, then the telephone technology becomes your channel for communication. Similarly, when you send text, photographs, or anything through electronic mail then the internet becomes the channels of your communication.

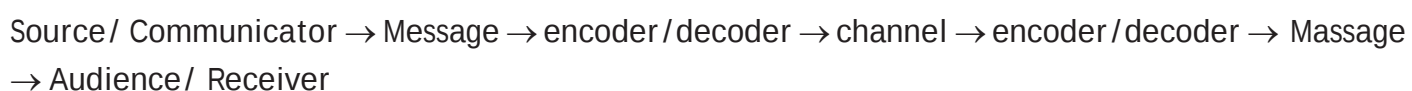
We can understand the communication process in a simple model including the elements mentioned above as:



In sophisticated communication model, physical, mechanical or electronic channels are used to send the message to receiver. Such a situation occurs when source and receiver are physically at distant place

Or when the receivers are more than one spread over wide geographical area. When receivers or target audiences are more and wide spread then the media used to send the message known as mass media, like radio, television, newspapers etc. since, the message reached to the receiver though mechanical or electronic channels so it is being converted into channel compatible form and at the receivers end this is converted into the original message. Now, to convert message into channel compatible format at receivers end and again reconvert them from channel compatible format to original message format, needs special device which is called encoder and decoder. On the basis of this description, we can illustrate a communication model as:

The communication has been defined differently by different reference sources and scholars. The Oxford English Dictionary define it as "the imparting, conveying or exchanging the ideas and knowledge whether by speech, writing or signs". While the Webster's Dictionary defines it as "a process by which information is exchanged between individuals through a common system of symbols, sign or behaviour". Such definitions may be found in other dictionaries also. Some of the concept can be also found in relevant literatures and reference sources as 'act or instance of transmitting, imparting or interchange of thoughts, opinions, or information by speech, writing etc. These definitions state that the communication refers to the transmission or exchanging information. The transmission process could be oral, images or icons, text, sound or combination of all these modes of communication. A sophisticated communication model which uses channels for transmitting message can be given as:





Here given all the elements are the part of design and needed for communication. At the time of communication an unwanted element come in the channel or in the devices used in this process, is known as noise. The noise creates disturbance in the process and distort the form of message. For example, thundering and lightening disturbs the signals of radio and television. Hence, thundering and lightening can be termed as noise in the radio and TV communication.

5.1.2 Types of Communication Skills

The communication can be categorize on the basis of different characteristics. On the basis of mode of communications, it can be vocal and non-vocal communication. On the basis of the number of receivers, it could be categorized as intrapersonal, inter-personal and mass communication.

5.1.2.1 Non vocal Communication

Non vocal communication is such a process in which sign, symbols, gesture, signals etc. are being used as the mode of communication. We can say in other words, as the communications which uses anything as a mode but not the sound. Written communication also falls under this category as it uses scripts, which comes under the sign and symbol category. We can take a few other examples as, facial expression, shaking head in acceptance or denial, etc.

5.1.2.2 Vocal Communication

Vocal Communication is such a process in which human vocal chords or sound is being used as the mode of communication. The human sound is the main mode in this category. It could be any things from simple speeches to shouting. The example of such communication can be illustrated from anywhere in the society. For example, communication between teacher and students in the classroom while teacher is making you understand any topic, or you ask anything from your teacher in your voice in natural language.

5.1.2.3 Non-verbal Communication

Non-verbal communication is a process of communication in which body language, gesture, facial expression, sign, symbol and other iconic or behavioural gesture are used. Even those communications can come under this category in which vocal chords are used but not in the form of words.

5.1.2.4 Verbal Communication

Verbal communication is a process in which vocabulary (words) are used as mode of communication. It could vocal or written or both.

5.1.2.5 Intrapersonal Communication

Intrapersonal Communication is such a communication in which an individual communicates with oneself. Here the source and receiver both are the same person. Talking or questioning to oneself, trying to reach to some decision in mind, reading, digesting or authenticating, collected information, all are this kind of communication.

5.1.2.6 Inter -personal Communication

Inter -personal communication is such a communication which takes place between two or more persons. It could be face to face or in the case of physical distance between the participants, with the help of some media as telephone, internet, etc. the involvement of persons in this category of communication is on one-to- one basis.

5.1.2.7 Mass Communication

Mass communication is such a communication which takes place between one person and a group of people. Here, the source is one and the receivers are many. In this category of communication, depending upon the size of the receivers and the nature of the message, media or channels are selected. Broadcasting on radio, telecasting on television, etc. are a few examples of this category of communication. Sometimes, mass communication is being termed as public communication also.

5.1.3 Interpersonal Communication skill

Interpersonal Communication skills are the qualities and behaviours of a person exhibit while interacting with other people. Qualities may be considered in terms of body language and attitude towards others. It helps in decision making and problem solving. It will increase in Job satisfaction because of stronger relationships with your colleagues. The different types of interpersonal communication skill are:

- (i) Verbal Communication
- (ii) Active listening
- (iii) Body language
- (iv) Openness
- (v) Negotiation skills
- (vi) Decision making and problem-solving skills
- (vii) Conflict resolution

- (viii) Assertiveness
- (ix) Positive Attitude
- (x) Teamwork
- (xi) Empathy

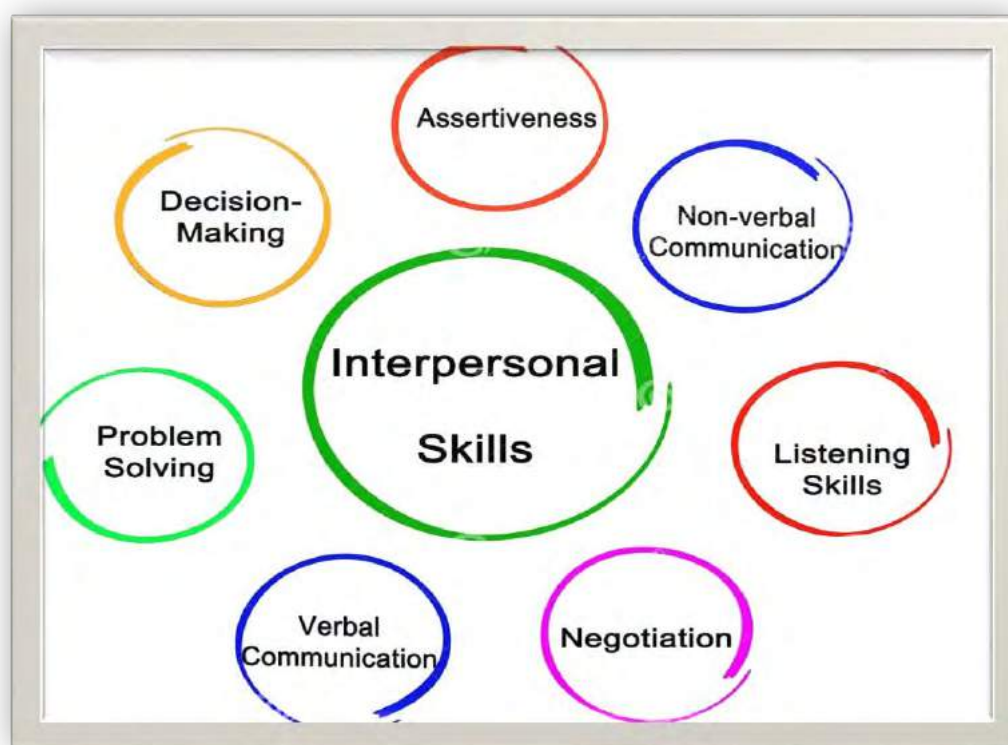


Fig 5.1.1 Elements of Interpersonal Skills

Source: <https://www.dreamstime.com/useful-interpersonal-skills-image143478047> Accessed on 11.08.2021 at 16:40 hrs IST

5.1.3.1 Barriers of Communication

The communication process achieves its objective when the message from the source reach to the receiver and the receiver understand the message with same value which was perceived by the source. But, from source to recipient, message gets affected by all those elements which comes in between source and recipient. The impact of the message depends on many characteristics of the recipient. All those factors which create hindrance or disturbance in receiving the message as it was designed at source end and understanding with the same value as it was perceived are known as barriers to communication. The barriers can be put in two groups, (i) Human factors and (ii) Mechanical or technological barriers.

A. Human Factor

Under the category of human factors, the barriers of communication could be listed as:

- (i) **Linguistic Barrier:** Linguistic barrier includes the factors related to language as common language, vocabulary, use of syntax, etc. if the communication takes place in the language in which the recipient is not proficient, or the vocabulary used are jargons for the recipient then the language becomes a barrier.
- (ii) **Socio-cultural Barrier:** Communication between two different groups based on any characteristics class, community, economic group, religious groups etc. Because of socio, cultural, and economic differences the recipient does not receive the message as source wants.
- (iii) **Intellectual or knowledge Barrier:** Existing intellectual capacity of knowledge of an individual becomes barrier when the source tries to communicate advance knowledge to receiver.
- (iv) **Physical and Health Barrier:** Under this category, the state of physically handicapped, sickness, or any health problem becomes the barriers as they create disturbance in communication.
- (v) **Psychological Barriers:** Lack of motivation, emotional disturbance, intelligence quotients, etc., are few psychological factors which work as barriers to communication.

B Mechanical or Technological Barriers:

The technology becomes barrier when communication takes place through mechanical, electronic or any other media. The limitations of the recipient in accessing the technology, skill set required to handle media and infrastructure may become barriers in receiving the information. For example, while watching television, if there is no electricity then a large number of audiences would not be able to receive the message delivered through TV while there was no electricity in a particular area. Even there are areas where electrification has not been done yet. In those area it is very difficult to use devices or systems which needs electricity to run. Similarly, if some message has been disseminated through internet and an individual has not skills to access of this technology the skills become barriers in the process of communication. Sometimes, the disturbance in media also becomes barriers as, you might have noticed that, while running any electrical gadget like juicer, mixer etc. the television signals get distorted, and the audience is not able to proper sound and image. This creates hindrances in receiving the message by recipient.

5.1.3.2 Overcoming Barriers of Communication

Understanding the barriers of communication is important as, it provides base and understanding for reduce them from the communication process. Reducing the barriers of communications from the communication process completely is near to impossible. But we can reduce the impact up to a certain level, we would be able to know their nature and reasons. Many barriers can be reduced with the design of message if, the source of the generator of message understands the linguistics and intellectual level, physical and mental conditions of the target audience. We can also overcome the barriers of communication to a certain extent through selecting proper communication channels keeping target audience in consideration.

5.1.4 Summary

The word communication will be used in a broad sense to include all the procedures by which one mind may affect another. 'Explicit' and 'implicit' communication is concerned mainly with the use of language to gain a common understanding among people; 'implicit' communication is the unconscious assimilation by the individual of the ideas, beliefs and values of his culture and the way in which they influence his behaviour and attitudes.

There are five communication skills. Two of these are encoding skills, speaking, and writing; two of them are decoding skills, reading, and listening. The fifth is crucial to both encoding and decoding, and that is thought or reasoning.

5.1.5 Exercise

- 1) What is communication?
- 2) What are the elements of communication in a channel-based communication?
- 3) What do understand by noise?
- 4) What is encoder and decoder?
- 5) List all types of communications?
- 6) What is barrier of communication?
- 7) What are different categories of barriers of communication?
- 8) How barriers can be reduced from the communication process?
- 9) Why knowing barriers of communication are important?
- 10) List all barriers of communication may occur in the communication process.