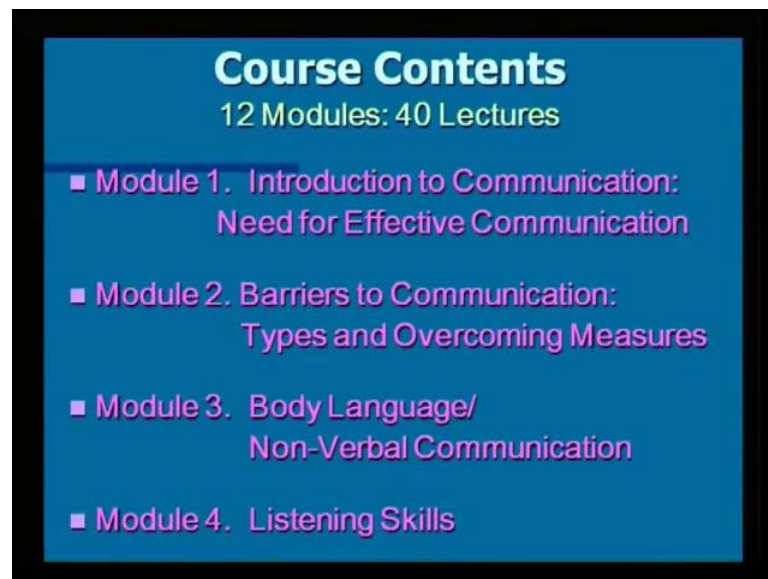


Communication Skills
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Lecture - 1

Hello everybody and welcome to NPTEL's course on Communication Skills. We are here on the first module of this course and this is the first lecture, the course has various modules comprising 40 lectures all together. I will first briefly introduce the course to you in this and then talk about communication in general and then highlight the important aspect of having effective communication, not just communication, but effective communication. So, the introductory lecture is actually not just about communication skills, but about the need for effective communication.

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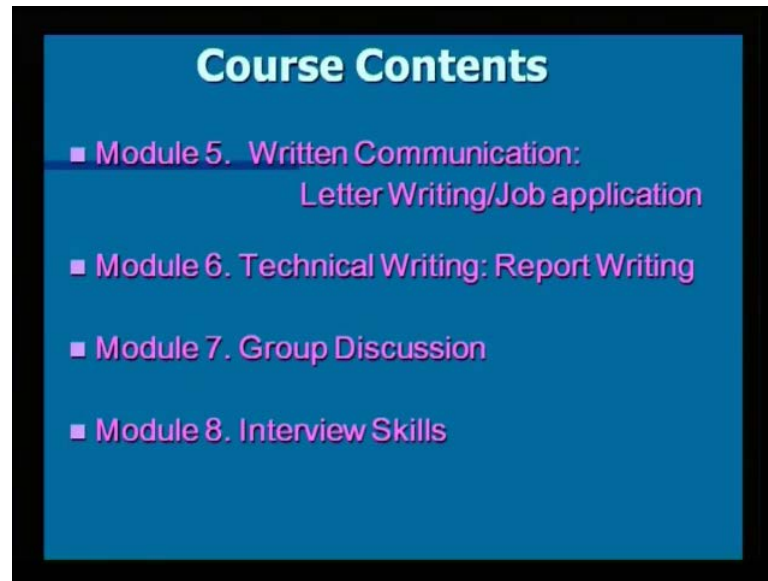
So, before I get into the topic as such, let me introduce the course contents to you. The course contents as I said will consist of 12 modules and each modules may have 3, 4, 5 lectures or just 1 or 2 lectures, but totally it will consist of 40 lectures, so that it becomes a complete course. Now, in this course the focus is on communication skills, covering the 4 major aspects of communication skills that is reading, writing, listening and speaking.

And of course, not necessarily in that order we are going to start with communication in general and then we will go ahead and talk about listening skills. And then in between there will be some discussion about writing skills particularly letter writing, report writing. And then again we will go back to improving your oral presentation, let me go step by step let me tell you what is there in the modules.

In the first module, that is this module we are going to talk about introduction to communication and the need for effective communication. And in the following module, second module I will be talking about barriers to communication and then the types of overcoming these barriers, the types and overcoming measures to these barriers to communication. So, what are those barriers, those obstacles which are actually causing an impediment to communication becoming effective.

So, that is what we are going to discuss in the second module, in the third module after introducing you to communication, the effectiveness and then various concepts on overcoming the impediments to barriers to communication, we will be focusing on non verbal communication, with exclusive features describing on body language as such. Now, a non verbal communication there are various aspects and then including aspects that will be relevant for, giving a good performance in some professional activities like group discussion and interview skills. Followed by this module 4 is exclusively on listening skills, why do we need listening skills, how to enhance your listening skills, how to be a better listener, how to be an effective listener. So, these are various aspects of the lectures which are covered under this module.

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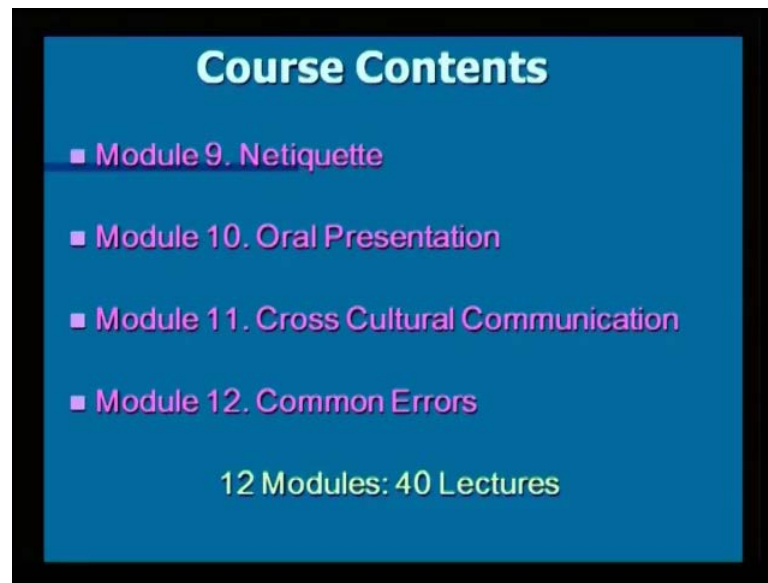


Followed by this in module 5, the focus is on written communication and under written communication letter writing and particularly with regard to job application letter, the orientation is made in this lecture. Followed by this in module 6 the focus is on technical writing and here, specially technical writing is given in terms of report writing, the focus is on report writing and various aspects such as the difference between literary style and technical style, what are the various components of writing a good report, why should you write a report, how effectively can you present your report.

So, these are various aspects that are being discussed in this module. And the next 2 modules are quite important in a professional sense, module number 7 deals with group discussion, why group discussion, how to be a good participator in group discussion, if you have to judge group discussion how would you do that and what about the non-verbal part of group discussion. So, these are basic aspects we discuss in group discussion and followed by interview skills.

Now, there is a tremendous significance given to interview skills all nitigrities starting from the basic, the time that you need for preparation for the interview and till the end that, you what should you do after the interview. And in between again your body language everything that has been taken care, this is the longest module of the course and it has various lectures dealing with various aspects of interview skills.

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Module number 9 is dealing with what is contemporary and necessary that is netiquette. So, netiquette as you know is a portmanteau word, it is covering the etiquette to be followed in internet and you must be wondering do we really have to follow etiquette in internet, yes of course, and yes in a very profession sense, you have to do that. Now, in order to do that, there are some tips, there are some examples, of what to do and what not do, all these are discussed in netiquette. The next module, module number 10 focuses on oral presentation.

Now, oral presentation in a professional sense, like how are you going to present give a report of your individual projects, of your reports that you have written, as well as certain aspects that will cover under the umbrella term, public speaking how do you overcome fear, how do you develop confidence. So, these are aspects which are covered under this oral presentation. Now, after oral presentation there is another topic that is introduced which is quite contemporary ad relevant, that is cross cultural communication or intercultural communication, this means communication across cultures.

Communication between two cultures, today we are not just one culture, even when you talk about India it has become a multi-cultural country and there is, in the world of globalization, today there is no country that has a single culture now a days. Now in this context if we have to interact with some other country, some other citizens of the world.

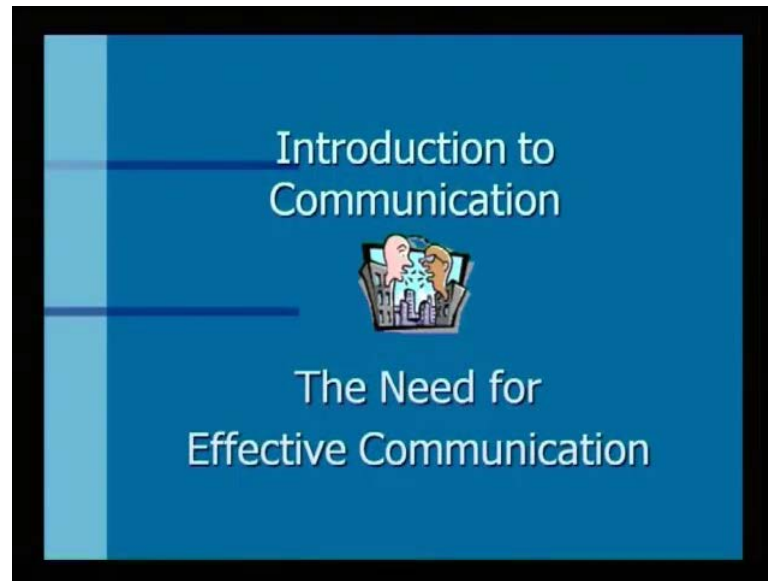
What are the various cultural aspects which come under communication, which can act as impediments to effective communication, what should one keep in mind, when one has to go to different parts of the world and has to interact in a global scenario you know that, you can be you may be in India, but you may be posted anywhere in the world. Now, in such circumstance suddenly you are asked to go to Tokyo and then what kind of body language you will have, what is good in India may not be good in a place like Tokyo or anywhere you go to U K or U S.

So, the kind of gestures, the kind of cultural behavior that we have, we carry them with us and then how restraint we should be and how open we should be to certain other cultural imprints. So, these are the aspects which are being discussed in cross cultural or intercultural communication and finally, to do communication effectively, we need to look into various aspects like, grammar, spelling, pronunciation and punctuation and since it is not a course, that will be dealing them in a linguistic sense. So, all the errors that will come under this, is kept under one umbrella term, common errors.

So, various aspects of errors that are being committed and that causes, miscommunication are all covered under common errors. So, I hope you are getting a comprehensive sense of what the course is going to deal with and then the aim of the course I am going to talk about, but needless to say that it is to make you a very effective communicator. And in fact, all of us communicate, if you if you have no basic sense of communication you would not be watching this video, you will not be interested in improving your communication skills, you have some basic knowledge.

At, the question is will you be an effective communicator and if you want to be an effective communicator, what should you do. And this is the basic question that I am asking in this lecture and I am going to give you answers, through various methods, various ways, not I am not going to give a direct answer sometimes I want you to think over some of the issues that I am talking about. So, there are 12 modules overall and comprising 40 lectures and let us see how it goes, let us begin with the introduction to communication.

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And I have called this as the need for effective communication. So, generally when we talk about communication skills. So, we generally use it as a very loose, vague term, we say communication, but we actually do not mean effective communication, throughout this discussion on this lecture. I just want to show you, how different is effective communication and why you should not aspire to be just a communicator, not even just an average communicator, good communicator, but you should become a very effective communicator. And hopefully as I said, the course is going to give you sufficient materials, in building up your communication skills and make you a very effective communicator. Look at this.

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It is an anonymous quote, but look at this, he who communicates is he who leads, he who communicates is he who leads, the person who is able to communicate is the person who is going to lead, lead in the sense of a leader, in the sense of an entrepreneur, in the sense of head, in the sense of a person who is able to take decision. In the sense of a person who is able to influence people and get things done, he is the one who is going to dominate; he is the one who is going to lead because he is the person who knows how to communicate. And all of us can lead, all of us, if we are willing to understand know the technical know, how of how to communicate, very quickly.

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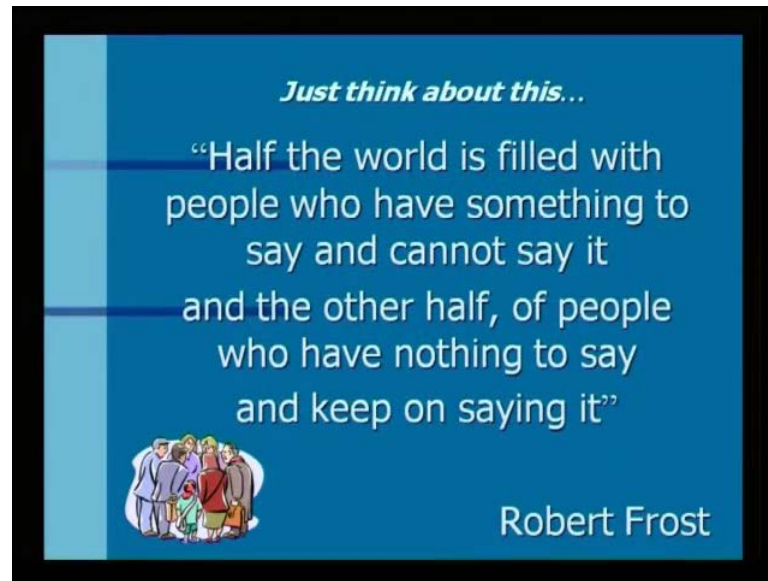


The significance of communication, the success of a leader, manager, teacher or any professional depends on their ability to communicate, which means depending on the person's ability to communicate; the person will be able to get success. Communication failures especially in a professional context are very costly; they are very costly ones because if you fail in something, in terms of communication, it can affect the productivity.

Especially between the manager and the workers, if the manager or the higher authority the CEO is not able to communicate across with the subordinates, what could happen is, it can lead to ill feeling among workers. Then it can even cause strikes, they may close the industry, they may completely stop the production and then overall it will affect the productivity, after all it is just because of communication, but it is not just after all because of communication, it is because of communication and the manager especially should understand the fact, that people will give their best, only if the communication is clear.

What do I mean by this, the people, the workers who are working in a job professional environment, should know what is it that they are supposed to do, what are the expectations, if they deliver the goal, if they deliver goods at this point of time, will they be rewarded sufficiently, what is it that, if they do not do it properly, for which they will be punished. So, the scheme of punishment, the scheme of reward and then the scheme of making the individual part of the system and then making the person orient his goal with the company is goal all needs excellent clear communication. So, if it is not clearly communicated. So, then it is not possible for the people, the workers, the subordinates, to relate their goals with the organizational goals and then perform effectively. Now, look at this from another angle.

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Look at this quote and just think about this, it is a famous quote from an American poet Robert frost, 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, it is interesting and funny, look at this half the world is filled with people who have something to say and cannot say it whereas, and the other half of people who have nothing to say and keep on saying it. So, frost says in terms of communication, you can divide the entire world into two categories. Now, one category is the category, that is resourceful they are the intellectuals, they are the elites who have lot of ideas, the ideas that can actually rule the world, if only the ideas are shared properly, but even resourceful people like them.

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Significance of Communication

- Even resourceful people fail to deliver their contents due to lack of proper communication.
- People who know nothing, but keep on saying something—reveal their ignorance and prove themselves to be bad communicators
- Both cases communication reveals . . .



Fail to deliver their contents because they are not able to communicate properly, there are ideas, there are thought patterns, there are revolutionary concepts, but the concepts are not getting clearly expressed and they want to say, but they are not able to say it, there is this agony of communication, usually it is an expression used to associate with pirates, pirates are suffering this agony of the inexplicable, which very often they try to explain it.

But, in case of even ordinary people, sometimes there is this great pain of not being able to communicate, this is on the one hand on the one side of the world, but on the other side, you have another large group of people, the majority of the people, who know nothing sometimes they are even stupid, they have no ideas, they have no originality, they have no creativity, but what is it, that one thing that they keep on doing, they keep on saying something, they think that they are good communicators when they keep saying something.

Now, in both cases particularly in the second case, when they keep on saying something what do they do, they actually reveal their ignorance, communication can prove them themselves to be bad communicators. So, on the one hand you try to say something you are not able to say, then also communication will reveal you, on the other hand you keep on saying something, but you have nothing to say. Now, the interesting thing is in both cases, communication reveals the person, the people involved.

So, communication is the one by which we express ourselves and even when we do not express ourselves, then also communication clearly defines our identity, another interesting thing as I said, even if you express, so much you think that you are communicating, so much, but actually it will reveal, how poor, how bad you are as a communicator and what poverty of ideas are prevailing in you. So, that can also be revealed, keep that in mind. Let us look at more concepts of communication.

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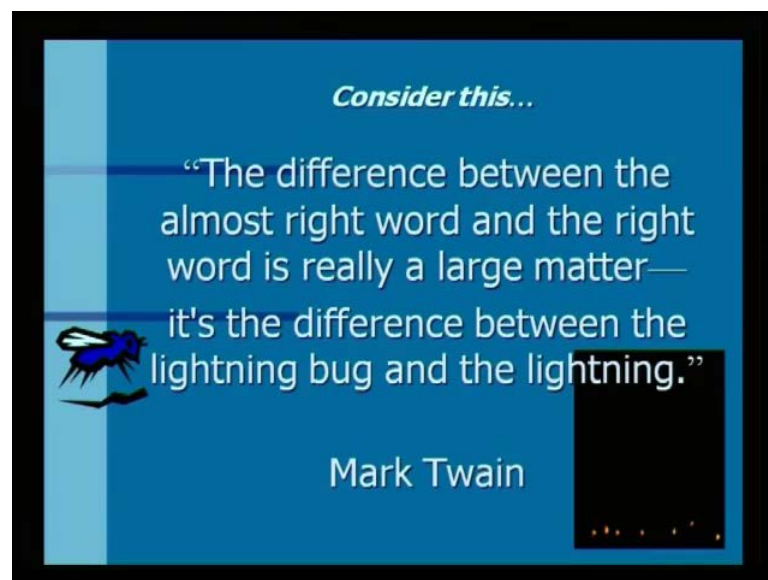


If you look at communication as such, the world has become a global village, it has truly shrunken into a global village, which means just like in a village, we are able to talk to people, one to one, just by the touch of a button and whether you use your mobile or use internet, get connected to social networking sites like face book, use email go by flight what are you doing, anytime you want to communicate with anybody you are able to connect immediately, often just by touching that button and then you just connect to the other person.

And now, you have advanced video cameras, web cameras, embedded on the laptop or computer, so you have the real virtual experience, that you just see the person, talk to the person and then you connect to the person immediately. Now, this is on the one hand you connect to the other person just at the touch of a button and you think that communication is easy. So, easy that you are able to communicate any time, anyhow, anywhere, but the profound question is, is it always effective.

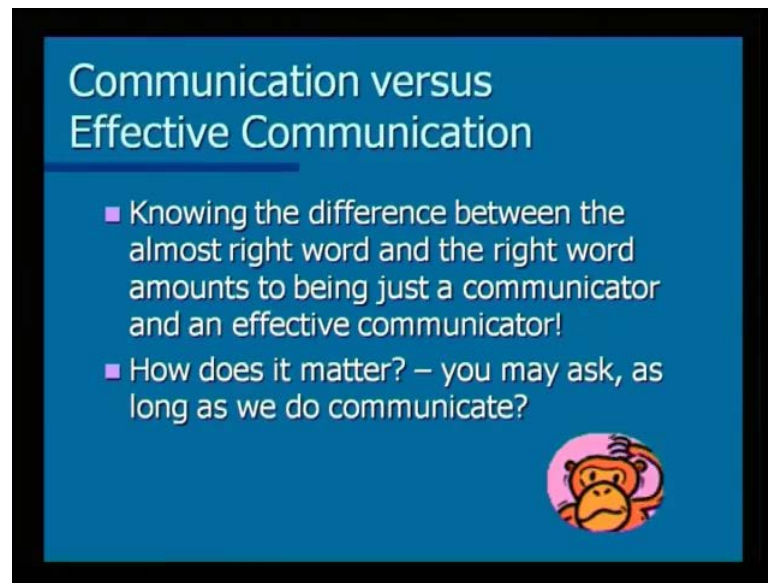
When you communicate, so much on face book for instance or when you talk, so much on your mobile, have you really communicated something, why is it that after sending, so much messages, SMS messages and then this thing, so suddenly the person realizes that the other person has actually has not understood this one, even after years of seeming communication, apparent communication, why is that happening. That is because both the parties involved were communicating, but actually they were not worried about the fact whether they were communicating effectively, whatever they wanted to say, whether that was communicated effectively or not they did not bother, look at other examples other quotations.

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Now, consider this, this is again from another famous American novelist mark twain. Now, mark twain makes another point in this quotation look at this, the difference between the almost right word and the right word is really a large matter, it is the difference between the lightning bug and the lightning, the difference between the almost right word and the right word is really a large matter it is a difference between the lightning bug a very small bug, small insect. So, that emits light and lightning itself, what is he trying to tell us.

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Communication versus Effective Communication

- Knowing the difference between the almost right word and the right word amounts to being just a communicator and an effective communicator!
- How does it matter? – you may ask, as long as we do communicate?



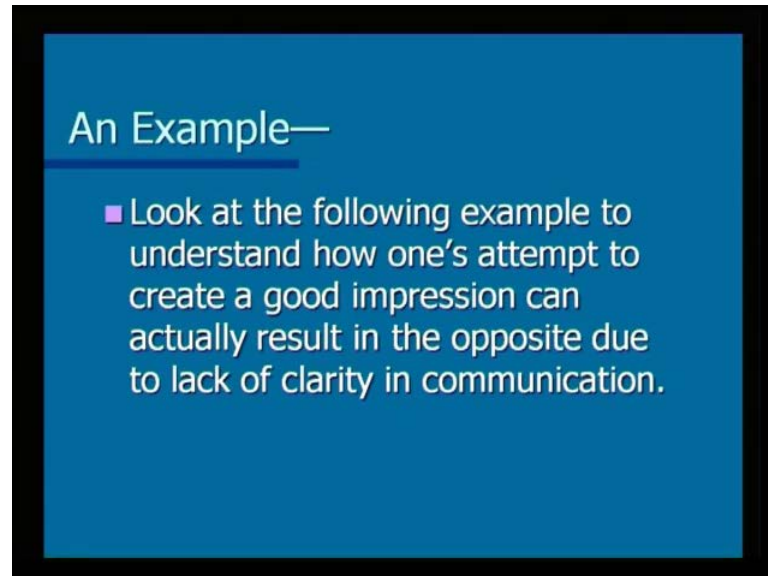
He is trying to tell us, that knowing the difference between the almost right word and the right word, the almost right word 90 percent you may say that it means one and the same and the right word, which is 100 percent correct in the context in it is usage, amounts to being just a communicator and an effective communicator, synonyms as I will be telling in another lecture or actually not synonyms, you can say that the girls look beautiful, but you cannot say that the man looks beautiful, you need to say that the man is looking handsome.

Now, handsome and beautiful as you know very well that they are synonymous with each other, but that is again the difference between, depending on the context the almost closed one and the actual one. Now, that is the difference between a communicator and an effective communicator. So, mark twain was trying to tell you in a very effective with the manner that try to use the correct one, the right word instead of compromising for the almost right one.

Now, most of you who are watching this video, you may wonder, you may think that as far as I am able to go to the canteen, order for my food, as far as I am able to meet my basic needs, as far as I am able to understand at least to some extent what is happening in the class or when I go to a meeting I am able to understand some basic thing, as far as I am able to communicate you may ask how does it matter or does it really matter, as long

as I am able to communicate. Now, think about this, the answer you will ask deeply and you realize that it is really important that you should communicate effectively.

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An Example—

- Look at the following example to understand how one's attempt to create a good impression can actually result in the opposite due to lack of clarity in communication.

Let us look at some interesting examples. Look at the following example to understand how one's attempts to create a good impression can actually result in the opposite, that it results in a causing a bad impression due to lack of clarity in communication, look at this example.

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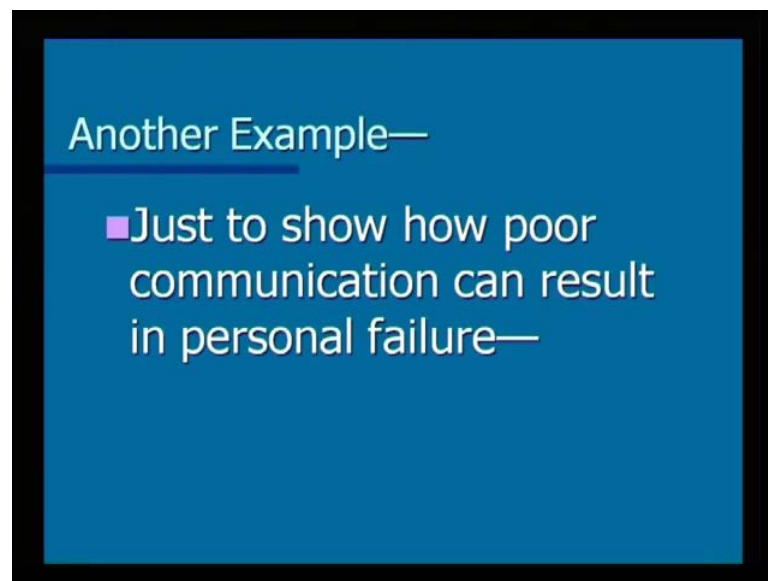
Hey, Do you know that your father's genes can give you diabetes?

Stupid!
I don't wear my father's Jeans?

This boy, young boy he wants to impress his girl friend. So, he keeps reading something and then he comes out with some kind of findings after another and then he runs to the girl and then he tells her, he tells her hey do you know that your father is genes can give you diabetes So, he learnt that diabetes is hereditary. So, genes are responsible for transmitting from one generation to another. So, he wanted to tell her.

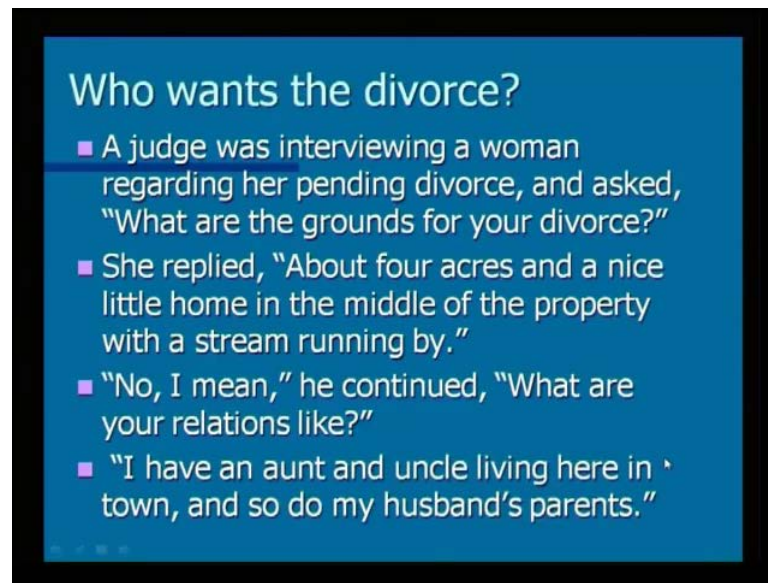
Now, this girl since, she is always not having a good impression on this guy, he thought that its related to chromosome genes, but then she heard that as jeans, the dress that we wear and she thought that how stupid is this guy, she said stupid I do not wear my father's jeans, how will I get diabetes. So, he thought that he is giving very informative information and she thought that this guy is really stupid. Now, here you can; obviously, understand what they said this person, was conveyed to her in a different manner because she received it in a different level the word and the meaning that it was trying to convey. So, she thought it is jeans, he thought it is chromosomal genes and she thought it is something that you wear it.

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Now, one more example before we come to the concepts and this example is just to show, how poor communication can result in personal failure and it is a interesting court room situation.

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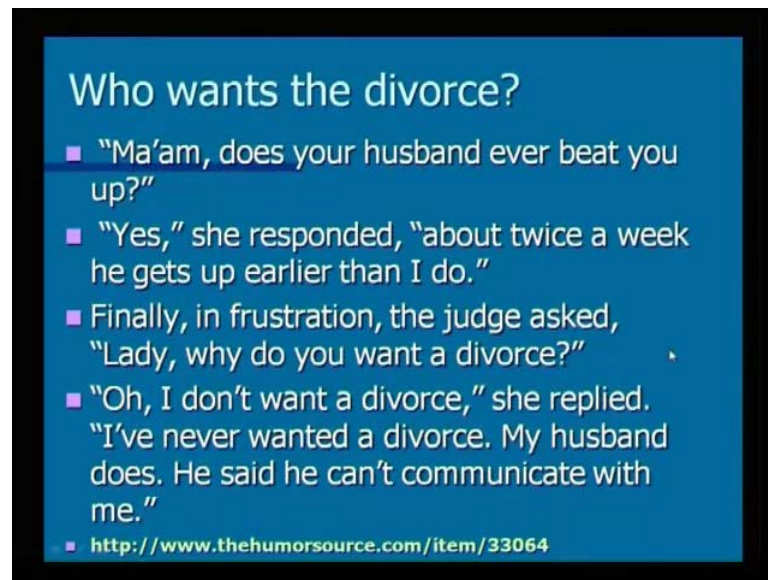


Who wants the divorce?

- A judge was interviewing a woman regarding her pending divorce, and asked, "What are the grounds for your divorce?"
- She replied, "About four acres and a nice little home in the middle of the property with a stream running by."
- "No, I mean," he continued, "What are your relations like?"
- "I have an aunt and uncle living here in town, and so do my husband's parents."

Look at this, the judge is there and then he is interviewing a woman before giving divorce; she has come for a divorce case. Now, the final question is interesting because who wants the divorce. So, that you come to know as the story builds up, listen carefully and then read it as I go along, a judge was interviewing a woman regarding her pending divorce. So, the divorce case is pending. So, he was interviewing her and asked, what are the grounds for your divorce? She said, she replied about four acres and a nice little home in the middle of the property with a stream running by no, I mean, he continued what are your relations like, she said I have an aunt and uncle living here in town, and so do my husband's parents.

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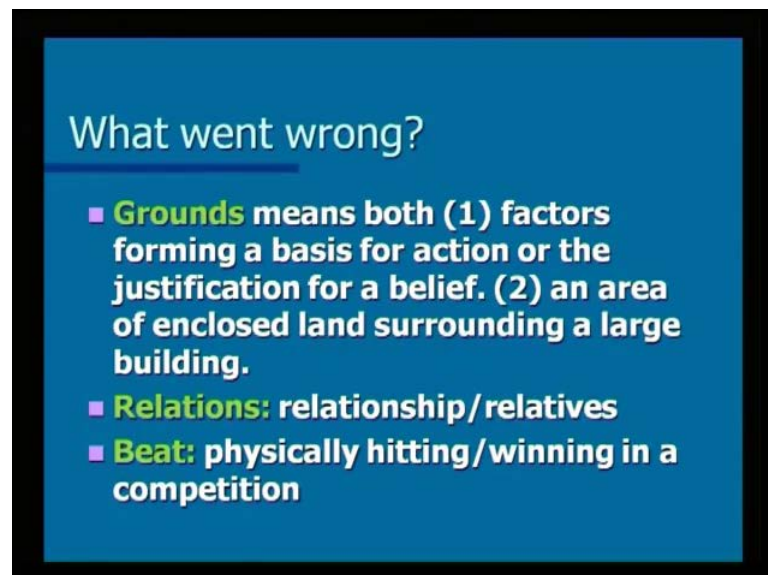
Who wants the divorce?

- "Ma'am, does your husband ever beat you up?"
- "Yes," she responded, "about twice a week he gets up earlier than I do."
- Finally, in frustration, the judge asked, "Lady, why do you want a divorce?"
- "Oh, I don't want a divorce," she replied. "I've never wanted a divorce. My husband does. He said he can't communicate with me."

■ <http://www.thehumorsource.com/item/33064>

Madam does your husband ever beat you up yes, she responded, about twice a week he gets up earlier than I do. Finally, in frustration, the judge asked, lady why do you want a divorce and then she replies I do not want a divorce, she replied I have never wanted a divorce. My husband does. He said he cannot communicate with me.

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What went wrong?

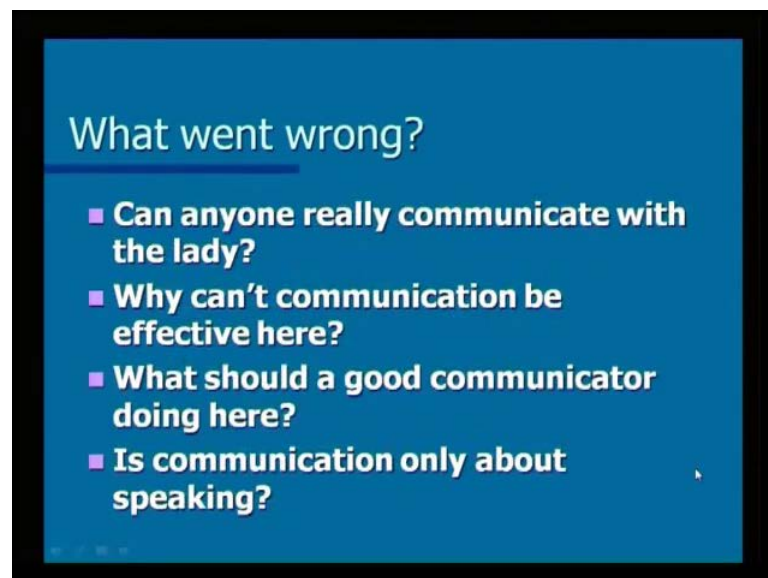
- **Grounds** means both (1) factors forming a basis for action or the justification for a belief. (2) an area of enclosed land surrounding a large building.
- **Relations:** relationship/relatives
- **Beat:** physically hitting/winning in a competition

Now, the question and before we go to that, what went wrong in this case, when the judge asked about the grounds, understand that the word grounds has both the meanings possible, 1 factors forming a basis for action or the justification for a belief. So, the judge

meant this and then the lady thought he is asking about the grounds that, is an area of enclosed land surrounding a large building. So, she starts describing the grounds that she is surrounded by that she possesses.

Then he was asking about the relations, in the sense of the relationship between the husband and the wife and then she thought, maybe he is asking about the relatives, that they have, then again the usage of the word beat, what he meant was whether the husband was physically mistreating, ill-treating her was he physically literally hitting her, what she thought was beating, like winning in a competition. So, often he gets up earlier than her. So, that is a like competition he wins. So, she thought that he might be asking that.

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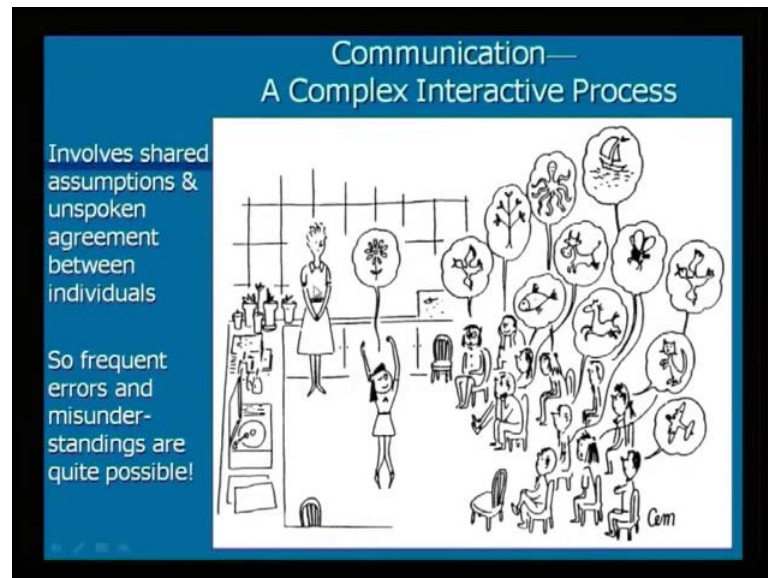


Now, what went wrong and ask this questions can anyone really communicate with the lady, it looks like the lady seems to be desperately, misunderstanding or taking the other meaning that is always possible and then why cannot communication be effective here, we are going to answer these questions in when we talk about barriers, but keep thinking this, cannot communication be effective here it can be effective of course, that is the answer but you think why and how.

What should a good communicator be doing here, either the judge or the lady or somebody who is watching or even the husband what should he be doing here, is communication only about speaking. So, the wife keeps saying something, is it only

about speaking, is the husband purely judging the wife, only on the basis of what she spoke to him, was he not a good listener, was listening not a part of communication is it not imperative that if you want to become a good communicator, you should be a good listener too ask this questions. Now, just a quick glance about communication being a very complex process.

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A communication to take place, there are certain assumptions. Now, look at this communication is a complex interactive process, it is not a very simple active process, it is a complex interactive process. Now, in this case if you look at the picture, probably the teacher it is a class room or a lab situation, the teacher has asked this small girl to describe a flower with some petals, a simple flower and she has to describe this.

Now, by the description the audience, her classmates should get the flower. Now, if you look at what they get in their mind, none of them are able to get what she is trying to tell exactly, the closest to one may be this one, but it is not a flower, but it is a tree, it is a small plant, the other ridiculous examples are they are able to get the number, but then somebody thinks about octopus and then somebody can even think about aero plane or even a fish, but this is what she has in mind, this is what the teacher has in mind, but this is what the classmates, the audience conceive of what is being communicated to that.

So, communication involves shared assumptions. Now, between these two the assumptions were very clear, it was shared very clearly and unspoken agreement

between individuals. So, here is the agreement worked out well, but here it is not matching. So, frequent errors and misunderstandings are quite possible. So, we cannot blame in the previous example that I gave that the lady was entirely responsible for her situation; we cannot even blame the boy and the girl dialogue, either of them we cannot blame. Because communication aspect, has it is own ambiguity and problems, communication itself is the culprit, language itself is the culprit. So, this aspect of communication we will look deeply when we go to study barriers of communication right now, let me look at the communication issue from another angle, how do you define success?

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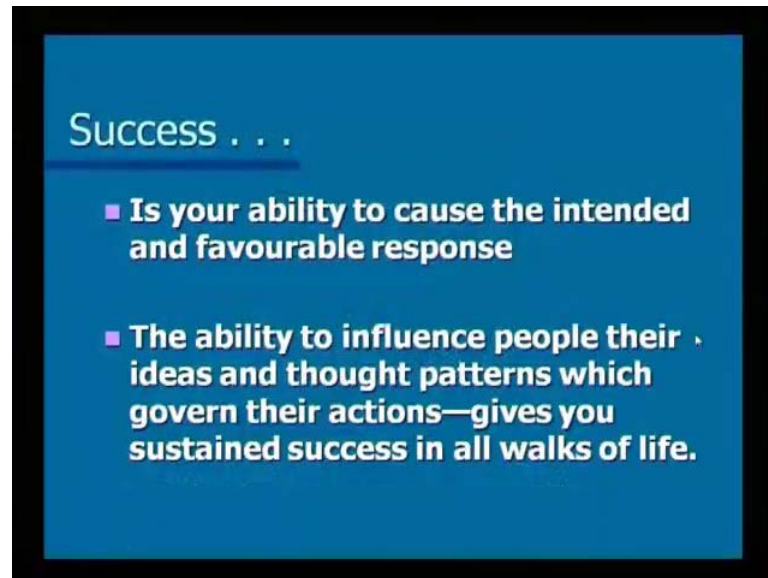


What is success anyway is it just having money to buy expensive cars suppose; you are able to buy the most expensive car in the world. So, there was a recent picture available on the internet showing some Mercedes or BMW studded with diamonds. So, supposed to be the most expensive car. So, if you are able to buy such cars, does it mean success or is it just amounting to marry a very beautiful lady, the most attractive one or in the case of a women is it just marrying a handsome guy, is that amounts to success or is it just living in a luxurious bungalow.

So, you are able to fly on a chartered flight, on your own individual helicopter, you have your own helipad and then this is in an island. So, you own a very posh bungalow there. So, you enjoy all luxurious, amenities there is that amounting to success, we can make a

long list like this, but the answer is yes or no, yes it will amount to success if you look at that from a purely materialistic point of view, but no if you look at it from a communication angle.

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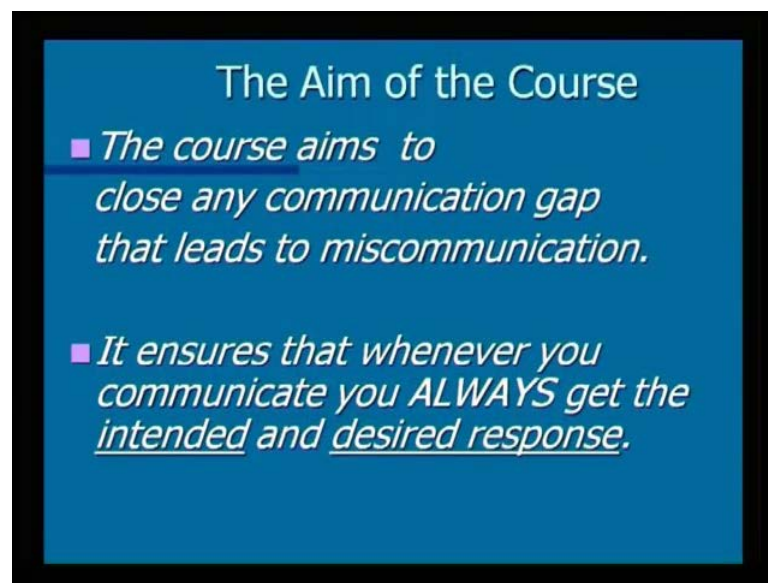


Now, why I say no if you look at it from communication sense because in terms of communication success means, your ability to cause the intended and favorable response. So, you propose to a girl and you are the richest man in the world and the girl should be able to give you the favorable response not because of the money, but because of your ability to communicate clearly and evoke that desired response, you give a presentation of a very huge project and then the persons who are supposed to fund your project should be able to give you the money or even more than the money that you want, without any hesitation.

So, if you are able to evoke this response, success is yours and success is defined that way, also success is the ability to influence people using communication skills, their ideas and thought patterns which govern their actions and if you are able to do that, that kind of success gives you sustained success in all walks of life, in interviews, in proposals whether it is marriage proposal or a business proposal, in all these cases if you are able to use your communication skills effectively and you are able to influence the people and their thinking.

Not necessarily, some times to get desired favorable response in terms of material benefits, but also like you know books, that revolutionize the world, that change the world. So, speeches that have changed people, their thinking. So, if you are able to do that, change attitude, change people, use your influence, by way of communication skills that is real success, in terms of communication and that success is well deserved, rightfully earned, justifiably owned by you.

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Now, what will be the course doing overall what will be the aim of the course. Now, the course aims to close any communication gap, that leads to miscommunication, this will be taught to you through various corners, all including reading, writing, speaking and listening and overall dealing with common errors and various strategies and tricks and techniques that are used to develop yourself as an effective communicator, including building up your confidence.

So, aim is to avoid miscommunication and cause effectiveness in communication and the course overall will ensure, that whenever you communicate, you always get the intended and desired response. So, whenever you communicate you should always get the intended and desired response, this is the overall aim of the course, let us move into some more examples illustrations on how to make your communication effective, why effective communication is necessary. So, let us look at that.

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We communicate 24 X 7

- Communication has become the basis of our lives; it surrounds us, protects us, changes us, reveals us, identifies us, makes us happy, makes us sad . . .
- We are permeated by all media of communication
- Communication: An exchange of ideas, thoughts and feelings between two or more entities.
- We communicate our thoughts and feelings to family, friends, co-workers, and friends every hour of every day!
- *We cannot stop communicating!*

But do we communicate effectively?

Now, look at this, we communicate 24 into 7, we communicate all the time, all the time, all the time, the time we get up, the time we go to our office, the time we sleep even while snoring, we are communicating to our people who are just lying next to us. Now, communication has become the basis of our lives, it surrounds us, protects us, changes us, reveals us, identifies us, makes us happy, makes us feel sad.

We are just permeated penetrated by the media of communication, people have made mobile part and parcel of their life, internet has become an integral part of their life, without it they do not breathe. So, they do not take the morning cup of coffee, without checking the SMS or the missed calls. So, life goes in such a manner that the, technology that came, as the post factor of industrial age and the information age.

Now, it has completely conquered mankind, in this scenario, communication although means the simple definition of an exchange of ideas, thoughts and feelings between two or more entities, say in simple sense communication implies the commonality of exchange of ideas between two entities, two human beings or one person under group.

So, this communication, but if we look at it from other angle, we communicate our thoughts and feelings to family, friends, coworkers and friends every hour of every day, but the question that is asked is that do we communicate effectively, despite the fact that we cannot stop communicating. If you want to stop communicating, thinking that you stop speaking and it amounts to stopping communication, that is incorrect perception,

even when you stop talking, you start communicating much more effectively through non verbal behavior.

So, the room mates who are in disagreement with each other. So, they stop speaking suddenly, but then that moment they stop speaking, they start communicating nonverbally. So, the person who goes out, just bangs the door or when the other person is reading this person goes and switches off the light, implying that I want to sleep, they do not talk, but they express aggression, they show their anger, through all forms of non verbal behavior and communication sometimes is much more effective, much more aggressive, even when these people are not talking. So, remember that we communicate all the time, but ask the question do we communicate effectively.

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Now, look at this example, what happens if you communicate ineffectively, what is the result of ineffective communication, here is a person, who ordered for a spicy chicken. So, he wanted it to be delivered and then he ordered something like this, he wanted what he had in mind was the spicy chicken. So, he said that you deliver it, but man it was delivered or after the delivery what he got, was not what he thought because what he said, probably was not heard correctly on the phone and what he got was this the, one kind of chicken that was spiky not spicy.

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So, he had to go back to the shop, quarrel with the owner then he said that I said spicy chicken not spiky chicken. So, spikes or the ones you can see which is spiky on the head, but what he meant was spicy. Now, again we will be studying like how we can overcome this kind of ineffectiveness and make it effective, probably at this stage I can say that, if the sender, bothered to say it clearly.

Probably the sender could have spelt it or meant what he said, as well as the receiver, while receiving on phone there are certain basic etiquette like, you note down you seek for clarification, in both case they presumed, they assumed that what is sent is likely to be received and the person who received thought was, what he thought was right, was the one that was sent to him.

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Why EC is important?

- Ineffective Communication causes frustration, dysfunctional personal relationships, stagnant organizations, & even war between countries!
- EC is needed for success in interviews, jobs, proposals—business & personal.
- Gregarious nature of man—Communication is vital for his survival.
- What happens if we are unable to communicate properly?



Now, why effective communication is again important because ineffective communication will cause frustration, not just frustration, but it will lead to dysfunctional personal relationships, stagnant organizations and even war between countries, just because of miscommunication most of the wars happened, the communication is not proper. Effective communication is needed for success in interviews, job proposals, business as well as personal proposals, effective communication is very much required.


Then, if you look at the nature of man today we can say, man is a communication animal, why it amounts to the gregarious nature of man, man tends to live in groups and when you tend to live in groups, you tend to communicate, communication is vital for his survival. So, much, so when they want to give something as a punishment, what do they do they isolate the person and put the person the highest form of punishment is putting the person in a solitary confinement.

So, that the person will not see others, will not speak to others, will not even hear a word of communication. So, that is the highest form of punishment given because man's tendency, is to be live in a social group and interact and enjoy cherish communication. Communication is just fun, if you are able to do that in a very effective manner.

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Why EC is important?

- We become frustrated and unhappy with our work and ourselves because our goals, and the goals of others are not met.
- We exhibit a *poor self-image*, which makes it difficult for us to command respect from others.
- Academic performance, family life, professional promotions can be affected.



What happens if you are unable to communicate properly what happens if he, cause ineffective communication and why again this is important, if you are causing ineffective communication, we become frustrated and unhappy with our work and ourselves because our goals and the goals of others are not met. So, life whether you accept it or not has it is own goals and then often the goals of the individual is to be met with the goals of the organization or the goals of the people whom he is surrounded with.


Now, when there is discrepancy between both, then it causes frustration, what happens to the individual, when he is not able to communicate properly, we exhibit as individuals a very poor self image, that is inferiority complex there there is no good thinking about one is own looks, image, which makes it difficult for us to command respect from others. So, when others look at the person and realize that oh this person, by look only he is looking very diffident there is no confidence.

So, the other thing people also form the impression that, this person is really no good person, the impression created is because of ineffective communication, academic performance, family life, professional promotions, now all can be affected, bad communicator, gets promoted not often, good communicator even with less, stuff very often they get promoted faster. Now, continue with the effectiveness of the communication or the importance of the effective communication.

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The importance of EC

- A recent survey suggests that differences in communication skills are strong predictors of an individual's success whether in society or at work
- *EC is about making our communication worth while & achieving the desired results*
- EC allows us to have healthy and successful relationships both in personal as well as our professional life



The recent survey suggests that differences in communication skills are strong predictors of an individual success whether in society or at work there are, so many studies going on. And effective communication is about making our communication worthwhile and achieving the desired results. So, effective communication allows us to have healthy and successful relationships both in professional as well as in personal life.

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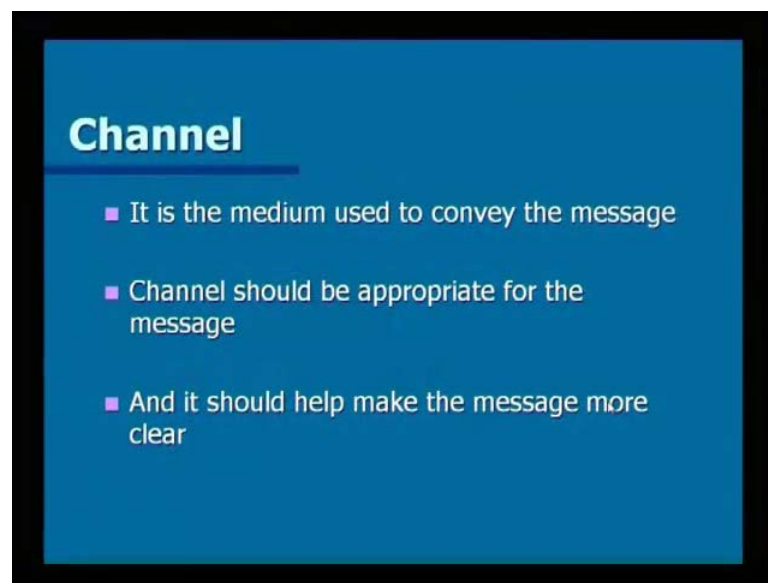
Components of Communication

- Communication is a two way *process*. One person [*sender*]transmits the *message* and the other person receives [*receiver*]it.
- The transmission is done through a *channel*
- The language or code used to convey the message is called *medium*
- The receiver sends back a *response*.
- The observation of the receiver's response is called *feedback*.

Now, what are the components of communication and how to make this effective, first look at the components of communication. Communication is a two way process, there is

basically the sender. So, one person sends who is the sender, who transmits the message and the other person receives is also called as the receiver, the transmission is done through a channel, sender, receiver channel the language or code used to convey the messages is called medium. The receiver sends back a response and the observation of the receivers response is called feedback. Now, this will be clear made clear, when you look at the communication process, individually and in a process.

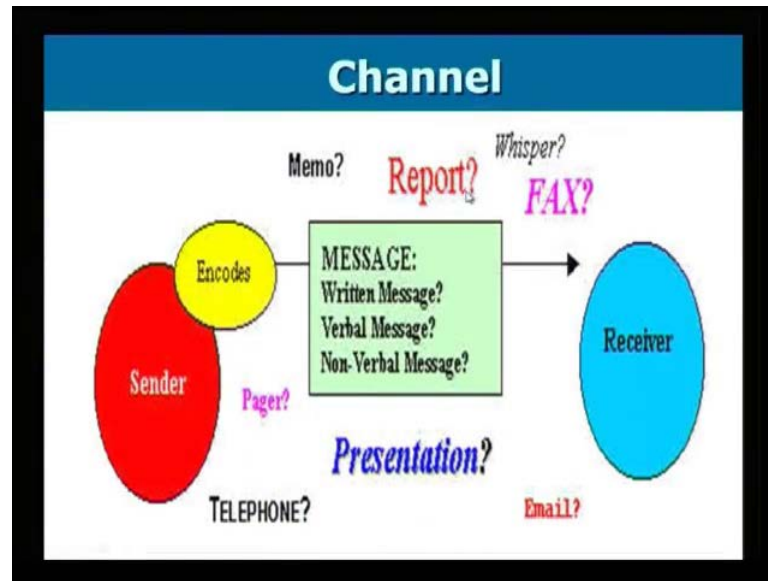
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First channel, it is a medium used to convey the message. Now, channel should be appropriate for the message. Channel could mean for example, using email or internet communication to do something, again the the thing like asking for a promotion or asking for a salary hike to the higher authority, what will be the channel that you should be using, sending an email is it, sending SMS is it, requesting somebody to come for a party, sending email is it sending SMS is it.

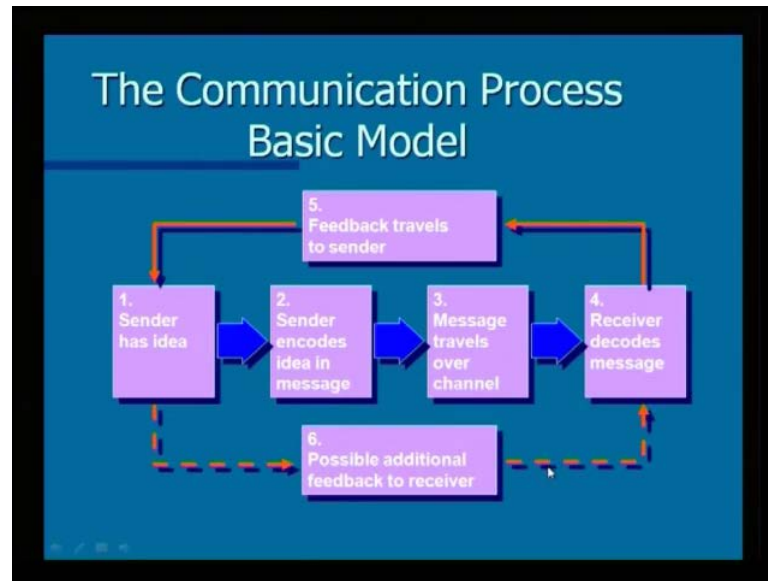
Now, this is the channel and appropriateness is very important for sending the message and it should help make the message more clear. So, by sending it or calling somebody on phone and if the person is not able to here it clearly, then it is important that written communication is to be given there. So, channel is important, then along with channel, you know what various types are available.

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So, the channel can be for example, in the form of in office language memo, it could be a report, it could be even a whisper, it could be fax, it could be sent through fax, it could be a fax message, it could be email, it could be a power point presentation or simple oral presentation, it could be even a telephonic talk, it could be even using mobile you can talk pager is out now, but still you can assume SMS message send through pagers. Now, what the sender does, the sender encodes, message, the message could be in the form of written message, verbal message, non-verbal message and the senders sends the message to the receiver. Now, the message is received, through various channels which are available.

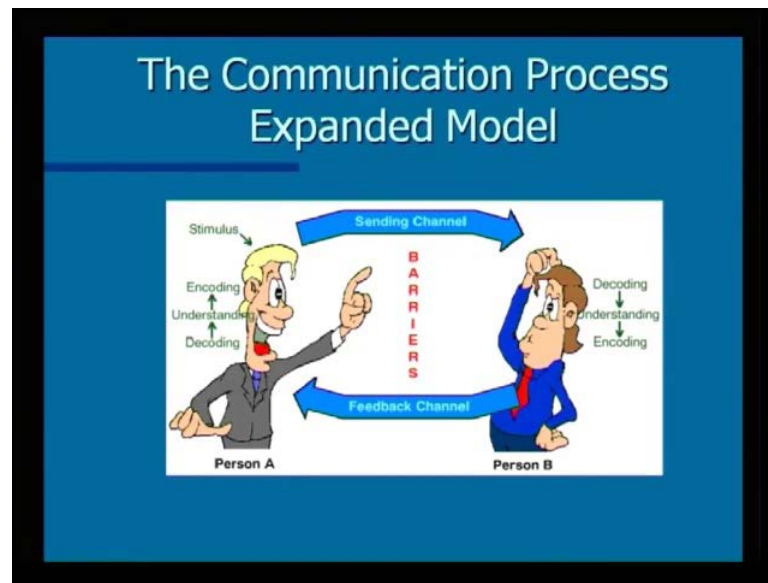
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Now, this is the simple communication process and you can look at the basic model it goes like, this the sender has an idea and the sender wants to send the idea to the receiver. So, what the sender does, the sender encodes the idea in a message and then the sender decides that the message will be sent through a channel and then the message travels through the channel.

Now, from the channel, the receiver decodes the message and after decoding the message, the feedback travels to sender and then the sender has the idea and then it becomes a loop, the sender sends back possible additional feedback to the receiver and then the communication loop is completed. So, this is the basic model of communication.

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And if you want to remember it. So, you can look at this picture it is a simple picture again a basic model for communication, but slightly expanded look at this. As in the previous model, the sending channel and the feedback channel is used, but then the aspect that is added here is stimulus, there is some kind of stimulus, motivation without the motivation how will the person communicate. So, that is the expanded model, where it says that there is a stimulation.

And then there is encoding, decoding, but in between there is understanding of what is being encoded and decoded. So, understanding is also given some emphasis. Now, this is person a using a sending channel and then the person b is receiving it, but while he receives it also, there is decoding, encoding and in between there is understanding and then the feedback is sent. So, the expanded model takes care of stimulus and understanding, which are two important components of communication.

So, as a teacher suppose, somebody is giving a class lecture, the teacher knows very well that without stimulating, the person will not be able to motivate the audience to receive the inputs and understanding also plays a very crucial role.

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Communication Process
Simple Model: Ask 5 WH questions

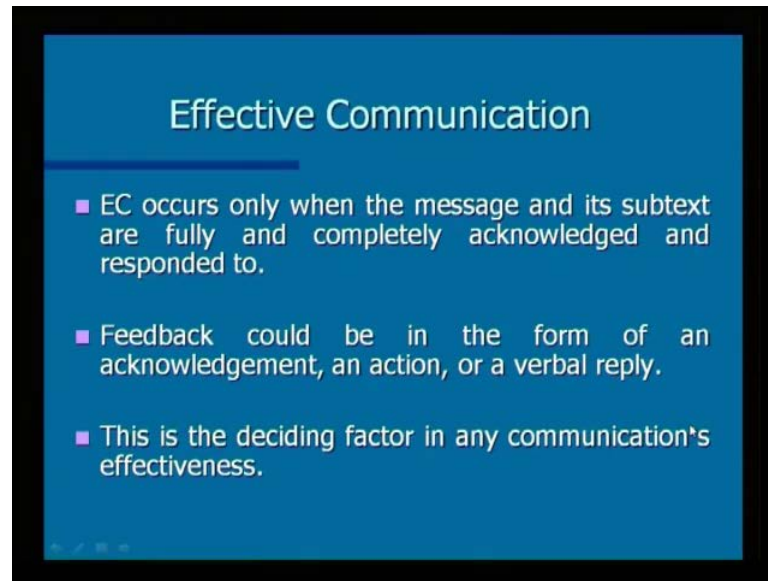
- Who sends? [*Sender*]
- Whom does he send? [*Receiver*]
- What does he send? [*Message*]
- Which medium? [*Channel*]
- What effect? [*Response/Feedback*]

Who sends what to whom through which channel with what effect?

If you want to remember the communication model, in a very simple manner, ask this 5 WH questions, ask the question like who sends, that refers to the sender and then whom does it he send that amounts to the receiver, what does he send, that amounts to the message that is being sent and then ask the question which medium. So, that refers to the channel and then to what effect. So, that refers to response or feedback.

So, in short if you are able to remember this one sentence, say you will be able to get the entire communication process, which is who sends what to whom through which channel with what effect. So, ask the question get the answer you get the entire communication process.

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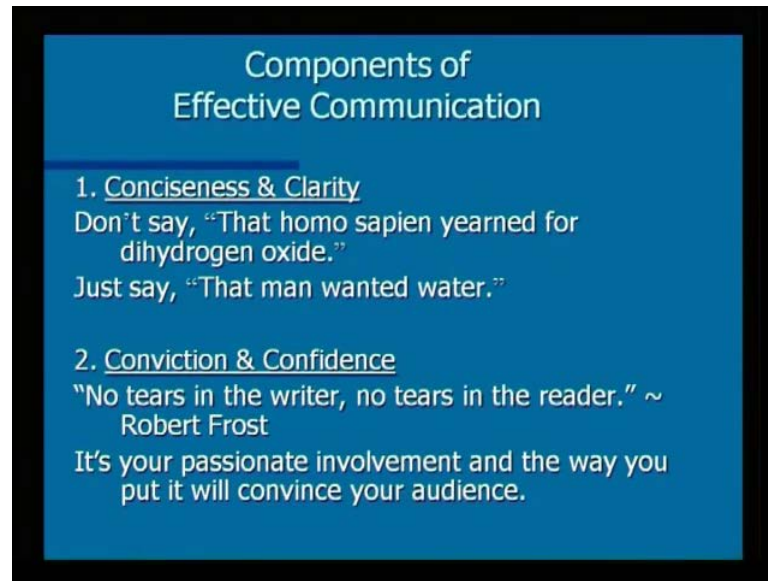


Now, coming back to effective communication. Effective communication occurs only when the message and the subtext are fully and completely acknowledged and responded to. Subtext, is not what is superficially communicated, but what goes within subtly the embedded meanings, the hidden meanings. So, if you are able to get it. So, then you are getting communication. So, subtext for example, in Indian culture.

So, the guest comes and the host is serving food, the guest says that no, no, no I do not want it is enough. Now, the host says out of courtesy, out of politeness, out of modesty the host, the guest is saying that it is enough, but the host should not take enough no seriously, the host says oh have some more, again the guest says no, no, no I do not eat that much, no it is tasty please have some more. So, this is part of Indian culture where, the host always decodes, the gesture, the hand movement, the eye movement.

So, the eyes are looking at what is to be served, the hand is not closing, but it is still open and inviting, the host decodes the message the person is still interested in eating, but out of courtesy he, is saying no. So, this is the subtext, what is said and what is to be understood. So, with the subtext and only then you can give feedback, feedback could be in the form of an acknowledgement and action or a verbal reply, you can do verbally, non verbally, this is the deciding factor in any communication in terms of it is effectiveness.

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**Components of
Effective Communication**

1. Conciseness & Clarity
Don't say, "That homo sapien yearned for dihydrogen oxide."
Just say, "That man wanted water."
2. Conviction & Confidence
"No tears in the writer, no tears in the reader." ~
Robert Frost
It's your passionate involvement and the way you put it will convince your audience.

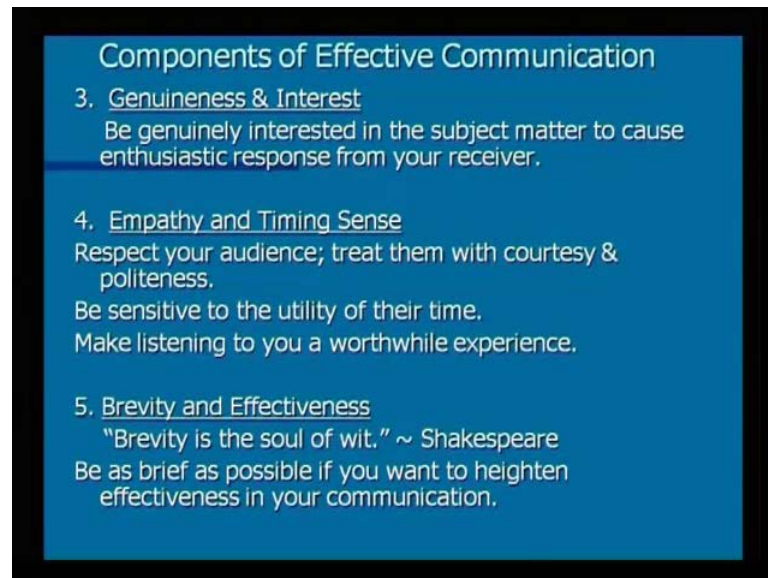
Now, let me give quick tips on various components of effective communication, keep some basic 5 tips in mind throughout the course and then keep asking yourself whether you are able to do this, look at the first 1, the first 1 amount to conciseness and clarity. Now, conciseness is again using the right amount of word and in the right place and not writing vague sentences, not writing superfluous words, not using heavy words when you can use simple words which can be clear look at the example, do not say that homo sapien, yearned for dihydrogen oxide when you really want to say, that man wanted water. So, homo sapien referring to the man and then yearning is actually wanting, dihydrogen oxide is simply water H₂O.

So, instead of using complicated terms thinking that it will impress the audience, use simple language be concise and clear in your communication. Next, conviction and confidence, look at the quote from Robert frost he says with regard to writing poetry, but which is as good as writing communication language or using communication, which is also relevant to this, he says no tears in the writer, no tears in the reader, you can also read this as no tears in the speaker, no tears in the audience, what does it mean.

He says that unless you are involved, unless you have the conviction and you have the confidence and if you are not involved, very passionately, then you will not be able to convince your audience. So, what frost says, when you write the poem and when you read it, you should be able to feel passionate about it and if you cannot do it, your

audience will not be able to experience it. So, you need to have that conviction and confidence, so that you can instill the same in your audience. Genuineness and interest. So, when you communicate be genuinely interested in the subject matter, if you have some kind of doubts, that what you are communicating to your audience is useless is trash.

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So, you will not be able to bring in interest, be interested in the subject and automatically you will be able to evoke enthusiasm, when you give that enthusiasm to the audience. So, they will give you enthusiastic response, then empathy and timing sense. Empathy is feeling into the audience, what is it that they are thinking, respect you audience, respect their time, treat them with courtesy, treat them with politeness.

So, if you give a very boring talk, consuming their time, with total disregard to their jobs. So, you are actually causing great harm to the audience who have come to your talk. So, what you should do, is that you should be sensitive to the utility of their time, when they come and listen to your talk, you should be able to give the maximum with less amount of words, if you are able to do that. So, they will feel that listening to you is a worthwhile experience.

So, give them that and then the other thing that you should keep in mind is brevity and effectiveness, Shakespeare said brevity is the soul of wit, what he meant by this he said that if you really want to be intelligent in your communication, you have to be brief, be

as brief as possible and that will actually cause effectiveness because brevity and effectiveness go hand in hand, they are like couples the more brief you are the more effective you will be. So, keep that in mind and try to heighten your effectiveness in communication by making your communication as brief as possible.

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Types of Communication

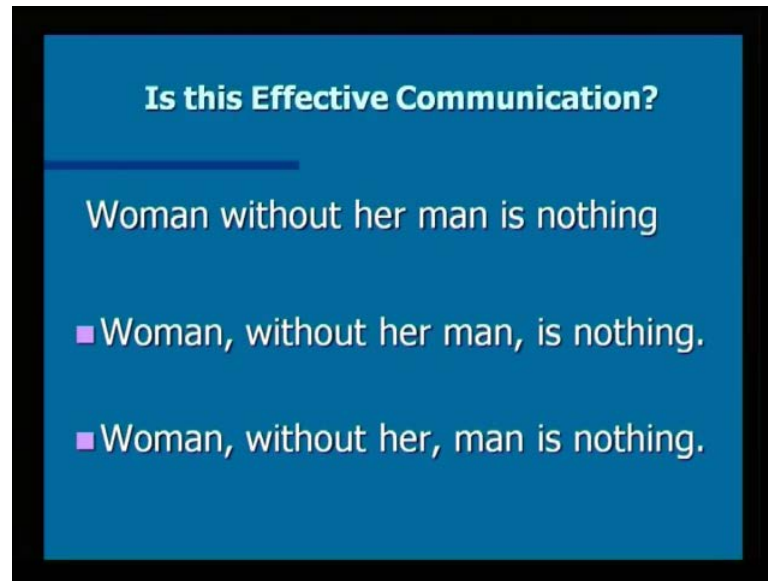
- Verbal: spoken word, structured language form between two or more entities; dialogues, meetings, debates, presentations
- Non-verbal: body language, gestures, facial expressions, pictorial representations, sign language
- Communication is more than mere words. To understand a message completely, we have to not only understand *what* is being said, but also *how* is being said.

Effective Communication is a seamless blend of both verbal and non-verbal aspects of communication

Now, let us look at some types of communication, the basic types being the verbal and non-verbal and we are going to discuss with these aspects in the coming modules, verbal is the spoken word the structured language form between two or more entities, dialogues, meetings, debates, presentations. So, that will contribute the verbal part of communication, the non-verbal part actually, contributes to body language, gestures, facial expressions, pictorial representations, pictures, graphs and sign language. Communication is more than mere words; it is not just either verbal or non-verbal.

So, it is both, to understand a message completely, we have to not only understand what is being said, but how it is being said and what are the gestures, what are the associated body language which are used when it is being said. So, communication or effective communication is a seamless blend of both verbal and non-verbal aspects of communication, neither this nor that, but both should be blended, verbal as well as non-verbal.

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Is this Effective Communication?

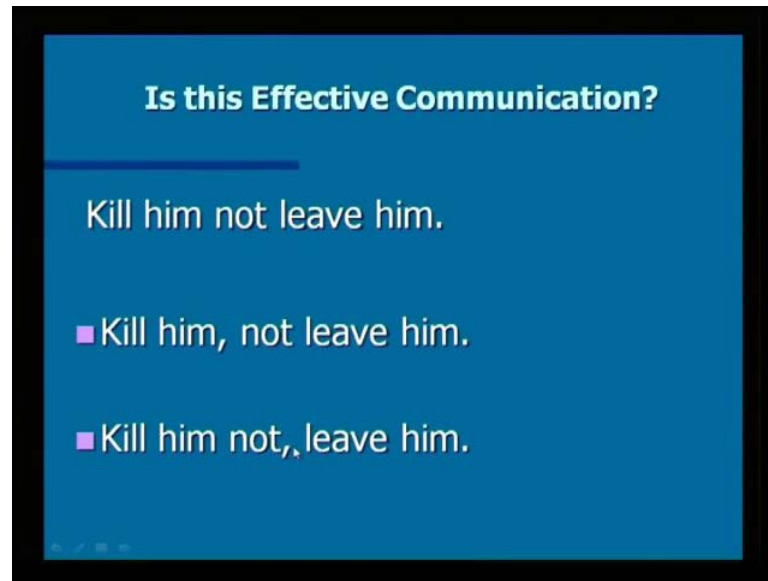
Woman without her man is nothing

- Woman, without her man, is nothing.
- Woman, without her, man is nothing.

Now, very quickly one or two examples of effective communication look at this, if you write something like this woman without her man is nothing is this effective communication, absolutely no because there is no regard for punctuation, here and then understand that your communication can become effective or ineffective depending on the context, depending on the punctuation marks, that you are going to put.

Now, suppose you mean something by putting the comma like this, look at the first statement, woman, without her man, is nothing, this may be seen as a male centered view, woman is nothing without her man; that means, the man may be husband, father, brother or somebody, but woman is nothing as such, but this can be changed, depending on the way you are going to put the punctuation mark, if the punctuation is changed, the comma is changed. So, woman, without her, man is nothing. Now, this changes the entire thinking, it puts superiority, woman at the superior position. The woman here could be the mother, the sister, the wife whomever it may be, but without her, man is nothing. So, man becomes nothing without the support of a female friend companion.

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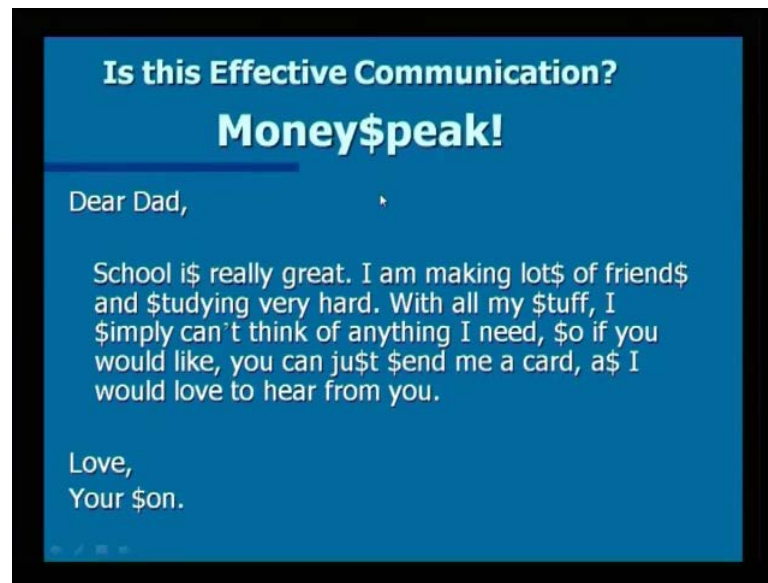


Now, similarly look at this, if you write something like this kill him not leave him. Now, what do you mean, without the comma in the appropriate place. Now, there is a story that a king wanted to execute, one of his ministers, in an unknown area and he sent him to the other king, who is his who is his friend. Now, while sending him to the king, he has sent a message that the person, whom he sends, should be killed.

And that is the message he had sent before, but when the minister was on his way, the king discovered that the minister is really, the most loyal minister to him and it is the because of the envy, the jealous feelings of the other ministers, they have conspired and created a bad impression on this minister. So, he wanted to take back his words. So, he sent this message, but in his hurry, he forgot to put the comma. So, and those days there were no communication skills class.

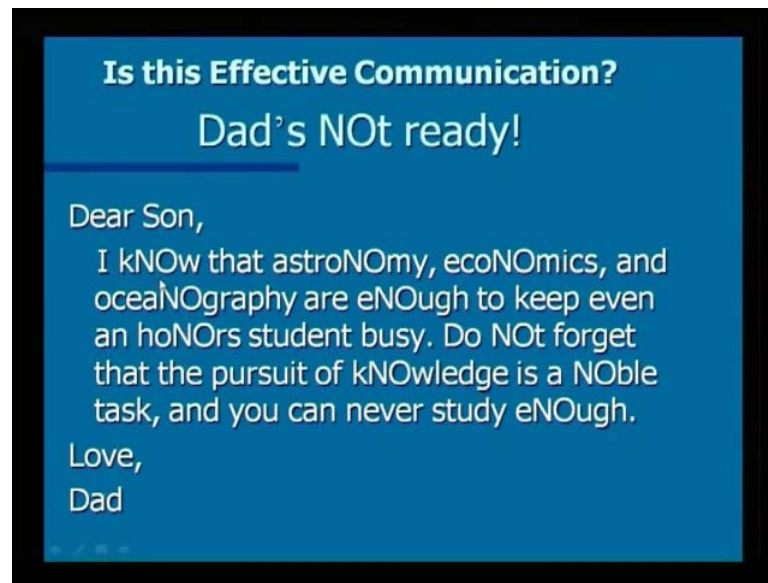
So, the other king who read it, he did not understand that this person should not be killed, he read this as kill him not leave him. So, read the comma here and he thought that he should be killed immediately. So, on his own he took the sword and then he killed the fellow immediately, but what the kill actually the king meant was, he said kill him not, leave him, spare him. So, do not kill him. Now, you can understand that just for the lack of a comma, one precious life was lost. So, this is the height of ineffective communication.

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Another source available on internet and some books on communication, look at this, is this effective communication, money speak, look at the way one student has written a letter to his father and everywhere he has used this for s. Now, money speak dear dad, school is really great, look at is I am making lots of friends, look at the s it is actually replaced by dollar symbol and studying very hard. With all my stuff, I simply cannot think of anything I need. So, if you would like, you can just send me a card, as I would love to hear from you, love your son, there also he has put the dollar symbol. Now, is this effective communication of course, yes because what he says, is that he is he is happy in the hostel circumstance, but what he means is, he needs some more money and there is this shared assumption between the son and the father. So, he knows that his father is smart enough to understand what he says.

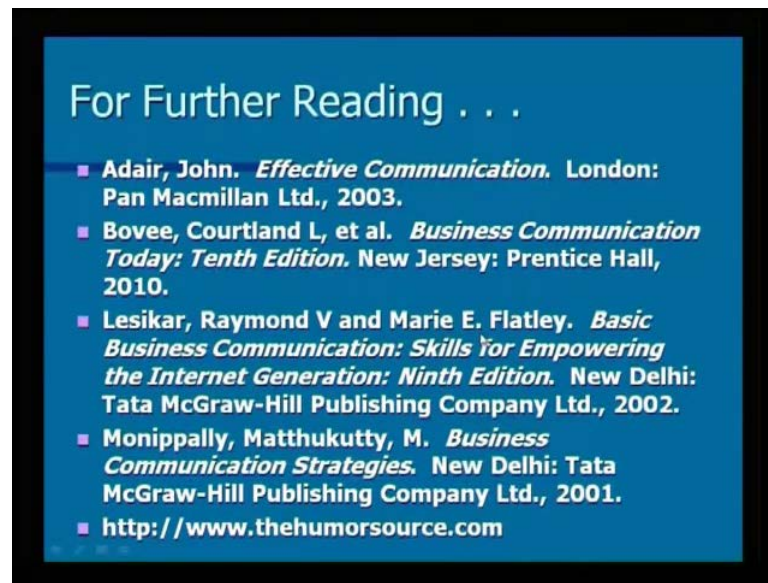
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Now, look at the father's response, the father is implying that he is not ready, but he plays with the use of capital letters. So, dear son I know he highlights wherever no comes by using capital letter I know that astronomy, again implying no economics no and oceanography are enough to keep even honors student busy. Do not again highlights no forget that the pursuit of knowledge is a noble task, and you can never study enough love dad.

Now, the subtext between both the father and the son is very clear, they are playing with words, they are playing with font, they are playing with capital letters and using this, but the communication is taken very casually, very friendly, very informally, but very effectively, son wanted money dad says no money, son used the dollar for asking for money dad used capital letters to say no I will not give money.

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Now, with this let us close the first part of this lecture on effective communication and for further reading, there are some interesting books, there is one book by John Adair entitled *Effective Communication* itself, it is covering various aspects on communication, this the other famous book which I will keep repeating frequently by Bovee on *Business Communication Today* and then there is also Lesikar, Raymond and his Marie Flatley they have also written on *Basic Business Communication*, again they are also dealing with some of the aspects of effective communication that I talked about in this lecture today.

This another interesting book by Monippally, it is on *Business Communication Strategies*, some of the funny examples I owe to his book I have taken the last two funny examples from him and then some other example that I talked about court room scene, is actually from the humor source dot com. Now, this humor source dot com has lot of humorous examples, but when you read them from a communication perspective you understand often miscommunication is causing humor, but then effective communication should remove that kind of miscommunication although it is causing humorous situation.

So, hopefully this lecture is concluding with some interesting tips on effective communication, good illustrative examples I used to give stories anecdotes. So, that you remember them effectively, at the end of it you may not remember certain technical points that I talked about, but you will remember the story and you will understand, what do I mean by effective communication.

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So, thank you.

So, much for listening to me for this one I will get back to you, on the next lecture where I will be talking more on communication effectiveness, in terms of overcoming some of the barriers. So, more examples will be given. So, that you understands the concepts clearly. So, till we meet again in the next lecture bye and then try to read some of these books go to some of the internet sources and then try to create your own examples of miscommunication and try to overcome them in your day today life. So, wishing you to become a very good and effective communicator.

Thank you once again.