

Soft Skills Development
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Lecture - 09
Communication Styles

Hello, so today I am going to talk on a very important topic related to communication and that is called Communication Styles. So, I shall be talking little bits in the beginning what exactly we understand about the communication and then gradually I shall take up to the topic.

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To begin with just I would like to say that Communication originates from the Latin word and that is called "communis" which means "to make common". This is something very simple as we all know that communication, it is a two way process and if we are not able to make something common; it is not communication. Communication will be only effected and effective if we are interacting, talking and listening that means it is going in both ways.

Now, today I am going to talk about the communication style which is really very interesting topic in this area because each individual has got something unique in his or her behavior about communication style.

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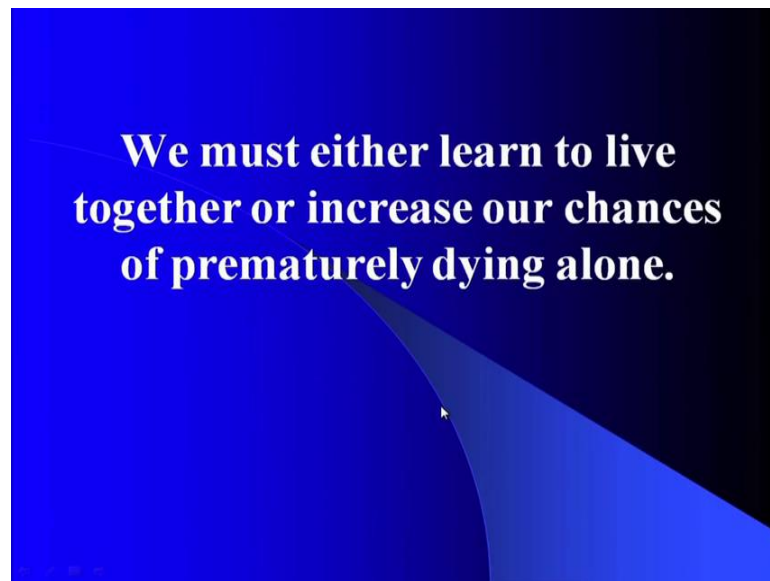
So, just I would like to show some slides and then I will explain further. There is a direct link between the quality of our communication and the quality of our life. Every day since morning, till evening we are communicating with different types of people. So, it is very important that what we communicate, but it is still more important how do we communicate, it matters a lot because with the changing time; people have become very sensitive and we have to be very much aware about our communicative behavior, whenever we are interacting with the people.

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So contents of course is important but today I am going to put more emphasis about this style means how we are going to communicate. The first step towards effective communication with other is successful communication with yourself. Now, here I would like to say something related to communication that we very often try to interact with others and see that how a person is communicative, but at the same time it is very very important that we have to learn; how we communicate with ourselves. In fact, this is an area which is called interpersonal communication which means before we start communicating with others, we have to be very mature that my communication with myself is very effective. I shall be talking in detail when I shall take up the topic interpersonal communication how it happens, it is nothing but understanding our own, our self and if we are very much confident about our own self and there are so many things related to self which I shall be discussing in my next topic.

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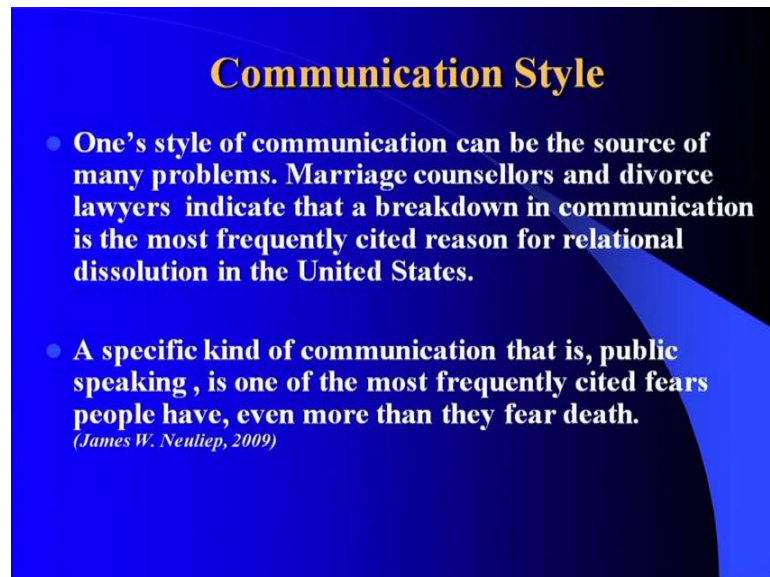


Now, we must either learn to live together or increase our chances of prematurely dying alone; this very important. Time had changed and you see that we have to do several things, we have to compete with others and we have to understand others feelings and behaviors.

It is not that whatever I feel proper that is the final thing we have to understand the feeling, we have to understand the working style, we have to take people along to perform certain things. I may be very sincere and energetic in my efforts, but at the same

time; we have to develop understanding and habits to work with our colleagues, with our team members, with our groups. So, it is not that I can do alone everything of course, my personal efforts are very very important, but at the same time we cannot ignore others input, others behaviors, others understanding.

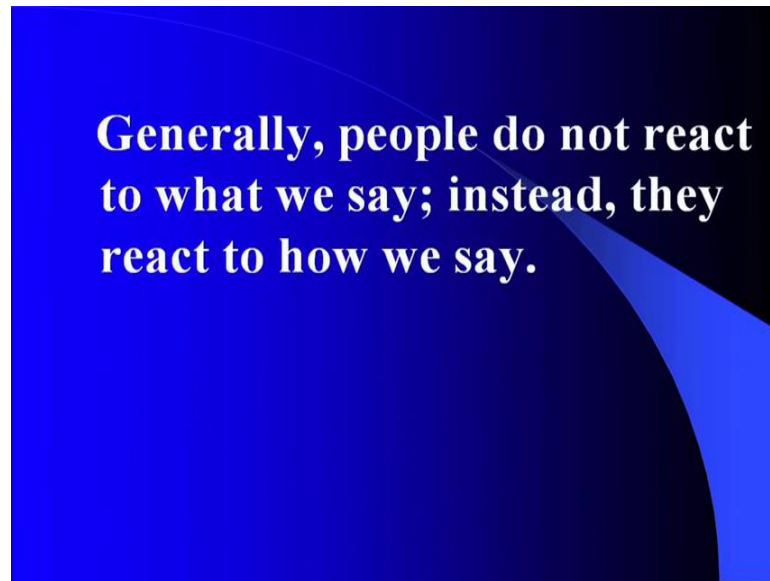
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Now, coming to our Communication Style, once the style of communication can be the source of many problems. Like, marriage counselors and divorce lawyers indicate that a breakdown in communication is the most frequently cited reason for a relational dissolution in the United States.

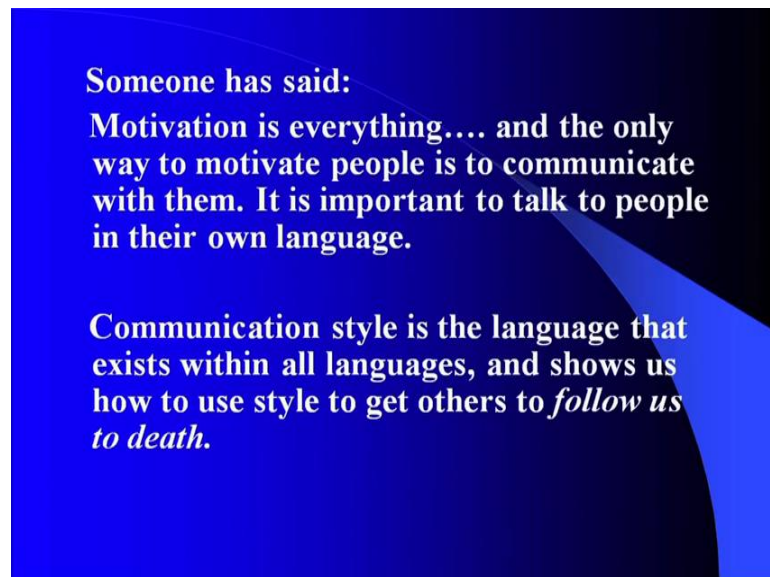
A specific kind of communication that is, public speaking is one of the most frequently cited fears people have, even more than they fear death. So, communication is something very unique and interesting in our life and as we can understand that it may be source of many problems. Because, whatever we are speaking; people sometimes do not react, but they keep it with them and later on the selection might come. So, we have to be very careful in each and every aspects of communication whatever we are speaking, understanding the situation, understanding the context and understanding the mood of that person at that particular moment, if we are really interested that our communications should be effective.

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Generally, people do not react to what we say instead, they react to how we say. So, this how is very very important; those who are the experts in communication they have written number of books in this area and emphasized the importance of styles and they have emphasized the manner, the way we communicate and interact with people.

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So someone has said that motivation is everything and the only way to motivate people is to communicate with them. We have to communicate, it is important to talk to people in their own language. When I say in their own language; it does not mean that basically the

language what a person is speaking, there is a language within language that means, we have to understand the persons feeling, the persons mood, behavior, the way he or she will understand the things, the timing, the context and only if you understand all these aspects we may be in a better position.

Communication style - the language that exists within all languages and shows us how to use a style to get others to follow us to death. We all understand that there are people who motivate people, who motivate their followers in such a way that they become ready to sacrifice their life. This is nothing just it is a significance of communication, how these people are communicating with them and these people become so much involved, so much influenced that they are ready to do whatever they are said. So, in a way communication is playing very very important role in all aspects of life.

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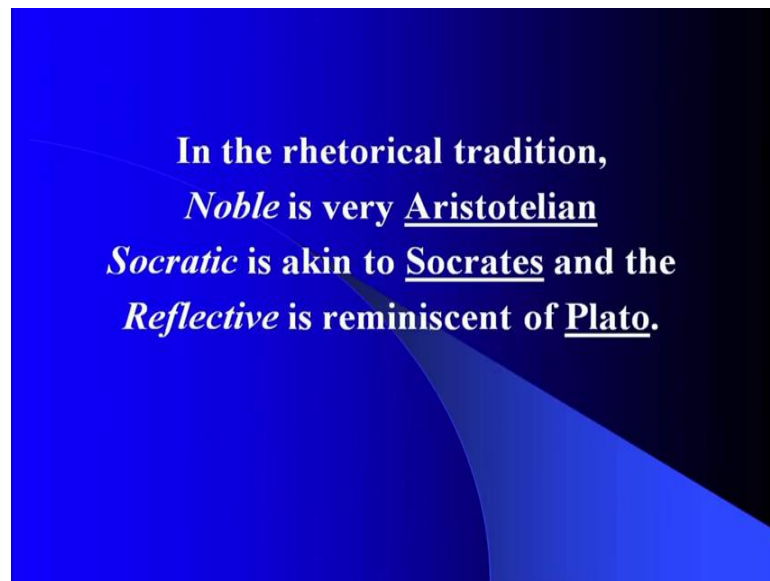


Now, coming to what exactly this style mean; styles means the way we communicate. Communication style is a matter of choice, effective communicators developed the ability to use more than one style. We all have one particular way of communicating and talking with others, but two people cannot have the similar kind of communication pattern; each one is having their own way of talking.

So, one has to understand how the people are speaking and it is very very important because we cannot change others style, but at the same time we can understand and if we have a better understanding about the styles of others then perhaps it is easier to change,

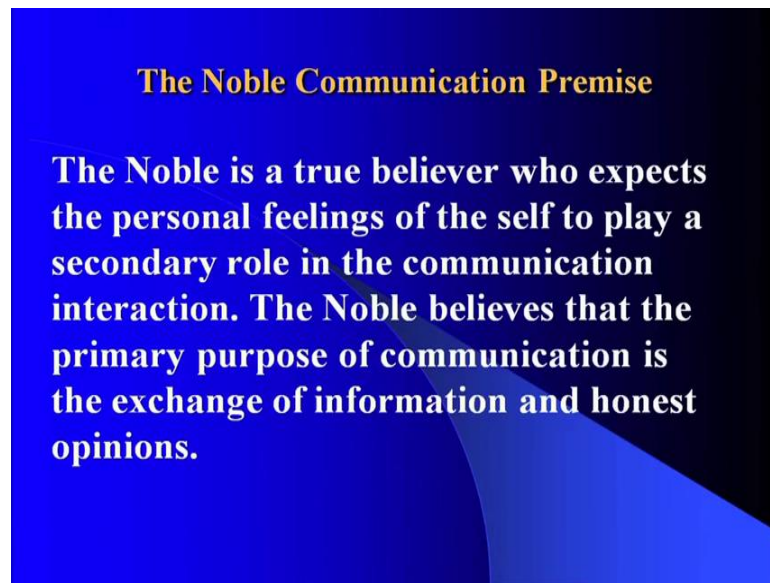
to adjust our own style to get the work done, to make the communication effective because at times it is very difficult and even its impossible to tell others that you please do not talk in this way in this manner, but at least if you have a proper understanding then we can change ourselves. We should be little bit of all the time ready to accept that fact and depending on the situation if we are able to change our style, we will be in a better position.

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Now, I am going to talk about different types of styles in fact there are number of styles written by or explained by experts, but I personally found that the three styles which are called Noble, Socratic and Reflective very very important. Normally it is very Aristotelian, Socrates. Socratic is akin to Socrates and the Reflective is reminiscent of Plato. In fact, these names have come out to the names of this great Greek philosophers and there is a purpose, there is a meaning behind all these communication styles.

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So, I will start with the first one the first one is called, The Noble Communication Premise. So, what exactly is the noble communicator or if I say in very briefly explain this it will be like that that noble are the communicators who are very direct and straight forward, they always prefer are like to speak only the truth; they do not like to interact in if's and buts, they will come to the straight forward to the point. So, here we can see that Noble is a true believer who expects the personal feelings of the self to play a secondary role in the communication interaction.

The Noble believes that the primary purpose of communication is the exchange of information and honest opinions. So, these people take the credit they enjoy and they always prefer that whatever they are saying, they will speak the truth, they will speak the mind, they will never bother what other person are thinking about, what others feel about; rather whatever comes to their mind they will speak then and there without understanding the consequences because we are human being and many times perhaps it is not very practical to speak directly at the face of the person, so sometimes it might not be very effective also, but because our very nature because of their very behavior, they all the time practice or they communicate in this manner. So, when I am going to explain these communication styles, each communication style has got certain weaknesses, certain strengths that also I would like to mention.

What are the strengths of these types of communicators?

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They are very assertive, very organized, very focused and because of their nature they gave the credibility, whenever they speak; they speak in an animated way and they are considered to be a good leader because of their behavior.

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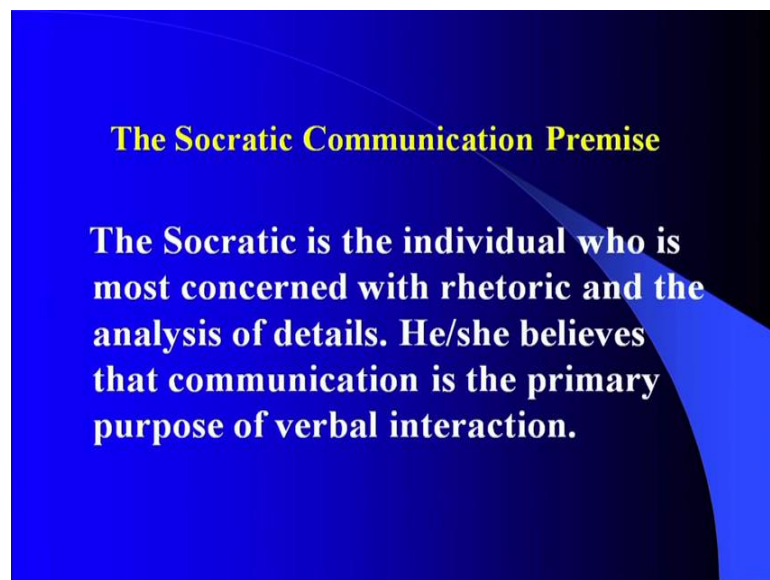


So these are their strengths, but at the same time they have got certain weaknesses as well. At times these kind of people, these kind of communicators become very aggressive; they generally are inattentive when people are talking with them; something different, something else other than the topic, other than the issue. Generally these kind

of people are perfect; perfectionists means they want that each and everything should be perfect, they believe in absoluteness, but this is not the something very practical. Many times there might be some gap or there might be certain things which might not be 100 percent true, but these people always expect that everything should be perfect from all respects.

They cannot tolerate means they are generally intolerant, the reason is very simple because of their behavior, because of their straight forwardness because they think, they take pride of being a direct and straight forwardness and because of these qualities, they never bother about these things, so naturally these things become their weaknesses.

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Now, coming to the next communication style that is called the Socratic Communication Style, here I will just read that what exactly Socratic mean; the Socratic is the individual who is most concerned with rhetoric and the analysis of details. He or she believes that communication is the primary purpose of verbal interaction. Now these are the people who believe that communication means interacting with people, talking with people, they enjoy talking, they love talking, wherever whenever the great opportunity, they love talk with people. So, these people are very good in speaking, they have a very good command over language, they are able to they develop a good rhetoric means art of speaking and they have lots of information with the people and whenever they get chance; they enjoy.

So, Socratic means they are very talkative, they are very analytical, they have lots of information they try to persuade people. We have lots of examples in our society, in our workplace or wherever, whenever we are traveling we do come across such type of people that they love talking; they talk and talk and talk means talking one can say that this is their habit and they develop these kind of habit perhaps from the very beginning, from the childhood or one can observe that there are people who speak less and there are people who are who keep on talking, they enjoy talking, they love talking.

So whenever they get chance, they will talk; if you ask even very simple thing they will not explain in one or two sentences rather than they keep on talking for several minutes. So, we can very easily understand the person is talking too much, but these kinds of people are also very important for certain kinds of job.

Say for example, those who are sales personals or sales woman, salesman; if they are given this kind of task to perform, they do it very nicely. The moment they meet the customer, they talk in such a way that they persuade them to show the things and also they persuade to buy certain things. So, these people are also very important for certain kind of job, but at the same time these people create problem for others when there is a short of time or people are not interested to listen anymore, but because of their very habit they keep on talking. So just like the first one Noble Communicator, this second one that is Socratic Communicators are also having certain strengths as well as weaknesses.

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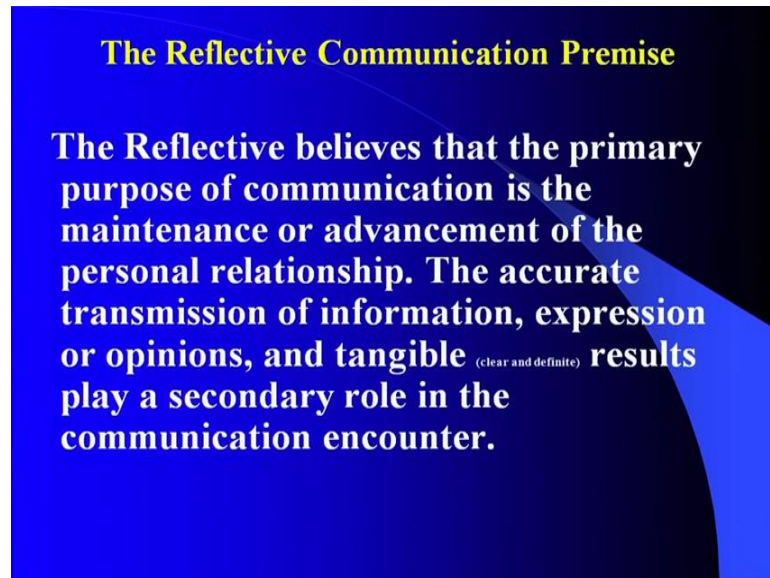
So, first what are the strengths, Rhetoric sophistication means Rhetoric means they have very a good art of speaking; they can use very nice language, words and sentences, to persuade others Persuasiveness, they can persuade others and they can analyze the things, they are very thorough, they can give lots of details and because of their lots of information they get the credibility and they have very good idea about illustrating the things.

I can sight some simple examples like if you meet by chance this type of people and just you ask that how can I go to some particular place. So, simply they will not explain you the place rather then there they will prefer to ask what is your name, from where have you come, why have you come etcetera and unnecessarily they will talk perhaps you might not like. So, they have lots of you know good ideas in illustrating, explaining, elaborating the things.

Now, because of these kind of behavior there are certain weaknesses of this kind of communicators, Rhetorical rigidity means they are very rigid; they are not good listeners means they will all the time try to speak and speak and speak and if there is interruption, they do not like interruption other should not interrupt these people because they think that whatever they are saying that is final, that is good and everybody is supposed to listen to them and Verbosity I have already explained that they are very vocal, very talkative. Arrogance means they become arrogant at times because if somebody is

interrupting and saying that why they are repeating, why they are taking too much time they will not like and they will react and sometimes they become rude also and Dogmatism means they feel that whatever they are saying; they are saying with Authority which perhaps others might not like, so these are the weaknesses about this kind of people.

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Now, coming to the third type of communicator that is called Reflective Communicators and this is the reflective communication premise. Now the reflective believes that the primary purpose of communication is the maintenance or advancement of the personal relationship. The accurate transmission of information, expression or opinions and tangible results play a secondary role in the communication encounter. So, this reflective communicators basically they are the persons who are very humble, very polite, very submissive and they think several times before they interact with people for them the primary purpose of communication is the maintenance and advancement of relationship.

They always think that they should not speak any such thing which might unnecessarily create problem for others or others should get angry, others should get annoyed, others should feel bad. So, these are the people always very cautious and always think that we should never make any problem, create any problem through our communication behavior in a relationship because these people are very sensitive and they are very good listener in fact, whenever a person is interacting with them, they will listen patiently and

not only listen, but they will try to give some solution, they will try to find out the ways to overcome the problems, they will try to help whatever is possible. So, these people are very sensitive and very good listener having lots of patience and they think that in life; the most important thing is that; maintenance of relationship.

Because, this is something very simple making or breaking relationship largely depends on our communication behavior. It takes several years, it takes months to build a relationship, but to break relationship it will take just one or two words, so this is very very important. So, these types of communicators are very cautious about their communication behavior.

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Now, like previous two communication styles; these kind of people also have got some strengths as well as some weaknesses. So, first I just explained about their strengths, Accuracy: means they are very accurate because they are very good listener, so they will be listening everything with accuracy; very accurate whatever information they are having that is very accurate. Patience, they have lots of patience to listen, supportive they support people to come forward to help they are very open to the issues, to the problem, for the discussion and conciliation these kind of people concile that means, suppose if they had some bitter experience or some problem with others, with colleagues they will just forgive and forget, it is not that they will keep on remembering that is so event forever. So, they reconcile and empathy these kind of people have lots of empathy for

others, there is a difference between sympathy and empathy. Empathy means putting oneself in that particular situation and trying to understand the issues, the problem. So, they always try if there is issue, there is problem try to solve, try to help, try to support, try to suggest, whatever in whatever way they feel proper.

So, these people are in one can say that very good in these aspects, but as you know that we are human being. So, these qualities always might not be good in all the context; so these people have got also some weaknesses.

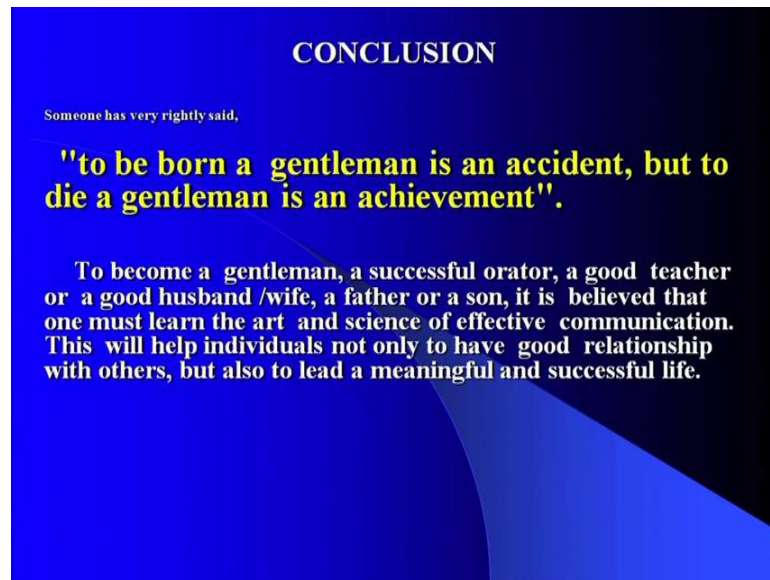
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These are some of the weaknesses that is like, passiveness: these people are not very active; in a meeting, in discussion, these people will listen and they will not react. So, they are just sitting idle, not speaking because all the time they are thinking that if they say something perhaps some people might not like it and if they are reacting others will get angry or others will get dissatisfied. So, always they are somehow in a dilemma what to say, what not to say and because of these behavior they become vulnerable because others take for granted whatever they are saying, they take for granted and use the decision the way they like. So, they become the prey, they become the victim, they are very vulnerable and their indecisiveness means they are not able to take the decision and as a result they are incredible because people think that these kind of people are not able to take any decision, so they are not getting any credit for that.

So, I have explained three kinds of you know communication styles that is called Noble who are very direct and straight forward, other one is Socratic who are very talkative and they love talking and they try to persuade others and third one is the reflective communication style that means, they are very very humble and polite and submissive.

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So, just to conclude to "be born a gentleman is an accident, but to die a gentleman is an achievement". To become a gentleman, a successful orator, a good teacher or a good husband or wife, a father or a son it is believed that one must learn the art and science of effective communication. This will help individuals not only to have good relationship with others, but also to lead a meaningful and successful life.

Friends, life should be meaningful of course, success is very very important and to make the life meaningful, it is very very important that we try to understand, we should be able to be little bit alert, cautious in our communication behavior particular through our style and if we are able to understand others styles and we try to adjust our style, we will be in a better position. For example, if from the communication behavior we understand that the person is a noble kind of a communicator then we should also behave like that, if a person is Socratic that is very talkative; we should have patience to listen to them and if a person is reflective type of communicator, if he behave like that; we shall be in a better position than others because it will match the frequency and it will be better to

understand each other because the whole purpose of communication is how to make our communication effective and how can we get our work done.

So, we have to develop this kind of a strategies all kinds of communication styles are very good, only we have to understand that which one will be the best one in proper context and situation, and if you are behaving like that perhaps we shall be in a better position and we shall have effective communication with others. So, with this I finish this lecture that is Communication Styles.

Thank you very much.