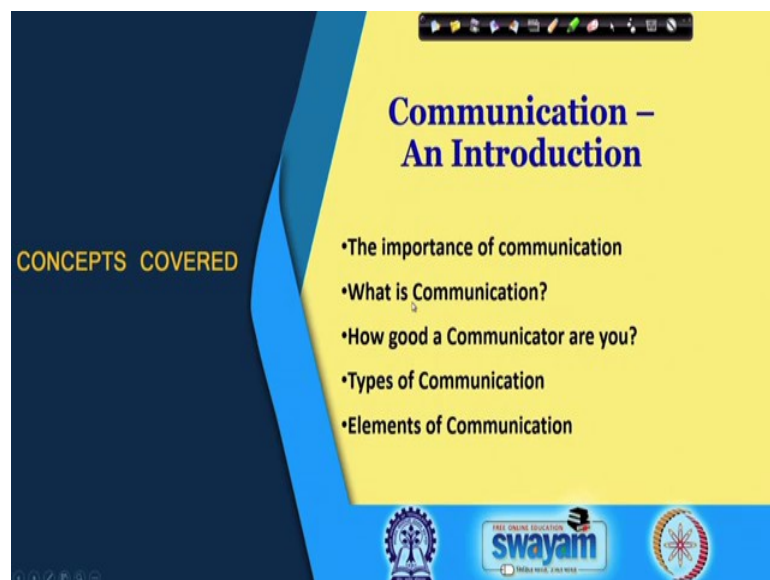


**Employment Communication- A Lab Based Course**  
**Prof. Seema Singh**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology, Kharagpur**

**Lecture – 02**  
**Communication – An Introduction**

Hello everybody. Hi. Welcome back to the course. And, today our topic is Communication and Introduction. This is the second lecture in the series of 40 on Employment Communication a Lab Based Course and let us move ahead.

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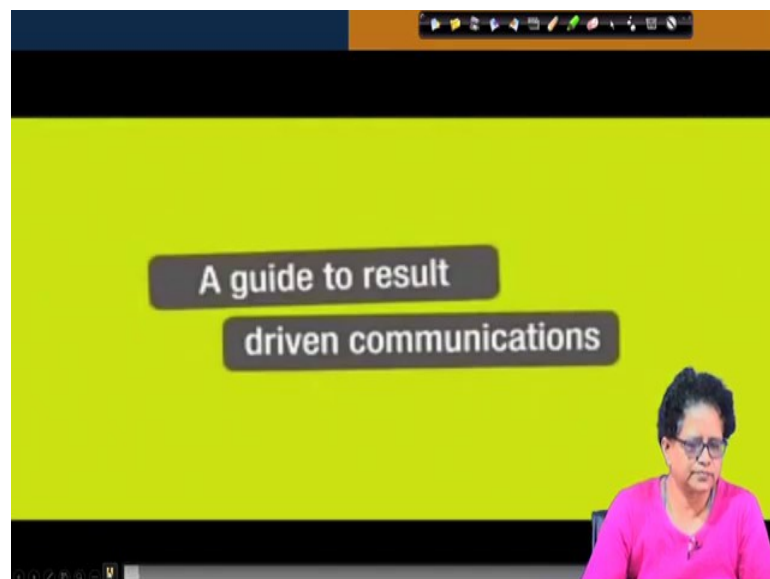
So, my objectives during the course of this half an hour will be to introduce you to communication by, first of all ,speaking about the importance of communication, then we define communication. We have a short discussion on how good a communicator are you? Then we want 2 types of communication and then the components or the elements or the segments or the parts of communication.

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Moving further now, we will also cover 6 crucial characteristics of communication; models of communication, then we will cover the functions of communication and coming to the present day scenario, we will be talking about communication or communicating in a digital age. To conclude we will have a short summary of the entire presentation.

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So, at the outset I wanted to show you a short video, maybe a humorous one, and then we can relate it to the topic under consideration today. So, let us watch the video.

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So, I think that was very communicative and it transmitted, it communicated, I believe, to my bear minimum understanding, 2 messages to you. First is you. Remember the centre of the universe is you. All communication begins with you and therefore, you are the centre of the universe. You are the centre of communication and you must decide how good a communicator you can be. So, all of us are in fact, endowed, all of us are blessed, all of us are gifted, all of us already have the four communication skills, you know, listening, speaking, reading and writing. The point is how to develop them. How to be a better and better communicator, day after day, so that you have success in both your personal and your professional lives. And, the second aspect is communication is always dyadic, one on one, one on many and also you and yourself. So, there is always a second aspect there is also something outside you, if I have said, you are the centre of the universe, you are the centre of communication there is this other half , which is beyond you , without you. So, communication involves bridging a, bridging a, common area, bridging this gap, between you and the other. Even you know, to certain extent we do not know ourselves and therefore, in Hindu philosophy they talk about the Atma Bodha-self-knowledge.

So, first that you know, in communication the most imperative point, is point number 1 which I got, which I learnt from the short funny video was first know yourself as a communicator and, the second is know the other and then bridge, make a bridge, make an attempt to unite with the other, to have commonality with the other, because the entire

thrust, the crux of communication is this commonality, this commonness between you and the other.

So, let us move ahead. I believe that if we have decided that we will improve our effectiveness as communicators there are 2 things to be done. First, that we become actively involved in the study of communication and therefore, this course. As I have said in my previous lecture in this course titled - Employment Communication - A Lab-based Course, I have reserved at least one third of the 40 lectures to developing your communication skills so that you do not fail when the opportunity comes for you to express, to assert and to stand up in the crowd as an effective communicator. So, there is a need to become actively involved in the study of communication by which I mean, that you develop your skills and attitudes, you already possess. Try to find out where your weakness lies. Cover them up . Develop your strengths as a communicator. And, the second is 3 short words you know, but very powerful and very motivating , I think very inspirational, you know this is a dialogue of the Wizard of Oz to Dorothy in the movie “The Wizard of Oz” , I hope you have seen it, but if not you must see it “The Wizard of Oz” and there the wizard of Oz says to Dorothy – “Believe in yourself” , so the first point here is be actively involved which means no dilly dallying, no delaying, no giving yourself false assurances that you are working on your communication skills and the core areas which need to be developed and the second is believe in yourself. Have confidence in yourself that you will become an effective communicator, a better communicator and therefore, in the end, in conclusion a successful human being.

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The slide features a yellow background with a dark blue curved shape on the right side. At the top, there is a navigation bar with various icons. The title 'What is Communication?' is in a bold, dark blue font. Below the title, there are four bullet points. In the bottom right corner, there is a small video inset showing a woman with glasses and a pink shirt. At the bottom of the slide, there are logos for 'THE ONLINE EDUCATION swayam' and 'INDIA'S OPEN UNIVERSITY'.

## What is Communication?

- The deliberate or accidental transfer of meaning
- Communication springs from the Latin verb *communicare*, which means “to make common”.
- Communication is the deepest core of our human selves.
- We cannot not communicate.

So, let us come to the definition of communication. And, if we go to the etymological origin of the word communication; communication in fact, originates from the Latin verb *communicare*, which means “to make common”. There are two more similar words in Latin language from which this word might have its meaning as well. The first is *communitas*, which is again to make common. And, the second one is this one here *communicare*. If, you study the spelling of both these words *communitas* – c-o-m-m-u-n-i-t-a-s, and this one which is on the slide *communicare*. Can you tell me 3 alphabets in both these words which stand for to make common, which is to make one. If there are 2 parties and you make common something between them you make one – o-n-e.

And, it is very easy the answer if you observe here, the 3 alphabets are u-n-i. The 3 alphabets are u-n-i which means to make one. And, in the first point here it is stated that it is deliberate or even accidental transfer of meaning. We call it accidental, because we are in fact, referring in this part of the definition to nonverbal communication. As, I said in my introductory slide on introductory talk in one of the slides on employment communication a lab based course lecture number 1, I did say that nonverbal communication cannot be hidden. It is something which you have to expose you can try as much as you can, but it is part of your behavioural pattern it is part of your innermost nature. And therefore, that is something which you cannot hide. Let us come to the third point here.

Communication is also the deepest core of our human cells. If you talk about yourself as a biological human being as homo sapient sapiens, you have certain characteristics, you have certain functions, you have certain, you know biological mechanisms going on inside you, which are the characteristics of a human being or that let us say in general a living organism. Let us say I am talking about respiration, circulation, excretion, digestion and so on and so forth.

Now, if you talk about these -tion terms t-i-o-n terms you know, they end with t i o n. I would mention that communication is the deepest among all those. Communication is as important, if not more important than all those biological characteristics, which define you, which characterize you as a human being. communication is the foremost. And, then we come to one of the points I would like to specify right here, that there is no situation where you cannot communicate.

Even, if you believe that you are not communicating, in fact, it is a total lie. There can be no situation where you are not communicating. Even, when you are sleeping, even when you are resting, even what you are not doing you are in fact, communicating. And, I will come to examples of this statement later on in this lecture.

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Now, there is a question which first of all we posed to ourselves. Let us ask ourselves how good a communicator am I, where do I stand? And, in this context let us begin with

one simple small assurance to ourselves. And, that is a confidence building measure let us begin with this thought, a positive thought we can all improve.

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**Types of Communication**

- Intrapersonal communication—communication with the self
- Interpersonal communication—relationship level of communication
- Group communication—interaction with a limited number of persons
- Public communication— communication designed to inform or persuade audience members

The slide includes a video inset of a woman in a pink shirt and logos for Swamyam and other educational institutions.

And therefore, we move on to the next topic which is types of communication. The 1st one here is you and your thoughts, as I said when you are sleeping and having dreams, when you are resting, not doing anything physical or mental as such just you know lying down on the sofa or the couch or the bed and, lazing around in general as we say it is intrapersonal communication in action, because it is you and your thoughts, communication with yourself.

Number 2 or the second one is interpersonal communication between 2 persons, that is between 2 persons, and that is called the relationship level of communication. Because, let us take each one of us individually. As individuals we have our lives on 2 planes. The first is the personal level where you for one may be the son or daughter or uncle or aunt or sister or brother or whatever to your family members. And, the second more important for which we are here for which the course employment communication lab based course is the professional level, number 2. And, in the professional sphere as well, in the workplace as well, you have interpersonal communication in action because, you are related to your boss as a subordinate, you have those who work with you on the same level that is your peers and you have those who work for you the support staff you know. So, we have the relationship level of communication at the workplace.

Next, we come to group communication number 3. This third type of communication is that of interaction within a limited number of persons, the group if you define, even 3 is a group even 2 is a group, more than one is a group. So, let us say a 2 membered family, a 3 member family is a group. Let us say a village which has 3 households, 4 households, 5 households is a group. Let us say a factory with the hundred workers is a group, but whatever there is a limit to the number of persons.

The fourth one here is public communication .This fourth type of communication is communication designed to inform or persuade audience members. On one level we can think of it as the advertisements we see on audio, video, other means of communication placards, boards, across the street, beyond the street, above houses, hoardings, these are communication designs to inform or persuade the audience members, that is those who see those advertisements are informed about the plus points or the unique selling points of a product. And therefore, it is meant, it is intended to persuade us to purchase or to buy or to use that product.

The second type of public communication is that let us say in general example the lecture of a class teacher, the speech of a political person so on and so forth. Wherever one person is communicating to a public and trying to do two things, or one of the two which is firstly, providing information; secondly, trying to persuade.

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**Types of Communication (contd.)**

- Online, or machine-assisted communication—building of relationships using computers and the Internet
- Mass communication—transmission of messages which may be processed by gate keepers prior to being sent to large audiences via a channel of broad diffusion

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The fifth one now the fifth type of communication is online or machine assisted communication, where you cannot function without machine and therefore, the title of this type of communication- machine assisted communication and online. This is the building of relationships using computers and internet in an age where the social media has so much of impact on our personal and professional lives it is very easy for you to understand. Of course, you will do understand, you do understand that this is a reference to the way in which we build our social networks- Whatsapp, WeChat so on and so forth Facebook, Twitter are few of the examples.

Then, we come to mass communication and this is defined as transmission of messages which may be processed by gatekeepers prior to their being sent to large audiences through a channel of broad diffusion. This particular NPTEL lecture series is an example of that I think the best example of that let us move ahead to the components of communication.

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There are in fact, 8 components of communication and these are the essentials of communication. We call them essentials of communication, because these are the elements these are those parts of communication which are present in each and every communication scenario or communication event, communication interaction.

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**Elements of Communication (Contd.)**

**1. People**

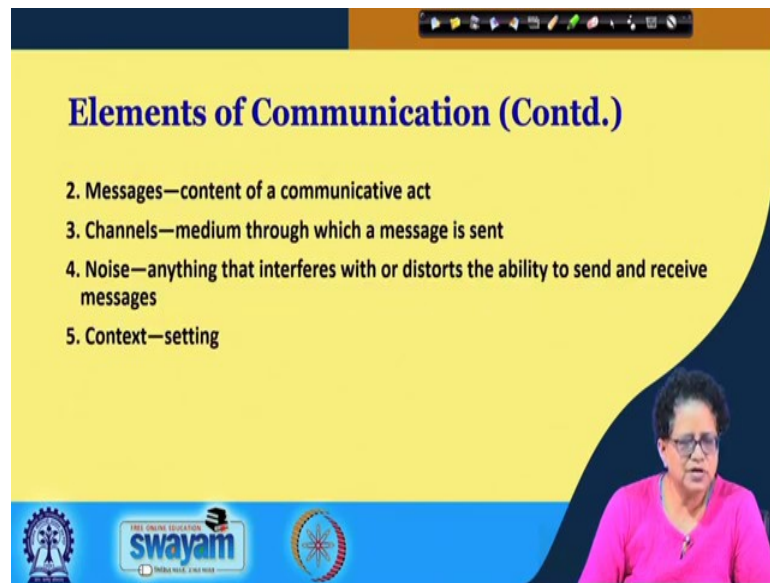
- Senders—persons who formulate, encode, and transmit a message
- Receivers—persons who receive, decode and interpret a message

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The first is people and this itself has 2 parts; one is the sender there are other ways by which you could. In fact, label this term sender is also called an encoder, sender is also called the communicator c o m m u n i c a t o r. It means the one who initiates or starts the communication process as such. And, we use the term encoder because the encoder is encoding a message.

Since, language is a coded structure the encoder thinks and then puts his thoughts in a code which the decoder or the listener or number 2, which is the receiver. The receiver is also known as the decoder and the receiver is also known as the communicatee c o m m u n i c a t double e. So, communicator and communicate, encoder and receiver and sending can be done or communication can be initiated by speaking and writing, that is s and r. On the other hand if you come to the recipient, the second, the second part of the people in communication that is the recipient can receive the message by listening or reading that is r and l. And therefore, LSRW that is the 4 communication skills have encoder, encoding and decoding going on at the same time.

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**Elements of Communication (Contd.)**

2. Messages—content of a communicative act
3. Channels—medium through which a message is sent
4. Noise—anything that interferes with or distorts the ability to send and receive messages
5. Context—setting

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So, let us move further to number 3 .We have called this number 3 and that is message, because we are thinking of people that is number 1 as consisting of 2 parts so, we can think of ,we can number message as number 3. Message is what is being shared, what is being made common between 1 and 2 or more. And, the theoretical term for this is message; message is the content value of the communicative act what is being made common.

Number 4 is channel or the mediums through which a message is sent and we have a common answer to this, what is channel, we call them the 3 V's of communication Visual, Verbal and Vocal. We call them 3 channels by which communication can be enacted or be made the visual, the verbal and the vocal channels.

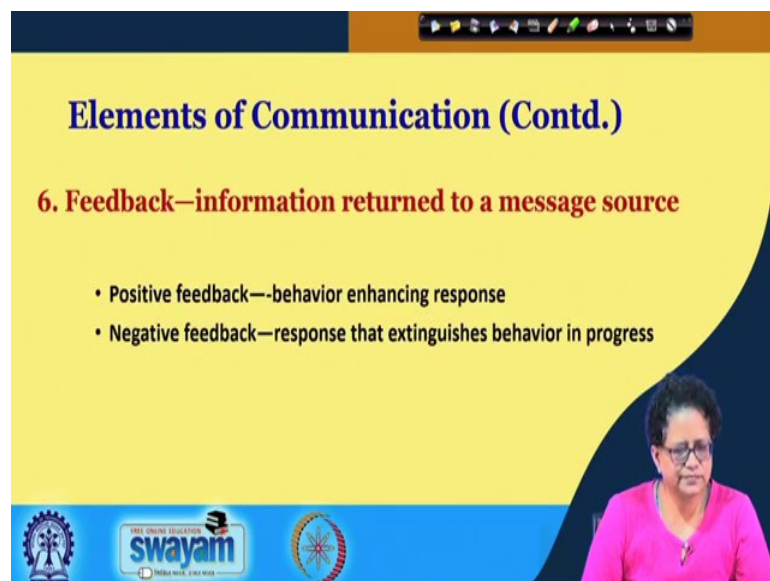
Then, we come to noise and noise is defined as anything which is interfering or damaging or distorting the ability to send and receive the message. So, noise can exist in the sender or the encoder or the communicator and noise can also be, you know in the receiver or the recipient or the decoder or the communicatee as we have already told you. And, noise is of 3 types; we call them the 3 P's of noise. The first is the physical noise, noise in the physical sense of decibels. Suppose 2 people are communicating and there is a noise outside, a loud noise, a thump or a bomb or something dropping or a loud explosion, anything which has to do with the oral component of noise, as such, that disturbs the communication process.

P number 2 is physiological noise, if you are not feeling well , if you are human physiognomy, if physiologically there is some issue or some something, we have something negative, with you then that in fact, vitiates, it spoils the communication scenario and communication will not be smooth sailing. Then, we have the third P, the third P of noise; the third P is psychological noise. It is the noise within your temples, it is the noise in your mind, it is the noise of thoughts inside you, it is called also in simple terms an example can be demotivation, an example can be lack of interest, an example can be total dissolution with what is going on.

So, I given you 3 examples lack of interest, demotivation and total lack of interest ,dissolution, disillusionment let us say. And, when these 3 mental issues or these 3 mental variants are in you, then communication is again not smooth sailing, there are problems, there are hiccups and what will happen is what we called miscommunication, that communication is not exact or near perfection.

Then we come to number 6 is context. Context is the background, it is the setting across or in the context of which the communication event is unfolding. So, there are 2 types of context. To put it in very simple terms, the first type of context is formal and the second is informal and that needs no explanation.

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The slide is titled "Elements of Communication (Contd.)" and focuses on the sixth element: "6. Feedback—information returned to a message source". It lists two types of feedback: "Positive feedback—behavior enhancing response" and "Negative feedback—response that extinguishes behavior in progress". The slide features a yellow background with a blue and orange header. At the bottom, there are logos for "swayam" and "THE OPEN EDUCATION" along with a small video inset of a woman in a pink shirt.

Then we come to the 7th component of communication and that is feedback. Feedback is defined as information returned to the message source. So, the communicator, the

communicate, a message between them and feedback is the return trip. Feedback is what is returned from communicatee to communicator and there are 2 types of feedback. The first feedback is that which enhances the response and the second is that which extinguishes, which is negative type of response.

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**Elements of Communication (Contd.)**

**6. Feedback (continued)**

- Internal feedback—response you give yourself
- External feedback—response from another

**7. Effect—communication outcome**

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Let us come to 2 more types of feedback, one is the internal response that is you and your thoughts, you are thinking something about yourself. So, you think something and think something else or whatever response you give to yourself feedback you give to yourself and the second is external feedback, you ask others - How was I? Can you comment something? Can you give me some more advices? So, this is the external feedback or the external response. And, this 8th and the last component of communication is effect or what is in simple terms called product.

Now, we have all these 8 components and it has to yield something, it has to yield something and that is called the effect.

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**Communication Principles**

- Dynamic
- Unrepeatable and irreversible
- Affected by culture
- Influenced by ethics
- Competence based
- Transformed by media and technology

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So, the principles of communication are 6: communication is dynamic, it is unrepeatable and irreversible, and it is affected by culture, ethics, it is based on your competence and that is why I said that there is a need for us to reassure ourselves that we can increase our competence in communication and in an age when we are driven by media and technology, communication is increasingly getting impacted by media and technology.

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**Models of Communication**

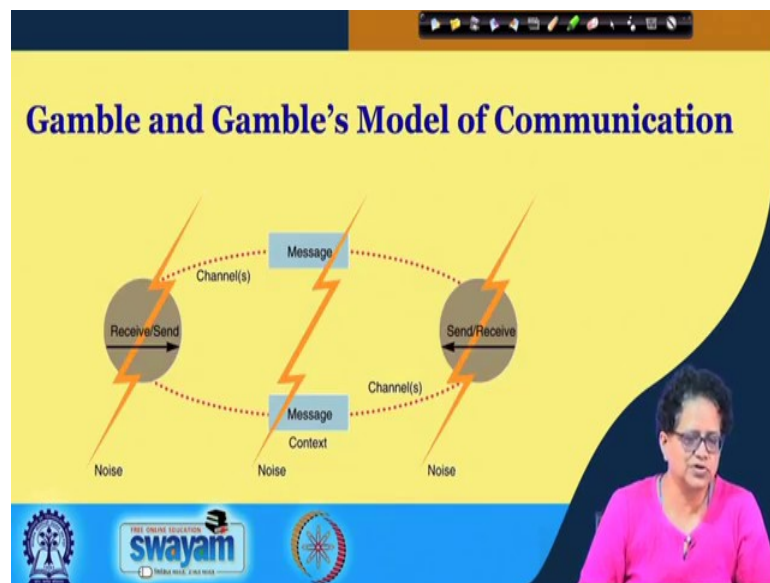
- Communication occurs whenever one person assigns significance or meaning to the behavior of another
- Gamble and Gamble's Model of Communication
  - Communication is a circle and the sending and receiving responsibilities are shared by the communicators

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There are models of communication and if you search and if you have read you will get several models of communication, but one which I like or one which is very simple to

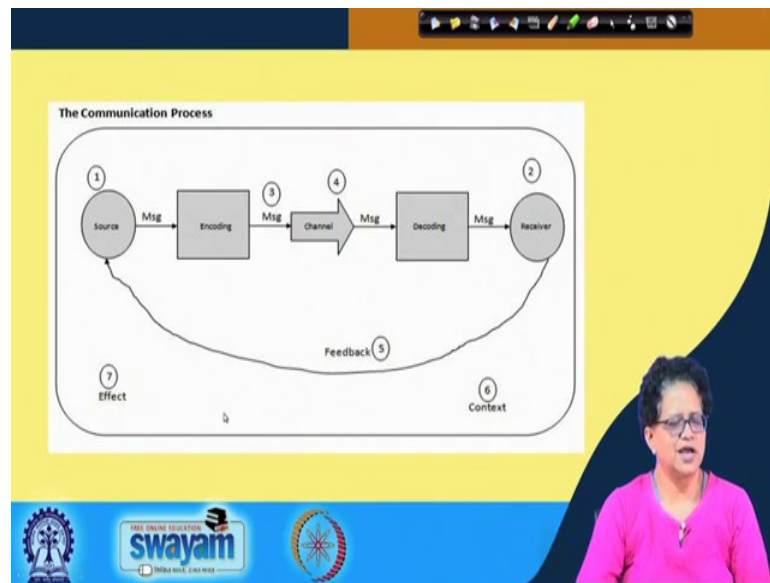
understand is Gamble and Gamble's Model of Communication. It is in the form of a circle and it is that which says that sending and receiving responsibilities are shared by the communicators, communicator communicatee; communicatee communicator so on and so forth.

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This is the model as such the sender or the receiver has noise within him or her. The sender or the receiver because they are interchanging roles uses a channel to transmit the message to the other. And, if they are changing roles then this one now becomes the sender or receiver and uses another channel to pass on the message and send it back to the source. And, you see the noise is in 3 places between the sender, it is in the receiver, and it is on both aspects of the message whether on the onward journey or on the return journey.

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We move further and we will give you this definition in more detail here there is the source, or the encoder, or the communicator, or the sender , sends a message after encoding it to, through a channel to the receiver, who now has to decode it and send a feedback to original source. This is against a context, this entire process is happening against a context and in conclusion there is an effect or a product of these 7 components.

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### Functions of Communication: What can it do for you?

- Understanding and Insight
  - Depend on communication to develop self-awareness

What can communication do for you? In conclusion, communication can develop your understanding and insight about not only you, but the rest of the world which does not



have to do with you. And therefore, you understand this is the basic statement, we have to depend on communication even to develop that self-awareness of ourselves.

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**Functions of Communication: What can it do for you? (Contd.)**

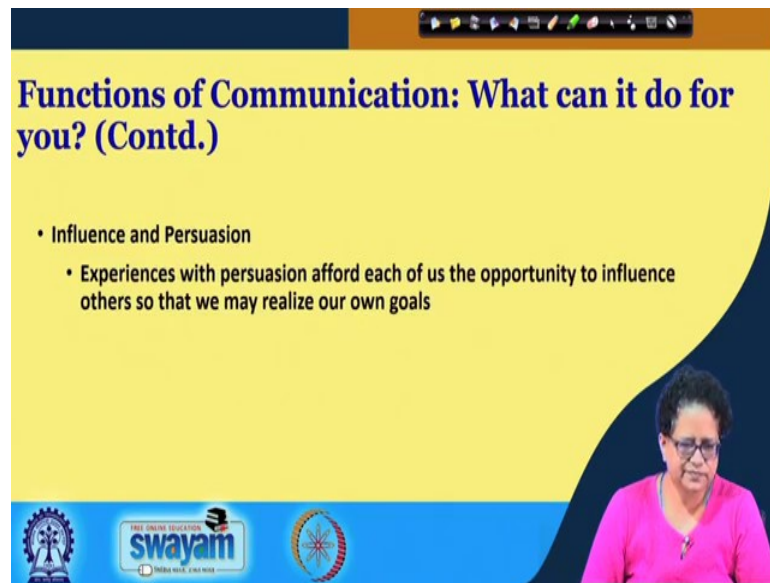
- **Meaningful Relationships**
  - Need for inclusion—the need for social contact
  - Need for control—the need to feel we are capable and responsible
  - Need for affection—the need to express and receive love

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for Swamyam and other educational institutions. A small video inset in the bottom right corner shows a woman with glasses wearing a pink shirt.

Why do we communicate? Moving further to functions of communication, the first is that we need to have meaningful relationships and therefore, we communicate. There is a need within all of us each one of us to be included to be in control and to search or look for affection.

The need for inclusion is the need for social contact in present day or the time from which communication began as a human means of human life and interaction. The need for control all of us have at some time or the other felt a need to assess or to assert or to understand that we are capable and responsible and we are controlling some people or some persons. And, the last and more important it may be the last, but it is the most important is the need the human need to express and receive love.

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**Functions of Communication: What can it do for you? (Contd.)**

- Influence and Persuasion
  - Experiences with persuasion afford each of us the opportunity to influence others so that we may realize our own goals

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Then, we come to Influence and persuasion; we have certain experiences, daily and throughout life. And, our experiences with persuasion, with persuasion, afford, give us a grant, each of us the chance or the opportunity to influence other, so, that we may realize our own goals in the process as such.

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**Communication, the Media, and Technology**

- Media and new technologies are altering the nature of our communication experiences
  - Cyberspace—the digital world of computers and online communication
  - Causing us to reexamine our relationships and redefine our notions of effective and meaningful communication

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If, you come to the present day scenario where we have so much impact of media and technology, they are altering, they are totally changing transforming the nature of our communication experiences. We have this term cyberspace and cyberspace is the world

in which we are living nowadays. It is the digital world of computers and online communication more than half of the day time we are spending with computers and online communication to that extent is the impact of media and technology on communication events as such.

This is causing us also to re-examine our relationships and redefine our notions of effective and meaningful communication. There are certain plus points , there are certain minus points both positive and negative go together when media and technology impact communication.

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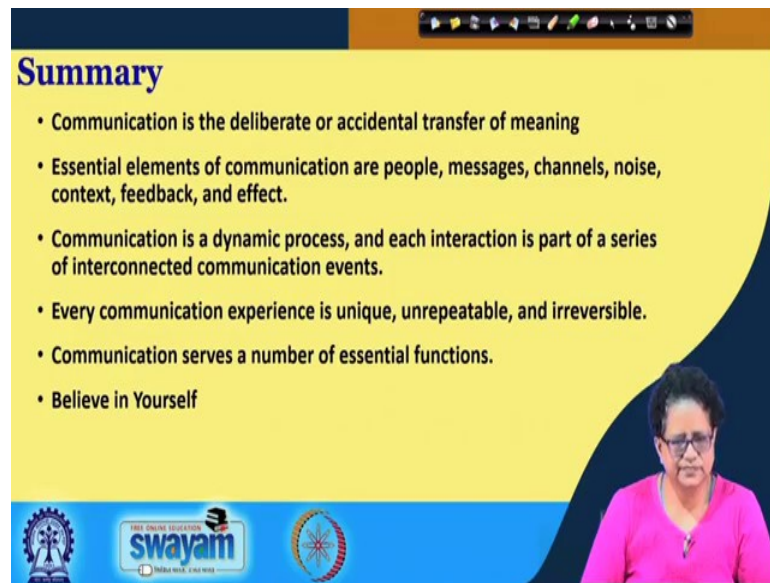
The slide features a yellow background with a dark blue curved shape on the right side. At the top, there is a dark blue header bar with a small navigation icon. The title 'Communicating in a Digital Age' is written in a bold, dark blue font. Below the title, there are two bullet points in black text. At the bottom of the slide, there is a blue footer bar containing three logos: the UGC logo on the left, the 'swayam' logo in the center, and the National Education Policy logo on the right. A video feed of a woman with glasses and a pink top is visible in the bottom right corner of the slide.

## Communicating in a Digital Age

- Media Content Influences our Thoughts and Feelings
- Media and Computers Influence Our Perceptions of Communication

In a digital age, media content also influences our thoughts and feelings to that extent. We also can say that, if we have to perceive communication media and communication are the filters and barriers through which we communicate.

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**Summary**

- Communication is the deliberate or accidental transfer of meaning
- Essential elements of communication are people, messages, channels, noise, context, feedback, and effect.
- Communication is a dynamic process, and each interaction is part of a series of interconnected communication events.
- Every communication experience is unique, unrepeatable, and irreversible.
- Communication serves a number of essential functions.
- Believe in Yourself

The slide features a yellow background with a dark blue curved shape on the right. At the bottom, there are logos for 'swayam' and 'THE ONLINE EDUCATION' along with a small circular logo. A woman in a pink shirt is visible in the bottom right corner.

In summary communication is the deliberate or accidental transfer of meaning. The essential communications the essential components of communication are people messages, channels, noise, context, feedback and effect. Communication is a dynamic process and each event, each individual interaction is part of a series of inter-communicated communication scenario or event as such. Despite that every communication experience is unique, unrepeatable and irreversible. It serves a number of essential functions, we have mentioned 3 and the last statement I would like to conclude with is “Believe in yourself”.

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**References**

**Select References:**

1. Bovee's Business Communication Today - Prentice Hall
2. Lesikar's Basic Business Communication - TMH
3. Bell and Smith's Management Communication – John Wiley
4. Gamble and Gamble's Communication Works - TMH

The slide features a yellow background with a dark blue curved shape on the left. At the bottom, there are logos for 'swayam' and 'THE ONLINE EDUCATION' along with a small circular logo. A woman in a pink shirt is visible in the bottom right corner.

These are some of the references which I have used for the preparation of this lecture.

Thank you and God bless you.