

Employment Communication- A Lab Based Course
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Lecture – 05
Verbal Communication – Contd

Hi friends, hello, so here we are once again with the NPTEL online course on Employment Communication - A Lab Based Course. Today, we are going to complete the topic on verbal communication, and this is lecture 5. So, yesterday we had completed with video, a funny video.

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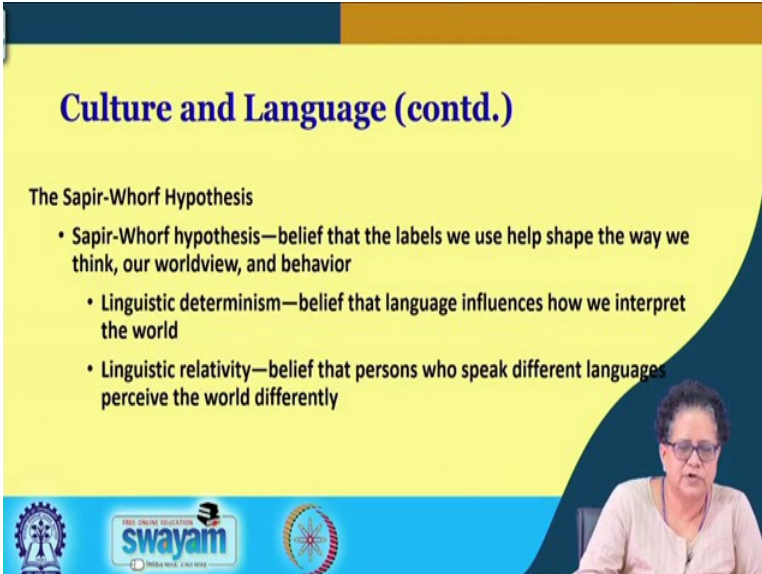


And today we are going to begin with certain constructs, certain paradigms which influence language and the first of these is culture. So, here we are going to talk about culture and language. Now, actually culture influences the way we use words, because as most people who study communication know, there is one famous phrase for those who study communication which is culture is communication, communication is culture. What we mean is, the entire idea of culture can be subsumed in one term which is communication, and entire communication springs from begins with culture. So, communication is culture; culture is communication.

So, having established or having spoken about the importance of culture in language a means of communication, let us talk about the phrase dominant culture. By dominant

culture we mean the culture which is in power or in other words the mainstream culture let us say to give you an example the American culture. Then within the great country the great subcontinent called America or the United States, we have co-cultures. Now, co-cultures are sub-cultures. Subcultures in the sense of let us say within the continent of America we have African- Americans, Hispanics, drug dealers or the drug community and so on and so forth. So, the co-cultures or the subcultures are a group of people who have a culture of their own outside of the dominant culture.

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Culture and Language (contd.)

The Sapir-Whorf Hypothesis

- Sapir-Whorf hypothesis—belief that the labels we use help shape the way we think, our worldview, and behavior
 - Linguistic determinism—belief that language influences how we interpret the world
 - Linguistic relativity—belief that persons who speak different languages perceive the world differently

So, we have now for you an important research finding to buttress our understanding of culture and language .This is called the Sapir-Whorf hypothesis. Sapir-and Whorf hypothesized that the labels we use helped to shape the way in which we think our perception of the world and our entire behaviour. So, in other words, what Sapir and Whorf say is that the world we experience, the world we experience, shapes the language we speak, and the language we speak on the other hand sustains our perception of reality or the world and our view of the world. So, the belief that the labels we use shape the way in which we think our perception of the world and our behaviour as such.

Now, the Sapir-Whorf hypothesis has two threads. The first thread of the Sapir-Whorf hypothesis is that linguistic determinism. Linguistic determinism is defined as the belief that language influences how we interpret the world. So, I mean that suppose my mother tongue is Hindi, and the way in which I interpret the world even when I go to other

places where I am not using Hindi as a means of communication the point is all my experiences of the world of what I see, what I do, what I experience will be determined by my basic linguistic tool, that is Hindi.

The second thread of Sapir-Whorf hypothesis is - linguistic relativity. Now, this is the belief that persons who speak different languages perceive the world differently. So, this is in fact well understood and this is relative this is in fact, related to the previous thread of linguistic determinism. The idea which I want you to understand from this concept of linguistic relativity is that because language is so seminal to communication, and because language is the first important major part of culture. Therefore, the way in which we perceive the world is shaped by the language we use. So, a native speaker of English will be viewing the world differently, experiencing it differently than a non-native speaker of English because their languages are different and this language is deeply embedded in our culture in the way in which we live, we experience, we view, and we shape our world this is what Sapir and Whorf have proposed to us.

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Culture and Language (contd.)

- Cultural differences can lead to confused translations
- Culture influences Communication style

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Now, the point is that because of these cultural differences, sometimes there can be confusions in translating or word by word if we try to translate some concepts or some ideas from one language to another, because each culture will have their own seminal basic or major language. The last point which I would like to stress to you is that culture also influences our communication styles. Since I believe that we will know our country

India the best. And in India you have heard of a town of the capital city of Uttar Pradesh called Lucknow. And Lucknow or the nawabi culture or the awadhi culture is known for one word which is tashreef, which is the way in which they have the etiquette and manners, how they communicate with each other. So, lucknowi tehzeeb sorry lucknowi tehzeeb or lucknowi etiquette is the communication style of the people who have the (Refer Time: 08:25)awadhi culture or the nawabi culture in them.

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Culture and Language (contd.)

Prejudiced talk

- Linguistic prejudice—use of prejudiced language
- Prejudiced language—language which communicates a negative bias

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Moving next to the idea that at times language can be used with the motive of prejudice and that is called prejudice talk. There are two types of prejudice. The first is linguistic prejudice. Linguistic prejudice is the use of prejudiced language. For example, in the US now it is illegal, inhuman..inhumane and in fact discriminatory to use the letters or the words Negro or nigger for the African-Americans as such. Now, if we use continue using these words; that means, that we are linguistically prejudiced against the African, American or the black races.

And if we talk about prejudiced talk; prejudiced talk is defined as the language which communicates a negative bias. I have one example to give you in US Courts, they have decided that the phrases for example, you people or they the other people, some of these phrases like you the people or the other people these phrases, you the people, the other people, these phrases communicate a negative bias because it implies that you is different from we, it is not part of us and the other people are some who are not like our people

they are the other people. So, prejudiced language is language which communicates a negative bias.

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Culture and Language (contd.)

- Culture and Globalization influence the Language used
- Hip Hop and Rap Talk

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Moving next to the concept of globalization So, in this lecture, in the second part of verbal communication continued and going to be completed today. We have covered first culture, and then we are going to talk about globalization. Culture and language we continue with globalization. Now, the importance of globalization can be gauged by the fact that more and more countries are switching over to using English. The popularity of Hollywood and the internet are responsible for making globalization and culture coalesce. So, the effect of Hollywood and the effect of internet is found in the way in which we use our language.

For example, we have an example here of hip hop and rap talk. Now those of you who are conversant with the music and who like listening to music would have heard of Eminem a singer who is using hip hop and rap talk. So, hip hop, in fact, is a social community. Hip hop is defined as a social community that uses rap. And rap is a special language. Now, if we have to talk about rap talk, if we have to talk about rap talk, rap talk is a specialized language which unites the body and the brain. So, those of you who would like to know about the effect of culture, the effect of globalization on language, and would like to understand further hip hop and rap talk. You can perhaps try to see a music video of Eminem in YouTube.

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The slide features a yellow background with a dark blue header and footer. The title 'Gender and Language' is in bold blue text. Below it, a bulleted list includes 'Sexism in Language', 'Gender and speech style' (with sub-bullets for 'Qualifiers—tentative phrases', 'Tag questions—question between an outright statement and a yes/no question', and 'Disclaimers—remarks which diminish a statement's importance'), and 'Disclaimers—remarks which diminish a statement's importance'. A small video inset in the bottom right shows a woman with glasses speaking. The footer contains logos for 'swayam' and other educational institutions.

Now, we come to the third aspect we have covered culture, globalization. And now we come to gender and language. The third one, the third construct which impacts language is gender. And you know as such that language is a means of communication in which sexism is most vociferously, most openly reflected. So, for example, there are some people who would say who would use the male, male component of the word instead of a generalized a general term, they would say for example, manpower, chairman so on and so forth. Whereas, the right and the gender free word the gender neutral word would be chairperson and simply human power or power as such. So, also we have such terms as policemen or we do not say police women, but the point is we can simply say police officer, so that there is no sexism in our language.

If we come next to gender and speech style, then you know males and females or the masculine and the feminine gender have different speech styles totally different from each other. Women are more tentative and fidgety in their speech style. The spoken communication of women is constituted of three main parts which are given here. The first is qualifiers, qualifiers that is tentative phrases.

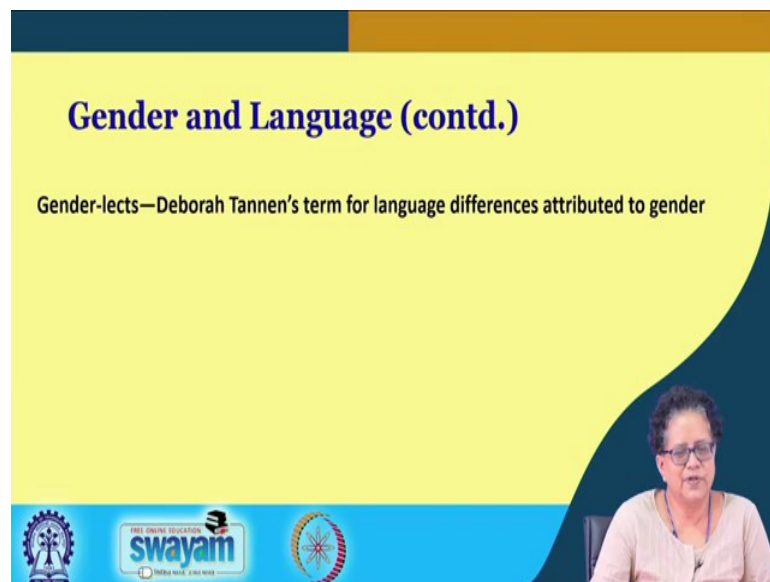
Most women would like to or would generally be speaking tentatively, not sure, not confident, not exact or precise not being so forceful enough for example, they would say I suppose we should present the report right in the beginning, do not you think so. And

this brings us to tag questions. Tag questions are defined as questions which is somewhere between an outright statement, and a yes no question.

So, in other words a woman would say I think it is a pleasant day comma, is not it. So, a woman might say I think it is going to rain today, ...is not it, the pause in between for the comma in writing. Now, it is the male counterpart who can say it is going to rain today. Full stop, concrete, exact, precise, powerful. But the woman would have tag questions generally in the speech style.

The third component of speech style as we consider the gender differences of language used is disclaimers. Disclaimers are remarks which diminish the importance of a statement to give you an example a lady or only a female would say - I have said everything about the importance of x, y, z, but dot dot dot. In other words a lady or a female would speak about the importance of something and after the but and it is a big but with a capital but B U T, he or she would speak, she would speak at length about the unimportance of that what she has already spoken the importance about.

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So, let us move further. And we have here Deborah Tannen a researcher in language and language use. She has coined a term called gender-lects. And this is her term for language differences attributed to gender. We have covered in the previous slide that the speech style of female, females or the feminine gender is characterized by qualifiers ,tag questions and disclaimers. Deborah Tannen uses the term gender-lects for such kind of

language differences which can be attributed to gender. And what she says is quite important, she says that while women use language for connection and intimacy. Men use language for status and power. I repeat women use language for connection and intimacy, and men use language for status and power. So, as such we know that the woman is the more soft, warm of the two, whereas, the male or the masculine the male of the species stands for power, status and strength.

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Language and Power

Men and women have the potential to influence the way others perceive them by communicating in ways that make them appear more

- Confident
- Forceful
- In control of a situation

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Now, moving on to the topic of language and power, you know that the way in which we use language can make us seem powerful or weak. So, language is a means by which we can reflect the power in us. Actually if you note men and women have the potential to influence the way others perceive them by communicating in ways that make them appear more first confident, second forceful, third in control of a situation.

So, whether it is a man or a woman, in fact, it is not that the world does not have women leaders or women power or female leaders we have many to name, but the point is these female leaders or these leaders who are now at several important positions in the world as well, Angela Merkel you know the president of Germany. So, these women I have named only one or these men can communicate the power, they wield through language, so that they are made to appear more powerful because they possess, confidence, force, and they are in control of situation.

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Problems with meaning: Patterns of miscommunication

Bypassing: confusing meanings

- Bypassing—occurs when individuals think they understand each other, but actually miss each other's meaning

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Let us come to then what happens if we are not able to use language properly, you know the common term miscommunication. You see research has proved that one word may have as many as many as 20 meanings. So, it is not certain that a word has only one meaning. Even if you pick up any common dictionary and just flick any page and look at any word, you will have at least two, three, or two, three, four meanings. One may be the verb form, one may be the noun form, one may be the word used as an adjective, the same word with the same spelling. So, I am saying that research has proved that words may have as many as 20 meanings, and therefore, there is bound to be communication.

Now, let us study the patterns of these miscommunications which arise because the words have differences in meaning. The first is that which is called bypassing. Bypassing is called thus because the idea is that two people or two meanings pass by each other; they pass parallel to each other and this leads to confused meanings. So, bypassing occurs when individuals think that they understand each other, but actually they are missing each other's meaning.

To give you an example of this, there was an episode recently in a conference, where a person went on speaking, a manager perhaps, went on speaking about overhauling something. He kept on using the word overhaul overhauling. And the other person who was in debate was using the phrase small changes, and finally, when they were questioned and cross questioned. And they spoke at length it turned out to be that one

man's overhauled had the same meaning as had the same meaning as small changes. So, this is an example of bypassing. When the individuals think that they are understanding each other, but they are missing each other's actual meaning.

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Problems with meaning: Patterns of miscommunication (contd.)

- Evasive and Emotive Language
 - Euphemism—substitution of a pleasant word in place of a less pleasant one
- Politically correct language
- Profanity and obscenity: Incivility and the coarsening of Language

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Then miscommunication occurs because we used language to evade or we use language to express emotions. Number two, after bypassing is evasive and emotive language. So, under this comes a phrase or a word called euphemism. Euphemistically speaking you have heard it and common day parlance or language. Euphemism is defined as substitution of a pleasant word in place of a less pleasant one. For example, if you are speaking about somebody's death we say he or she passed away we do not mean that he or she passed away or by we mean he or she is no longer alive.

So, another example is of somebody who has been fired from the job, somebody who is no longer on the payrolls of the company. And the euphemism for that is de hired or put on temporary idling, put on temporary idling- i d l i n g. So, instead of saying that somebody is fired, which is sounding rude rough comes as a shock that somebody has lost his job, we use the phrase we use the euphemism the words you know the person has been de hired or is temporarily idling, i d l i n g.

Then let us come to politically correct language. This is in fact, the way in which we would try to be exact in using language. And we have to tell you in this context some quite funny words for example, the definition of lazy or instead of using lazy if we have

to use politically correct language, we would use the phrase motivationally deficient. So, you can understand that motivationally deficient is politically correct for the word lazy, because a lazy person is deficient in motivation. So, also for the word fat we use the word in fact horizontally challenged, we use the word horizontally challenged for somebody who is fat. And it applies it is understood it is politically correct for fat.

So, we have the word ugly for example, somebody who is not beautiful, ugly. And a politically correct word for it is cosmetically different, cosmetically different. And these sound quite funny, but the point is they are politically exact, politically precise, a politically correct language.

Then let us come to another feature of the worlds today our use of language today I am not comparing my times with your times, but all of us are aware that profanity and obscenity have become part of common day language use. I think it is a matter of concern if we are not able to remove swear words, four letter words, bad language and bad words from our normal communication whether at the workplace or at homes.

So, when I speak about profanity and obscenity being very much a disturbing fact of today's world and the way in which we are. I think we are misusing language when we are in civil because we are in effect questioning the language. We are not finishing up the language, we are not giving language a touch of finesse - f i n e s s e. We are not giving it a touch of fineness, purity, but we are misusing language when we use such words which are profane and obscene.

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Thinking critically about Language: How to make Language work for you

- A call for common sense
- A call for clarity

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So, let us now think critically about language towards the conclusion of this lecture number five verbal communication. I would like to propose to you how can you make language work for you that is I mean that how can you use language as a powerful tool, because language is the means of communication of course we know that is a basic definition of language remember language is the most powerful aspect of your culture. And when you are speaking and writing language is bound to in fact impact how the others perceive you. If you have to think critically about language, I think you take a call on two counts, first is use your common sense and the second is be clear. Take these two these two points. Remember them give them importance and prosper infact, be very confident with using language.

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Technology and Language use

- Onlinespeak—the protocol of informality that marks electronic communication
- Netiquette—rules of the Internet

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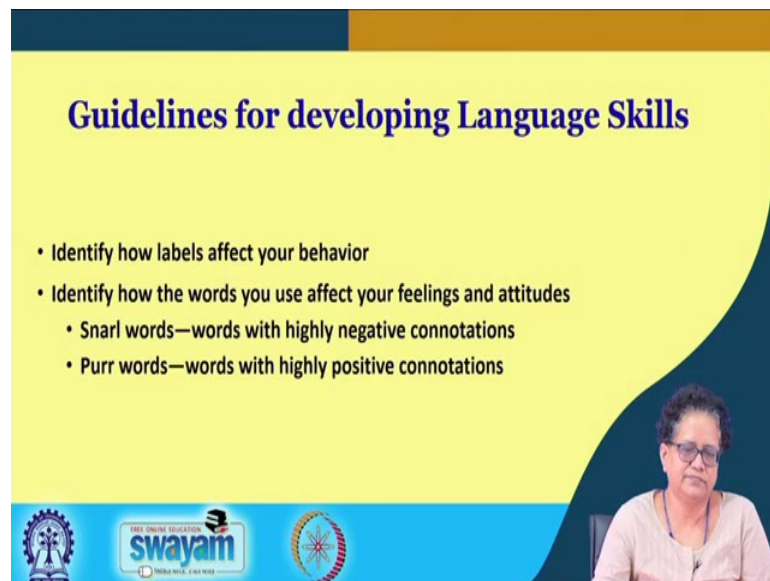
The third aspect which we want to talk about today is technology. We have talked about gender, culture, now technology. When we talked about gender, culture, we also talked about globalization. Now, number three is technology and language use. Here I would like to mention the recent important word online speak. And this is the impact of technology so much in our language use that we have started writing on the net as if we are speaking. So, for example, somebody wrote we too will be coming and he wrote or he typed we 2, 2 the digit 2. We 2 will be coming, and he wrote this in a formal communication a formal email. And I do not think this is taken in the right spirit in the right way by somebody who is in the formal context related to you maybe your superior or your boss or your peer.

So, next is therefore, a need to understand netiquette that is how to observe etiquette on the net, the rules of the internet. For most of you who will be part of the employee workforce in the future, at that time you will be doing employee communication. This course is titled employment communication that is before you get employment, what are the three stages by which you get into the workforce. Employee communication now is what you will do when at the workplace when you are employed, formal emails, reports, inventories, insurance lists and so on and so forth.

And of course, the most common being email. When we talk about email we have one advice to offer you, never write the flame mail, never write anything on the mail which

can which can enflame, enrage or anger the other. Because if somebody reads what you write or what is inflammatory or what angers him or her.; remember one thing that what you send on email can never be recalled. So, if you are angry over something and you want to communicate that make a draft, keep it, sit over it, think over it, let some time pass. Next day you think about it and you see your the more drafts you make, finally your anger will cool and the flame mail and the flame email will not be written. Flame mail is what we learn about in etiquette, how to observe the rules of writing on the net.

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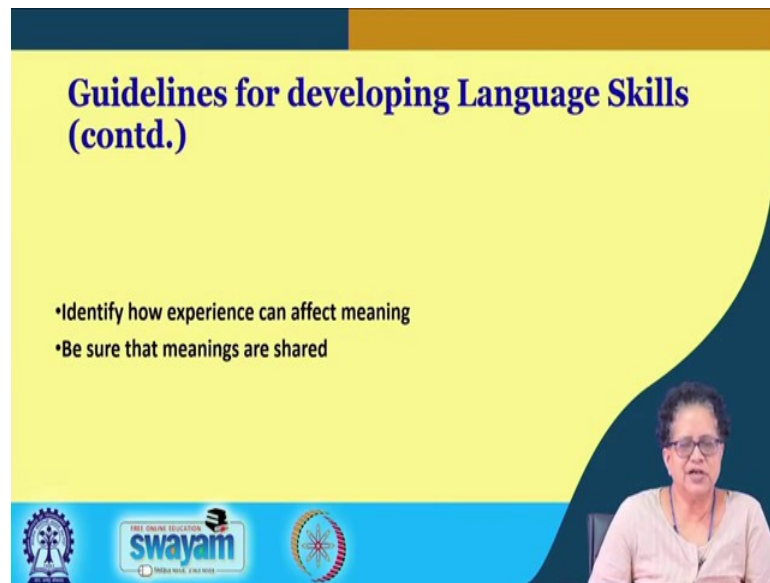
Guidelines for developing Language Skills

- Identify how labels affect your behavior
- Identify how the words you use affect your feelings and attitudes
 - Snarl words—words with highly negative connotations
 - Purr words—words with highly positive connotations

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In conclusion I have certain guidelines for developing the language skills for us each one of us. First is identify how labels affect your behaviour. Labels are meaning for words, labels are the meanings you attach to words. If certain words affect you be aware be conscious of that. For example, we have two instances here. First is snarl words; words with highly negative connotations, is not it. For example, if an African, American is called nigger, n i g g e r that is a snarl word for him or her. On the other instance, we have purr words, words, with highly positive connotations.

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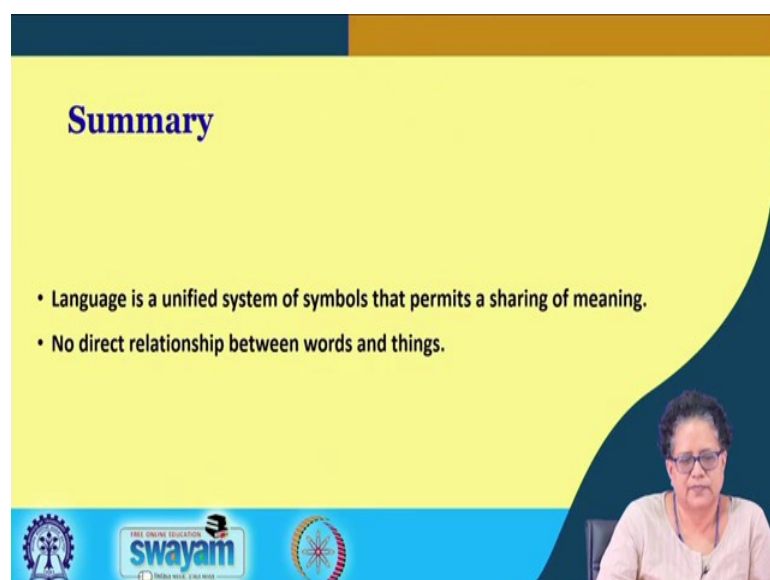


Guidelines for developing Language Skills (contd.)

- Identify how experience can affect meaning
- Be sure that meanings are shared

We continue further remember that the more you experience, the more meanings you can get from words or language. And you must be conscious and sensitive enough to identify how your experience can affect meaning, how that meaning can be communicated through words or language, and how you should use language to that effect. Lastly, in this slide be sure that meanings are shared if you want to communicate something, come down to the language competence level of the other. Do some paraphrasing, do some questioning, and be sure that what meaning you want to communicate has been shared or sent to the other.

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Summary

- Language is a unified system of symbols that permits a sharing of meaning.
- No direct relationship between words and things.

We continue further. So, language is a unified system of symbols that permits sharing of meaning. And there is no direct relationship between words and things. As we have said in our lecture yesterday. Words and things are related by thought I am talking about the triangle of meaning by Ogden and Richards.

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A serious barrier to communication occurs when we forget the fact that words have both types of meaning two types of meaning. First is denotative meanings which are generally agreed, because they are the content of the dictionary they are the dictionary meaning of the words. And the second is the highly individualized connotative meanings, which is based on our attitudes, preferences and emotions.

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Summary

- Culture and gender influence the ways men and women experience, process and use language.
- Language influences the attitudes we hold about males and females, as well as how males and females perceive each other.

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Culture and gender influence the way men and women experience process and used language and this has been covered in this lecture. And apart from culture, gender, the way in which we view the other gender the way in which we have our attitudes towards the other gender whether male or female influences the way in which we use language.

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Summary


- Among the communication problems that result from changes in meaning are bypassing and mistaking a label for the thing itself.
- Use common sense to recognize that certain styles of language are appropriate at certain times and in certain places.

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Then among the communication problems that result from changes in meaning are first is bypassing, secondly, mistaking a label for the thing itself. And therefore, the advice that to avoid miscommunications or problems of miscommunication arising from changes or

differences in meanings I think it is a call to use our common sense to recognize what type of language, what style quality of language would be appropriate at what time in what place I mean in which situation we concerned about the context. So, at a specific context, at a specific time, a specific language would be appropriate.

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Summary

- Make ourselves as clear as possible by selecting words with meaning for our listeners.
- How we communicate online frequently differs from how we communicate in person.

The last call the last call is to make yourself clear the call to clarity. I think the advice is to use plain simple terms, so that the meaning is more or less common if you are going to use high flown bombastic terms number 2 if you are going to use jargon or specialized vocabulary, then there are bound to be miscommunications because of changes in meaning as understood by the other and as used by you as a speaker or writer.

Remember also that how we communicate online that is our internet presence, and our use of language over the internet frequently differs from how we communicate in person, because the net or the internet is machine assisted languages. Whereas, face to face communication or the way in which you communicate person to person is more down to earth, practical, real, and therefore, more natural.

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The slide features a dark blue background on the left with the word "References" in a yellow, cursive font. The right side has a yellow background with the text "Select References:" in blue. Below this is a numbered list of five references. At the bottom right, there is a small video feed of a woman with glasses. At the bottom center, there are logos for "swayam" and "INDIAN INSTITUTE OF TECHNOLOGY DELHI".

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
5. www.youtube.com

These are few of the references I have used in preparation of this lecture, lectures 4 and 5 on verbal communication.

Thank you and God bless you. We will meet again with nonverbal communication.