



COMMUNICATION SKILLS-II

As per the latest syllabus of Diploma in Engineering Courses Under
Jharkhand University of Technology, Ranchi

Dr. Azam Eqbal

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Investing in Learning

COMMUNICATION

SKILLS-II

As per the Latest Syllabus of Diploma in
Engineering Courses under
Jharkhand University, Ranchi

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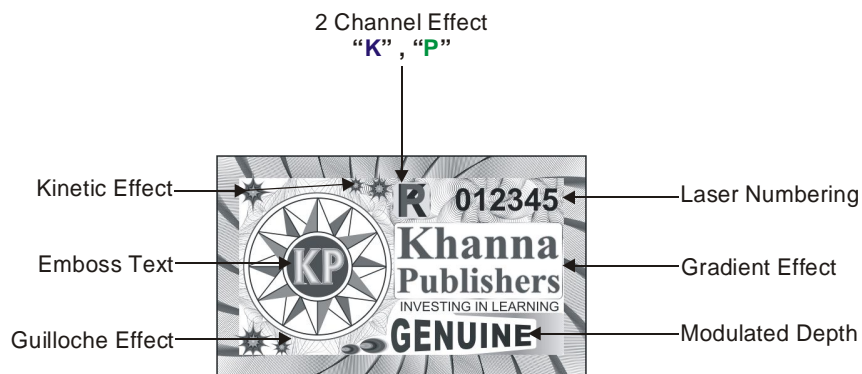
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Preface to the Second Edition

The term “**Communication**” has been derived from the Greek word “Communis”, which means ‘to share’. It is concerned with the ways, we make others to know or to understand our opinions, feelings, informations etc. This may be done by our speech, writing or body movement. No doubt, in Management Studies and Technical Education, it is the backbone.

Over here, Communication Skills means Communication Skills in English. You have got to improve your English as English is the medium of instruction in technical studies.

English is an international language. It is spoken all over the world. It is key to the world’s learning and culture. So, if you want to work internationally, you will have to a fair knowledge of English.

English as a language means four things:

- | | |
|----------------------|---------------------|
| 1. Listening English | 2. Speaking English |
| 3. Writing English | 4. Reading English |

So, as a learner of English language, you have to take care of every aspect *i.e.*, Listening English, Speaking English, Writing English and Reading English. You may say that these are the roots of English. If your roots are strong and animated then you may come out with flying colours in English.

However, Communication Skills have some communications issues too. Like problems in grammar, weak vocabulary, pronunciation issue, no speaking circle etc. etc. But it doesn’t mean that you shall give-up learning English. I think you can get Communication Skills in English by solving communication issues.

Inspite of our best efforts, it is possible that some errors might have crept in. We shall acknowledge with gratitude, if any such error is brought in our notice and we would rectify them in the next edition.

Best of Luck

Happy Learning

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Contents

1. Introduction to Communication **1—6**

- 1.1 Definition, communication cycle.
- 1.2 The elements of communication: Sender-Message-Channel-Receiver-Feedback.
- 1.3 Concept of communicating process
- 1.4 Stages in the process: Defining the context, knowing the audience, designing the message, encoding, selecting proper channels, transmitting, receiving, decoding and giving feedback.

2. Types of Communication **7—14**

- 2.1 Formal communication
- 2.2 Formal types:
- 2.3 Informal types:
- 2.4 Verbal vs Non-verbal communication
- 2.5 Verbal types:
- 2.6 Non-verbal types:

3. Principles of effective communication. **15—30**

- 3.1 Principles of effective communication.
- 3.2 Communication barriers and how to overcome them.
- 3.3 Developing effective messages: Thinking about purpose, knowing the audience, structuring the message, selecting proper channels, minimising barriers and facilitating feedback.

4. Non-verbal Communication **31—49**

- 4.1 Non-verbal codes:
- 4.2 Aspects of body language
- 4.3 Interpreting visuals and illustrating with like tables, charts, and graphs

5. Formal Written Skills

50—92

- 5.1 Office Drafting: Circular, Notice, and Memo
- 5.2 Job Application with Resume
- 5.3 Business Correspondence
- 5.4 Report Writing: Accident report, Fall in production, Progress report, Investigation report.
- 5.5 Defining, Describing Objects and Giving Instructions

6. Oral Skills

93—145

- 6.1 Phonetics and Phonology
- 6.2 Discussion Skills
- 6.3 Presentation Skills
- 6.4 Mock Interview

Introduction to Communication

- 1.1 Definition, communication cycle.
- 1.2 The elements of communication: Sender-Message-Channel-Receiver-Feedback.
- 1.3 Concept of communicating process
- 1.4 Stages in the process: Defining the context, knowing the audience, designing the message, encoding, selecting proper channels, transmitting, receiving, decoding and giving feedback.

INTRODUCTION TO COMMUNICATION

Communication is an important part of an organization and of an individual as well. It helps us in expressing our feelings, emotions, knowledge and information. It is a bench mark of both organizations and individuals. It is an effective way between management and workers to have mutual understanding. Man is a social animal. So, from birth to death, from success to failure, from marriage to divorce, communication plays a vital role. And for an organization, communication is the life blood of an organization without it, *i.e.*, communication, an organization cannot niche itself in market parlances.

The word communication being derived from Greek word “communis”. ‘Communis’ means “common”. According to Robert Anderson:

“Communication is an interchange of thoughts, opinions, or information, through speech, writings, or signs”.

Q. 1. Define communication.

Ans. Communication is a process of receiving and transmitting ideas, knowledge and information. It helps us in expressing our thoughts and feelings to others. The main philosophy of communication is to understand others and to be understood by others. And for a better communication, there has to be a sender, a receiver, a medium, a message and feedback.

Q. 2. Define communication. What is the importance of communication in an organization?

or

“Communication is the life blood of an organization”. Discuss.

Ans. Communication is a process of receiving and transmitting ideas, knowledge and information. It helps us in expressing our thoughts and feelings to others. The main philosophy of communication is to understand others and to be understood by others. And for a better communication, there has to be a sender, a receiver, a medium, a message and feedback.

Communication is an important part of an organization. It helps in building a strong rapport first between management and staff and secondly with company and market parlance. A company positions itself in market parlance by giving proper information to buyers and sellers. That is why, companies depend on advertisements to sell its products and for it buyers should have a proper information regarding products and companies as well.

It is said communication is a powerful tool. A good and proper communication can make the identity of a company *i.e.*, organization in corporate world and in marketing segment. On the contrary, a poor and pathetic communication can be deadly for an organization.

It takes time and effort of an organization to niche itself both in corporate world and marketing segment. But it takes nano seconds to damage the reputation of an established organization and for that matter a company. For example, whenever, a strike takes place in an organization, it is merely because of poor communication, little communication or no communication between the organization and the staff.

Therefore, it is clear that communication is the backbone of an organization. So, it is necessary for organization to develop a healthy communicating ambience within and outside organization.

Q. 3. What are the key elements of communication?

Ans. Communication does not take place by itself. A proper communication needs a sender, a receiver, a message, a channel (medium), a receiver and feedback. These five elements help in having communication with others in an organization and in society as well.

Q. 4. What is concept of communication process?

or

Define communication process.

Ans. The communication process is the steps we take in order to successfully communicate components of the communication process include a sender, encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message.

Q. 5. What are the elements in communication?

Ans. The goal of communication is to convey information, and the understanding of that information from one person or group to another person or group. And for it, there is need of a proper communication process.


The main elements of the process of communication are:

- (i) Sender
- (ii) Encoding
- (iii) Message
- (iv) Channel
- (v) Decoding
- (vi) Receiver
- (vii) Feedback.

- (i) **Sender:** A sender is a person who starts a conversation or send a message to an intended receiver. The main duty of a sender is to organize and encode his message before sending and thereafter select a suitable channel of communication.
- (ii) **Encoding:** Encoding is an important part of communication process. It is done by the sender. Encoding means filtering the ideas for getting a proper message to convey to an intended receiver. In a simple way, encoding is the arranging of ideas into a proper message.
- (iii) **Message:** Message is the third important element of the communication process. Message is backbone of communication. Message may be information, feedback and feelings and emotions as well. It may be verbal and non-verbal as well.
- (iv) **Channel:** Channel (medium) is an important part of communication. At times, without channel we cannot communicate with others. It is a medium through which we convey our thoughts, feelings, knowledge and information to others. Channels may be natural channels and artificial channels. God has blessed common human being with five natural senses. They are 1. Sight, 2. Hearing, 3. Touch, 4. Smell, 5. Taste. However, to use these five senses, we need 6th sense. On the other hand, artificial channels are different signs used by different organizations. Examples of artificial channels are :

Symbols of

1. Speed breaker 

2. No horn please 

3. No parking 

4. Hospital 

5. School 

- (v) **Decoding:** Decoding is the process of understanding the message by the receiver. In “Decoding inference plays an important role in interpreting the message.
- (vi) **Receiver:** The intended person who receives the message is being called “Receiver”. The message of the sender is incomplete without the interpretation and feedback of the receiver. So, the receiver is as important as the sender in communication.
- (vii) **Feedback:** Feedback is the backbone of communication. It is the response, and for that answer given by the receiver. The feedback may be negative or positive. It can be used to improve the status of an organization and trait of our personality.

Q. 6. What are the stages in the process of communication?

Ans. The goal of communication is to convey information and the understanding of that information from one person or group to another person or group. And for it, there is need of a *proper communication process*.

The stages in the communication process are:

- (i) Defining context
- (ii) Meeting audience
- (iii) Drafting message
- (iv) Encoding
- (v) Proper channel
- (vi) Receiving message
- (vii) Decoding
- (viii) Giving feedback.

In these 8 stages of communication process both the sender and the receiver play their respective roles.

Q. 7. What do you mean by communication cycle?

Ans. “**Communication cycle**” expresses how the system of conveying and understanding messages operate. The most basic elements of communication cycle are:

- (i) Sender
- (ii) Message
- (iii) Encoding
- (iv) Channel
- (v) Receiver
- (vi) Decoding
- (vii) Feedback.

Q. 8. What are the objectives of communication?

Ans. There are a couple of objectives of communication. They are mostly need based and situation based.

- (i) It helps in fulfilling the objectives of the business of an organization.
- (ii) It does motivate the staff so that they can perform and get satisfaction as well.
- (iii) It acts like a bridge between management and the staff.

- (iv) It helps in bringing harmony in society.
- (v) It implements plans of an organization.

Q. 9. Write short note on feedback.

or

What is the importance of feedback in an effective communication?

or

What is the role of feedback in communication?

Ans. Feedback is a response from the decoder (receiver) to the encoder (sender) of the message. It is an important part of communication process. The feedback may be negative or positive. It can be used to improve the status of an organization and trait of our personality.

In communication parlance, feedback has an influential value. So, no organization and for that matter no individual can dare to ignore the importance of feedback. It determines whether understanding is achieved or not. It shows result of our effort. The sender of the message needs to know whether the receiver responds in the desired way or not. He can find this out only through the feedback he gets from the receiver.

In plain version, feedback is the acknowledgment of the result of communication, which can be handy in undertaking or modifying future courses of action and communication.

Q. 10. Define encoding.

Ans. Encoding is the process of converting data into a format required for a number of information processing needs. In communication, encoding is done by the encoder i.e., sender before sending the message to the decoder i.e., the receiver. Basically, it is filtering the ideas into messages.

Q. 11. Define decoding.

Ans. Decoding is the process of converting code into plain text or any format that is useful for subsequent processes. Decoding is the reverse of encoding. It converts encoded data communication, transmissions, and files to their original states. In communication, it is done by the receiver. It is interpreting of message.

Q. 12. Define the components of communication.

Ans. The components of communication are:

- (i) The sender
- (ii) Message
- (iii) Medium
- (iv) The receiver
- (v) Feedback.

Q. 13. What are the main functions of communication?

Ans. The main functions of communication are:

- (i) Communication acts as catalyst in developing rapport of an organization and an individual as well.
- (ii) It provides information.
- (iii) It is a great motivator.
- (iv) It helps in expressing our thoughts, feelings and emotions.
- (v) It is a supreme trait of human being.

Q. 14. What are the needs of communication?

Ans. There are several bonafide needs of communication. They are:

- (i) It is needed for transmission of ideas, facts and feelings.
- (ii) It is catalyst in fulfilling the objectives of an organization.
- (iii) It is the need of the hour in our day-to-day activities.
- (iv) Without it, we cannot manage an organization.
- (v) It is a supreme human trait.

SHORT QUESTIONS

1. Define communication.
2. What is communication process?
3. What are the main functions of communication?
4. What are the components/elements of communication?
5. What do you mean by communication cycle?
6. Define encoding.
7. Define decoding.
8. Write a short note on feedback?
9. What are the objectives of communication?

LONG QUESTIONS

1. What is the importance of communication in an organization?
2. Discuss the importance of communication in our day-to-day life.
3. Describe the different stages of communication.
4. What is the role/importance of feedback in communication?
5. What are the elements of communication?
6. What is the role of encoding and decoding in communication? Explain.

Types of Communication

2.1 Formal communication

2.2 Formal types:

1. Vertical communication

2. Horizontal communication

3. Diagonal communication

2.3 Informal types:

1. Diagonal communication

2.4 Verbal vs Non-verbal communication

2.5 Verbal types:

1. Oral communication

2. Written communication

2.6 Non-verbal types:

1. Body language

2. Graphic language

TYPES OF COMMUNICATION

Communication is an animated trait of an organization and of a human being. It helps an organization to niche itself in market parlance and to a human being to become a civilized member of his society. It plays an adhesive role. No doubt, it is the modus operandi of influencing the action of a person or a group. So, in order to have an influential influence on intended recipient. We should know chemistry of communication *i.e.*, types of communication. Knowledge regarding types of communication is as important as communication itself.

Q. 1. What are the types of communication?

Ans. There are three types of communication. These three types of communication have been classified on the basis of:

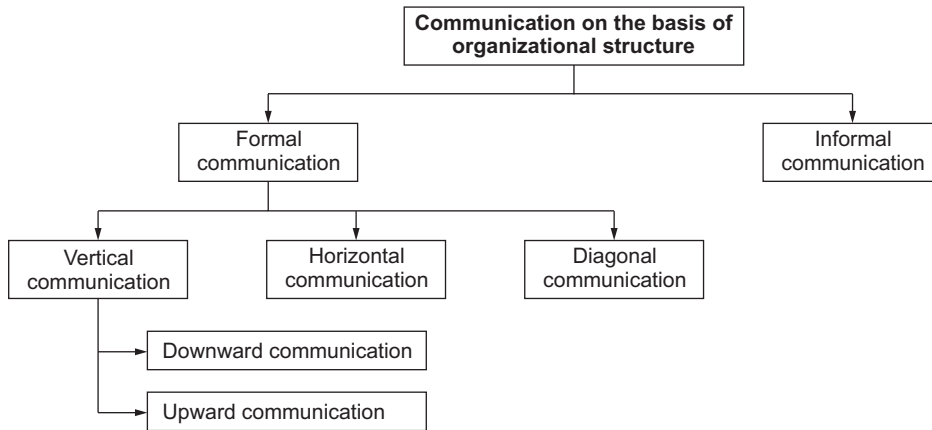
(i) Communication on the basis of the organizational structure. It may be formal communication and informal communication. Formal communication may take place in the form of:

(a) Vertical communication

(b) Horizontal communication

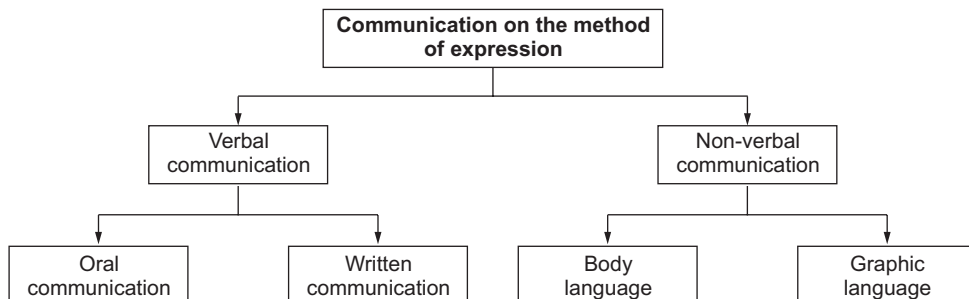
(c) Diagonal communication.

And vertical communication can be further divided into (a) Downward communication and (b) Upward communication.



(ii) Communication on the method of expression. It may be verbal communication and non-verbal communication. The main parts of verbal communication are: (a) Oral communication and (b) Written communication.

And the main parts of non-verbal communication are: (a) Body language and (b) Graphic language.



(iii) Communication on the basis of direction of communication is also an important kind of communication. For example, (a) Downward communication, (b) Horizontal communication.

Q. 2. Define formal communication. Write its advantage and disadvantages.

Ans. A formal communication is an official communication. It is done and controlled by the people holding positions in an organization. It flows through official channels. There is a great value and importance of formal communication. Examples of formal communication are: Notice, Memo, Reminder, Circular.

Advantages of formal communication:

- (a) It is an important communication of an organization. It follows certain rules. So, it helps in maintaining the harmony of the authority concerned. At the same time, it also fixes the responsibility of subordinates.
- (b) It has a hierarchical outlook. A senior officer can pass information to his junior officer instantly. In this way, a better understanding and ambience can be created within an organization.
- (c) It is three dimensional *i.e.*, it is time bound, topic bound and language bound.

Disadvantages of formal communication:

- (a) Formal communication is not instant. So, it takes a lot of time.
- (b) It is hierarchy based.
- (c) There is no free flow of communication.

Q. 3. Define vertical communication.

Ans. Vertical communication is an important part of communication. In vertical communication, the message is being transmitted from higher authorities to subordinates and from subordinates to higher authorities. On the basis of flow of communication in vertical communication, it is of two types: (a) Upward communication and (b) Downward communication.

Q. 4. Define upward communication.

Ans. Upward communication is an important part of vertical communication. In upward communication, the message is being transmitted from a lower level to a higher level in an organization. This sort of communication gives voice to staff and it maintains a good rapport among the staff.

Q. 5. What do you mean by downward communication?

Ans. Downward communication is an important part of vertical communication. In downward communication, the message is being transmitted from a higher level to a lower level staff in an organization. This sort of communication carries, a set of instruction, orders and for that matter notices which are supposed to be followed by the receiver.

Q. 6. What are the differences between downward communication and upward communication?

Ans.	Downward Communication	Upward Communication
1.	It takes place from top to bottom	It takes place from bottom to top
2.	The subordinates staff are informed regarding key decisions of an organization	The top level staff are informed regarding per-formances and suggestions of the lower level staff
3.	It is used as whip	Lower level staff can have their say
4.	Message can be distorted	Message in its bonafide form is sent
5.	It is hard and fast	It is congenial
6.	It is time taking	It is straight forward

Q. 7. Define horizontal communication.

Ans. Horizontal communication is an important type of communication. It takes place between people and departments within the same levels of an organization. In other words, when people interact with each other at the same level, then, it is called horizontal communication.

Q. 8. What do you mean by diagonal communication?

Ans. Diagonal communication means sharing of information among different levels of staff in an organization. It may be in black and white or in oral form. It is fast and easy and promotes a culture of dialogue in an organization. Here, it should be mentioned that in diagonal communication, all the departments of the organization are given equal importance.

Q. 9. Define Grapevine communication.

Ans. Grapevine communication is an informal communication. It takes place among the staff of an organization during lunch break, tea break, get together, seminars and meetings. Despite, informal communication, it is multi-dimensional and spontaneous. It develops gossip and spread rumours. One thing more, it does not follow chain of command.

Q. 10. What are the differences between formal communication and informal communication?

Ans.	Formal Communication	Informal Communication
1.	It is an official communication and follows chain of command	It is unofficial communication and does not follow chain of command
2.	It is written based	It is not in black and white
3.	The pace of formal communication is slow	The pace of informal communication is fast
4.	In formal communication, responsibility can be fixed	In informal communication, no responsibilities can be fixed
5.	It is proper channel based	It is not proper channel based

Q. 11. Define verbal communication. Write its advantages and disadvantages.

Ans. Verbal communication is one of the most important kind of communication. In this kind of communication, there is nothing in writing. It is consisted of words arranged in a proper and meaningful manner. The examples of verbal communication are: Oral orders, face-to-face talk, telephonic talks, Lectures, interview, public speeches, audio-visual aids. Over here, it should be mentioned that verbal communication is known as oral communication as well.

The key advantages of verbal communication are:

- (a) It saves time
- (b) It is money saver
- (c) It can be used to address a large group of people.

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About the Book:

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English is an international language. It is spoken all over the world. It is key to the world's learning and culture. So, if you want to work internationally, you will have to have a fair knowledge of English.

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