

**A Text Book Of**

# **COMMUNICATION SKILLS**

**As Per PCI Regulations**

**FIRST YEAR B. PHARM.**  
**Semester I**

**Dr. Meenu Pandey**

M.Phil (Eng Lit), M.Ed., M.Lib, PGDTE, PG Dip in Yoga, PGDCA, Ph.D.  
Professor,  
HOD of Humanities, of LNCT, Bhopal, M.P.

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Abhyudaya Pragati, 1312, Shivaji Nagar,  
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# Syllabus

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## UNIT 1

**Communication Skills:** Introduction, Definition, The Importance of Communication, The Communication Process-Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context

**Barriers to Communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional Barriers

**Perspectives in Communication:** Introduction, Visual Perception, Language, Other Factors affecting our perspectives-Past Experiences, Prejudices, Feelings, Environment

## UNIT II

**Elements of Communication:** Introduction, Face to Face Communication, Tone of Voice, Body Language (Non-Verbal Communication), Verbal Communication, Physical Communication

**Communication Style:** Introduction, The Communication Styles Matrix with example for each – Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style

## UNIT III

**Basic Listening Skills:** Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations

**Effective Written Communication:** Introduction, When and When Not to Use Written Communication-Complexity of the Topic, Amount of Discussion Required, Shades of Meaning, Formal Communication

**Writing Effectively:** Subject Lines, Put the Main Points First, Know Your Audience, Organization of the Message

## UNIT IV

**Interview Skills:** Purpose of an Interview, Do's and Don'ts of an Interview.

**Giving Presentations:** Dealing with Fears, Planning Your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

## UNIT V

**Group Discussion:** Introduction, Communication Skills in Group Discussion, Do's and Don'ts of Group Discussions.

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## Chapter ... 1

# COMMUNICATION SKILLS

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### ◆ LEARNING OBJECTIVES ◆

Objectives of this chapter are:

- *To make the students aware of basic terms used in communication process*
  - *Different elements or components of communication*
  - *Different steps of communication process and importance of effective communication.*
- 

### 1.1 COMMUNICATION

The word communication has been derived from the Latin word 'communicare', which literally means to share, to give and to impart; it means communication is the process of transferring or exchange of information from one source/person to another. It includes facts, emotions, values and feelings. Communication is a continuous process; there may be a time gap but it never stops. Communication is a process of exchanging verbal and non-verbal messages. It is a continuous process. Pre-requisite of communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in the same terms as intended by the sender. He must respond within a time frame. Thus, communication is a two-way process and is incomplete without a feedback from the recipient to the sender on how well the message is understood by him.

### 1.2 DEFINITIONS OF COMMUNICATION

- *"Communication is exchange of facts, ideas, opinion or emotions by two or more persons".*  
– **William Newman**
- *"Communication is a continuing and thinking process dealing with the transmission and understanding of ideas, facts and courses of action".*  
– **George and Terry**

- *"Communication is the process of passing information and understanding from one person to another".* – **Keith and Davis**
- *"Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding".* – **Louis A. Allen**

### **1.3 CHARACTERISTICS OF COMMUNICATION**

Different characteristics of communication are given below:

- Communication is an ongoing process; when communication is absent human activity ceases to exist.
- Communication is essentially a two-way process. Information has not only to be sent but also to be received and understood.
- Communication is essential in all types of organizations and at all levels of management. It pervades all human relationship.
- It consists not only of facts but ideas and emotions too; it can be verbal or nonverbal.
- It is result-oriented; it can be effective if the sender and receiver both are aware of the goal of communication.
- It is a dynamic process.
- It is an interdisciplinary science. Knowledge derived from several sciences is used in communication.

### **1.4 IMPORTANCE OF EFFECTIVE COMMUNICATION**

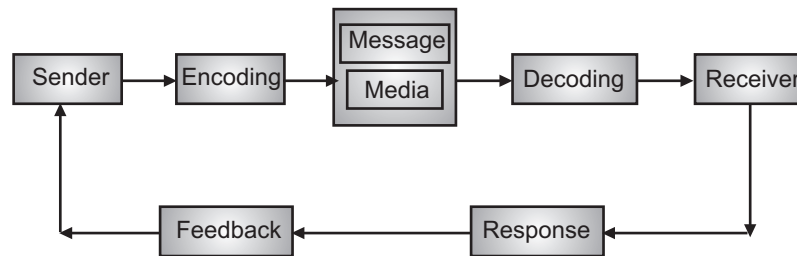
Communication is important for the following purposes:

- To present yourselves in a better way.
- To develop good interpersonal relation.
- To prove yourself the best amongst all in a highly competitive environment.
- To transfer the information.
- To deal with growing diversity of the business world.
- To deal with complexity of technical information.
- A tool to get a job.
- Essential to job success.
- For motivational counselling and perseverance.
- To impart education.
- To improve discipline.
- To adjust to environment and surroundings.
- To receive messages.
- To provide advice.
- To issue order and instruction.
- To facilitate coordination.
- To establish effective leadership.
- For job satisfaction.
- To develop democratic environment in any organization.

## 1.5 COMPONENTS OF COMMUNICATION

The main components of the communication process are as follows:

**Sender/Encoder:** The sender/encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response, for instance, a training manager conducting training for a new batch of employees. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message. The verbal and non-verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender.



**Fig. 1.1: Components of Communication Process**

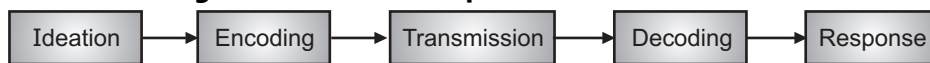
- **Message:** Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.
- **Medium:** Medium is a means used to exchange/transmit the message. The sender must choose an appropriate medium for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication. For instance, written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared then and there.
- **Recipient/Decoder:** The recipient/decoder is a person for whom the message is intended/aimed/targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.
- **Feedback:** Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in the form of smiles, sighs, etc.). It may take a written form also in the form of memos, reports, etc.



## 1.6 PROCESS OF COMMUNICATION

The word process suggests that communication exists as a flow through a sequence or series of steps. Communication is an exchange of meaning and understanding. Meaning is central to communication and transfer of meaning is the central objective of communication process. Communication is an interactive process. The communication agents involved in the process of communication are the sender and receiver. Thus we can say communication is a dynamic and interactive process.

There are five steps in the process of communication: **Ideation, Encoding, Transmission, Decoding, and Feedback/Response**



**Fig. 1.2: Five Steps of Process of Communication**

**Ideation:** It refers to the formation of an idea or selection of a message to be communicated. The scope of ideation is determined by the sender's knowledge, experiences and abilities as well as the purpose of communication and the context of the communicative situation. Messages generally have two kinds of context – logical and emotional.

**Encoding:** It is the process of changing information into some form of logical coded message in formal situations. Encoding involves –

- Selecting a language.
- Selecting a medium of communication.
- Selecting an appropriate communicative form.

Selecting a communicative form largely depends upon the sender, receiver relationship and the overall goal of communicative situation. Oral communication may be in the form of face to face communication or face off communication. Written communication may be in the form of reports, letters, e-mails, memorandum, proposals etc.

**Transmission:** Transmission refers to the flow of message over the chosen channel. Transmission confirms the medium selected during the process of encoding and keeps the communication channel free from interference or noise so that message has reached the receiver without any disturbance. It is also one of the most basic aspects of communications. It also involves choosing the proper place (where to communicate), a proper way (how to communicate) and the time (when to communicate). For communication to be effective it is essential that the right time, the right place and the right method is chosen.

**Decoding:** It is the process of converting a message into thoughts by translating the received stimuli into interpreted meaning in order to understand the message communicated. It is important to note that it is the message that is transferred from one person to another. The receiver has to assign the message in order to understand it. The

process of decoding involves interpretation and analysis of a message. Decoding in oral communication includes listening and understanding and in written communication it refers to reading and understanding a written message. Effective decoding is very important for a successful communication as any misinterpretation of a message may lead to confusion and misunderstanding.

**Response/Feedback:** It is the action and reaction of receiver to the message. It has the sender to know that the message was received and understood. It is the key to communication as the effectiveness of communication depends on how congruent a receiver's response is with the meaning intended by the sender. Immediate answer of any question is known as response while answer given after a time lag is known as feedback.

### **Importance of Feedback in Communication**

Feedback is very important part of a communication. In any organization feedback can play a very positive role in the development of the organization. The success and failure of the message depends upon the feedback only. Feedback is the reaction of the attempts or the efforts being taken by the organizations or any individual.

The response of the receiver that is sent back to the source forms a feedback. It helps the source/sender to know that the message was received correctly. A good strategy of giving feedback is to follow a three-tier process –

- Listen to what the sender is trying to communicate
- Repeat the central idea of message to ensure that your intention has brightly been understood
- Finally, give a response
- Feedback should not be repeated

### **Communication Situation**

The communication situation is said to exist when –

- There is a person (sender or transmitter) desirous of passing on some information
- There is another person (receiver) to whom the information is to be passed on
- The receiver partly or wholly understands the message passed on to him
- The receiver responds to the message, that is, there is some kind of feedback.

The communication situation cannot exist in the absence of any of these four components. Two gentlemen greeting each other with folded hands constitute a communication situation, for

- (a) There is a person desirous of sending a message (greeting).
- (b) There is another person to receive this message.
- (c) When the first person folds his hands, the second one understands that he is being greeted and
- (d) The second person immediately responds back by folding his own hands.

But if a Hindi speaking person addresses a French speaking person in Hindi, the communication situation does not exist, for though there is a person desirous of sending a message, the message is not understood and consequently there is no feedback.

### EXERCISE

**Answer the following questions:**

1. What do you understand by communication?
2. What do you understand by sender?
3. What do you understand by encoding?
4. What do you understand by feedback?
5. Discuss the characteristics of communication.
6. Discuss the essentials of communication.
7. Discuss the limitations of communication.
8. Discuss the importance of communication.
9. How can communication skills help in the growth of an organization?
10. What do you understand by the process of communication?
11. Define cycle of communication. Discuss role of feedback in the cycle of communication.
12. Discuss the role of a sender in the process of communication. What can a sender do to the right message?
13. How can you minimize the communication gap between the sender and the receiver?
14. Draw and explain the process of communication.
15. What are the steps of communication process? Describe in detail.
16. How is feedback important in communication? Give two examples of delayed feedback.

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