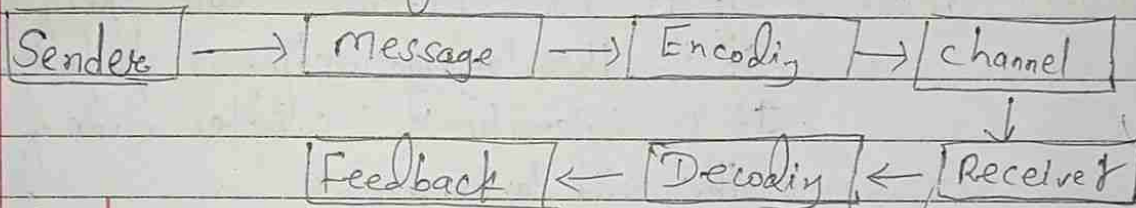


Communication :-

The word communication has been derived from Latin word "Communicis" which means common or "Communicatio" which means to share.

Communication is the process of sharing ideas, emotions, feelings, information, opinions etc. from one person to another person.

The person who starts communication process is sender. The idea or information sender is having is called message.



purpose because of which

1) Sender :- The person who takes the initiative to send the message to the receiver is called sender.

A sender can be a dancer, actor, speaker etc.

2) Message :- Heart of communication

3) Encoding :- It is the process of converting the message into words, symbols, pictures etc. is called encoding.

4) Channel :- Channel is the medium through which the message is sent.

Channel	←	Medium
Post/courier	←	Letter
mobile	←	SMS
Telephone/mobile	←	oral message

- 5) Receiver :- The person to whom the message is sent.
- 6) Decoding :- The process of interpreting the meaning of the message is called decoding.
- 7) Feedback :- Feedback is the response of receiver

General English and Business English

General English :- It focuses more on day to day conversation. We use basic vocabulary and grammar. It leans more on casual tone.

Business English :- It is more extensive and specific. It is the language used for correspondence & Reporting. It is systematic & complex mode of speaking the said language.

Purpose of introducing business English to CA Foundation

- 1) Helps better understanding of the subject
- 2) It helps better presentation of answers.
- 3) Helps us to know communicate with colleagues and business entities within and outside the organisation.
- 4) It also helps in enhancing our presentation skills, interview skills etc.

My name is	<	>	✓
I'm	<	>	✓
This is	<	>	✗
Myself	<	>	✗

It helps us to climb the corporate ladder.

Essentials of oral communication :-

- Pronunciation :- British, American, Australian
paying attention to Accent.
- Listening :- The more you listen; The better your conversation becomes.
- Grammar :- Grammar lays the ground work for effective communication.
Grammar without pronunciation is like food without taste.
- Noticing language :- paying attention to the language of the other person.
- Presentation :- presenter & presentation.

Non-verbal Communication (wordless message)

Communication without using words is called non-verbal communication. It involves body language, paralanguage, aesthetic appearance and symbols.

It may be used as a substitute to verbal communication but most of the times it reinforces verbal communication.

(a) body language : physical non-verbal communication.

[55%] Communication through facial expressions, gestures (movement of hands & arms) postures (the way one sits and stands) constitutes this type of communication
Eg. Leaning forward refers to friendliness & acceptance.

Prof. Mehrabian Research estimate that body language accounts for 55% of all communication.

(b) paralanguage : The voice quality, tone, pitch, stress, intonation etc. is known as paralanguage. It is non-verbal in nature. It is that aspect of spoken communication which emphasis on "How we say rather than what we say."
I didn't say you stole my pen.

beyond
similar

Research estimate that paralanguage accounts for 38% of all communication.

(c) aesthetic : It is concerned with beauty, art and taste. It is a kind of non-verbal communication that occurs through creative expressions. Like music, dance, painting, sculpture etc.

(d) Appearance :- Dress & grooming create the first impression. A well dressed & groomed person is presumed to be an organised person, whereas a shabby person fails to make a favourable impression.

Appearance provides an idea about one's personality & taste.

(e) Symbols :- Symbols refer to religious, status symbols etc. Eg: star of shah on the shirt of a police officer.

Visual Communication

Communication through visual aids such as signs, typography, drawings, graphics designs, illustrations, colours etc. is known as visual communication. It reinforces written communication. However sometimes it replaces written communication also.

Visuals like graphs, pie charts, flow charts etc. are essential part of official presentation.

A Picture is thousand times better than words

On the Basis of Purpose and Style

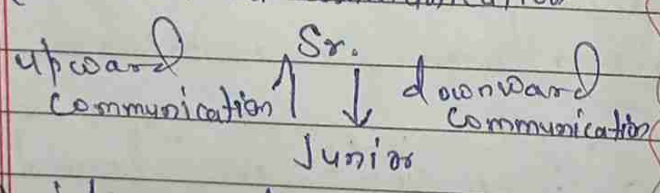
Formal

Informal

Communication through pre-defined channel, organisation, hierarchy (chain of command) and in accordance with policy, rules and conventions is called formal communication.

It is casual, friendly or unofficial. It is done without following official rules and procedures usually. It is based on common interest, taste etc.

(1) Vertical Communication



When employees in an organisation interacts with each other without any formal domain is known as grape-vine.

Information flow from upward/downward direction is called vertical communication.

Upward Communication

- Exchange of communication
- To provide suggestion/idea
- To provide feedback
- To achieve job satisfaction

Downward Communication

- To transmit information
- To assign duties
- To give instructions
- To announce designs

Benefits

- Quick information
- Speedy cooperation
- Direct (Not delayed)
- Boost teamwork

Drawback

:- It's negative aspect of Grapevine.

(ii) Horizontal communication

- > Communication at the same level
- used to:
- Solve problems
 - To build goodwill
 - Accomplish task
 - Boost efficiency

(iii) Diagonal communication

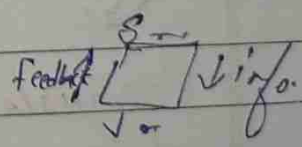
- > Cross functional communication amongst the employees of the different dept. and diff. level is known as
- Efficiency
 - Coordination

Networks of Communication

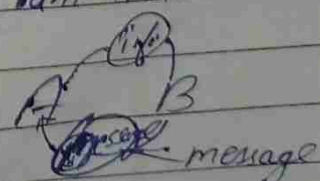
The methods and patterns used to share information is known as networks of communication.

- > size of the organisation
- > No. of people involved in the process.
- > Type of communication channel

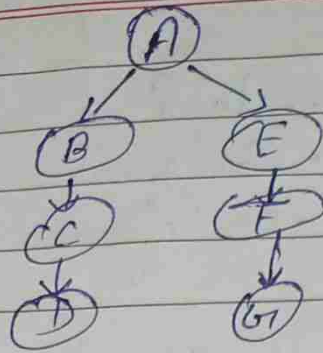
Vertical network:- vertical network is a formal network where two people of different rank talk to each other.



circle network:- When the people of same rank talk to each other. employees of the same rank.

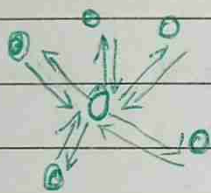


Chain network:- The communication pattern that follows the chain of command is known as chain network.



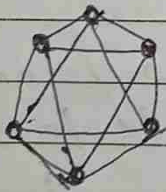
Benefit :- Fixation of responsibility
 Drawback :- Slow process
 Decision making gets delayed

Wheel & spoke networks :- single controlling authority gives instructions & orders to all the employees working under him



- > not suited for large organisations
- > if the authority is not capable the whole business suffers
- > Demotivates intelligent employees

Star network All the members can talk to each other freely irrespective of designation or department.



Free flow network

Essentials of communication / F.C.s of communication / characteristics of communication

- 1) clarity :- Message must be expressed in :-
 - simple & easy language
 - short sentences should be used
 - Each idea must be expressed in a separate line / paragraph.
- 2) conciseness :- Brevity is the essence of good communication

- No repetition of words
- only relevant and necessary words should be used.

• - Complete

3) completeness :- Message should be complete in all aspects

- There should not be any scope of misunderstanding

4) concreteness :- The message should be precise

- Use fact & figures, nothing should be left to imagination.
- Abstract idea should be avoided

5) coherence :- logical bridge between words/sentences and paragraphs.

- Jumping from one point/idea to another leads to a confusion, so that should be avoided.
- well organised, sequentially arranged & logical presentation puts a better impression.

6) courtesy :- Respect the feelings of other person

- Be polite, respectful and honest

7) consideration :- "stepping into the shoes of the other person"

- Educational background, status and emotions of the other person.

8) correctness :- information should be correct/accurate.

9) listening for understanding :- A good listener pays attention to both spoken words and non-verbal cues to understand the complete message. In order to have good understanding, a person needs to be an active listener.

10 focus and attention :- • Don't get distracted

11. Emotional awareness & control :- Emotional awareness is an essential element of good communication.

- Managing one's emotions and keeping in mind the emotional state of others helps in smooth interaction with others.

Essentials of communication / 7 C's of communication
Characteristics of communication

(i) clarity

Message must be expressed in

- simple & easy language
- Short sentences should be used
- Each idea must be expressed in a separate line/paragraph

(ii) conciseness

Brevity is the essence of business communication

- No repetition of words
- only relevant and necessary word should be used

(iii) completeness

Message should be complete in all aspects

- There should not be scope of any misunderstanding

(iv) concreteness

Message should be precise

- use fact & figure nothing should be left to imagination
- Abstract ideas should be avoided.

(v) coherence :- logical bridge b/w words / sentences and paragraphs

- Jumping from one idea to another leads to a confusion, so that should be avoided.
- well organised, sequentially arranged and logically presented data puts ~~data~~ better impression.

(vi) courtesy :-

- Respect the feeling of other person
- Be polite, respectful and honest

(vii) Consideration :- "Stepping into the shoes of the other person"

- Educational Background, Status, emotion of the other person.

(viii) Correctness :- information should be correct or accurate

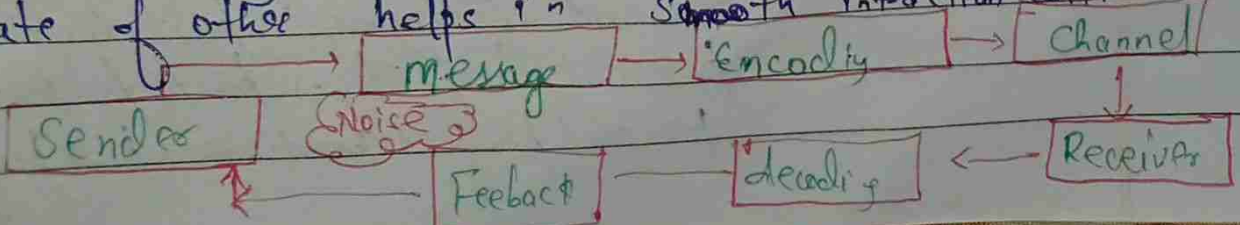
(ix) fighting for understanding :- A good listener pay attention to both words ~~and~~ spoken words and non verbal - to understand the complete message.

In order to have good understanding a person need to be an active listener.

(x) focus and attention :- Don't get distracted

(xi) Emotional Awareness & Control :- Emotional awareness is an Essential Element of a good comm.

Managing one's Emotions & keeping in mind emotion state of other helps in smooth interaction with others.



• Barriers of Effective Communications :-

1. Semantic barriers :-

- Encoding - Decoding
- (a) use of different words / unfamiliar expressions
 - (b) words & symbols have different meanings

• The value of this pen is ₹ 200/-

• we value our customer

• The value of learning soft skills can't be underestimated

(c) Faculty transaction

"Employees can't work hard we need to address this problem"

→ A training is required

→ Comp. is planning to recruit new employees.

(d) Badly expressed messages

use of improper words can be misleading

(e) Unclear assumptions

Assuming the receiver knows basic things

(f) use of technical jargons

Special technical terms

2. Organisational barriers :-

When system procedure & process are not clear

(a) Negative organisational climate

When senior ignores suggestions of junior.
When feedback is ignored.

(b) Absence of clear communication policy

16 Rigid Rule & Regulation

- (d) less organisational facilities
 "Basic facilities to complete the job"
 (e) Status difference S.N J.N

3. Physical barriers: These are caused due to faulty physical conditions / Result of surroundings.
- (a) Noise
 - (b) Outdate equipments (technology)
 - (c) Distant location
 - (d) Poor signals / Temperature
 - (e) lack of appropriate infrastructure

4. **Physiological barriers**: - The internal barriers which occur due to sensory disfunctions known as physiological barriers

- poor eye sight
- Difficulty in hearing
- ill health

5. **Cultural barriers**: - people of different countries, religion, regions etc. work together. Different words & symbols may have different meanings.

6. **Emotional barriers** :- Feeling of
 or
Psychological

- Anger
- Sadness
- Fear of criticism
- Mistrust of person
- Jealousy, anxiety etc.

affects the quality & ability of communication

7. **Technological barriers** : g. Someone is not familiar with the technology i.e. What's app, email etc. Technological barriers may occur.
8. **Attitude barrier** : A shy, introvert, lazy, frustrated people can't communicate effectively.
9. **perceptual barriers** : people perceive things differently. The same content can be seen and interpreted differently.
10. **Gender barrier** :-
Male : logical & talk to the point
Female : Emotional & verbose