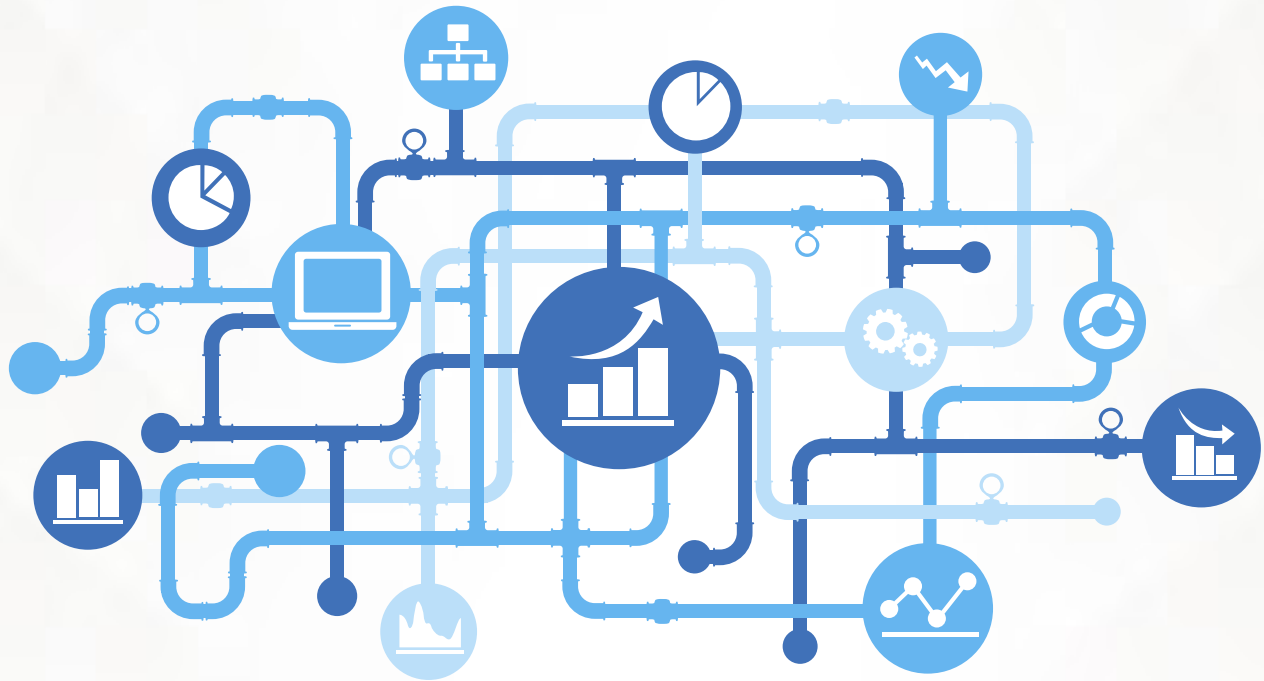


BBA/DBA
SEMESTER - 1
BBAEC104
DBAEC104

Business Communication -1



Message for Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Bhimrao Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides more than 70 courses including various Certificates, Diplomas, Post Graduate Diplomas, Under Graduate, Post Graduate, as well as Doctoral degree, to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and erected a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

"We want the education by which, the character is formed, strength of mind is increased, the intellect is expand and by which one can stand on one's own feet".

In order to provide students with qualitative, skill and life oriented education at their threshold, Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university, following the core motto 'स्वध्यायः परमम् तपः' does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subjects. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated team for Self Learning Material, comprising of Programme advisory committee members, content writers and content and language reviewers, has been formed to cater the needs of the students.

Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT. The university has prepared new, need-based and vocational-professional courses as per the guidelines of National Education Policy 2020 and shall be soon launched. The university promotes and implements the use of Open Educational Resources, Academic Bank of Credit, Choice Based Credit System, Flexible Entry and Exit into programmes; for making education truly open, flexible, and student-friendly.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.



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Dr. Babasaheb Ambedkar Open University
(Established by Government of Gujarat)

BBA SEM-1

BUSINESS COMMUNICATION :I

BBAAEC104

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:: STRUCTURE::**1.0 Objectives****1.1 Introduction****1.2 Definition of Communication****1.3 Characteristics of Communication****1.4 Process of Communication****1.5 Let Us Sum Up****1.6 Key words****1.7 Check Your Progress****1.8 Books Suggested**

1.0 OBJECTIVES

In this unit, you shall learn

- Definition of communication,
- What is communication,
- Communication process and
- Importance of communication

1.1 INTRODUCTION

Communication is one of the important aspects of human life. It is difficult to imagine existence of human life without communication. As a human being we spend most of the time of our life interacting with others, sharing our thoughts, ideas, emotions, feelings etc. Humans have the capability to initiate communication and also to take part in the interaction with other. The term is **Communication** derived from Latin *communicare*, meaning "to share". It is an act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules. It also

includes the sharing of ideas, concepts, imaginations, behaviors and written content from one person to another.

When a child is born, the first thing act he/she does is to produce sound. Slowly and gradually they learn to identify sounds, gestures and symbols. They learn language by observing the lip movements of elders. They observe their parents, siblings, relatives and neighbours and learn language from them.

A human being is a social animal. It is necessary for a human being to learn the art of effective communication in present time. In a recent survey of recruiters from companies with more than 70,000 employees, communication skills were cited as the single more important decisive factor in selecting managers. The survey, conducted by the University of Pittsburgh's Katz Business School, points out that communication skills, including written and oral presentations, as well as an ability to work with others, are the main factor contributing to job success.

1.2 DEFINITION OF COMMUNICATION

Communication is such a broad discipline that it defies all definitions. However with the help of various definitions, we can understand the concept of communication.

Merriam Webster Dictionary defines communications as “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior”

According to Wilbur Schramm, “communication is the process of establishing a commonness or oneness of thought between a sender and a receiver.”

Keith Davis defines communication as “The process of passing information and understanding from one person to another. It is essentially a bridge between people. By using this bridge a person can safely cross the river of misunderstanding that separates all people.”

Cambridge Dictionary defines communication as “the process of sharing information, especially when, this increases understanding between people or groups”.

Berelson and Steiner mark out the boundary of communication as “The transmission of ideas, information, emotions and skills by using words, symbols, pictures, graphs, etc.”

Pearson and Nelson define Communication as “the process of understanding and sharing meaning”.

With the help of the definitions mentioned above, let us try to understand various characteristics of Communication and the process of Communication.

1.3 CHARACTERISTICS OF COMMUNICATION



Source: <https://images.app.goo.gl/4tjNQqFKEn2Fkxtv9>

[1] It is a two-way process. It requires at least one sender and one receiver to complete the process.

[2] It is a continuous process. It never stops.

[3] It is a goal oriented process. Communication can be effective if the sender and receiver are aware of the goal of communication.

[4] The basic purpose of communication is to create mutual understanding and oneness between sender and receiver by sharing ideas or emotions.

If we try to interpret and understand the above mentioned points, we will get clear idea about the meaning of Communication and its importance.

The first key word in the definition is process. A process is one of the difficult activities to describe as it keeps on changing. Imagine you are alone in your home kitchen thinking about something, at that time your sister enters the kitchen and you talk briefly. What has changed? Now, imagine that your mother also joined by someone else, someone you haven't met before—and this stranger listens intently as you speak, almost as if you were giving a speech. Your perspective might change,

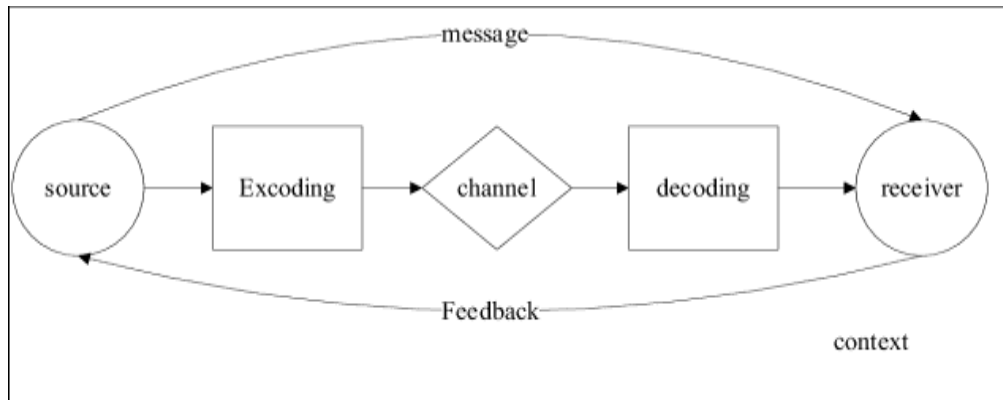
and you might watch your words more closely. Sudden arrival of unfamiliar or unknown people also affects the communication.

The second word is understanding: “To understand is to perceive, to interpret, and to relate our perception and interpretation to what we already know.” (McLean, 2003) If your sister tells you a story about falling off a scooty, what image comes to your mind? Now your sister points out at the window and you see a scooty lying on the ground. Understanding the words and the concepts or objects they refer to is an important part of the communication process.

The third word is sharing. You may share a joint activity, group activity when it comes to do task in group. In communication, sharing occurs when you convey thoughts, feelings, ideas, or insights to others. You can also share with yourself (a process called intrapersonal communication) when you bring ideas to consciousness, ponder how you feel about something, or figure out the solution to a problem and have a classic “Aha!” moment when something becomes clear.

And the last is meaning. It is what we share through communication. The word “bike” represents both a bicycle and a short name for a motorcycle. By looking at the context the word is used in and by asking questions, we can discover the shared meaning of the word and understand the message.

1.4 THE PROCESS OF COMMUNICATION



Source: <https://images.app.goo.gl/dz9Yfn14yWj9S9cx6>

The process of Communication requires two persons - a sender and a receiver. Now let’s try to understand the process of communication step by step.

1) Source:

In the process of Communication the source of communication is the person who is speaking. The person who is speaking creates, imagines message to convey it to other. He or she conveys the message by sharing new information, ideas, knowledge with the audience or other people. The speaker can also convey a message through his or her tone of voice, body language, and choice of clothing. The second step involves encoding of the message by choosing just the right order or the perfect words to convey the intended meaning. The third step is to present or send the information to the receiver or audience by using proper channel. Finally, by watching the audience's reaction, the source perceives how well they received the message and responds with clarification or supporting information and by nodding their face.

2) Message:

“The message is the stimulus or meaning produced by the source for the receiver or audience.” (McLean, 2005) When we plan to give a speech or a report, our message may seem to be only the words we choose that will convey meaning. But that is just the beginning. The words are brought together with grammar and sentence pattern. The message also consists of the way you say it—in a speech, with your tone of voice, your body language, and your appearance—and in a report, with your writing style, punctuation, and the headings and formatting you choose. In addition, part of the message may be the environment or context you present it in and the noise that might make your message hard to hear or see and sometime to understand.

3) Encoding:

In encoding process, the sender identifies and arranges his/her idea into language which is understood by audience. This transferring of idea into codes is called *encoding*. Here the codes or symbols are selected by the sender, keeping in mind the receiver's ability to understand them correctly.

4) Channel/Medium:

The channel helps the sender to convey the message to the receiver. After encoding the message, the sender selects the channel or medium. The medium of communication can be oral, written, or audio-visual. Let's take the example of television. How many channels do you have on your television? Each channel takes up some space, even in a digital world, in the cable or in the signal that brings the message of each channel to your home. Television combines an audio signal you hear with a visual signal you see. Together they convey the message to the receiver or audience. If you turn off the volume on your television can you still understand what is happening? Many times you can, because the body language conveys part of the message of the show. Now turn up the

volume but turn around so that you cannot see the television. You can still hear the dialogue and follow the story line.

Similarly, when you speak or write, you are using a channel to convey your message. Spoken or oral channels include face-to-face conversations, interactions, speeches, telephone conversations and voice mail messages, radio, public address systems, and voice over Internet protocol, discussion, and debate. While written mode of communication include letters, memorandums, purchase orders, invoices, newspaper and magazine articles, blogs, e-mail, text messages, tweets, WhatsApp messages and so forth.

5) Receiver:

The receiver is the person or audience who receives the message. The receiver is the destination for the message. He/she gets the message, understands, interprets and tries to perceive and understand the message as per their intellectual knowledge and understanding conveyed by the sender. The receiver may be a listener, a reader or a viewer.

6) Decoding

The process of decoding is opposite to encoding. In encoding, the sender translates the idea into codes, while in decoding; the receiver translates the codes into idea. Decoding is the act of transmitting symbols into meaning. If the receiver is familiar with codes, he will get more or less the same meaning as intended by the sender.

7) Feedback

Feedback is one of the important aspects of Communication. Without feedback the process of Communication remains incomplete. After getting the meaning the receiver responds to the message. He/she sends back his/her response to the sender. Thus the Communication process ends with the receiver putting the derived message into action. Feedback is thus the indispensable (crucial) part of Communication process as it is the only way of getting the confirmation on the part of sender.

For example, when you send a message to your friend in and you keep on waiting for the reply, but due to some reason your friend hasn't read your message and as you haven't received reply from him/her, you tend to become tensed and you call them to know whether they are good or not. So as you haven't received any response from your friend on WhatsApp, the Communication process remains incomplete as you have not received any response. Thus, we can say that Communication is a two way process and a successful communication completes a full circle as shown in the above image.

Surrounding Environment

The surrounding environment may include tables, chairs, lights, and sound equipment of the room.

For example, imagine that you were invited to attend lecture of a well-known speaker, but when you entered in the hall, you realized that there was no proper lights and the sound system was not functioning properly, though the speech of the speaker was good but due to improper sound system it was not audible to the audience, how would you feel at that time, a sheer waste of time, isn't it? So in Communication surrounding environment is equally important along with a sender and a receiver. People may be more likely to have an intimate conversation when they are physically close to each other, and less likely when they can only see each other from across the room. In that case, they may text each other, itself an intimate form of communication. The choice to text is influenced by the environment.

Types of Feedback



Source: <https://images.app.goo.gl/kATcr1yv8VvkqDu7A7>

There are many types of feedback in Communication. As human beings, we always expect to receive some positive feedback, but sometime we may also receive some negative feedback. We need not demoralize ourselves due to negative feedback, but we should work on negative feedback and try to perform in better way.

There are various types of feedback. They are as follows:

- Positive feedback
- Negative feedback
- Clear feedback
- Timely feedback
- Specific feedback

- Informative feedback
- Delayed feedback

1) Positive Feedback

Positive feedback provides motivation to the sender. If the sender receives positive response from receiver and the audience, it shows that the message is transmitted and interpreted and understood positively by the receiver. Positive feedback ensures that the language, symbols, codes used by the speaker is understood by the audience so for next time he/she can use the similar language to convey any information and message to the receiver.

2) Negative feedback

Negative feedback is received when the message is not transmitted properly or not understood properly by the receiver. In this case, sender needs to work on different strategies and needs to find out different ways of communication which is understood by the receiver. Sometimes speaker can ask his/her audience about their preferred language for communication, if they are not comfortable in Hindi or English language, speaker can use regional language of their area for better response.

3) Clear feedback

In this feedback receiver responds in a very clear way whether they have understood the message or not. Sometimes, due to shy nature the receiver may not be able to express himself whether he has understood the message by the sender or not. But the receiver has to give a very clear feedback so that the sender can understand that the message is communicated properly. For example, when you are in a classroom and the teacher teaches you mathematics with one method which you do not understand, then you need to tell the teacher to explain the same mathematical problem again, using another method suitable to you. If you remain silent and do not raise questions, the teacher would not understand whether you have understood the subject or not, throughout the year.

4) Timely Feedback

Feedback may not be instant and at a time. Sometimes the receiver takes some more time to respond. But much delayed feedback may not be worthwhile or even may not serve any purpose at all. It should be made within a reasonable time.

5) Specific Feedback

Specific feedback takes place when receiver does not understand some specific portion of the speech given by sender and he/she only asks about that particular portion and sender again repeats that particular portion for better understanding to the receiver is known as specific feedback. For example, when science teacher teaches you 10 concepts of science in one lecture, you understood almost all the concepts but you have doubt in 9th

concepts, when you ask the teacher, he/she will again teach you that 9th concept so that you understand it well.

6) Informative Feedback:

This feedback takes place when sender gives required information regarding topic to the receiver, but missed some important figures and data, at that time if receiver has knowledge about that, he/she can give this information to the sender after the speech.

7) Delayed Feedback:

This type of feedback is obvious in written communication. Delayed feedback is a time consuming process. Almost, all written communication is subject to delayed feedback. For example, during the examination students write answers in the answer sheets. After sometimes, may be after a month the teacher will check the answer sheets and give his/her feedback on it in the form of result.

1.5 LET US SUM UP

In this unit, you have learnt
Meaning of Communication,
Process of Communication,
Characteristics of Communication and
Types of Feedback

1.6 KEY WORDS

Transform	to pass from one to another
Feedback	one kind of response that receiver gives to the sender
Interaction	communication or direct involvement with someone or something.
Produce	make or manufacture from components or raw materials.
Gestures	Gestures are a form of nonverbal communication in which visible bodily actions are used to communicate important messages, either in place of speech or together and in parallel with spoken words.
Oriented	align or position (something) relative to the points of a compass or other specified positions.
Oneness	the fact or state of being unified or whole, though comprised of two or more parts.
Transmitted	passed on from one person or place to another.

1.7 CHECK YOUR PROGRESS

Choose the correct options from given below.

1. Communication is a part of _____ skills
a. soft b. hard c. short
2. The _____ is the person who transmits the message.
a. receiver b. sender c. mediator
3. Communication is a continuous
a. process b. programme C. feature
4. _____ is the person who notices and decodes and attaches some meaning to a message.
a. Receiver b. Sender C. Driver
5. The response to a sender's message is called
.....
a. Feedback B. Feedtake C. none of these

Answer the following questions in brief.

1. What is Communication?

2. What is Feedback?

3. What is the role of a sender?

4. What is the role of a receiver?

5. What is positive feedback?

Answer the following question (Long Questions)

1. What is Communication? Explain the process of Communication with diagram.

2. Discuss various types of feedback.

3. Discuss various definition of Communication.

1.7 BOOKS SUGGESTED/REFERENCES

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4. Pearce, W. B., & Cronen, V. *Communication, action, and meaning: The creating of social realities*. Praeger, 1980.
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UNIT: 2

TYPES OF COMMUNICATION

:: STRUCTURE ::

2.0 Objectives

2.1 Introduction

2.2 Types of Communication

2.3 Let Us Sum Up

2.4 Key words

2.5 Check Your Progress

2.6 Books Suggested

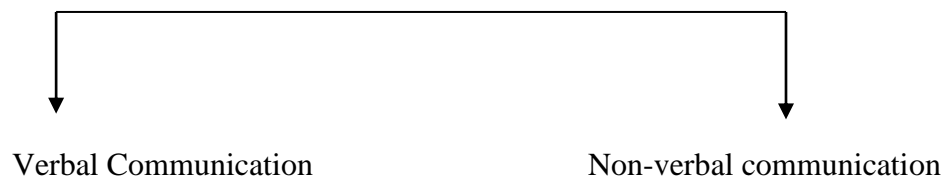
2.0 OBJECTIVES

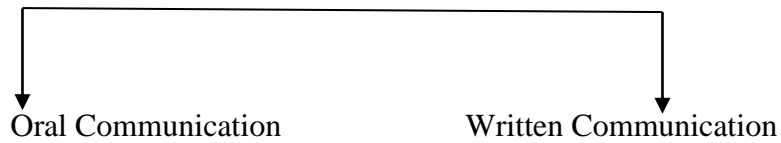
In this unit, you shall learn about
Various types of Communication

2.1 INTRODUCTION

Communication means transferring messages, thoughts, information, emotions and ideas from one person to another through gestures, voice, symbols and signs. The Sender encodes the message in any form like voice, written or any signs thus they are often called encoders. The receiver decodes the message received from the sender to understand and then he interprets it. Sender, receiver and channel are the most important things in communication. Let us discuss various types of Communication.

2.2 TYPES OF COMMUNICATION





VERBAL COMMUNICATION

Communication which takes place with words is known as verbal communication. Language can be defined as a system of symbols and the grammars are the guidelines and rules by which the symbols are manipulated. Language learning occurs mostly during childhood. Languages tend to share certain properties, although there are exceptions. As previously mentioned, language can be characterized as symbolic. Charles Ogden and I.A Richards developed The Triangle of Meaning model to explain the symbol, the referent, and the meaning. Language follows phonological rules, syntactic rules, arrangement of words and punctuation in a sentence, semantic rules and pragmatic rules.

Oral Communication:

Oral communication is the exchange of message, information and ideas through spoken word. It may take place directly in person, in a face-to-face interaction, or through an electronic device. There are various kinds of Oral Communication.

- **Face to Face:**

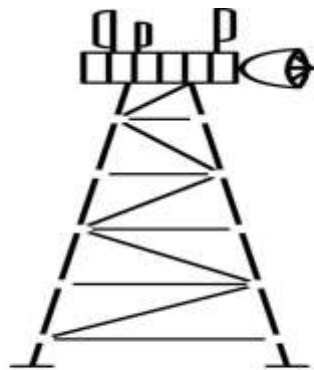
This kind of communication generally takes place between two or more than two persons. It can be either formal or informal. Face to face communication can be usually seen in meeting at workplace, interview, conference, seminar, group discussion etc. This type of communication is more effective as presence of the parties, their expressions, tone and appearance can add significance to the words and communication. In Formal face to face communication receiver can also get message from sender's expression, gesture, body movements and sometimes sender also receives feedback from the gesture of receiver or audience. This type of communication helps to facilitate immediate feedback which is helpful for the sender. Interview mostly takes place for the purpose of job. In an interview one or many persons asking questions and the receiver responds to the questions with answers. Body language and appearance matter the most in Interview. In an interview, through good appearance you can impress the interviewer. Group Discussion is a type of discussion that involves people sharing ideas or activities. People in the group discussion are connected with one basic idea. It helps to solve the problem in any organization.



Source: <https://images.app.goo.gl/1er7MsvdBcXSMGMs5>

- **Radio Communication:**

Radio is an instrument used for communication. It can be used to pass message to mass. For example, in Akashvani and Vividh Bharati Radio, people can ask questions and they get reply from the expert. FM radio provides information regarding current news of the city and also helps listeners by providing traffic updates. Sometimes, people can also enjoy a good story which is narrated on radio in a particular show. Programmes like quiz etc are also arranged on a radio station in which all the listeners can participate.



– **Radio communication** –

VectorStock

VectorStock.com/16069992

Source: <https://images.app.goo.gl/6vekrXb6WGeR4zF56>

- **Social Media:**

Sometimes, a speaker can use social media for communication. Through live social media communication, sender can address a large audience at a time. It is very comfortable as speaker can speak by sitting in his office or home and receiver or listener can attend it by sitting in any corner of the world. For example, Face book live is one of the popular features for such type of communication.



Source: <https://images.app.goo.gl/hjDoEP6taE3gYtt2A>

- **Phone/Mobile Communication:**

This type of communication takes place in the absence of sender or receiver. In this type of communication, sender and receiver are not physically present before each other. Sometimes, due to network error, the receiver may not receive message clearly and properly. Chances of misunderstanding is much high in phone communication as no one can see the facial expressions, gestures and postures of the opposite party. So sometimes it becomes difficult to take any decision in telephonic communication.



Source: <https://images.app.goo.gl/9C42mNgYMN7r8Pp1A>

WRITTEN COMMUNICATION

Communication which takes place with written words is known as written communication. It can be formal or informal. Let us discuss various forms of written communication.

- **Letter:**

A letter is a written message that can be typed in computer and printed on paper or it can be handwritten. It is usually sent to the receiver via e-mail or using postal services through an envelope. It can be written for any purpose, to give order for some products, to register a complaint, to inquire about something, for conveying greetings or congratulations, etc. As it is written mode of communication, it can be kept as a record also for future reference. In the case of any discrepancy this can be used as a

proof. Formal letters follow a certain pattern of writing. It is professional in nature and addresses the issues concerned. Any type of business letter falls within this category. While an informal letter, is a letter that is written in casual manner. It can be written to cousins, relatives, friends or family members. While business letter writing is used for business correspondence, and generally contains information such as quotations, orders, complaints, claims, letters for collections of an order etc. Such letters are always strictly formal and follow a structure and pattern of formalities. Business letter communication takes place between two parties who want to do business with each other. An informal letter can be written even to your formal contacts if you share a friendly relationship with them. Format of informal letter is bit different from that of the formal letter. In terms of language, you can use informal language. You can address the person by name only in an informal letter. Let us try to understand the structure of informal letter.

- **Memorandum:**

Memorandum or memo is a written form of communication which is used to send any information within organization. The purpose of memo writing is to inform, but it also includes an element of persuasion or a call to action. It is written in certain format as it is only used in the organization, an organization can follow its own format of memo writing. There are certain things to keep in mind while writing a memo. Use acronym or abbreviation that is known to all the employees of the organization. It should be clear and concise so that employee can understand and can work accordingly. However the tone of the memo should be formal. Whether it is instruction or feedback, it should always carry formal tone.

- **Notice:**

Notice is written or drafted for the staff of the organization to provide some instruction. Much care should be taken while writing notice so that staff can easily understand and implement the instruction. It can be written for any purpose i.e. to give instruction of vacation, to give instruction of cultural events, weekend seminar, conference, meeting, etc. This mode of communication can be used in any educational institution and in any organization. The purpose of this communication is to make employee aware about what is happening in an organization. Sometimes if employee does not read the notice, he/she may remain unaware about important information of an organization.

- **Report:**

This written form of communication is used to share result of research, data analysis which has been compiled by researchers or scientists. It can cover a wide range of topics, but usually focuses on transmitting information with a clear purpose, to a specific audience and specific receiver.

The report is often recognized by its primary purpose or function. There are many reports such as an accident report, a laboratory report, a sales report, etc. It is frequently analytical, and involves the rational analysis of information. For example, laboratory report contains the procedures and results of laboratory activities; research report contains study problems scientifically by developing hypotheses, collecting data, analyzing data, and indicating findings or conclusions. Progress Report contains monitor of production, sales, shipping, service, or related business process.

- **Email:**

It is one of the professional written forms of communication. This form can be used to communicate within organization and outside of the organization as well. Some standard should be followed while writing an email. Grammar and spelling should be checked before sending an email to anyone. Email writing should be clear and concise. If sender is sending some information and instruction in email, he/she can highlight that particular instruction in email. It is also used for informal communication as well. For example, you are calling your friend and he/she is not responding or not reachable due to some reasons, you can drop an email to your friend. Greetings email can be sent at the time of festival and celebrations.

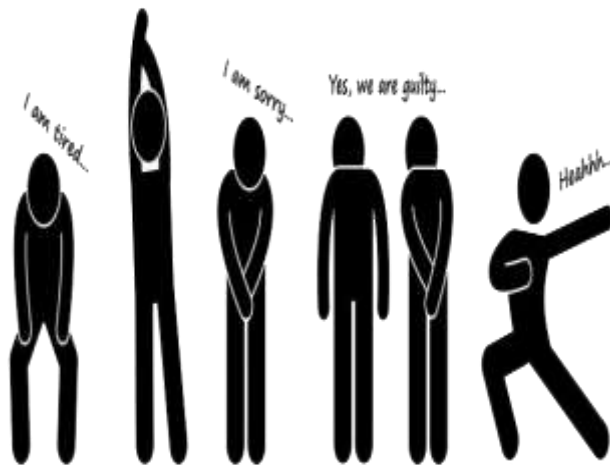
NON VERBAL COMMUNICATION:

Communication without use of words is known as Non – verbal Communication. Non-verbal communication includes facial expressions, tone and pitch of the voice, gestures and the physical distance between the communicators. These non-verbal signals can give clue and additional information and meaning to verbal communication. We use this communication in our day to day life but do not notice it. For example at traffic signal, when traffic inspector raises his hand, the traffic stops, or at traffic signal if we see red light we stop there. when a student asks for permission be asking “May I come in Sir/Ma’am?” at that time without speaking anything the teacher waves his/her hand and indicates the student to sit in the classroom. There are certain aspects of Nonverbal Communication i.e. Kinesics, Proxemics, Chronemics and Paralinguistics

- **Kinesics:**

The study of Body’s Movements is known as Kinesics. Communication without words and with various body movements is known as kinesics. It is well said by Paul Watzlawick, “You cannot not communicate. Once proximity has formed awareness, living creatures begin interpreting any signals received”. Human being can communicate by nodding head, waving hands, shrugging shoulders etc. Such physical activities are forms of Nonverbal Communication. Understanding Nonverbal Communication will help you to develop your ability to use them more effectively during presentation, seminar, conference and delivering any speech.

We use words in speaking, writing, listening and speaking for communication, because it is primary symbols of communication. For example, in oral communication when you extend your hand with smile to ‘congratulate’ someone at that time your smile and your hand shake has more impact on a person than your words. Nonverbal Communication is not used deliberately while communicating with others, in presentation, in interview, and in group discussion, but it is instinct. People do not realize when they communicate nonverbally. There are various parts of Kinesics i.e. body language, appearance, gesture, posture, and eye contact. Each has unique importance in Non-verbal Communication. Your appearance reflects your personality. Proper appearances can create positive impression. You should choose appearance as per the occasion. In formal function wear saree, and traditional attire and in informal function wear jeans, t-shirt, shirt, hoodie, etc. Gesture is a movement made by hands, arms, shoulders and head. Proper gesture while speaking helps you to create positive impression among audience. Gestures allow individuals to communicate various feelings and thoughts. Different gesture has different meaning in different culture. Postures refer to our sitting and standing body movement. When you are with your friends and intimates, you are mostly spontaneous and do not notice your postures and physical movement, but the moment you enter in formal situation, you become conscious about your posture. Your sitting style, walking style, standing style communicate much in absence of words.



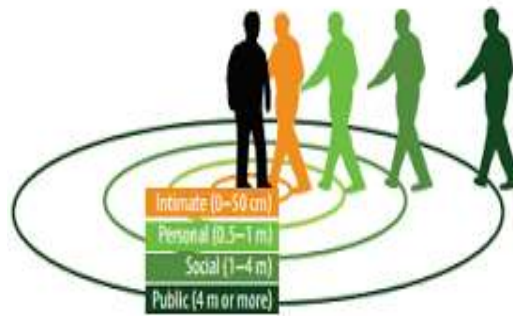
Source:<https://images.app.goo.gl/fQWm8RHtPwWHZNbL6>

Eye contact is an important aspect of kinesics. Though you can hide your feelings through facial expression but you cannot hide your emotions expressed through your eyes. Your eyes can communicate your feelings easily. In professional field you should make pleasant eye contact. When you speak, do not look at window, door and roof which convey the message to the audience and receiver that you are not prepared for the speech. Teachers, who make eye contact, open the flow of communication and convey interest, concern, warmth to the student. In

informal communication, while talking to your friend, if you are unable to make eye contact indicates that you are hiding something. When you are much emotional, you cannot hide tears in your eyes.

- **Proxemics:**

It is a study of physical space in communication. The way people use space tells a lot about their relationship with each other. As a speaker you should use space which is provided to you. At the time of speaking, mobbing closure to the audience helps you to invite discussion, questions and agreement. In his book, *The Silent Language*, Edward Hall outlined the following ideas behind proxemic theory: There are four types of distances people keep: intimate (0 to 18 inches), personal (18 inches to 4 feet), social (4 to 10 feet), and public (over 10 feet).



Source: <https://images.app.goo.gl/kEbiJC5bZX6EXGhP8>

- **Chronemics:**

It is the study of how human beings communicate through their time. In professional world, time is valuable thing. If you reach late for meeting or an appointment, people react negatively. If you reach earlier, you are considered over eager so always be on time. People have their own time language. Waking up at 7:00 am may be late for one who wakes up at 5:30 am every day, and it may be on time who wakes up at 7:00 every day. If someone calls you at 3 a.m it indicates family emergency, at 11 a.m it indicates profession work call.

- **Paralinguistics:**

Paralinguistics are the features of spoken communication that do not engage words. In the classroom, features of paralinguistic are extremely important as they can change impact of message completely. Tone and pitch of voice can add different shades to the speech.

2.3 LET US SUM UP

In this unit, you have learnt
Various types of communication and its usages.

2.4 KEY WORDS

Posture	the position in which someone holds their body when standing or sitting.
Casual	relaxed and unconcerned.
Spontaneously	as a result of a sudden impulse and without premeditation.
Interaction	communication or direct involvement with someone or something.
Produce	make or manufacture from components or raw materials.
Gestures	Gestures are a form of nonverbal communication in which visible bodily actions are used to communicate important messages, either in place of speech or together and in parallel with spoken words.
Oriented	align or position (something) relative to the points of a compass or other specified positions.
Oneness	the fact or state of being unified or whole, though comprised of two or more parts.
Transmitted	passed on from one person or place to another.

2.5 CHECK YOUR PROGRESS

Answer the following question.

1. What is Oral communication? Discuss.

2. Discuss importance of letter in business communication.

3. Discuss importance if Kinesics in non-verbal communication.

4. "Social Media- a new form of communication". Discuss.

5. What is written communication? Discuss.

Choose the correct options from given below.

- 1) Gesture is a part of _____
 - a) Kinesics
 - b) Proxemics
 - c) Paralinguistics
- 2) Letter is a part of _____
 - a) Written Communication
 - b) Oral communication
 - c) Both a and b
 - d) none of the above
- 3) Proxemics is a part of _____
 - a) Verbal communication
 - b) Non-verbal communication
 - c) None of the above
- 4) Written communication is a part of _____
 - a) Verbal communication
 - b) Oral communication
 - c) Nonverbal Communication
- 5) Communication which takes place with spoken words is known as _____
 - a) Oral communication
 - b) Written communication
 - c) Non verbal communication

Write Short Notes on

- 1) Verbal Communication

2) Non-verbal Communication

2.6 BOOKS SUGGESTED

Effective Communication Skills 1st Edition 2018 by Kul Bhushan Kumar, RS Salaria, Khanna Publishing House

Technical Communication Principles and Practice by Meenakshi Raman and Sangeeta Sharma, Oxford Publication.

Lesikar, Raymond V., & John D. Pettit, Jr. *Report Writing for Business: Tenth Edition*. Delhi: McGraw-Hill, 1998.

Rutherford, Andrea J. *Basic Communication Skills for Technology: Second Edition*. Delhi: Pearson Education, 2007.

:: STRUCTURE::**3.0 Objectives****3.1 Introduction****3.2 Levels of Communication****3.3 Let Us Sum Up****3.4 Key Words****3.5 Check Your Progress****3.6 Books Suggested**

3.0 OBJECTIVES

In this unit, you shall learn,

- Different levels of communication
- How communication works at different level and in different organization

3.1 INTRODUCTION

In our day to day life, we encounter many people; we interact with many people in various situations and surroundings, with our friends, colleagues, relatives, intimates and many more. In school, while pursuing your study, you have to communicate with your teachers to acquire knowledge. After completion of your study, when you enter into a professional field, you have to communicate to your senior, Head, Boss either face to face if they are present in the organization or via e-mail, text messages and other modes of written communication. The primary aim and objective of these activities is “sharing information, knowledge, ideas between one another” Communication is transmitting ideas, information, feelings, emotions, knowledge from one person to another person.

For Example, due to some reason you could not concentrate in the classroom when the teacher was discussing some topic. So, after the class gets over, you request your professor to explain the same topic again. You transmit this information to your professor. Professor receives your

query and tries to explain it again so that you understand the topic well. After the discussion, if your queries have been solved, you can say thank you to your professor and your communication comes to an end. This process involves transmission and exchange of information and ideas. So here the student becomes the sender and the professor is the receiver. This is how the communication process works. It always requires two parties, and without feedback the communication is incomplete. Let us try to understand it with the help of an example from professional field. Suppose you have joined as a fresher in an organization, and you have so many queries related to the new work which has been allotted to you, and when you try to approach your boss and come to know that he is out of town for some work. In this situation, face to face communication is not possible and being fresher you are also afraid to call your boss, so you can email him regarding all your queries, and at the same day you receive response from your boss. That is known as written communication. When the person is not available, you can always drop an email, or send a text message to that person. And after receiving reply from your boss, you can say thank you and the communication ends.

Now let's discuss various levels of Communication.

3.2 LEVELS OF COMMUNICATION

- Extrapersonal Communication
- Intrapersonal Communication
- Interpersonal Communication
- Organizational Communication
- Mass Communication

- **Extrapersonal Communication**

Communication which takes place between human being and nonhuman being is known as Extrapersonal Communication. For example, a parrot responding to your greetings, when your pet animal - dog or cat wagging its tail and nodding as soon as you come home after your work. This kind of communication is known as Extrapersonal Communication. This kind of communication requires proper coordination and understanding between the sender and the receiver as one of them transmits information or responds in sign language only.



Source: <https://images.app.goo.gl/X93hhumY85PZaMKf8>



Source: <https://images.app.goo.gl/bBPG3DnM6EpMuYYcA>

In the above images, we can see how a dog communicates with its owner, without language. They understand sign language and respond to their owner. It is also known that pets are highly sensitive and emotional. If they don't find their owner in a day, they don't eat anything and presence of their owner makes them happy. We often read in the newspapers or on social media about incidents in which a pet pays tribute on the death of its owner.

- **Intrapersonal Communication:**

The communication which takes place with one's own self is known as Intrapersonal communication. This may include talking with self, acts of imagination and visualization, and even recall and memory (McLean, 2005).



Source: <https://images.app.goo.gl/9dBw6PxG38K1NHin7>

You read a message on your phone that your friends are going to watch a movie at your favorite theatre. What comes to mind? Sights and sounds? Something special that happened the last time you were there? Do you contemplate joining them? Do you start to work out a plan of getting from your present location to the theatre? Do you send your friends a text message asking if they want company? Until the moment you hit the "send" button, you are communicating with yourself. We experience this kind of situation frequently.

Communications expert Leonard Shedletsy examined Intrapersonal Communication through the eight basic components of the communication process (i.e., source, receiver, message, channel, feedback, environment, context, and interference) as transactional, but all the interaction occur within the individual (Shedletsy, 1989).



Source: <https://images.app.goo.gl/AgxGYr65HaxA4i9ZA>

From planning to problem solving, internal conflict resolution, and evaluations and judgments of self and others, we communicate with ourselves through Intrapersonal Communication.

All these interactions take place in the mind without externalization, and all of them rely on previous interactions with the external world, and past situations and experiences.

- **Interpersonal Communication:**

Interpersonal Communication is the communication from one person to another person. It is often referred to as face-to-face communication between two or more persons. To compare this form of communication with other forms of communication, we need to examine how many people are involved in it, how close they are, and how many sensory channels are used and the feedback provided.

Interpersonal Communication differs from other forms of communication as there are few participants involved in close proximity to each other and feedback is also immediate. In this type of communication, the role of sender and receiver keeps alternating. As the sender receives feedback immediately, this is one of the advantageous forms of communication.

Interpersonal Communication can be formal or informal. For example, you are at your workplace and you are discussing about next project and annual target, at that time you focus only on the work related to company, this is called formal communication, but after reaching home you discuss dinner plan with your family members that is known as informal communication as you plan dinner according to your family members' mood. Most of the situations in interpersonal communication depend on a

variety of factors such as relationship between two parties, surrounding atmosphere, mental state of both the parties and cultural context.



Source:<https://images.app.goo.gl/BwLcDR2EP5tpH2aM7> (Intrapersonal formal communication)

Here in the above image, we can see that in an organization, they are discussing something related to their project work, their appearance and seating arrangements show that it is formal Interpersonal Communication. As they all are present, immediate feedback is also possible. Anyone can share their view and opinion on the topic under discussion. This kind of communication is also known as problem solving communication. Employees of the organization can sit together and discuss the problems and also can find the solution at a time.



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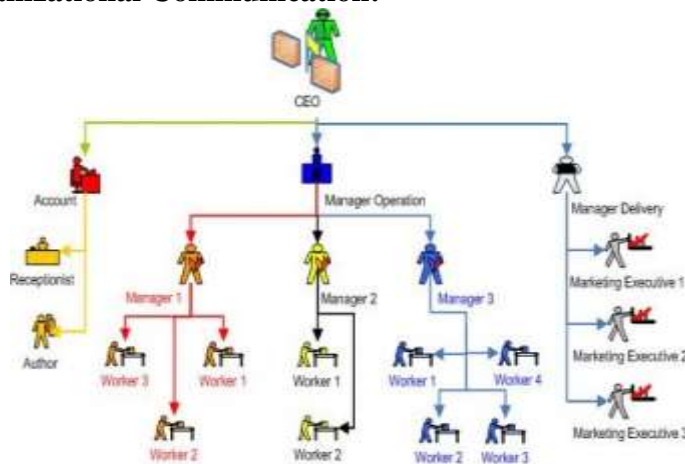
Source: shutterstock.com

Here in the above image kids are enjoying their meal and also their leisure time by interacting with each other. This kind of communication is known as intrapersonal informal communication where they can use informal language.

There are various aspects of Interpersonal Communication which include:

- **Audiovisual awareness of Communication Problems:** The notion follows the idea that our words change as per the stress level or urgency of the situation. It also explores the concept that stuttering during speech shows the audience that there is a problem or that the situation is more stressful.

- The Attachment Theory: This is the combined work of John Bowlby and Mary Ainsworth (Ainsworth & Bowlby, 1991). This theory follows the relationships that build between a mother and a child, and the impact it has on their relationships with others.
- Emotional Intelligence and Emotional Triggers: Emotional Intelligence focuses on the ability to check one's own emotions as well as those of others. Emotional Triggers focus on events or people that tend to set off intense, emotional reactions within individuals.
- The Power of Words in Verbal communications: Verbal communication focuses on the power of words, and how those words are spoken. Tone, volume, and choice of words are most important in verbal communication.
- Ethics and principals in Personal Relations: It is about a space of mutual responsibility between two individuals; it's about giving and receiving in a relationship. This theory is explored by Dawn J. Liphthrott in the article - What IS Relationship? What is Ethical Partnership?
- Conflict in Couples: This focuses on the impact that social media has on relationships. This theory is explored by Amanda Lenhart and Maeve Duggan in their paper - Couples, the Internet, and Social Media.
- **Organizational Communication:**



Source: <https://images.app.goo.gl/Ank65edmVXiyu2ug7>

Communication which takes place in any organization at different hierarchical level is known as Organizational Communication. In a large organization, there are several different departments, and the need to communicate without errors becomes greater in an organization.

Organizational Communication helps to accomplish tasks relating to specific roles and responsibilities of sales, services, and production and purchase, secondly it acclimate to changes through individual and organizational creativity and adaptation; it also helps to complete tasks through the maintenance of policy, procedures, or regulations that support daily and continuous operations; further more to develop relationships where “human messages are directed at people within the organization-

their attitudes, morale, satisfaction, and fulfillment” (Goldhaber 20) Organizational Communication is how organizations represent, present, and constitute their organizational climate and culture at various levels like the attitudes, values and goals that characterize the organization and its members.



Source: <https://images.app.goo.gl/rh3zigGtm9mH5ecM9>

This kind of Communication can be divided into the following types:

Internal Operational Communication: Communication that occurs in conduction work within an organization is known as Internal Operational Communication.

External Operational Communication: Communication that takes place with the people outside of the organization is known as External Operational Communication.

Personal Communication: All communication in an organization that occurs without purpose as far as business is concerned is known as personal communication. For example, you are working in an organization, you work whole day, and in break time you talk to your colleagues, you share lunch with them, you talk informally with them that is Personal Communication.

- **Mass Communication:**



Source: <https://images.app.goo.gl/6jdTedy7SccUsjUt7>

The communication which takes place with large amount of people is known as Mass Communication. It is the process of imparting and exchanging information through mass media to large segments of the

population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are parts. It differs from other forms of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting information to many receivers.

There are several mass media tool such as television, books, journals, newspapers, social media platforms, etc. For example, interview of the Vice Chancellor of a University, advertisement of a particular product or a service. This kind of communication is more persuasive in nature than any other forms of communication and requires utmost care on the part of the sender in encoding the message. For example, when kids watch advertisements of chocolates, they tend to attract towards it. Oral communication through mass media requires equipment like microphone, stage, auditorium, proper lights, etc.



Source: <https://images.app.goo.gl/x73AjcRBXTMQEx848>

The following are the characteristics of mass communication:

- Large Reach: This type of communication tends to reach large number of audience in any corner of the world. For example, we all can see politician interview and speech which is live telecasted by sitting in our living room only.
- Impersonality: this kind of communication is largely impersonal as the participants and audience are unknown to each other.
- Presence of gatekeeper: In this kind of communication, presence of additional person, institutions and organization is required to convey the message from sender to receiver. The mediator is known as a ‘gatekeeper’. For example in a newspaper or a journal the editor makes choices and decides which news and articles should reach to the audience. The editor is therefore the gatekeeper in the mass communication.

3.3 LET US SUM UP

In this unit, you have learnt,

- Various levels of communication
- Things to keep in mind while interacting with others in different levels of communication.

3.4 KEY WORDS

Encounter	to meet somebody unexpectedly; to experience or find something unusual or new
Various	several different
Surroundings	everything that is near or around you; the place where you live
Pursue	to try to achieve something or to continue to do something over a period of time
Examine	to look at somebody/something carefully in order to find out something
Proximity	the state of being near to somebody/something in distance or time
Alternate	happening or following regularly one after the other
Annual	happening or done once a year or every year
Urgency	importance requiring swift action.

3.5 CHECK YOUR PROGRESS

Answer the following question.

1. What is Interpersonal communication? Discuss

2. What is Extrapersonal communication? Discuss.

3. Who is 'gatekeeper' in Mass communication?

4. What is External operational communication?

Choose the correction option from given below.

1. Media is known as _____
 - a) First Estate
 - b) Fourth Estate
 - c) Second Estate
2. The mode of communication that involves single source transmitting information to a large number of receiver simultaneously is called _____
 - a) Mass Communication
 - b) Interpersonal Communication
 - c) Intrapersonal communication
3. Communication between Human being and nonhuman being is known as _____
 - a) Extrapersonal communication
 - b) Interpersonal Communication
 - c) Intrapersonal communication
4. The mediator in mass communication is known as a _____
 - a) gatekeeper
 - b) driver
 - c) none of the above
5. _____ is the most important part of communication.
 - a) Channel
 - b) feedback
 - c) None of the above

Write short notes on:

1. Intrapersonal Communication

2. Mass Communication

3. Organizational Communication

3.6 BOOKS SUGGESTED

1. McLean, S. *The Basics of Interpersonal communication* Allyn & Bacon, 2005.
2. Raman, Meenakshi and Sangeeta Sharma. *Technical Communication Principles and Practice*. Oxford Publication, 2015.
3. McLean, S. *The basics of speech communication*. Allyn & Bacon, 2003.
4. McLean, S. *The basics of interpersonal communication* . Allyn & Bacon, 2005.
5. Pearson, J., & Nelson, P. *An introduction to human communication: Understanding and sharing* McGraw-Hill, 2000.

UNIT: 4**VERBAL COMMUNICATION****:: STRUCTURE::****4.0 Objectives****4.1 Introduction****4.2 Verbal Communication****4.3 Oral Communication****4.4. Written Communication****4.5 Let Us Sum Up****4.6 Key words****4.7 Check Your Progress****4.8 Books Suggested**

4.0 OBJECTIVES

In this unit, you shall learn,

- Verbal Communication
- Different parts of Verbal Communication
- Oral Communication
- Written Communication

4.1 INTRODUCTION

Communication is the act of transferring information from one place, person or group to another. Every communication involves one sender, a message and a recipient. This may sound simple, but communication is actually a very complex process. There are two types of communication, verbal and non-verbal communication. In this unit, we will discuss about verbal communication.

4.2 VERBAL COMMUNICATION

Communication which takes place with help of words is known as verbal communication. Language can be defined as a system of symbols and the grammars by which the symbols are manipulated. Language learning

occurs mostly during childhood. Languages tend to share certain properties, although there are exceptions. As previously mentioned, language can be characterized as symbolic. Charles Ogden and I.A Richards developed The Triangle of Meaning model to explain the symbol, the referent, and the meaning. Language follows phonological rules, syntactic rules, arrangement of words and punctuation in a sentence, semantic rules and pragmatic rules.

There are two types of Verbal Communication

- Oral Communication
- Written Communication

4.3 ORAL COMMUNICATION

Communication which takes place with the help of spoken words is known as oral communication. A child learns to speak before he/she starts writing any language. This is one of the widely used communication method as sender can easily communicate and interact with others. There are various modes through which oral communication happens.



Source: <https://images.app.goo.gl/U8PknJwVsDGP2E6S8>

- a) Face to face**
- b) Through Radio**
- c) Telephone**
- d) Live on social media**

Let's discuss them one by one.

a) Face to Face:

- Formal face to face communication
- Informal face to face communication
- Public speeches
- Group discussion
- Interviews
- **Formal face to face communication:**



Source: <https://images.app.goo.gl/yybwtLfGJwajY8wX9>

This form of communication happens between two or more than two persons. Formal face to face communication can be usually seen in meeting at workplace, interview, conference, seminar, group discussion etc. This type of communication is more effective as presence of the parties, their expressions, tone and appearance can add more meaning to the words and over all communication process. In Formal face to face communication receiver can also get message from sender's expression, gesture, body movements and sometimes sender can also receives feedback from the gesture of receiver or audience. This communication helps to facilitate immediate feedback which is helpful for the sender.

- **Informal face to face communication:**

Informal face to face Communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without any formalities, rules, processes, system, and chain of command. Informal communications takes place in personal or informal relations such as friends, peers, family members, neighbors, intimates etc. and so it is free from the organizational conventional rules and other formalities.

- **Public Speeches:**

Public speech is one of the parts of Oral communication. Public speeches mostly take place for motivation, lecture, public relies etc. The good amount of audience in public speech is always there. However it is one way communication so audio visual aids like posters, ppt can be used for communication for the effectiveness of communication.

- **Group Discussion:**



Source: <https://images.app.goo.gl/2DN63mJCu3M6kVgc6>

Group Discussion is also a part of face to face oral communication. Group Discussion is a type of discussion that involves people sharing ideas or activities. People in the group discussion are connected with one basic idea. Group discussion also helps in solving problems in any organization.

- **Interviews:**

Interview is also one type of face to face communication. It mostly takes place for job purpose. In an interview one person or many ask questions and the receiver responds to the questions. Body language and appearance matters the most in an Interview. It is rightly said 'People see you before they hear you'. In an interview, through good appearance you can impress the interviewers.



Source: <https://images.app.goo.gl/TR7471e5np5EjhoP6>

b) Through Radio:

Radio is one of the instruments for communication. It is used to pass message to mass. For example, in Akashvani Radio, people can ask certain questions and also get reply from the expert. FM radio provides information regarding current news of the city and also gives traffic updates to the listeners.



Source: <https://images.app.goo.gl/XFpT6UpTTffYbL227>

c) Phone/Mobile:

In this type of communication, physical presence of sender and receiver is not there. Sometimes, due to network error, receiver may not receive messages. Chances of misunderstanding is much high in phone communication as no one can see the facial expression, gesture and posture of the sender and the receiver. So it's difficult to take any decision on telephonic communication.

d) Live Social Media:

Sometimes, a speaker uses social media for communication. Through live social media communication, sender can address a large number of audiences at a time. It is very comfortable as speaker can speak by sitting in his office or home and receiver or listener can attend it by sitting at their home. For example, Facebook live is one such popular feature for communication.



Source: <https://images.app.goo.gl/Njz3zARHQzxFYPqZ6>

ADVANTAGES OF ORAL COMMUNICATION

The following are the advantages of Oral Communication:

a) Instant Feedback:

In this type of communication immediate feedback to both the sender and the receiver is beneficial aspect of this communication. The speaker/sender can easily understand whether he/she is creating a positive impression on the receiver or not and whether the receiver has understood his meaning or not. If receiver is feeling confused, the sender can reframe his message accordingly.

b) Require Less Time:

Oral communication is a fast way of communication. In friction of seconds sender can pass the message to the receiver and also saves time which is required in written communication. It is very much helpful in giving instructions in various situations like in classroom at workplace etc.

c) Does not require Money:

Oral communication does not require money spent on stationery in an organization.

d) Personal Touch:

Oral communication helps to build friendly relations between the parties communicating with each other. Oral communication is more powerful and an effective tool of persuasion and control.

e) Flexible:

Oral communication provides flexibility with the help of tone, pitch and voice. The speaker can convey different meanings which are not possible in written communication.

f) Secrecy:

Oral messages can be more easily kept confidential than written messages.

g) Immediate Clarification:

In this type of communication speaker gets chance to correct him by changing his voice, pitch, tone, body language etc. Thus, oral communication facilitates immediate clarification in case of any confusion or misunderstanding arising at any stage in the process of communication and interaction.

DISADVANTAGES OF ORAL COMMUNICATION

Oral Communication has some disadvantages also:

a) Poor Preservation:

It is very difficult for both - sender and receiver to preserve the message for longer period of time. Speaker may not recall what he/she said and receiver may not remember what he/she heard.

b) No Record:

This type of communication does not provide record for future reference. So, it does not have legal validity and cannot be used as a proof as well.

c) Consume more Time:

Sometimes Oral communication consumes more time. Sometimes meetings continue for a long time without any satisfactory conclusion.

d) Misunderstanding:

Sometimes misunderstanding takes place in Oral communication due to poor vocal expression and noise. The speaker may not be able to make him quite clear or the listener may not be attentive.

e) Lack of Responsibility:

Oral messages are not recorded. Therefore, it becomes difficult to hold persons responsible for mistakes, inaccuracy and untruth in oral communication.

f) Distance Factor:

Oral communication is not possible if the sender and the receiver are far from each other with no connectivity of any devices, phone, internet, etc. Sometimes, some defects in devices also create hindrance in oral communication.

4.4 WRITTEN COMMUNICATION

Communication with written language is known as written communication. Written communication involves transmission of message through letters, notices, circulars, memos, reports etc. The reliability proffered by written communication is indeed remarkable and phenomenal.



Source: <https://images.app.goo.gl/tJUPJP7MdK6qY5ZM7>

ADVANTAGES OF WRITTEN COMMUNICATION

Advantages of written communication are as listed below:

a) A Permanent Record:

A written communication helps to maintain a permanent record of the information exchanged, shared and transmitted. It can be preserved for longer period of time and also can be used as a proof when needed.

b) Creative:

Written communication is one of the creative communications as it requires lot of imagination from sender. Sender can use creative language to make it attractive.

c) Building Goodwill:

Written communication contributes largely in building goodwill for a business and making friendly relations with both the parties. These act as an advertisement for building goodwill of the business concerned.

d) Provide Information:

In corporate sector, many parties communicate to one another on several topics. Written information makes such transactions of information very easy and handy available when required.

e) Legal Evidence:

Written documents may be used as legal evidence in case of disputes with employees, clients, etc. Written documents are more reliable and acceptable.

f) Reference and Record:

It is not possible for human being to remember each and every thing. Written communication is helpful to keep record and references and can be used for further communication as and when required with other business parties and clients.

g) Editable:

Sender can reframe written message as many time as he wants to before sending it. He can correct grammatical mistakes and sentence formation before sending it to the receiver. This is one of the important advantages of written communication. In oral communication, it is not possible for the sender to correct the message after transmitting it to the receiver.

h) No Scope for Falsification:

A written communication eliminates the possibility of moulding facts and figures for one's benefit. As the record is available to everyone, no one can derive personal gains out of it.

i) Easy Circulation:

It is easy to communicate written message among organization's staff. Thus, this quality of written communication comes handy in equipping the masses with the necessary information.

j) Flexibility:

The writer can write at his own time. The reader too can read it at his own convenience.

DISADVANTAGES OF WRITTEN COMMUNICATION

a) Time Consuming:

In addition to the time involved in sending written messages, time has to be spent in putting the message in writing. As much time is wasted, it is not suitable when the message is to be sent immediately.

b) No Instant Feedback:

Immediate feedback is not possible in case of written communication. The sender cannot easily get expression of receiver. Due to delayed feedback immediate decision is not possible in written communication.

c) Impersonal:

Written communication does not take personal touch as such sentiments can't be passed in the desired manner and in written script. Sender and receiver cannot build healthy relationship due to lack of face to face communication.

e) Non-flexible:

A written document cannot be altered once circulated. This makes written communication non-flexible as every written word is concrete and final.

f) Expensive:

Written communication is more expensive. Pen, paper and typing costs are involved in addition to courier charges. If the message is not drafted correctly, it becomes ineffective and less useful.

g) Lack of Secrecy:

It is difficult to keep written messages secret. Although the written message may be addressed to a particular person and may be confidential, there is always a possibility that it might leak out into wrong hands and can be misused as well.

MEDIUMS FOR WRITTEN COMMUNICATION

There are many circumstances in which written communication is used. Let us discuss various medium of written communication.

a) Letter:

A letter is a written message that can be typed on computer, handwritten or printed on paper. It is usually sent to the receiver via e-mail or post in an envelope. Any such message that is transferred via post or courier can be letter, as a written communication between two parties.



Source: <https://images.app.goo.gl/SGWUXQTGk3i5Woqb7>

b) Memorandum:

Memorandum or memo is a written form of communication which is used to send information within organization.

c) Notice:

Notice is written or drafted for staff of an organization to provide some instruction. Much care should be taken while writing notice so that staff can easily understand and implement the instruction.

d) Twitter:

It is a platform where anyone can share their opinion in written mode. People can share their ideas, views, opinions on any topic.



Source: twitter.com

e) Reports:

This written form of communication used to share result of research, data analysis which has been compiled. It can cover a wide range of topics, but usually focus on transmitting information with a clear purpose, to a specific audience and specific receiver.

f) E-mail:

It is one of the professional written forms of communication. This form can be used to communicate within organization and outside of the organization as well. Some standard should be followed while writing an email. Grammar and spelling should be checked before sending an email to anyone.



Source: <https://images.app.goo.gl/n3aLUEjXdn1mP3CK7>

4.5 LET US SUM UP

In this unit you have learnt,

- Different forms of verbal communication,
- Oral communication,
- Written communication and
- Mediums of written communication

4.6 KEY WORDS

Complex	consisting of many different and connected parts.
Certain	specific but not explicitly named or stated.
Previously	at a previous or earlier time; before.
Phonological	relating to the system of contrastive relationships among the speech sounds that constitute the fundamental components of a language.
Interact	communicate or be involved directly.
Facilitate	make an action or process easy or easier.
Casual	relaxed and unconcerned.
Spontaneously	as a result of a sudden impulse and without premeditation.
Appearance	the way that someone or something looks.
Comfortable	especially of clothes or furnishings providing physical ease and relaxation.
Oneness	the fact or state of being unified or whole, though comprised of two or more parts.
Transmitted	passed on from one person or place to another.

4.7 CHECK YOUR PROGRESS

Answer the following question.

1. What is verbal communication? Discuss

2. "The spoken words belongs half to him who speaks and half to him who listens"-discuss this with a view to oral communication.

3. "Writing is the best way to talk without being interpreted". Discuss.

4. Discuss any two mediums of written communication

5. Discuss disadvantages of oral communication.

Choose the correct answer from the options given below.

1. Communication which takes place with spoken words is known as _____

- a) Oral communication
- b) Written communication
- c) Non verbal communication

2. Communication which takes place with written words is known as _____

- a) Oral communication
- b) Written communication
- c) Non verbal communication

3. Oral Communication is a part of _____

- a) Verbal Communication
- b) Non Verbal communication
- c) Written Communication

4. E-mail writing is a part of _____

- a) Verbal Communication
- b) Non Verbal communication
- c) Written Communication

5. Letter writing is a part of _____

- a) Verbal Communication
- b) Non Verbal communication
- c) Written Communication

Write short notes on

1. Advantages of Oral Communication

2. Medium of Written Communication

3. Disadvantages of Written Communication

4. Interviews

4.7 BOOKS SUGGESTED

1. Lowndes, Leil. *How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships*. Contemporary Books, 2003.
2. *100 Ways to Improve Your Writing* by Gary Provost
3. *Effective Communication Skills* 1st Edition 2018 by KulBhushan Kumar, RS Salaria, Khanna Publishing House
4. *Technical Communication Principles and Practice* by Meenakshi Raman and Sangeeta Sharma, Oxford Publication.

:: STRUCTURE::**5.0 Objectives****5.1 Introduction****5.2 Non -Verbal Communication****5.3 Parts of Non- Verbal Communication****5.4. Let Us Sum Up****5.5 Key words****5.6 Books Suggested**

5.0 OBJECTIVES

In this unit, you shall learn,

- Non-verbal communication,
- Different aspects of Non-verbal Communication

5.1 INTRODUCTION

Human being is a social animal and can communicate through many ways without use of words. Sometimes words cannot describe the feelings of a person in communication. Communication is one of the important aspects of human life, without which the existence of human life is difficult to imagine. Being human we spend most of the time of our life interacting with others to share our thoughts, ideas, emotions, feelings etc. The word Communication is derived from Latin *communicare*, meaning "to share; is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules". It also includes the sharing of ideas, concepts, imaginations, behaviours and written content from one person to another.

5.2 NON-VERBAL COMMUNICATION

Communication without words is known as Non-verbal Communication. Non-verbal communication includes facial expressions, the tone and pitch

of the voice, gestures and the physical distance between the communicators. These non-verbal signals can give clue and additional information and meaning to verbal communication.



Source: <https://images.app.goo.gl/kCe3SdzAvEAhkddC6>

5.3 FORMS OF NON-VERBAL COMMUNICATION

- A) **Kinesics (Body language)**
- B) **Proxemics**
- C) **Paralinguistics**
- D) **Chronemics**
- E) **Haptics**

A) **Kinesics:**

Study of body's movements is known as Kinesics. Communication without words and with various body movements is known as kinesics. It is well said by Paul Watzlawick, "You cannot not communicate. Once proximity has formed awareness, living creatures begin interpreting any signals received". Human being can communicate by nodding head, waving hands, shrugging shoulders etc. Such physical activities are forms of Non-verbal communication. Understanding non-verbal communication will help you to develop your ability to use them more effectively during presentation.

Normally we use words in speaking, writing, listening and speaking for communication, because it is primary symbols of communication. For example, in oral communication when you extend your hand with smile to 'congratulate' someone at that time your smile and your hand shake has more impact on a person than your words. Non-verbal communication is not used deliberately while communication with others, in presentation, in interview, and in Group Discussion, but it is instinct. People do not realize when they communicate non-verbally. Let's discuss various parts of Kinesics.

- Personal Appearances
- Gesture
- Posture
- Facial Expression
- Eye Contact

- **Personal Appearances**

It is rightly said that ‘People see you before they hear you’. It includes dress, hair, jewelry, makeup, belt buckles, shoes and many more things. You should wear dress according to occasions. Your appearance indicates your interest to occasions. Appearance also communicates while you interact with others so plan your appearance in such a way that it creates your positive impression on the people around you.

Through appearance, especially the specific dress-code we can identify a student, a doctor, a lawyer, a police officer, etc. but if they do not wear their regular dress, it would be difficult to identify them.



Source: <https://images.app.goo.gl/P3oCtQG1WEiwksAv6>

In this image it is clearly visible that, how good appearance can create positive impact at the time of communication, and at the same time, if you wear jeans and t-shirt while going for an interview it will destroy your impression though you are talented than others. Appearance plays vital role in communication.

- **Gesture**

Gesture is a movement made by hands, arms, shoulders and head. If you fail to use gesture while public speaking and communicating with others, you may be perceived as a boring personality. Gestures allow individuals to communicate various feelings and thoughts. The theory that language evolved from manual gestures, termed Gestural Theory, dates back to the work of 18th-century philosopher and priest Abbé de Condillac, and has been revived by contemporary anthropologist Gordon W. Hewes, in 1973, as part of a discussion on the origin of language. Different gesture has different meaning in different culture. Here are two images which contain different gestures and their meanings.



Source: <https://images.app.goo.gl/JRtvSB9yU56PmVFCA>

1		Thumb up	7		"OK"
2		Index extension	8		"Victory"
3		Make fist	9		"Call"
4		Palm open	10		"Drag"
5		Wrist out	11		Wrist out (fist)
6		Wrist in	12		Wrist in (fist)

Source: <https://images.app.goo.gl/wdoCJvnd5KuJGNyi8>

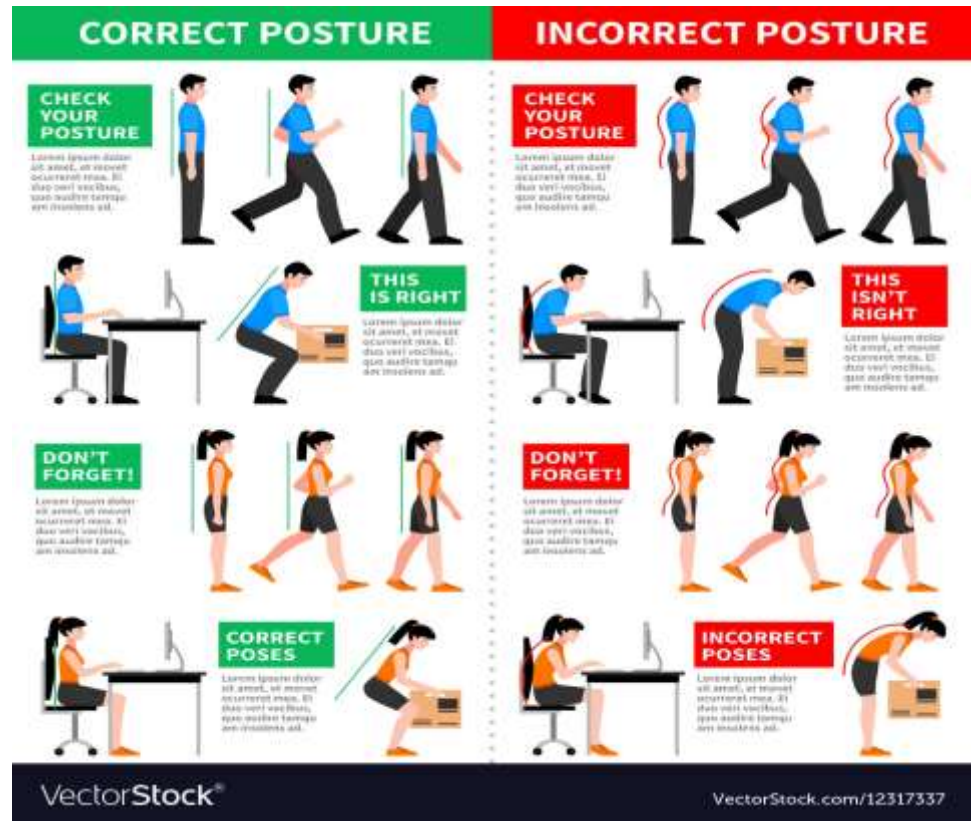
When we observe these images we can get clear idea that how hand gesture communicates without words. We do use in our daily life but sometime we don't notice it. Using hand gestures while speaking not only helps you to speak effectively but also helps others to remember what you say. Not all hand gestures create equal meanings. There are some gestures which have different meanings in different cultures. Here is the image which shows that you should be very careful while using gesture in other countries.



Source: <https://images.app.goo.gl/SauVFHF1Fri1BtiE6>

- **Posture:**

Postures generally refer the way we hold our body while standing and sitting. A person can make positive or negative impression through his body posture. People should understand the role of body postures in non-verbal communication. Therefore, we should make sure that our body does not send out wrong message in interviews, meetings and personal or professional gatherings. When you are with your friends, you are totally spontaneous and do not notice your postures and physical movement, but the moment you enter in formal situation, you become conscious about your posture. Your sitting style, walking style, standing style communicate much in absence of words.



Source: <https://images.app.goo.gl/TtdpxceZo6J3KReK8>

- Slumped postures- low spirits
 - Erect Postures- High spirit energy
 - Lean forward- Open, honest and interested
 - Lean backward- Defensive and not interested
 - Crossed arms- not ready to listen
 - Uncrossed arms- willing to listen
- These above mentioned postures speak much about your personality.

- **Facial Expression:**

Your face is the mirror of your personality. Your face can reveal your emotions and expressions of anger, happiness, sadness, etc. along with gestures and postures, facial expressions also play vital role in non-verbal

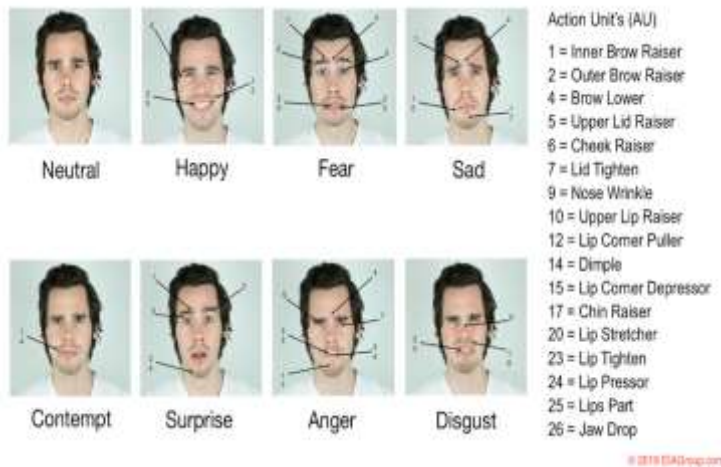
communication. In some cases, your facial expressions may reveal your true feelings about a particular situation. While you say that you are feeling fine, good, without using words your face can communicate this with smile. Humans can adopt a facial expression voluntarily or involuntarily, and the neural mechanisms responsible for controlling the expression differ in each case.

a) Head:

Head plays a very important role in face to face communication. By nodding your head, you can respond speaker non-verbally.

b) Face:

Through face, you can express many emotions at a time for example, happiness, disgust, anger, sadness, surprise, joy, contempt, love, fear, anxiety, etc. you can change your facial expression as per your mood and current situations.



Source: <https://images.app.goo.gl/Tr58sXELBzQONnVo9>

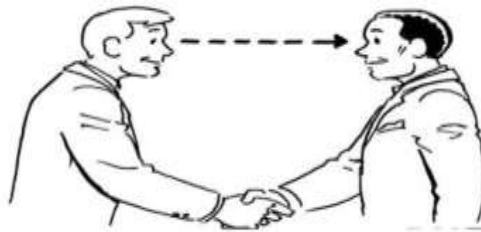


Source: <https://images.app.goo.gl/F7w4X5AhBYASm1U6A>

Here through the above images we can see how human being can express emotions through various expressions.

c) Eye Contact:

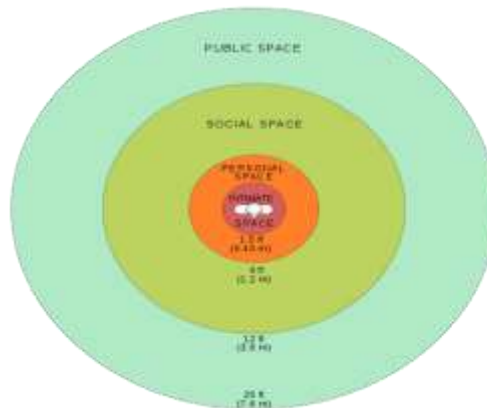
Eyes are considered door of your soul. Though you can hide your feelings through facial expression but you cannot hide your emotions through your eyes. Your eyes can communicate your feelings easily. Eye contact is powerful way of non –verbal communication. In professional field you should make pleasant eye contact. When you speak, do not look at window, door and roof which convey the message to the audience and receiver that you are not prepared for the speech. Teachers, who make eye contact, open the flow of communication and convey interest, concern, warmth to the student.



Source:<https://images.app.goo.gl/5oRhtTQd1CLQfBhU6>

• **PROXEMICS (SPACE) :**

The term Proxemics was coined by the anthropologist Edward Hall. Hall was interested in understanding how humans use space in communication. It is a study of physical space in interpersonal communication. The way people use space tells a lot about their relationship with each other. As a speaker you should use space which is provided to you. At the time of speaking, moving closure to the audience helps you to invite discussion, questions and agreement. In his book, *The Silent Language*, Edward Hall outlined the following ideas related to proxemic theory: There are four types of distances people keep: intimate (0 to 18 inches), personal (18 inches to 4 feet), social (4 to 10 feet), and public (over 10 feet). Let’s discuss it one by one.



Source: <https://images.app.goo.gl/KEpNym7S2X2Tvd588>

(i) Intimate Space:

- Very close contacts and relationships
- You can use this space while communicating with your parents, siblings and close friends
- In this intimate space sometime we only whisper and speak with low sound.
- The best relationship that describes this intimate space is mother-child relationship.

(ii) Personal Space:

- This zone starts with 18 inches to 4 feet.
- In this space, communication takes place with friends, relatives, peer groups, and colleagues.
- It is also known as casual communication as you feel relaxed in being personal space.

(iii) Social Space:

- This zone extends from 4 feet to 12 feet.
- Mostly used for official relationship
- Communication in this zone mostly takes place with planning
- You tend to become more formal in this zone

(iv) Public Space:

- This zone extends beyond 12 feet.
- Mostly formal communication
- People are not attached to each other in this zone

• Paralinguistics:

Paralinguistics are the features of spoken communication that do not engage words. These may add emphasis or shades of meaning to what people say. In the classroom, features of Paralinguistics are extremely important as they can change impact of message completely. Tone and pitch of voice can add different shades to the speech. Let's discuss the features of Paralinguistics.

- a) Quality
- b) Volume
- c) Pace/Rate
- d) Pitch
- e) Articulation
- f) Pronunciation
- g) Pauses

a) Quality:

Your voice quality distinguishes you from others. Every individual has unique voice quality. Quality of your voice cannot be changed, but it can be improved by continuous practice and training. Only few are blessed to be born with good voice quality. For example, when we hear a particular

melodious singer we like to hear his/her voice again and again and we do not like to hear the voice of some of the singers at all.

b) Volume:

It is related to loudness and softness of the voice. You can increase your speech volume as per the size of your audience. If the place you are speaking is large and open, you have to raise your volume, but if the space is small, you should decrease your volume. By reading article, stories, you can develop vocal quality. Sometimes, you can also use tongue twister for practice. For example, *she sells sea shells on the seashore*

c) Pace/Rate:

It is number of words which you speak per minute. It varies from person to person. It is observed that person can speak from 80 to 200 words per minute normally. If a person speaks too slowly, he/she is likely to be considered dull speaker. On the other hand, the fast speaker may cause discomfort to listeners as they do not get time to grasp the words and thoughts of the speaker. In such circumstances, listeners may stop listening and just divert their mind by looking at the window or using their cell phones. It is always advisable that speaker should check pace before delivering any speech and try to make it moderate so that listeners can grasp the speech.

d) Pitch:

It refers number of vibrations per second of your voice. The rise and fall of your voice may convey different meaning. For example, when you say, Thank You, Congratulations in different situations, it conveys different meaning. In Formal situation, when you say thank you, it indicates your sincerity, and in informal situation, it indicates respect. When you are excited, happy and angry, your pitch becomes automatically high. To hold the attention of listeners, you can use variety of pitches.

e) Articulation:

Being a speaker, you should utter sounds properly. Poor articulation, indistinct sounds, and skipping words would lower the credibility of the speaker. For example 'I do not know' and 'I dunno' 'I want to go' and 'I wanna go'. Difference in articulation may give different message to the audience.

f) Pronunciation:

Pronunciations means to speak sounds in a way that is generally accepted. When you speak in English, normally British Received Pronunciation is followed, and in regional languages accent of that particular region is accepted. You should be careful to pronounce individual sound properly according to word stress norms.

I do not like to play in Playground.

I do I do not **like** to play in Playground.

I not like to play in **Playground**.

In above sentences, when you stress on particular word, it conveys different meaning. Similarly you can change the meaning by stressing different parts of spoken words.

g) Pause

A pause is a short silence between words. It helps you to move smoothly from one thought to another one. It is a natural process which flourishes your speech. If you become too conscious, this process seems artificial. It automatically comes in between major points of your speech. If you keep on using such pauses with words like, 'well' 'I mean' 'got it' 'ok', it will destroy your impression of a good speaker. Use pause thoughtfully in your speech. You can also use pause at the end of one particular point, so that your audience can grasp the information.

- **Chronemics**

It is the study of how human beings communicate through their time. In order to use time as an effective communication tool, you should understand how to use it properly. In professional world, time is valuable thing. If you reach late for meeting and appointment, people react negatively. If you reach earlier, you are considered over eager so always be on time. People have their own time language. Waking up at 8:00 am may be late for one who wakes up at 6:30 am every day, and it may be on time who wakes up at 8:00 every day. If someone calls you at 2 a.m it indicates family emergency, at 11 a.m it indicates profession work call. In contemporary society, punctuality is considered one of the best virtues.

- **Haptics**

It is usually known as sense of touch. It is one of the symbol systems that is influenced by culture. Haptics is most sophisticated and loving way to communicate with your loved ones. Managers/Boss/Head should know the effectiveness of using touch while communicating to subordinates, but also need to be very cautious and understand how a touch can be misunderstood. A hand on the shoulder for one person may mean a gesture of support, while in a different culture a person may find it offensive. For Example, In the United States a touch on the forearm is accepted as socially correct and polite. However, in the Midwest, this is not always an acceptable behaviour.

5.4 LET US SUM UP

In this unit, you have learnt

- Non-verbal Communication and how it helps to make communication better
- Various parts of Non-Verbal Communication.

5.5 KEY WORDS

Appearance	the way that someone or something looks.
Gesture	a movement of part of the body, especially a hand or the head, to express an idea or meaning.
Posture	the position in which someone holds their body when standing or sitting.
Sibling	each of two or more children or offspring having one or both parents in common; a brother or sister.
Rise	move from a lower position to a higher one; come or go up. Interaction: communication or direct involvement with someone or something.
Produce	make or manufacture from components or raw materials.

5.6 CHECK YOUR PROCESS

Answer the following questions.

1. "People may hear your words but they feel your attitude"- discuss this with a view to non-verbal communication.

2. 'People see you before they hear you' discuss this with a view to personal appearances in non- verbal communication

3. Discuss importance of Pronunciation in Communication.

4. Discuss importance of Eye Contact in Communication.

5. What is Chronemics? Discuss.

Choose the correct option from given below.

1. The study of body language is known as _____
 - a) Kinesics
 - b) Proxemics
 - c) Paralinguistics
2. The study of space language is known as _____
 - a) Kinesics
 - b) Proxemics
 - c) Paralinguistics
3. Articulation is a part of _____
 - a) Kinesics
 - b) Proxemics
 - c) Paralinguistics
4. Gesture is a part of _____
 - a) Kinesics
 - b) Proxemics
 - c) Paralinguistics
5. _____ is the study of how human beings communicate through their time
 - a) Chronemics
 - b) Proxemics
 - c) Paralinguistics

Write Short Notes on:

1. Gesture and Posture

2. Proxemics

3. Haptics

5.6 BOOKS SUGGESTED

1. Todorov A, Baron SG, Oosterhof NN. Evaluating face trustworthiness: a model based approach. *Soc Cogn Affect Neurosci.* 2008
2. Matsumoto, D. (2001). Culture and Emotion. In D. Matsumoto (Ed.), *The handbook of culture and psychology* (pp. 171-194). New York: Oxford University Press.
3. Matsumoto, D., & Hwang, H. S. (in press). Training the ability to read microexpressions of emotion improves emotional competence on the job. *Motivation & Emotion.*
4. Matsumoto, D., Keltner, D., Shiota, M. N., Frank, M. G., & O'Sullivan, M. (2008). What's in a face? Facial expressions as signals of discrete emotions. In M. Lewis, J. M. Haviland & L. Feldman Barrett (Eds.), *Handbook of emotions* (pp. 211-234). New York: Guilford Press.

UNIT 6

BARRIERS TO COMMUNICATION

:: STRUCTURE ::

6.0 Objectives

6.1 Introduction

6.2 Various barriers to communication

6.2.1 Noise

6.2.2 Physical barrier

6.2.3 Cultural barrier

6.2.4 Linguistic barrier

6.2.5 Psychological barrier

6.2.6 Organizational barrier

6.3 Let Us Sum Up

6.4 Key Words

6.5 Check Your Progress

6.6 Books Suggested

6.0 OBJECTIVES

In this unit, you shall learn,

- Different barriers to communication and
- How to overcome barriers to communication

6.1 INTRODUCTION

We interact with many people every day. We communicate through words, expressions and body language. Sometimes we rely on communication channel like phone, Internet, social media, etc. We rely on our communication skills to furnish our friendships, plan vacations, repair marriages, order dinner, purchase a car, express our opinions, ask for help, negotiate deals, accept job offers, etc. There can be several factors which can break down communication process and chain of communication. The factors are known as barriers to communication. We

all know these barriers but sometimes are unable to identify them as barrier to communication. Let us discuss the barriers to communication.

6.2 VARIOUS BARRIERS TO COMMUNICATION

6.2.1 Noise

Noise is one of the most common barriers in communication process and communication channel. It is also known as hindrance to communication. It reduces clarity of a message. There are many forms of noise barriers which can takes place during the communication process. Some of them are:



Source:<https://images.app.goo.gl/K1D4uFYXbNM4anA67>



Source:<https://images.app.goo.gl/Zuqt3VoochePdTqX8>

Interruption of Technology: Sometimes lack of internet connectivity creates hindrance in communication. Due to this, message cannot reach to the receiver on time. Even sometimes lack of network does not allow your voice to be reached on time to receiver. So many times we hear from the receiver the words “your voice is not clear” “I could not here you” “no proper network” etc. Sometimes even updates on social media do not allow you to communicate until you update the application with new features.

Noise by People: Sometimes in social gatherings, due to much noise we are not able to communicate properly from a certain distance. As it's a gathering, we cannot say anyone to lower down their voice. In such a situation, only thing we can do is to go far from the gathering to attend a call.

External Noise: sometimes distracting activities going on nearby such as traffic noise, construction noise, high volume music system, conversation taking place in nearby room, etc. become barriers to communication.

To overcome the noise barrier, you should first find out the source of noise. This may not be easy as the noise may be coming from a conversation, or from traffic passing by the window, technical errors, etc. In the physical environment, try to eradicate possible distractions. Make sure any technology that is being used works properly for professional work. For example, ensure microphones work properly at the time of giving presentation, and that windows and doors are closed properly so that extra light cannot disturb your presentation.

6.2.2 Physical Barrier

This barrier usually relates to environmental factors which affects the communication process. This barrier is natural. It affects both sender and receiver. Environmental or physical barriers almost always occur at the beginning of the communication process.



Source:<https://images.app.goo.gl/DsA95UqqYi9wXcBf7>

Poor Ventilation: Color, size, and light can impact on behaviour of sender and receiver in communication. For example, much lighting can lead to hurting of your eyes. This can make people

feel irritated and will be less open to communication. Room without ventilation also increases the temperature and sometimes causes breathing problems.

Before using Room, Hall for seminar, conference and professional communication, make sure Room has proper light and ventilation, no surrounding noise nearer to room and proper seating arrangements and also check that light should not dim your presentation.

Seating Arrangements: Seating arrangements should be made as per the audience and time of the professional meet. If you have long hours of presentation to be listened, than make sure you sit on comfortable chair. Compact seating is more effective for groups and chairs should be comfortable to the speaker and receiver.

Space and Distance: Distance between sender and receiver can cause hindrance in communication. It is not audible if sender speaks from far space. In present time, email, telephone, and videoconferencing can help to lessen the effects of time and space barriers, particularly for people who are communicating on global level.

6.2.3 Cultural Barrier

In the era of globalization, a person can work for an organization in any part of the world, sitting in any corner of the world. Being a communicator, you come in contact with many people who belong to different culture, region, state and country. Different cultures have a different meaning for several things. When culturally different people communicate with each other, there is possibility of misunderstanding and conflict. Each culture has an independent language and symbol of communication. Style of dressing, religions, food, drinks, and the general behaviour will be different drastically from one culture to another. In many multinational companies, special courses are offered at the orientation stages so that people know about other cultures.



Source: <https://images.app.goo.gl/ScgRTHoMoMh32ME8>

This image shows that how greeting is different in every culture. In USA its Hello, French- Bonjour, Spanish- Hole, China- Ni Hao and in Japan it is Konnichiwa.

6.2.4 Linguistic Barrier

Language is needed for communication. Communication becomes tough if people don't understand language of others. This is known as a linguistics/language barrier to communication. It is one of the main barriers that limit effective communication. Each region has its own dialect and language. Sometimes, difference in dialect creates misunderstanding between sender and receiver and can become a hindrance in communication. The dialects of every two regions change within a few kilometres. Even at the workplace, different employees have different linguistic skills and speak different dialects.



Source: <https://images.app.goo.gl/BXmQxCra5fBzfxUb9>

Travelling linguistic barrier: Being a human, we love to travel and explore different places. When we travel from one place to another place,

region or country, we encounter new people. It is obvious that, their language is different from our native language. In this situation, we find difficulty in communication. For example, when we travel in south India, we find difficulties in communicating with the local people if we do not know their language. If we go to France, Germany we need to hire mediator who can translate both languages.

Linguistic barrier at workplace: This barrier can occur due to difference in spoken languages or usages of different technical terms or jargons at work place. For example, at work place, people from the same company but different departments or divisions may experience a language barrier in communication due to the technicalities of the languages they use. People of different careers may also face a language barrier in communication. For example when a doctor talks to an engineer, the terms and language may differ.

To overcome language barrier at workplace, use one primary language at workplace and translate all the relevant documents in one common language which is understood by all. It is one way to reduce the language barrier at workplace. In meetings, seminars and conferences do not use jargons.

An organization can hire an interpreter to translate and pass the required information to the employees. Include visual methods to avoid language barrier in communication. Illustrations and demonstrations, graphical presentation, poster presentation can go a long way to convey information and message.

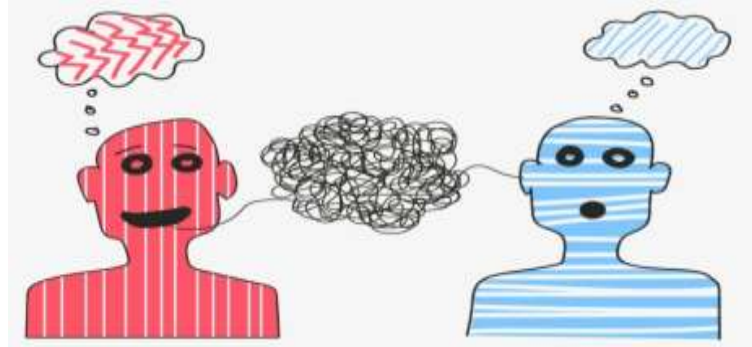
Emphasize on repetition. Repetition of one thing again and again allows people to grasp the things to those who failed to understand it at the first time. Repetition gives the employees ample time to hear, internalize and understand the topic and message.

6.2.5 Psychological barrier.

The psychological barrier in communication takes place due to the influence of psychological state of sender and receiver. This barrier takes place due to emotional and mental limitations of human beings. The result of this barrier can be absent-mindedness, the fear of expressing one's ideas to others, excitement and emotional instability, anxiety, confused state of mind, etc. For example, when you are upset and sad, you can't concentrate on listening.



Source: <https://images.app.goo.gl/kZBtorrXF2mwfnrT8>



Source: <https://images.app.goo.gl/CfZjTqLmdYw4MMBPA>

Poor Attention: When a person is pre-occupied by some other thoughts and cannot concentrate what the other person is speaking, there arises the psychological barrier in communication. This may take place due to emotional disturbance; fight or quarrel with someone and other personal problems. Due to poor attention, he/she cannot comprehend the message of speaker and after sometime they have to ask for the repetition of the message. Due to poor attention, you cannot give your best output in the meeting and sometimes it affects your image.

False Assumption: Communication may fail due to poor and false assumption. For example, sender fails to communicate instructions well because he/she assumes that the receiver has understood the message, but the fact could be that the receiver partially understood what was communicated or didn't understand at all. These both situations can cause communication breakdown. To prevent this barrier, one should always double check the instruction and message given by both sender and receiver.

Poor Retention: Retention is the capacity of the memory of the brain to store the information. The Brain does not store all the information which is provided to it, but can store only that information which seems useful in future. So, half the information is lost in the retention process. For example, your friend has told you for meeting after a month and also conveyed the date and place of

meeting, but it may happen that, you forget the place and only remember the date of the meeting.

Anger: Anger in communication can harm anyone. If the sender is angry when he/she sends a message, it will affect the way in which the receiver interprets and perceives the message.

Early Evaluation: Some people have tendency to jump into conclusion so early without considering all the aspects of a message and information. These kinds of people are always in hurry by nature. For example, a person who is in a hurry and is talking on the phone does not listen to half the message of the sender and makes the decision on half thing.

Personal Baggage: If a person carries personal baggage at the time of professional communication and meeting, he/she may not concentrate in the meeting. The consequences of this barrier are that sometime the speaker and receiver cannot control their personal thought process and also keep on thinking at the workplace. This does not allow them to concentrate on work and cause communication barrier.

Closed Mind: Man is a social animal and sometimes works according to the mood and gathers information which is helpful to him only. This mostly happens in conferences and seminars where audience do not concentrate on all the speaker and their speeches, but only concentrate on them which will bring benefit to them in future. For example, when a person is close minded, the person will have fixed opinions on many things, and will interpret any information in a negative way.

Distrust: Trust is the most important aspect in communication. To have effective communication, both sender and receiver should trust each other. Lack of trust may lead to misunderstanding in communication. If the receiver has no trust, then he will not listen to whatever is being told by the sender, and this will result in a meaningless communication and interaction.

6.2.6 Organizational Barrier

This barrier refers to the hindrances in the flow of information among the employees that might result in communication breakdown and communication failure in an organization. Organization is designed on the basis of formal hierarchical structure. To do goal oriented task free flow of communication is required. Let us discuss organizational barriers.

- **Hierarchy:** Numerous hierarchical levels may result into the loss of information. Due to this, communication may get delayed and

does not reach to the receiver or sender on time. This particularly happens in upward communication, i.e., communication from subordinates to superiors, and junior to senior.

- **Rules and policies:** In most of the organization, rules and regulations are designed for communication. Rules and policies define the relationship between the employees and the way they shall communicate with higher authorities. For example, in an organization, if policy is that all the communication should be done in written mode of communication, then even for a small message and single message the medium used should be written. If policy is that all the communication should be done through e-mail only, then all the communication should be done via email only. Due to this, the message may not reach on time as a result feedback gets delayed in communication.
- **Facilities in organization:** Telephones, printing machine, paper, computer, etc. are basic requirements in any organization. Due to the absence of these equipments in an organization, communication gets delayed. For example, if printing machine is not available where one is working in an organization, it will time taking process to take print out for any employee, and thus he/she cannot send reports, printed documents and message on time to higher authority. If these facilities are sufficiently offered to the employees, communication will take place on time and according to the need.

6.3 LET US SUM UP

In this unit, you have learnt,
Barriers to communication and how to deal with them.

6.4 KEY WORDS

Barrier	a fence or other obstacle that prevents movement or access
Eradicate	destroy completely; put an end to.
Ventilation	the provision of fresh air to a room, building, etc.
Communicator	a person who is able to convey or exchange information, news, or ideas, especially one who is eloquent or skilled
Dialect	a particular form of a language which is peculiar to a specific region or social group.
Jargons	special words or expressions used by a profession or group that are difficult for others to understand.
Interpreter	a person who interprets, especially one who translates speech orally or into sign language.
Comprehend	grasp mentally; understand.

6.5 CHECK YOUR PROGRESS

Answer the following questions:

1) What is Noise? Discuss.

2) How poor ventilation causes barrier in communication. Discuss.

3) What is Organizational Barrier? Discuss.

4) “Before you assume, try a method of asking”- discuss this with a view to psychological barrier

5) Discuss any two elements of Physical barrier in detail.

Choose the correct option from given below.

1) Traffic noise is a part of

- a) Noise barrier
- b) Communication
- c) Linguistic barrier

2) Poor ventilation is a part of

- a) Physical barrier
- b) Linguistic barrier
- c) Psychological barrier

3) Konnichiwa is way of greeting in

- a) Japan
- b) India
- c) China

4) Difference in spoken language falls in

- a) Physical barrier
- b) Linguistic barrier
- c) Psychological barrier

5) Poor attention is a part of

- a) Physical barrier
- b) Linguistic barrier
- c) Psychological barrier

Write Short Notes on:

1. Linguistics Barrier in Communication

2. Physical Barrier

3. Cultural Barrier in Communication

6.6 BOOKS SUGGESTED

1. *Can't Get Through Eight Barriers to Communication* by Hogan, Kevin, Pelican Publishing
2. *Technical Communication Principles and Practice* by Meenakshi Raman and Sangeeta Sharma, Oxford Publication.
3. *Effective Communication Skills* 1st Edition 2018 by KulBhushan Kumar, RS Salaria, Khanna Publishing House
4. *Technical Communication Principles and Practice* by Meenakshi Raman and Sangeeta Sharma, Oxford Publication.

UNIT: 7

FORMAL AND INFORMAL COMMUNICATIONS

:: STRUCTURE::

7.0 Objectives

7.1 Introduction

7.2 Formal Communication

7.3 Formal Written Communication

7.4 Formal Oral Communication

7.5 Informal Communication

7.6 Informal Written Communication

7.7 Informal Oral Communication

7.8 Let Us Sum Up

7.9 Key Words

7.10 Check Your Progress

7.11 Books Suggested

7.0 OBJECTIVES

In this unit, you shall be learning about

- Meaning of Communication,
- Formal and Informal communication.

7.1 INTRODUCTION

Communication is a part of our day today life and routine. It takes place at every single moment, from the moment we wake up till the moment we go to sleep. It is an inseparable part of our daily activities. Your daily activity, news watching, news reading, saying sayonara to your beloved, working in an organization, etc. all these activities require communication. The term Communication is derived from Latin word *communicare*, meaning "to share is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules. It also includes sharing of ideas, concepts, imaginations, behaviours and written content from one person to another. Cambridge Dictionary defines communication as the process

of sharing information, especially it increases understanding between people or groups. “Communication is defined as the process of understanding and sharing meaning” (Pearson & Nelson, 2000). If we try to interpret and understand the definition, we will get clear idea about communication and the importance of communication. Let us discuss formal communication and informal communication.

7.2 FORMAL COMMUNICATION

Formal communication refers to the flow of formal and official communication through proper channels and routes. Formal communication follows a hierarchical structure and chain of commands. Employees are bound to follow formal communication channels while performing their duties. For example, when a manager instructs a subordinate on some matter or when an employee brings a problem to supervisor’s attention, this act is known as formal communication. This kind of communication flows in various direction i.e. Downward communication, Upward Communication, lateral and diagonal communication. Let us discuss them one by one.

1) Downward Communication:

“When the flow of communication moves in downward direction from the higher level to the lower level hierarchy, is known as downward of communication.” It flows from higher authority to subordinate employee. For example when a HoD, informs, instructs, or advises their subordinates, the communication flows in downward pattern. This is generally used for routine information, task work, follow up of previous task, etc. This kind of communication increases awareness about the organization among subordinates and employees and enables HoD, to evaluate the performance of their subordinates. This form of communication may take place in the form of letters, circulars, notices, memos etc.

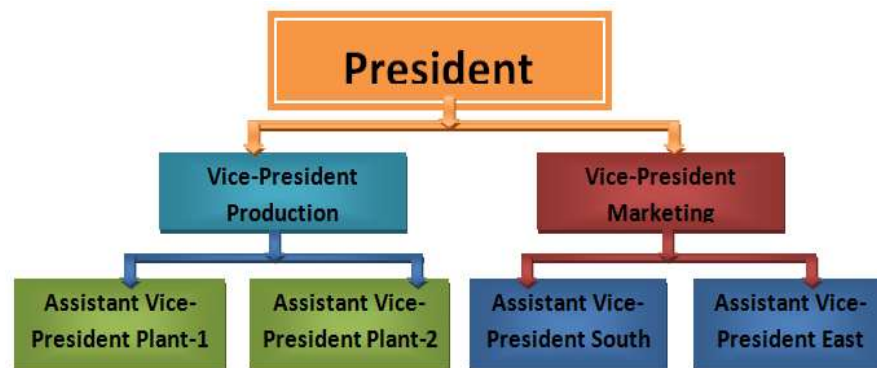
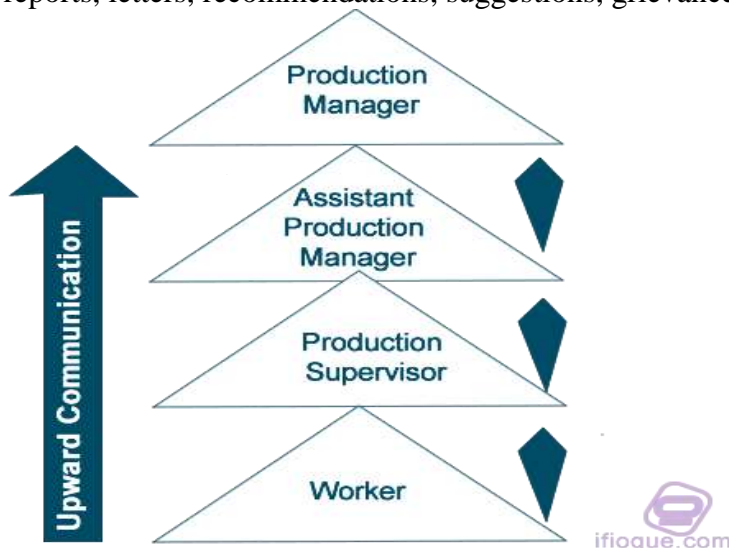


Fig: Flow of Downward Communication

Source: <https://images.app.goo.gl/whpMsjuP5kPTnzqX9>

2) Upward Communication:

When the flow of communication moves from lower level hierarchy to the higher level hierarchy in the organization, it is known as upward communication. When subordinates send reports to their superiors or to present their findings and recommendations at that time the communication flows upward. The flow of upward communication depends on organizational culture. In an open culture, it is possible to create environment of trust and respect. This is mainly because employees provide the input for managerial decision. An organization has a well defined structure like, workers, supervisors, officers, managers, unit head etc. When subordinates send reports to inform their seniors, the communication flows upward. This communication may take place in the form of reports, letters, recommendations, suggestions, grievances, etc.



Source: <https://images.app.goo.gl/G25BRDBrDbiZsKJa9>

3) Lateral or Horizontal Communication:

This type of communication takes place among peer group or hierarchically equivalent employees. When the flow of communication moves in a lateral direction from people belongs to same hierarchical positions, this communication is known as horizontal network of communication. This communication is necessary to save time and to coordinate properly. This network enables people of same designation to communicate with each other. It enables the sharing of information with a view to explain the peer group activities. For example, marketing manager sends some survey results in the form of report to the quality manager for further action is known as lateral communication.

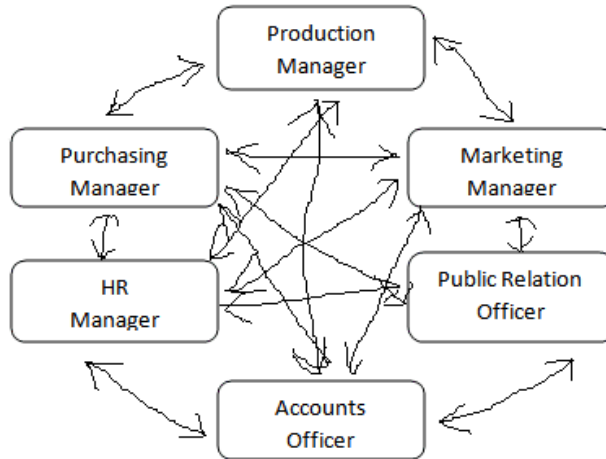
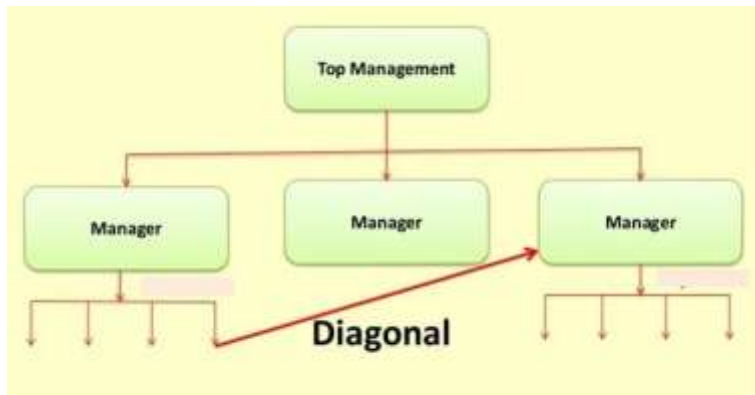


Figure: The flow of Horizontal communication
 Source: <https://images.app.goo.gl/fM4YLtTr4bsTw6Eo9>

4) Diagonal or Crosswise Communication:

This kind of communication flows in all directions. For example, when a sales manager communicates directly with general manager of production department is known as diagonal communication. Usages of email communication, encourages crosswise communication. Any employee can communicate higher authorities via email. Since there is no specific line of command, diagonal communication is also referred to as crosswise communication.

Formal communication plays vital role in any organization. All managerial and administrative activities involve communication. When you write reports, email, give instructions, etc. you are involved in the process of communication. Let us discuss various modes of formal communication.



Source: <https://images.app.goo.gl/vVFxCc8yyfJmRvpSA>

7.3 FORMAL WRITEN COMMUNICATION

A) Letter:

A letter is a written message that can be typed in computer, handwritten or printed on paper. It is usually sent to the receiver via e-mail or posted in an envelope. It can be written for any purpose, to give order for any products, to complain, to inquire something, for complaint, etc. as it is written mode of communication, it can be preserved as a record also for the future. In case of discrepancy or dispute, it can be provided as a legal proof in future.

- **Formal Letter:** These letters follow a certain pattern of writing. It is professional in nature and can and directly be addressed the issues concerned. Any type of business letter falls within this category.
- **Business Letter:** This letter writing is used for business correspondence, and generally contains information such as quotations, orders, complaints, claims, letters for collections etc. Such letters are always strictly formal and follow a structure and pattern of formalities. Business letter communication takes place between two parties who want to do business with each other.
- **Official Letter:** This type of letter is written to inform other offices of same company, other branches and subordinates. Official information like rules, regulations, procedures, events, or any other such information is shared in this written mode of communication. Official letters are also formal in nature and follow certain structure and decorum. An organization has its own format for official letter. It may vary from organization to organization.
- **Employment Letters:** Any letter with respect to the employment process, like joining letter, promotion letter, application letter, relieving letter, experience letter, leave application, etc. fall into this category.

b) Memorandum:

Memorandum or memo is a written form of communication which is used to send any information within organization.

The purpose of memo writing is to inform, but it also includes an element of persuasion or a call for action. It is written in certain format as it is only send within the organization, organization can follow their own format of memo writing. There are certain things to keep in mind while writing a memo.

- **Clear and Concise:**

Do not use any acronym or abbreviation that is known to management only. It may not be known by all the employees of the organization. Write it clearly and concisely so that employees can understand and can work accordingly.

- **Formal Tone:**

The tone of writing memo should be formal. Whether it is instruction or feedback, it should always carry formal tone.

- **Emphasis on Subject:**

Emphasis on subject is one of the most important aspects in memo writing. The subject is normally written in the subject line and should be clear and concise.

c) Notice:

Notice is written or drafted for staff of the organization to provide some instruction. Much care should be taken while writing notice so that staff can easily understand and implement the instruction. It can be written for any purpose i.e. to give instruction of vacation, to give instruction of cultural events, weekend seminar, conference, meeting, etc. This mode of communication can be used in any educational institution and in any organization. The purpose of this type of communication makes employee aware about what is happening in an organization.

d) Reports:

This written form of communication is used to share result of research, data analysis which has been compiled. It can cover a wide range of topics, but usually focuses on transmitting information with a clear purpose, to a specific audience and specific receiver.

The report is often recognized by its primary purpose or function. There are many types of reports such as an accident report, a laboratory report, a sales report, etc. It is frequently analytical, and involves the rational analysis of information. For example, laboratory report contains the procedures and results of laboratory activities, research report contains study problems scientifically by developing hypotheses, collecting data, analyzing data, and indicating findings or conclusions and progress report contains monitor of production, sales, shipping, service, or related business process.

f) E-mail:

It is one of the professional written forms of communication. This form can be used to communicate within organization and outside of the organization as well. Some standard should be followed while writing an email. Grammar and spelling should be checked before sending an email to anyone.

7.4 FORMAL ORAL COMMUNICATION

Interviews:

Interview is also one type of formal face to face communication. It mostly takes place for job purpose. In interview, an interviewer asks questions and interviewee responds to the questions with answers. Body

language and appearance matters the most in an interview. As it is said, 'People see you before they hear you'. In an interview, through good appearance you can impress the interviewers. There is rarely any scope for informal talk in an interview. It is highly formal type of communication.



Source: <https://images.app.goo.gl/e8YyJHfKu9fA1sS96>

Seminar:

A seminar is a form of instruction. It can be conducted by an academic institution or offered by a commercial or professional organization. It is conducted to share informational and ideas from one to many. It is an example of highly formal communication as speaker is allowed to speak only in formal tone.



Source: <https://images.app.goo.gl/y9RZ9xNjeLnhtB2m9>

Apart from above mentioned example, group discussion, conference, meeting, etc. are some other examples of formal oral communication.

7.5 INFORMAL COMMUNICATION

Informal face to face communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without any formalities, rules, processes, system, and chain of command. The informal communications are based on the personal or informal relations such as friends, peers, family members, neighbors, intimates etc. and so it is free from the

organizational conventional rules and other formalities. For example, two friends meeting at the canteen and discussing about their movie plan is an example of informal communication.

7.6 INFORMAL WRITTEN COMMUNICATION

Letter Writing:

An informal letter is a letter that is written in a casual manner. It can be written to cousins, relatives, friends or family members. An informal letter can be written even to your formal contacts if you share a friendly relationship with them. Format of informal letter is bit different than formal letter. In terms of language, you can use informal language. You can call the person by name only in the informal letter. Let us try to understand the structure of informal letter.

- **Address:**

We usually write the address on the top, on left-hand side of the page. The address should be accurate and complete.

- **Date:**

Next just below the address we write the date. This allows the reader to have a reference as to when the informal letter was written. The date should be written in the format i.e. 12th December 2015 or December 12th 2015.

- **Salutation/Greetings:**

As you know the person you are writing to, the greeting can be informal. If it is a friend or someone close to you can write 'Dear Meena' or only 'Meena' If you are writing to your relative like your aunt, uncle etc, you may greet them as for example, 'Dear Uncle'.

- **Body of the Letter:**

Informal letter, as it is written to friends and relatives should maintain a friendly tone. If you are writing to a friend, you can be very casual but if you are writing to your uncle and aunt you must be extremely respectful and considerate.

- **Conclusion:**

In a paragraph you can sum up the reason for writing the letter. You can say a meaningful and affectionate goodbye to the reader. You can invite the reader to write back to you or reply to your letter.

- **Complimentary close/Signature:**

There is no need to sign off informal letters. Some commonly used phrases are, 'Best wishes', 'Regards', 'With Love' 'Kindly', etc.

Social Media Communication:

Many times we communicate with our friends through various social media platforms like, Whatsapp, Facebook, Instagram, etc. we use very informal language, and sometimes we talk in code languages like 'IDK- means I don't know', 'TC- Take care' 'Lol- Laugh out loud', etc. We use this kind of language to save time and to give quick reply. However while communicating with elder and senior we need to use proper language.

7.7 INFORMAL ORAL COMMUNICATION

Informal oral communication can take place at any time, while walking on road, talking with friends, gossiping with neighbours, etc. For example, while talking to our neighbours, we can talk on any random topic regarding decoration of Navratri to winter evening party. Informal oral communication does not require any channel of communication to be followed. It does not require message to be formatted properly and accurately.

7.8 LET US SUM UP

In this unit, you have learnt about,

- Formal Communication,
- Formal Written and Oral Communication
- Informal Communication and
- Informal Written and Oral Communication.

7.9 KEY WORDS

Certain	specific but not explicitly named or stated.
Previously	at a previous or earlier time; before.
Interact	communicate or be involved directly.
Facilitate	make an action or process easy or easier.
Casual	relaxed and unconcerned.
Spontaneously	as a result of a sudden impulse and without premeditation.
Appearance	the way that someone or something looks.
Produce	make or manufacture from components or raw materials.
Gestures	Gestures are a form of nonverbal communication in which visible bodily actions are used to communicate important messages, either in place of speech or together and in parallel with spoken words.
Oriented	align or position (something) relative to the points of a compass or other specified positions.

7.10 CHECK YOUR PROGRESS

Answer the following questions

- 1) What is Downward Communication? Explain

2) Discuss various aspects of writing Memorandum.

3) Explain various aspects of informal letter writing.

4) Discuss various parts of Informal Communication

Choose the correct option from given below.

1) The term 'communicare' is derived from _____ term.

a. Greek.

b. Latin.

c. French

d. Spanish

2) . Lateral communication takes place between _____

a. Superior and subordinate.

b. Same cadre of personal.

c. Subordinate and superior.

d. None of these

3) Informal communication is known as _____ communication.

a. Grapevine.

b. Lateral.

c. Extrapersonal

d. Horizontal.

4) Communication starts with _____

a. Decoding

b. Sender

c. Channel

d. Feedback

5) Letter is a part of _____

- a) Written Communication
- b) Oral communication
- c) Both a and b
- d) none of the above

Write Short Notes on:

1. Formal Communication

2. Informal Oral Communication

3. Formal Oral Communication

7.11 BOOKS SUGGESTED

Sharma, R. C. & Krishna Mohan. *Business Correspondence and Report Writing*: Third Edition. Tata McGraw-Hill Publishing Company Limited, 2007.

Rutherford, Andrea J. *Basic Communication Skills for Technology*: Second Edition. Pearson Education, 2007.

Lesikar, Raymond V., & John D. Pettit, Jr. *Report Writing for Business*: Tenth Edition. McGraw-Hill, 1998.

:: STRUCTURE ::**8.0 Objectives****8.1 Introduction****8.2 Types of Listening****8.3 Listening Vs Hearing****8.4 Barriers to Listening****8.5 Traits to be a good listener****8.6 Let Us Sum up****8.7 Key words****8.8 Check your Progress****8.9 Books Suggested**

8.0 OBJECTIVES

In this unit, you shall learn,

- What is listening skills,
- Types of listening,
- Barrier to listening and
- Traits to be a good listener.

8.1 INTRODUCTION

Listening is one of the important skills in communication. Without ability to listen effectively, message can be easily misunderstood. It leads to breakdown in communication. Many organizations provide training of listening skills to their employee for productivity and creativity of work. Many successful leaders and great personalities and entrepreneurs credit their success to effective listening skills. For example, Richard Branson frequently quotes listening as one of the main factors behind success.

Listening can be defined as a “process of receiving information in the form of sounds or action and reacting or responding to that information through spoken or unspoken methods”

It is a process where receiver pays attention to the sounds and tries to understand the meaning conveyed by the sender. It is quite similar to reading skills as it involves the reception and decoding of verbal messages from the sender. According to management guru Tom Peters, listening is an essential management and leadership skill.

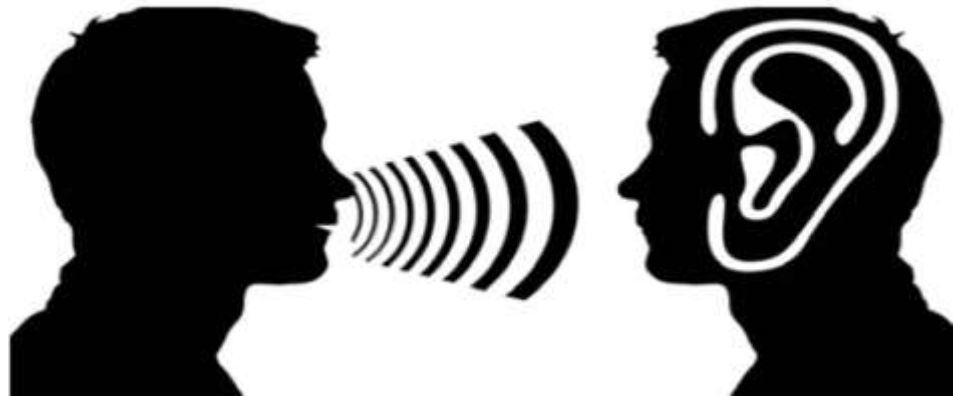
8.2 TYPES OF LISTENING

- Active Listening
- Passive listening
- Comprehensive listening
- Critical listening
- Therapeutic listening
- Selective listening
- Biased Listening
- Appreciative Listening:

Active Listening:

Active listening suggests presence of mind at the time of listening. Your active presence and positive body language encourages the speaker to communicate more effectively and enthusiastically.

This type of listening is encouraged in professional and educational institutions where participants obtain information through listening. As most of us are not trained to be a good listener since our birth, active listening skills should be learnt and developed. It is also known as 'attentive listening' as it involves careful attention and concentration.



Source: <https://images.app.goo.gl/zgJphiRHZyK1YA5i7>

Passive Listening:

In this type of Listening, the listener is not much attentive or they do not have intention to listen. Sometimes flat face, weird expression, confused face of listener creates confusion in the mind of the speaker or sender. It shows the mood of listener at the time of listening.



Source: <https://images.app.goo.gl/kUEdamKnp2nmkkun9>

Comprehensive Listening

In this type of listening listener listens different sound, tries to understand and comprehend it. This is one of the important skills needed in the classroom when students have to listen to the lecture to understand and comprehend the message and information provided by the lecturer. For example, when you ask direction of particular place to someone, after receiving all the information regarding the direction of the location, you need to comprehend the message to remember it for longer period of time. Comprehensive listening is useful to remember any message for longer period of time.

Critical Listening

Critical Listening means the listener not only listens to the message, but also analyzes and evaluates it. This type of listening enables professionals of any organization to conduct brainstorming sessions to create new solutions of any problems. In this listening, the listener judges speaker's knowledge, choice of words, stylistic device and style of speaking of the speaker. For example, listening to a sales person, before purchasing anything is important. Without listening his/her speech, you cannot jump into the conclusion regarding any product.

Therapeutic Listening:

As the word suggests therapeutic means to heal something. When you listen other person problems and try to give them some advice is known as Therapeutic listening. Counselors, medical professional may use it when listening to their acquaintances or friends to let them express their emotions and get advice. The most important aspect of this listening is to understand the mood and emphasize the point of view of speaker and the person you are listening to. The most important aspect of this listening is attention and empathy.

Attention: when you give attention to all the small details including non verbal cues show how interested you are in what speaker is saying to you.

For example, if your friend is not passing through good phase of life and sharing his/her thoughts and situations with you, your use of eye contact and good hand gesture shows that how attentive you are in his/her problem.

Empathy:

It is a type of listening where you think and feel what another person does. This type of listening allows you to learn and understand more about a person's experience and perspective regardless of how similar it is to your own. For example, listening to a frustrated friend, we provide emotional and moral support in the form of empathetic listening.

Selective Listening:

In this of listening, listener only listens important portion of the message which is related to his/her work field and study area is known as selective listening. For example, in seminars and conferences, students and listeners only pay attention to those speech and session which is related to their area of interest. Due to selective listening, sometimes listener may not comprehend the message as they have only listened selective portion.

Biased Listening:

In this type of listening, the listener is biased and prejudiced against the speaker. In this type of listening, listener has already made up his mind not to listen and trust speaker's speech due to preconceived notion about the speaker. This creates a gap between speaker and listener. For example, in class or college, when you don't like some teacher and professor due to some personal reason, you don't listen and attend their lecture though they may be teaching magnificently.

Appreciative Listening:

In this type of listening, listener appreciates speaker for the speech. In this type of listening, listener does not criticize the speaker for his/her flaws in speech and also suggests the speaker to try alternative method, to improve communication. For example, when a teacher asks questions in the classroom and after listening to the answer of a student, the teacher always appreciates the attempt of a student and if the answer is wrong, teacher asks them to improve it, but he will not criticize the student.

8.3 LISTENING VS HEARING

Listening is the ability to receive and interpret messages in the communication process. Hearing is the process, function, or power of perceiving sound. Listening is more active and requires efforts while hearing is involuntary and natural. Let's understand it in detail.



Source: <https://images.app.goo.gl/pdT6dUZm4PnjMYfw7>

Listening	Hearing
Listening is temporary because it requires attention and focus, which can't be given to whatever we hear during entire day.	Hearing is a continuous process. You can hear sounds all day because it's a physiological aspect of being.
Listening is voluntary because you chose what to listen and interpret and respond.	It is involuntary, mean in hearing you don't choose what to hear and what not to hear. Thus you can hear whosoever is speaking nearby.
Listening is timely process. For a particular time, you need to pay attention. For example, in Seminar, conference. Classroom etc.	Hearing can takes place twenty four hours. Even while sleeping and in subconscious mind, we can hear sounds.

8.4 BARRIERS TO LISTENING

Listening is a psychological process. Sometimes, due to some barrier, it can be blocked and stopped completely.

Let us discuss various barriers to listening.

- Knowing too much and too little
- Environmental Barrier
- Cognitive Barrier
- Speaker's Speed
- Prejudice towards speaker
- Language
- Lack of Listening Practice

Knowing too much and too little:

When listener feels that they know everything and possess more knowledge than speaker this barrier takes place. Feeling of 'Knowing too much' does not allow listener to listen speaker's speech. On the contrary, when listener does not have much idea and good grasping level, he/she

does not match to the intellectual level of the speaker. In this situation, listener struggles too much to understand speaker's speech.

Environmental Barrier:

Environmental factors such as lighting, and temperature, affect our ability to listen. A room without ventilation and proper light can make us sleepy, and room that is too cool can raise our physical discomfort at the time of listening.

Cognitive Barrier:

Cognitive barrier means when a person is involved in conscious intellectual activity such as thinking, reasoning, or remembering at a time. Due to such activities sometimes we cannot remember anything. The impact of this barrier is mainly negative because it blocks, and limits information seeking, or gives rise to negative reactions such as frustration and boredom. We all cognitively process and perceive other things while receiving messages.

Speaker's Speed:

When speaker speaks either too fast or too slow it becomes barrier in listening process. Human brain can receive sound at a particular speed. If it is too much, listener cannot concentrate on speech and easily gets diverted to other things at the time of listening.

If the speaker is speaking too slowly, the listener starts feeling sleepy and engages himself/herself in other activities.

Prejudice towards Speaker:

Prejudice towards speaker is the most dangerous thing in listening. Due to this, how best speaker speak, listener do not listen it properly. When we engage in prejudiced listening, we are trying to preserve our own ways of thinking and avoid being convinced of something different.

Prejudices that are based on a speaker's identity, such as race, age, occupation, appearance, caste may lead us to assume that we know what he or she will say, and this will basically closing down the listening process.

Language:

Sometimes language of the speaker becomes barrier in listening. Sometimes listener interprets meaning of jargon, technical words, and highly intellectual words spoken by speaker on the basis of his/her background knowledge and intellectuality. So sometimes it so happens that the listener completely fails to comprehend what the speaker means to say.

Lack of Listening Practice:

Another barrier to effective listening is lack of listening practice. Unfortunately, most of the people have never received any formal training related to listening skill. We many times hear from our teachers and parents, who clearly emphasizes the importance of listening through

statements like “You better listen to me,” “Listen closely,” and “Listen up,” This indicates how listening is important.

8.5 TRAITS TO BE A GOOD LISTENER

To achieve something we must work hard. To be good listener there are certain aspects to be followed and implemented in our day to day life. Let us discuss them.

a) **Eager to Learn:**

No matter how much you may think you already know about a speech, a topic or a person, there’s always more to discover and learn in life. One of the main traits of a good listener is to listen with great interest.

b) **Do Not interrupt:**

Sometimes, it may happen that you know more about certain subject and the speech delivered by a speaker and you would become eager to share your viewpoints. But interrupting a talk or a speech is not a good sign of an ideal listener. A good listener gives the speaker time to complete their point and wait until the end to share his/her thoughts or feedback on the topic.

c) **Be Present:**

Being present means, you are present in the current moment. Being present, you can listen to understand, interpret and comprehend the message. At this moment, one should avoid all distractions, including your phone, talking to other people, looking outside the window, etc. Maintaining eye contact at the time of listening will help the listener to emphasize and demonstrate his focus.

d) **Ask Questions:**

Sometimes it so happens that, you missed some point at the time of listening, and needed more information on the topic. At that time, you can ask question at the end of the speech to the speaker by using such phrases like, “Can you through some light on (topic), “it would be great help, if you can explain the speaker to speak more on the topic. Ask open ended question to get more information rather only ‘yes’ and ‘no’ answer type questions. This creates more supportive and trusting environment which will help the communication to move effortlessly.

e) **Be Nonevaluative:**

As a listener do not evaluate the speaker’s ideas and feelings. Your behaviour at the time of listening should create the impression that, you are accepting the persona and speech without making any judgment.

8.6 LET US SUM UP

In this unit, you have learnt,

- Types of listening,
- Barriers to Listening and
- Traits of a good listener

8.7 KEY WORDS

Ability	possession of the means or skill to do something, talent, skill, or proficiency in a particular area.
Entrepreneur	a person who sets up a business or businesses, taking on financial risks in the hope of profit.
Enthusiastically	in a way that shows intense and eager enjoyment, interest, or approval.
Comprehend	grasp mentally; understand.
Critical	expressing adverse or disapproving comments or judgments.
Therapeutic	relating to the healing of disease, the branch of medicine concerned with the treatment of disease and the action of remedial agents.
Acquaintances	a person one knows slightly, but who is not a close friend.
Biased	unfairly prejudiced for or against someone or something.
Physiological	relating to the branch of biology that deals with the normal functions of living organisms and their parts.
Jargon	special words or expressions used by a profession or group that are difficult for others to understand.
Eager	strongly wanting to do or have something.

8.8 CHECK YOUR PROGRESS

Answer the following questions.

1. What is Listening? Discuss.

2. Discuss the difference between Listening and Hearing.

3. What is Active Listening? Discuss.

4. Discuss any two barriers to Listening.

5. Discuss traits of a good listener.

Choose the correct option from given below.

- 1) Process of receiving information in the form of sounds or action and reacting or responding to that information through spoken or unspoken methods is known as
 - a) Listening
 - b) Hearing
 - c) Feedback
- 2) suggests active presence of mind at the time of listening.
 - a) Active Listening
 - b) Passive Listening
 - c) Communication
- 3) In the listener is not much attentive or they do not have intention to listen to.
 - a) Active Listening
 - b) Passive Listening
 - c) Communication

- 4) Inthe listener appreciates the speaker for the speech.
 - a) Active Listening
 - b) Passive Listening
 - c) Appreciative Listening

- 5.) towards speaker is the most dangerous thing in listening.
 - a) Prejudice
 - b) Happiness
 - c) Ignorance

Write Short Notes on:

- 1. Types of Listening

- 2. Barriers to Listening

8.9 BOOKS SUGGESTED

- 1. *Power Listening: Mastering the Most Critical Business Skill of All*, by Bernard T. Ferrari.
- 2. *Words That Work In Business: A Practical Guide to Effective Communication in the Workplace*, by Ike Lasater and Julie Stiles.
- 3. *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*, by Mark Goulston and Keith Ferrazzi.
- 4. *Technical Communication Principles and Practice* by Meenakshi Raman and Sangeeta Sharma, Oxford Publication.

UNIT: 9**READING SKILLS****:: STRUCTURE::****9.0 Objectives****9.1 Introduction****9.2 Types of Reading****9.3 Reading Comprehension****9.4 Types of Readers****9.5 Reading Barriers****9.6 Effective Reading Techniques****9.7 Let Us Sum Up****9.8 Key Words****9.9 Check Your Progress****9.10 Books Suggested**

9.0 OBJECTIVES

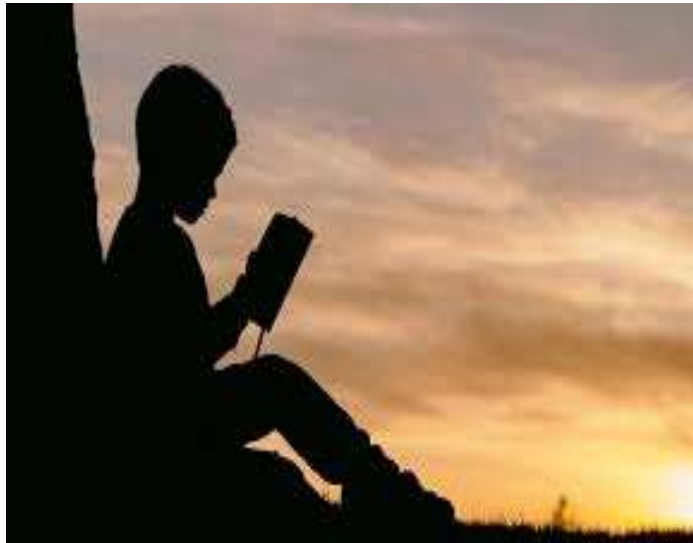
In this unit, you shall learn about,

- Various types of reading,
- Meaning of reading comprehension,
- Various type of readers,
- Barriers to reading process and
- Techniques of effective reading.

9.1 INTRODUCTION

Reading is a process of decoding symbols to derive meaning. Reading is a means for language acquisition, communication, and sharing information, ideas and messages. The symbols in reading are naturally visuals, written or printed. Reading can be defined as “Perceiving a written text in order to understand its contents. This can be done silently. The understanding that results is called reading comprehension”. In this process reader needs to understand the language, try to interpret and

comprehend the message. It is a silent process. It is a complex interaction between text and reader, shaped by prior knowledge, experiences, attitude, which is culturally and socially situated. Readers use a variety of reading strategies to translate symbols into sounds or visual representations of speech and comprehend. Readers may use context clues to identify the meaning of unknown words. Efficient reading skill is essential to everyone. It is the most important skill which needs to be developed by a learner. We read to gain some knowledge and information. We read to pass several examinations. We read newspapers and magazines in our day today life. This skill needs to be taught with systematic approach and methods.



Source: <https://images.app.goo.gl/xWNDqAar5rnPjuXy9>

Process of Reading:

1) Recognizing Linguistic Structure:

This is known as a first step of reading process. In this stage, a reader recognizes and identifies lexical and grammatical units of the message and text. Reader glances over the text to understand linguistic structure of the written text. If they do not understand difficult words in written text, they can refer to dictionary.

2) Organize Structure:

At this stage, reader organizes structure of the written text. They try to identify grammatical pattern, sentence structure and try to understand it.

3) Decoding the Message:

At this stage, reader attempts to understand and comprehend meaning of the message. When the reader understands the message exactly, the process of reading ends formally.

9.2 TYPES OF READING

There are various types of reading. Let us discuss them one by one.

1. Skimming:

Before reading exact text of the message, reader flips the pages of the book, text or the message, to understand its nature and the value of the message very quickly is known as skimming technique of reading. Skimming takes place at very high rate of speed.

The reader's aim through this technique is to decide whether he/she should read the full text or not. For example, in examination hall, after receiving question paper, students read it quickly just to get idea that whether questions are familiar or not. In the morning, if we do not have time to read news paper in detail and in quick moment, we just read headlines of the newspaper is known as skimming reading. It is brief reading of any written text. In this technique, readers try to understand what type of text it is, purpose of the author and general context of the message.



Source: <https://images.app.goo.gl/KP3iCzMkrPsXBfNP9>

2. Scanning:

After skimming when reader searches for the specific information slowly and carefully in particular text is known as scanning reading. To get particular information, examination preparation reader prefers scanning technique. For example, in examination hall, after skimming, students read the questions properly and twice to understand them properly so that they can write answers properly. In the same manner, if you have time, you read a newspaper in detail that is known as scanning reading.

3. Extensive Reading:

This type of reading is specifically used to get more information and for research work. Extensive reading is defined as a type of reading in a large quantity to search for specific information. This may include newspapers, journals, online and off line articles, books, magazines and other writings. Research scholars have to use this kind of reading to carry out their

research genuinely. For example, a student not only reads reference book prescribed in syllabus but also reads some extra books to expand knowledge not only of a subject but also to gain some general knowledge. It is also useful while interacting with others, as people like to interact with intellectual persons. Without extensive reading, a person may not be able to speak confidently in various personal and professional discussions.



Source: <https://images.app.goo.gl/GRGofV7wAxvywDSa7>

4) Intensive Reading:

Intensive reading is one of the types of reading in which a reader reads a shorter text thoroughly, vigorously, and intensively to find out exact and specific information. For example, students read books only prescribed in syllabus and sometimes only reads important handouts and material for exam preparation is known as intensive reading. The reader reads the text slowly and carefully for better understanding and grasping.

5) Silent Reading:

In this reading, reader reads the text in silent mode without articulating words and sentence of the text. This is more frequent form of reading used in our day to day life. While reading in public space, it is always required that we read in silent way. We prefer silent reading method in libraries and reading rooms.

6) Loud Reading:

In this type of reading, reader reads the text loudly and articulates the sentences and words in the text for a specific purpose. Some people have habit to read loudly and at public place, this becomes obstacle for other to concentrate on their work and activity. This type of reading has a specific purpose. This technique is used for paper presentation, news reading, etc.



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7) Non –verbal Signs:

While reading, we not only get meaning only from words, but sometimes heading, font and highlighted words add meaning in written text. Heading on the top of the page indicates which subjects is going to be discussed in the paper, photographs in the text gives better understating to the kids, factual figure chart gives idea and help the readers visualize that situation. This helps to remember the content of the text for longer period of time.

9.3 READING COMPREHENSION

Reading comprehension is the ability to process text, understand its meaning, and to integrate with what is already known by the reader. Ability to comprehend text is influenced by readers' skills and their ability to process information. If word recognition is difficult, students use too much of their processing capacity to read individual words, which interferes with their ability to comprehend what is read. Let us discuss various reading comprehension technique.

1. Vocabulary:

Reading comprehension and vocabulary are linked with each other. To know what word means is important aspect while reading. It is observed that students with less vocabulary than other students comprehend less of what they read. It has been suggested that to improve reading comprehension, complex vocabularies such as homonyms or words that have multiple meanings and those with figurative meanings like idioms, similes, collocations and metaphors is a good practice.

2. Structure of the text:

Most of the reading texts start with title followed by introduction, main body and conclusion. Introduction of the text mostly informs you in brief

regarding content; the body of the text consists paragraphs and it is linked in logical and chronological order. The conclusion ends subject matter in right way and perspectives.

3. Reasoning and background knowledge

Most of the time, we relate what we have read to what we know. So it is important to have background or prior knowledge about the world when they read. For example: Meena is reading a story about a poor family in the 1940s. Having knowledge about the Great Depression can provide insight into what's happening in the story. She can use that background knowledge to make inferences and draw conclusions. A reader can build knowledge through reading, movies and TV shows, and conversation. Give exposure to your child to as much as possible, and talk about what you have learned from experiences, and also ask them open ended question after reading for expansion of knowledge.

4. Decoding

It is a vital step in the reading process. It relies on an early language skill and phonemic awareness. Phonemic awareness allows reader to hear individual sounds in words. Decoding also relies on connecting individual sounds to letters. For example, to read the word son, readers must know that the letter 's' makes the /s/ sound. Grasping the connection between a letter and the sound they typically make is an important step toward "sounding out" words.

9.4 TYPES OF READER

It is said that reading speed is not similar for everyone. A reader can read a printed text as per his/her lexical knowledge. Now let us discuss various types of reader.

1) Poor Reader:

A reader who lacks 'linguistic competence' and 'grammatical competence' and does not have much knowledge regarding language, sentence pattern and vocabulary is known as poor reader. They are very slow in reading and comprehension. It is observed that poor readers may read the text at the rate of 60-90 words per minute. They fail to decode the meaning of sentences due to lack of lexical knowledge.

2) Average Reader:

A reader who has average linguistic competence and can read at normal speed is known as average reader. The average reader reads at a rate of 130-260 words per minute.

3) Good Reader:

A reader who has good knowledge of language and can read the text with good speed is known as good reader. He/she reads a text at rate of 170-300 words per minute.

4) Better Reader:

A Reader, who has no difficulty with any word, linguistic pattern and can comprehend easily any text message, is known as better reader. This type

of reader can be considered as 'ideal reader'. They can read at a rate of 250-400 words per minute. It requires hard work, dedication and continuous reading practice. The better reader can comprehend a text between 65-90%.

9.5 BARRIERS TO READING

There are some factors which do not allow reader to concentrate on reading thus become hindrance in reading process. Let us discuss various barriers to Reading.

1) Lack of Linguistic Competence:

Many readers cannot read effectively because they fail to decode lexical pattern of language of written text. They lack the ability to differentiate and recognize the words and sentences used in the text. The reader may stop reading further when he/she fails to grasp the meaning of the text and thus it becomes barrier to reading. For example, when you read newspaper in any language other than your mother tongue or native language, it is difficult to get the meaning of written text.

2) Lack of Vocabulary knowledge:

If a reader does not have much vocabulary, it is difficult for him/her to understand the meaning of the text. However, they can use dictionary and can keep pocket dictionary to check the meaning of difficult words. To overcome this barrier, reader can cultivate habit to learn 2-3 new words every day, which will enhance his/her knowledge of vocabulary.

3) Lack of Concentration:

This is one of the most common barriers to reading. In this fast forward life, it's very difficult to concentrate for a longer period of time. Due to many such reasons like, app notifications on phone, text message notification on WhatsApp and facebook, other social media, surrounding environment and sometimes our own thoughts become hindrance in reading. Due to these factors, it is difficult to maintain concentration in reading. To cultivate concentration while reading, one should practice yoga, meditation and chose proper place to read in day to day life which will enhance concentration while reading.

4) Narrow Eye Span:

Many reader use narrow eye span technique while reading, as they read word one by one. It decreases the speed of reading. For example, if a reader reads following statement with narrow eye span he/she may read in the following way.

Sentence: Books are the best friends of human beings.

/books/are/the/best/friend/of/human/beings

This affects the speed of reading as well as comprehension. A good reader will read the same statement as following.

/books are/ the best friend/of human beings.

Narrow eye span can slower the speed and help in comprehension of the text. To expand eye span reader needs to practice of reading every day.

5) Reading Loudly:

Many readers have habit to express loudly or murmur the words in the text. Thus, it becomes barrier in reading. It also affects reader's concentration while reading.

6) Light and Ventilation:

Dim light and improper ventilation becomes hindrance while reading. A reader has to struggle in dim light for reading.

9.6 TECHNIQUES FOR EFFECTIVE READING

There are various techniques through which we can be good reader. Let us discuss it one by one.

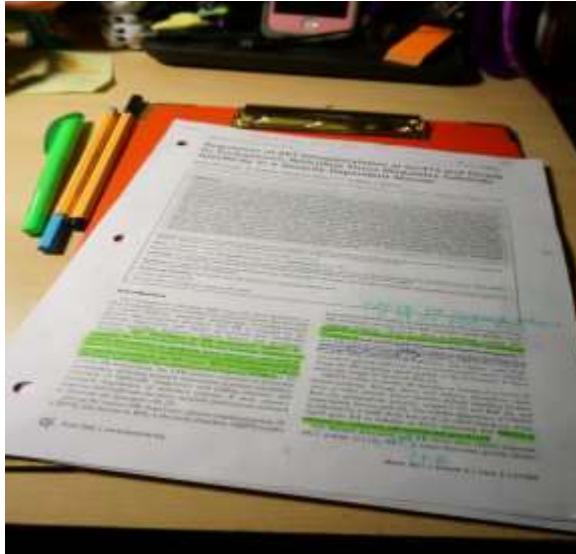
1) Expand your Eye Span:

As a reader, you should try to enhance your eye-span by learning and practicing effective techniques for reading. Many teachers use flash cards to teach reading speed and eye span. First try to read short message, then longer message and then paragraphs. This will help you to increase your reading speed.

2) Reading Articles:

There are certain aspects if we keep in mind while reading article, we can know the aim of writing.

- Paying attention to the title and subtitle of the topic will give you entire idea what the article is about. Visuals and photographs also indicate the message in the article.
- After reading heading of the article, you can read the content. Most of the time it is arranged in logical sequence, but sometimes to create some thrill and suspense, the writer does not arrange it logically.
- After reading, interpreting and understanding an article, you may think of implementing the message of that article in your day today life. For example, some motivational article helps us to improve our life.
- You can note down some good phrases which are used in the article and can expand your lexical knowledge.



Source: <https://images.app.goo.gl/aDxRzsQ7xZC4gXDW9>

3) Reading Essays:

This piece of writing is normally written from author's point of view. In many competitive examinations, candidates are asked to write an essay on given topic to check their knowledge regarding subject, writing style, language, etc. As we can improve our speaking skills, by listening to good speakers, likewise we can improve our reading skills by reading good essays.

- While reading an essay, firstly we should identify the purpose of writing the essay. And then we should try to find out author's point of view about the topic.
- After understating the author's point of view, you can decide whether to agree or not with authors point of view.
- One should also try to understand logical relationship among the ideas discussed in the essay.

4) Manage Distractions:

While reading, a reader generally faces many distractions like a call from a friend, social media notifications, etc. To overcome these, reader should minimize usages of electronic gadgets, and should decide not to use at the time of reading.

5) Make Notes:

While reading for examination or motivation, try to makes notes, which not only will help you to understand the topic in better way but also will help in having long lasting memory of particular topic and subject. At the initial stage, it seems boring and time taking, but it will help you at the time you need it most. For example, as a student if you have habit of note making throughout the year, it will help you at the time of examination. At the time of examination, it is very difficult to refer to the whole book, but it is easy to refer to notes on particular subject.

9.7 LET US SUM UP

In this unit, you have learnt,

- various types of reading,
- reading comprehension,
- various types of reader,
- barriers to reading process and
- techniques of effective reading.

9.8 KEY WORDS

Acquisition	the learning or developing of a skill, habit, or quality.
Perceive	become aware or conscious of (something); come to realize or understand.
Efficient	a person) working in a well-organized and competent way.
Lexical	relating to the words or vocabulary of a language.
Ability	talent, skill, or proficiency in a particular area.
Ideal	satisfying one's conception of what is perfect; most suitable.

9.9. CHECK YOUR PROGRESS

Answers the following questions

- 1) Discuss the process of Reading.

- 2) Explain any two types of Reading.

- 3) What are the aspects to keep in mind while doing reading comprehension? Discuss.

4) Discuss various kinds of Readers.

5) Discuss any two techniques for effective reading.

Choose correct options from given below.

1) is known as a first step of reading process.

- a) Recognizing Linguistic Structure
- b) Organize Structure
- c) Decoding the Message

2) When a reader searches for the specific information slowly and carefully in a particular text, it is known as

- a) Skimming Reading
- b) Scanning Reading
- c) Extensive Reading

3) In reading, a reader reads the text loudly and articulates the sentences and words in the text for a specific purpose.

- a) Silent
- b) Loud
- c) Extensive

4) is known as the most common barrier in reading.

- a) Narrow eye span
- b) Lack of concentration
- c) Ventilation

5) is normally written from the author's point of view.

- a) Essay
- b) News paper article
- c) Fiction book

Write the Short notes.

1. Barriers to Reading

2. Techniques for effective Reading.

3. Difference between Skimming and Scanning

4. Types of Reading

9.10 BOOKS SUGGESTED

1. Tompkins, G.E. (2011). *Literacy in the early grades: A successful start for prek-4 readers*(3rd edition), Boston, Pearson.
2. *Reading Development and Difficulties* by Kate Cain
3. *Bringing Words to Life: Robust Vocabulary Instruction* by Isabel L. Beck, Margaret G. McKeown, Linda Kucan
4. *Understanding Reading Development* by Colin Harrison
5. *Understanding and Teaching Reading Comprehension: A handbook* by Jane Oakhill, Kate Cain and Carsten Elbro

STRUCTURE**10.0 Objective****10.1 Introduction****10.2 Definition****10.2.1 Definition of Letter Writing****10.2.2 Appearances of Business Letter****10.2.3 Layout of Business Letter/Parts of Business Letters****10.3 Essential qualities for Letter Writing****10.3.1 Dos for Business Letters****10.3.2 Don'ts of business letters****10.4 Let Us Sum Up****10.5 Key Words****10.6 Check Your Progress**

10.0 OBJECTIVE

The objective and the importance of Business Letter are presented below.

Building Goodwill: Another important purpose of a *business letter* is to sell the good reputation and friendliness of a company. It acts as an ambassador of a country for the company. It aims at building goodwill in customers-company relationship, holding present customers, reviving inactive accounts and inviting customers to buy more and varied products.

Records and References: Business letter are very useful as records and references of previous transactions. In business, innumerable transactions or communications occur with a large number of people that are not possible for a businessman to remember. When memory fails, business letters act as previous records and can be used for future reference.

Making a Lasting Impression: In case of oral communication, the impact of any message is felt mainly during the time of hearing. And as

soon as the next oral communication takes place, the effect of the previous one is reduced. But a letter makes a lasting impression on the readers' mind as it stays with them and works effectively every time it is read.

Building and Maintaining Business Relation: Business letters help to build and maintain business relation among various parties like manufacturers, distributors, intermediaries, support services and consumers.

To Exchange Business Information: The prime objective of a business letter is to exchange business related information between the parties involved. Most of the time business people send letters to their counter-parties containing various business information.

Widening the Approach: It is very difficult to send business representatives to all the places. But a letter can be sent any place at any distance. Sometimes executives, professionals, politicians, etc. are difficult to be approached personally. But a letter can find easy access to anybody. Thus a business letter helps to widen the area of business operations and also the access to a large number of people.

An Authoritative Proof: A business letter also serves the purpose of evidence. A written commitment binds the concerned parties to obey to the text of writing. A letter signed by a responsible person acts as an authoritative proof of what is said in it. It can even be treated as a valid document that can be produced as evidence in a court of law if any dispute arises.

Others: Business letter also has some other functions beside the above ones. It provides legal facility, saves time, helps to increase products, demand, helps to settle transaction easily and it is accepted by all as a reliable media of communication.

10.1 INTRODUCTION

Every business organization has to maintain contact with its various partners like suppliers, customers, government agencies and so on. **Business letter** serves as the bridge to communicate with the various parties. The functions of business letters are multidimensional.

10.2 DEFINITION

10.2.1 Definition of Letter Writing

According to **J. H. Hanson**, “The letters which are exchanged among business in connection with business affairs are called business letters.”

L. Rahman says, “Correspondence having commercial or business interest is known as commercial correspondence.”

According to **Prof. Taintor**, “All letters written for business purpose are business letters.”

10.2.2 Appearances of a Business Letter

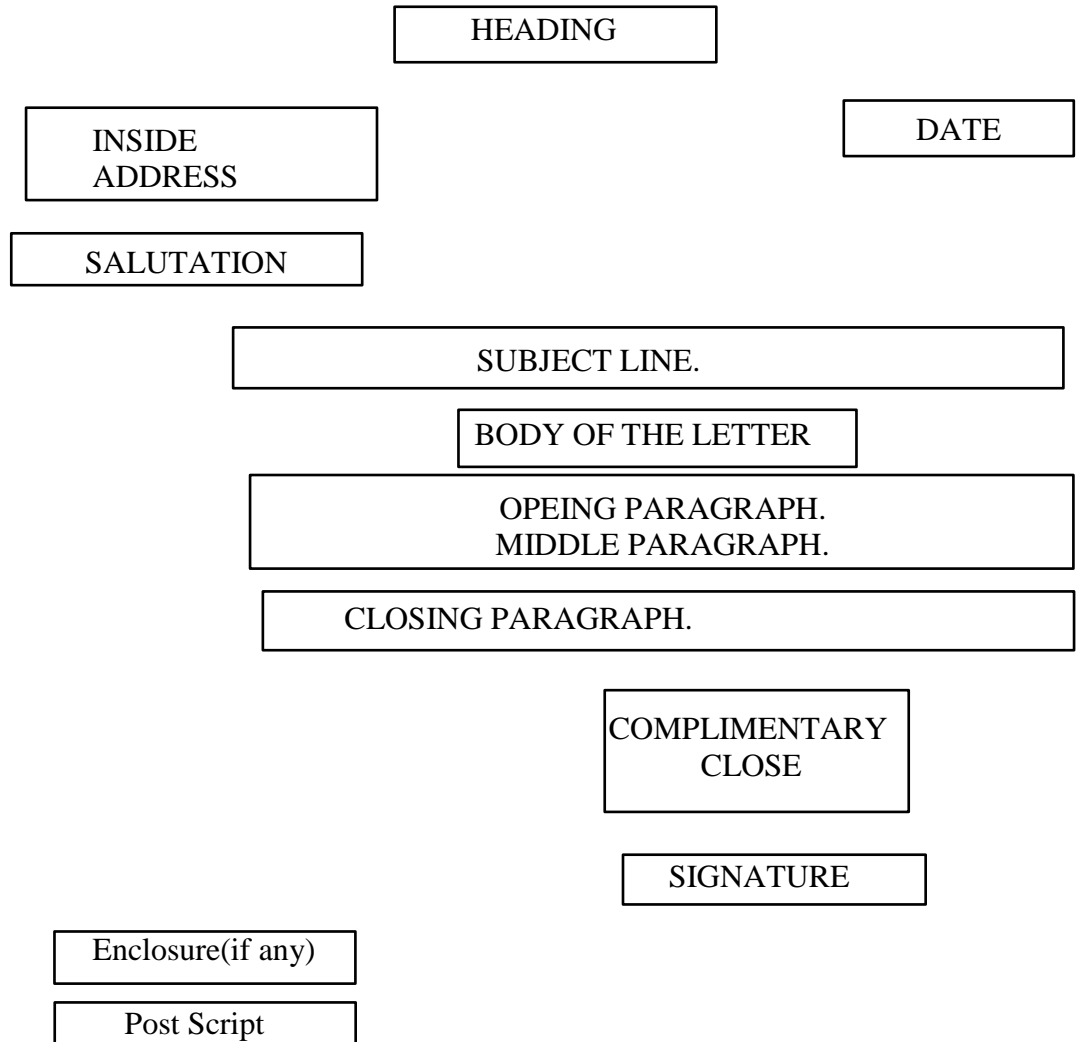
In Sanskrit, it is said that appearance tells about the inner quality of a person or a thing. External appearance creates a very good visual impression. The first impression is often very lasting one. In our day to day life, we are often impressed by outward appearance. It is true that external appearance may be deceptive but it always plays an important role.

The appearance of a letter depends on all the different aspects of letter writing.

- (1) **Paper-** The quality of paper should be good. It is always advisable to use white paper. The size of the paper should also be taken into consideration. Paper should be durable, smooth and of good quality. Poor quality of paper creates bad impression. Paper should be unrolled. The standard size of the letter paper is 8" x 10" inches.
- (2) **Paragraphs-** In business letters paragraphing is also very important. In a letter the paragraph should be of moderate length. It should not be more than four or five lines. Opening paragraph should be short, the middle paragraph may be of moderate length and the closing paragraph should once again be short. Paragraphing should be made in such a way that it must be readable or logical.
- (3) **Typing-** Hand written letters are not advisable in business because they are often illegible or even difficult to read. They are neat clean and attractive. Typing should be quite neat, clean and correct. It must be free corrections, erasures and over-typing. Proper spacing should also be maintained.
- (4) **Margin-** Proper margin should also be maintained in a business letter. It must be balanced and proportionate. The width of the letter must be neither too big nor too small. A margin of an inch and a half is preferable.
- (5) **Folding-** Folding of a letter is a minor thing but it gives the letter a good shape and neat quality. Careless folding spoils the shape of the letter. There should be one or two folds only. It should never bulge the envelope.

- (6) **ENVELOPE**- The envelope should match the size of the paper. Usual sizes of envelopes for business letters are 3^{1/2}" x 5^{1/2}" or 4^{1/2}" x 10^{1/2}". Some companies use printed envelope. Their address is printed on the bottom of the left side.

10.2.3 Layout of Business Letter



- (1) **Letter Head of Heading**- Letter head or heading is an important part of a business letter. It should be simple and yet attractive. It must never be gaudy or pompous. It must consist of the name of the company or firm, the address of the company, the telephonic address, telephone number, telex number and fax number if any. The company's symbol or emblem is also included in it. It must be printed on a nice quality paper. It must have streamlined appearance. The printed portion must not occupy more space. It is always advisable to use dark or sober colour.

- (2) **Date**- The date is written two spaces below the heading, on the right hand side. In all formal letters, the name of the month must be written

in full; never in abbreviated form. There are two ways of writing the date.

19th October 1997.
October 19, 1997

The first method is the British method in which the date is written in ordinal number and then it is followed by the name of the month. A comma must be placed after the name of the month and lastly the year in full must be mentioned. Never place full-stop after the year. The second example is that of American method in which the month is mentioned. Never place full-stop after the year. The second example is that of American method in which the month is mentioned first. Then it is followed by a cardinal number. A comma must be used after the date and finally the year must be written in full. Please note that it is advisable to write the date in the following way in a formal letter eg. 19.10.97.

(3) Inside Address – The inside address is the name and address of the receiver of the letter. It may be typed either in indented form or block form.

(A) Indented form means that the first line begins at the margin and the other lines below it two spaces away from the previous line. A comma must be placed after each line and a full-stop after the last line. For example.

Sanjay Book Store,
86, M.G. Road,

Bombay- 400 001.

(B) In block form, all lines begin at the margin and punctuation is placed at the end of any line. For example,

Sanjay Book Store
86, M.G. Road
Bombay-400 001

This inside address must be full and the same as on the envelop. In a window envelope, the letter is folder in such a way that the Inside Address can be through the transparent window.

(4) Salutation- It is written two space below the inside address on the left hand side, it is followed by a comma or semicolon. The salutation is a polite greeting. The salutation should always be in accordance with the first line of the inside address. The important and widely used salutations are as follows:-

- | | | |
|------------|------------|---------------------------------------------------------------------------------|
| (A) | Sir; | Formal address to an important person. |
| (B) | Dear Sir | The most widely used salutation
Plural is often used for a firm or a company |
| | Dear Sirs; | |
| (C) | Madam | Address to a lady. |
| | Dear Madam | |
| (D) | Dear Mr. | Used in modern time quite often. |

- | | | | |
|-----|-------------|---|-----------------------------------------------------------|
| | Dear Miss] |] | It should be followed by the name of the person. |
| | Dear Mrs. |] | It shows informality and friendly personal relationships. |
| (E) | Gentlemen ; |] | |
| (F) | Mesdames; |] | It is used for a firm of ladies |

(5) The Subject Line- The subject line is written in formal letters like official letters and business letters only. It is not used in personal and informal letters. It states the subject of the letter in a caption form, in a nutshell. It enables the filing clerk to sort out and file the letters according to the subjects. The right file reaches the right officer in time this way. It also enables the firm to take quick actions. It is usually prefixed as ' SUB' . or ' Re' . It is written at the centre either before or after salutation. (Please note that ' Re.' is a Latin preposition meaning 'in the case of') For example.

SUB: Purchase of books.

Or

Re.: Your Order No. XL/9502/97.

(6) The Body of the Letter – Naturally, this is the most important part of the letter. It is here that actual letter is written. This conveys the message of the letter with all necessary details. The details conveyed in the letter must be presented in simple, direct and clear manner. All unnecessary things must be avoided. A letter can be divided into three parts.

- (A) The opening paragraph introduces the letter. It may refer to the subject directly or with a reference. It must indicate the date of the reference letter, its number and the subject of the letter. It must begin with a short and effective sentence. It is always advisable to employ ' You Attitude ' in the opening part of the letter. It attracts the reader's attention.
- (B) The middle paragraph contains all the necessary details of the letter. It must be called the heart of the letter. It must be clear and free from ambiguity.
- (C) The closing paragraph must be short, clear and polite. It ends with a request or offer. It request for a prompt action from the reader. It is not good to end letters with jargons like ' Looking forward to your letter' or 'We beg to remain' or 'Hoping to hear from you soon'. N.H. and S.K. Marger in their book ' The Complete Letter Writer gives a list of some helpful sentences. Some of them are as follows :

We are indebted to you.....

Thank you very much

We shall appreciate your prompt reply.

We appreciate your co-ordination.

(7) The Complimentary Close-The complimentary close varies in degree of formality according to the tone of the letter. It is a polite ending of the letter. It is written three spaces below the last line of

the body of the letter. Signature should be written below it. If the letter is written in block form, it must be written on the left hand side. If it is written in indented form, it must be written on the right side. If it is written in indented form, it must be written on the right hand side. The complimentary close ends the letter with respectful gesture or good will. The important complimentary closes are as follows:

- (A) Yours truly,
- (B) Very truly yours,
- (C) Sincerely yours,
- (D) Yours sincerely,
- (E) Cordially yours,
- (F) Yours cordially,
- (G) Yours respectfully,
- (H) Yours obediently

The complimentary close must be followed by a comma Remember that apostrophe mark must NEVER be used with 'Yours'.

Your's (wrong)

Yours (right)

(8) The Signature- A letter without signature in business correspondence has no validity. It must always be signed by a relevant officer. It must be signed by hand in ink, clearly and legibly. The signatures are often illegible. That is why the name of the person who signs is typed below the signature, usually in block letters.

In large business houses, the principle often authorizes some other officer to sign on his behalf. The officer who signs on behalf of the principal is not responsible from legal point of view. It is always the responsibility of the principal according to the law. Such authority is called 'the power of attorney' and when the authorized officer signs, he uses the word 'p.p.' or 'per pro' before the name of the company or the person on whose behalf he signs. 'Per pro' is the abbreviated form of 'per procuracionem' meaning 'on behalf of'.

For example

Yours faithfully,
Per. Pro. Ajanta Clocks,
A. M. Patel.

(9) Reference Number- It is written either below the date or on the left hand side. It is often printed on the letter head. This is useful in business and official correspondences.

(10) Attention Line- It is written between the inside address and the salutation. It is used to draw the attention of a particular officer who is handling their particular business. This helps avoiding delay in action. For example.

Attention:- Mr. R. M. Jani.

(11) Enclosures- Sometimes it is necessary to attach some sheets of papers or bills or other documents with the letter. It is known as

enclosure. The enclosure must be attached carefully with the main letter and it should be mentioned at the left hand side two or three spaces below the signature. Sometimes only the number of the enclosures is mentioned. Sometimes the enclosures are mentioned with full details, For Example,

Encl. Two

Encl. Cheque No. JK/8667 for Rs. 5000/-

- (12) **The Identification Mark-** The identification line is mentioned on the left hand side of the letter. It is the identification of the officer and the typist who has typed the letter. Only initials of the officer and the typist are written. It is divided by an oblique mark. This identification helps in identifying the officer and the typist.

For example

BR/SNP

This identification mark shown that B. R. Joshi is the officer and S. N. Patel is the typist.

- (13) **The Mailing Instruction-** Mailing instruction is mentioned in the centre of the letter 'between the date the Inside Address or at the bottom below the Enclosure. Sometimes, they are even mentioned on the top of the envelope. For example. '

'Air Mail '

'Registered Mail'

'Express Delivery'

'Under Postal Certificate'

- (14) **Carbon Copies-** Sometimes, it is necessary to send a copy of the letter to other. It is indicated by writing 'copy to' or 'C.C.' For example,

* Copies to : (1) Production Manager,

Ajanta Cement,

Veraval.

(2) Finance Department,

Gujarat Government,

Gandhinagar.

* CC.: Rajlaxmi Mills, Surat

- (15) **Post-Script'** – Post Script is a Latin word meaning 'Writing afterwards'. It is used as abbreviated form also, 'P. S.' is the abbreviated form of the 'Post Script'. Sometimes, the letter writing wants to add some message after completing the letter. Post – Scripts should be avoided as far as possible. However, sometimes post scripts can be used to highlight certain things in the letter. For example,

P.S. : Please note that the special offer of discount is open still 10th November, 1997.

10.3 ESSENTIAL QUALITIES OF BUSINESS LETTERS

10.3.1 Dos of Business Letters

Though there are many methods of business communication, the letter remains popular because it maintains personal touch and also serves as an official record. To maintain this personal touch, skillful letter-writing becomes very necessary. Goodwill can be created and maintained through effective communication through letters. As we have discussed earlier, letter-writing is both an art as well as skill. A letter-writer must have good knowledge of language. He must develop a clear and effective style of writing. To cultivate such a style, he must have grounding in the techniques of writing skills. Let us, now discuss the essentials of business letter.

(1) Language:

Language is the medium of writing business letters, Business letters differ from literary writings. They are more practical and technical in nature. They must focus on simplicity, directness and preciseness. In modern business, the old business jargon has no place. Fresh, lively style has taken the place of worn-out, dull, hackneyed, style. Americans have changed entire concept of letter writing. Modern style is natural and fresh. It maintains personal touch and warmth, Positive attitude always pays in business. Goodwill can be created only through positive attitude. A good letter-writer never uses offensive style.

Jargon is the worn-out style or diction. Every subject has its peculiar terminology but sometimes the vocabulary of a trade or profession turns into sterile, dead and senseless prattle. Such language is unintelligible and dull. Business jargon is also such language which is used by traders. It is also called 'Commercialese', this traditional worn-out style should be avoided in business letters.

- The following are the examples of business jargon-
- = said thing.
 - = as per your letter.
 - = please be advised.
 - = We beg to state.
 - = We hope to submit.
 - = This is to inform you.
 - = Thanking you anticipation.
 - = Assuring you of best services all the time.
 - = in due course of time.
 - = At your earliest convenience.

There are hundreds of such worn-out phrases and sentences. They give dull look to the letter and make them boring reading. They are far from friendly. There are stiffness and pomposity in business jargon. In modern business letter-writing, the language employed is simple direct and less formal. In the same way highly technical terms should be avoided unless the letter is addressed to the professionals and technical

persons. In nutshell, always insisting on using simple, friendly style intelligible by most of the people.

(2) Correctness:

Correctness is another essential quality of business letter- writing. Correctness means the correctness in grammar, spelling, punctuations etc. Incorrect language mars the meaning and creates a very bad impression. Correct use of tenses, agreement of verbs and use of appropriate words make the letter effective.

Another area of correctness is in the area of layout of a business letter. In a good business letter, there must not be typing mistake untidy typing and haphazard spacing. Appearance of a business letter is very important in creating a good impression. There must be proper margins in the letter. Letter-head must be simple and attractive. It must not be crammed with unnecessary details.

Last but not the least is the correctness of message. It is hearts of the letter. Wrong and incorrect information would create many problems. It ultimately leads to the waste of time and loss of goodwill.

(3) Clarity:

Clarity is the soul of a good business letter. Message in the letter must be clearcut and direct. Clarity is another name of efficiency. People often tend to be vague and obscure in their writing. Modern American approach emphasizes on the deity of language and the clarity of message. Clarity of language is the first step towards the clarity of message. Language is the medium of our message. The letter writer should use simple correct language which can be understood by everyone. He should avoid business jargon and high- sounding words. He should also try to avoid technical words unless absolutely unavoidable. Too many adjectives make the language vague. That too must be avoided. Sentences in the letters must be shourt, simple and easy to understand. Unnecessary complex sentences must be avoided. Long-winding, often unconnected phrases and clauses make the letter unintelligible.

Punctuation marks play a very important role in any language. They break up groups of words or sentences into intelligible units. One should always be careful in the use of punctuation marks.

Clarity in message is a must, because without this clarity the letter would be meaningless. If one places, order for fans but does not mention the brand, the size, the colour etc., it would be difficult for the supplier to supply the goods. Even if he does, they may not be the right goods. Unnecessary delay and disputes may arise out of such ambiguity, That is why the letter writer must be specific and clear in all the details regarding goods, the time the terms and conditions or any other relevant details.

(4) Conciseness:

Conciseness means ' brevity ' or precision. Shakespeare said ' Bravity is the soul of wit'. Conciseness is a virtue that can be achieved by

being clear and specific. One who is clear is always verbose. Conciseness can be achieved in the following manner.

- (A) First of all, do not use unnecessary word. One must easily drop adjectives and flowery words.
- (B) Secondly, unimportant ideas can be dropped or reduced to minimum words or phrases.
- (C) Jargon is generally long-winded and meaningless. It must always be avoided.
- (D) The business letter must contain all necessary details but unnecessary details must be avoided.
- (E) Give specific details in figures wherever necessary.
- (F) It is necessary to be polite but politeness does not come only through long, pompous language. Few words with compact meaning can create more goodwill than lots of words with vague meaning.

(5) Courtesy:

Courtesy and good manners according to A. G. Gardiner lubricate the machine of our day-to-day life and activities. Courtesy pays rich dividends. It costs nothing but brings goodwill and huge profits. Courtesy is the expression of one's good upbringing. It is consideration for the feelings and thoughts of other people. It is tolerance too, It is democratic attitude. Courtesy shows that you care for other and try to understand them.'

A. G. Gardiner in his famous essay ' On Saying Please' says that words like ' please ', 'thank you', 'sorry', are small but they make or mar our lives. Courtesy is also an appreciation of achievements of the other person. When someone does something for us, we should thank the person immediately, if we hurt someone's feelings unknowingly, we should express our sense of regret promptly. Request should always begin the word 'please'. Goodwishes provide boost to one who does something.

Courtesy makes the other person comfortable and puts him at easy. It is a friendly approach that wins friends immediately. A courteous letter gets a favorable reply from the reader. In short, we must remember the famous diction of Abraham Lincoln who said, "Behave with other as you wish other to behave with you." Who wants to be humiliated or insulted? Who does not like sympathetic words or words of appreciation? Every one does. So, courtesy is what everyone needs and deserves, Mager says, " If you wish to make friends, keep friends and influence people, avoid tactlessness, egotism and inappropriate language."

(6) Promptness:

In fact promptness in reply is the part of courtesy. One should try to reply as promptly as possible. Some letters need to be responded immediately. For example, a complaint letter must be promptly complied with. Delay creates bitterness and ill-feeling. It shakes the foundation goodwill and trust. The letter-writer must try to reply within a day or two after the receipt of a letter.

(7) 'You ATTITUDE':

'You Attitude' is the secret of effective letters. You Attitude' means to consider the reader of the letter in mind. The writer must understand the reader's needs and desires. It is understandable that every person is interested in his own welfare and well-being. Even an ordinary errand boy has his self-respect. He wants to be noticed. A small child too cries when it is neglected. Self-esteem is everyone's birthright. That is why, the letter-writer should bear this psychological truth in mind. If the writer sounds egotistical the reader will resent it.

Thus, ' You Attitude' means to think and write from reader's point of view. The reader is naturally interested in himself. He must be convinced that the letter-writer thinks of his (reader's) advantage too. The emphasis should be on the advantage of the reader or at least it must sound so.

If the writer is interested in his own advantage, he has very little chance of succeeding in his dealings in his dealings. The letter- writer must try to place himself in reader's position and think from his angle.

If is time this the seller is interested in selling his goods and making profit. But this can happen only, if the buyer is interested in buying the goods. Thus, the letter-writer must try to satisfy the buyer's needs. This is a psychological fact that every person has a desire for security, courtesy and consideration.

Certain kinds of letters are difficult to draft. Collection letter are the most unpleasant type of letter-writing. It is not advisable to terminate business relation. One must try to deal patiently with the debtors. One must try one's best to maintain good relationship with the traders. In the same way, while refusing credit terms, the letter-writer be careful in drafting the letter. Such a situation must be handled tactfully. The letter-writer should try to influence reader's feelings, thoughts and action in such a way that the response is beneficial to the business.

'You Attitude' is highly psychological theory of maintaining good relations with the customers. A good letter-writer must master this technique properly.

10.3.2 Don'ts of business letters

- Don't use a personal style—business letters are impersonal and formal.
- Don't include details unless they are relevant to the main reason for sending the letter.
- Don't use clichés or hackneyed phrases. Make sure your idioms are correct.
- Don't forget that grammar, punctuation, syntax, and word choice affect meaning. You must impress the recipient with your language skills and abilities.
- Don't neglect the essential steps of drafting, editing, checking, and proofing your business letter.
- Don't use all caps or emphasize too much in italics.

10.4 LETS SUM UP

Thus, in this unit students can learn important aspects of letter writing. The things you need to keep in mind while writing write any business letter.

10.5 KEY WORDS

Goodwill	Creating good image
Innumerable	Countless
Neglect	Avoid
Impersonal	Not Personal
Tactlessness	Rudeness
Pomposity	Arrogance
Illegible	Unreadable

10.6 CHECK YOUR PROGRESS

Answer in Brief.

(1) Why an appearance of business letter is important?

(2) What is salutation?

(3) Why Subject line is important in business letter?

(4) What is identification mark in business letter?

(5) What is attention line in business letter?

(6) Why 'You Attitude' is important in letter writing?

(7) What is conciseness?

(8) Why correctness is important in letter writing?

(9) Why 'Jargon' should be avoided in Business letter?

(10) Write Importance of Courtesy in Business letter.

યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ

