



Communication Skills

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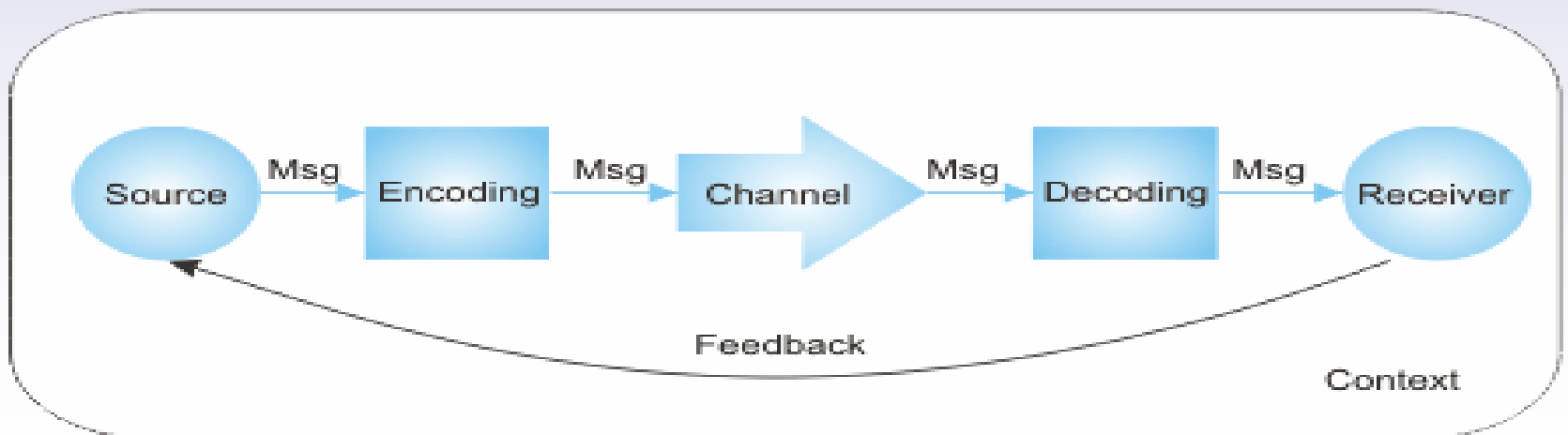


Agenda

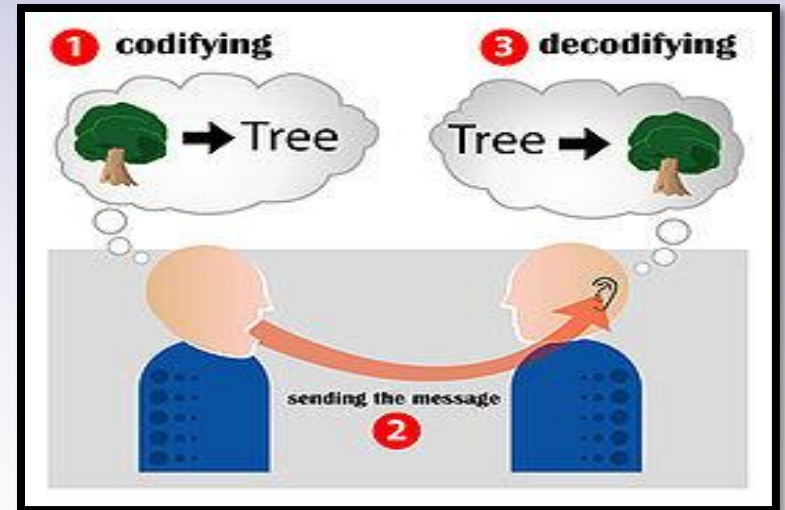
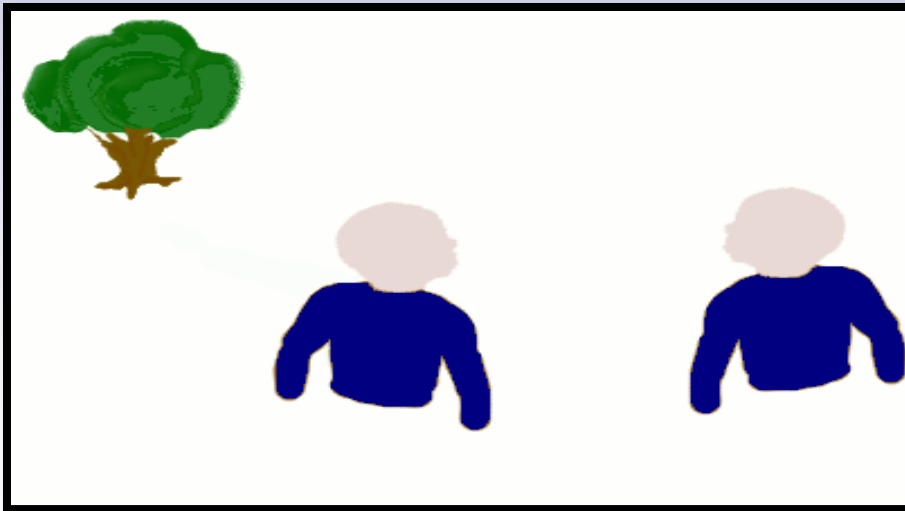
- Communication
- Element of communication
- Function of Communication
- Form of communication
 - Verbal communication
 - Non-Verbal Communication

Communication

- Communication is a process of exchanging information, ideas, feelings and emotions through speech, writing, sign or behavior. In communication process, a sender(encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.

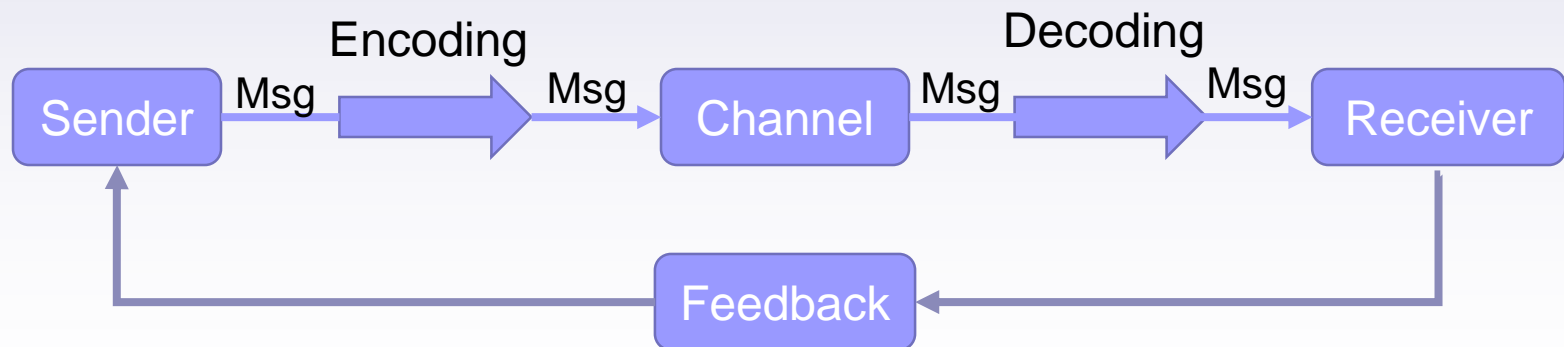


Communication is only successful when both the sender and the receiver understand the same information as a result of the communication.



Elements of Communication

1. Sender
2. Message
3. Channel
4. Receiver
5. Feedback





Elements of Communication

Sender:

- A sender is a person who encodes & sends the message to the expected receiver through an appropriate channel.
- A sender is the source of the message that is generated to be delivered to the receiver.

Elements of Communication

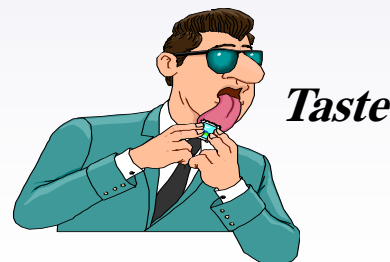
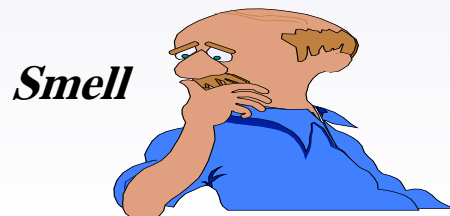
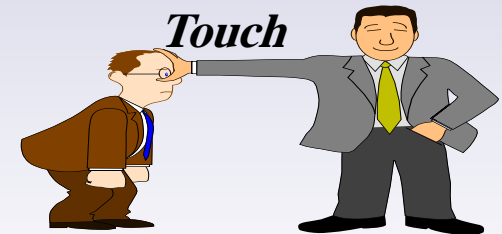
Message:

- The message is the content of communication & may contain verbal or nonverbal language.
- Personal factors of the sender & receiver may sometimes distort this element & intended outcome of communication may not be achieved. For example, the same message may be communicated or perceived differently by two individuals.

Elements of Communication

Channel:

- A channel is a medium through which a message is sent or received between two or more people.
- Several channels can be used to send or receive the message, i.e. seeing, hearing, touching, smelling, & tasting.





Elements of Communication

Receiver:

- A receiver is an individual or a group of individuals intended to receive, decode & interpret the message sent by the sender/source of message.
- A receiver also known as decoder.
- He is expected to have the ability & skills to receive, decode & interpret the message.

Elements of Communication

Feedback:

- It is a return message sent by the receiver to the sender.
- It is most essential element of the communication process as it shows that the receiver has understood the primary message sent by the sender & the communication process is now consider complete.
- A successful communication must be a two-way process where the sender sends the message & receives feedback from the receiver.
- These feedback could be verbal & nonverbal.



Functions of communication

1. To change in behavior
2. To influence others
3. To express our thoughts and emotions through words & actions.
4. It is a tool for controlling and motivating people.
5. It is a social and emotional process.
6. Communication for improving self-confidence
7. Entertain
8. Educate
9. Establish relationships
10. Inform

Forms of Communicating

■ Verbal Communication

Verbal communication refers to the form of communication in which message is transmitted verbally, communication is done by word of mouth and a piece of writing. When we talk to others, we assume that others understand what we are saying because we know what we are saying. But this is not the case. Usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning.

So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view. Would he understand the message? How it would sound on the other side of the table?



Verbal Communication

■ Oral Communication

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.

■ Written Communication

In written communication, written or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report etc.

Non-Verbal

- Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as **gesture, posture, tone of voice** or **facial expressions** is called nonverbal communication. **Nonverbal communication is all about the body language of speaker.**
- Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflects the situation more accurately than verbal messages.

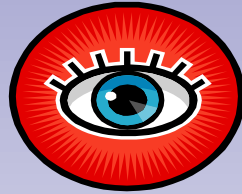
Non-Verbal

There are three elements in any face-to-face communication. These three elements account differently for the meaning of the message:

- Words account for 7%
- Tone of voice accounts for 38%
- Body language accounts for 55% of the message.

Nonverbal communication may be accomplished by the following means:

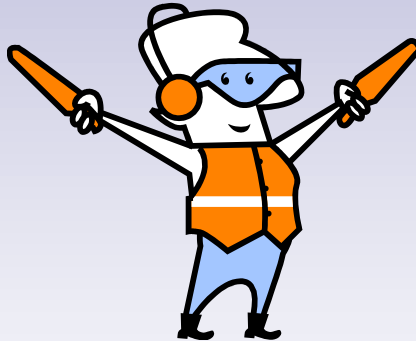
1. Eye contact



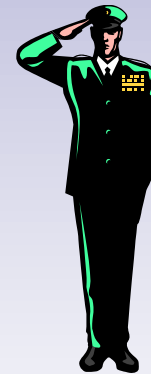
2. Facial expression



3. Gesture



4. Posture



5. Physical appearance

6. Sound



Evaluation

Q1: What is the meaning of communication?

Q2: Write a short notes about the elements of communication with illustrate of a suitable diagram

Q3: Explain the verbal and nonverbal communications with at least two example for each one.



Thank you for your
attention