

# COMMUNICATION SKILLS

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Subject –Applied English  
BCA-101  
MAIT

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# *Communication* is What ??

It is a process of exchanging –

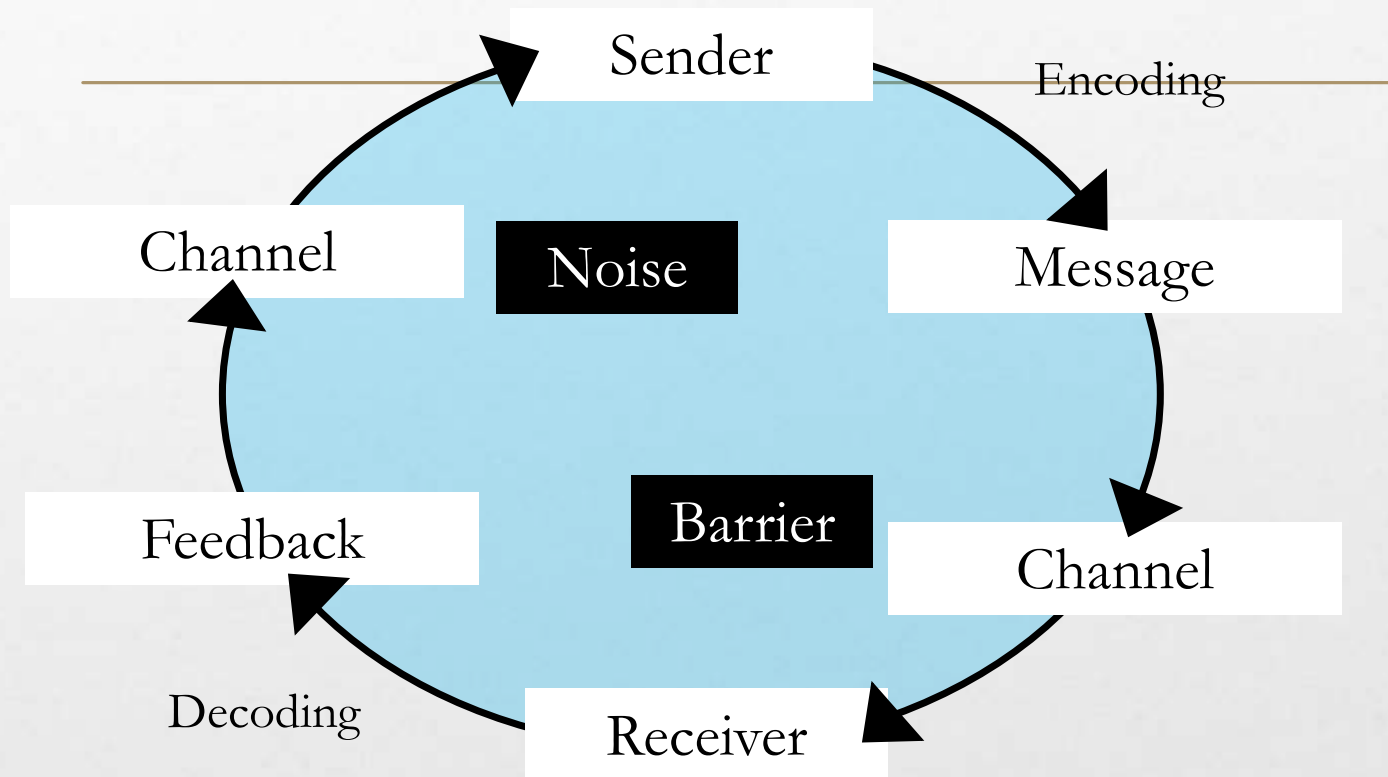
➤ Information

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- Ideas
- Thoughts
- Feelings
- Emotions
- Through –
- Speech
- Signals
- Writing

# Process of

# Communication



# Types of *Communication*

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.

Types of communication based on the communication channels used are –

- ❖ **Verbal Communication**
- ❖ **Nonverbal Communication**

# Verbal

# Communication

- It refers to the form of communication in which message is transmitted verbally.
- Communication is done by word of mouth and a piece of writing.
- In verbal communication remember the acronym **“KISS”** (keep it short and simple).

Verbal Communication is divided into:

- ☐ Oral Communication
- ☐ Written 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.



## □ Advantages –

It brings quick feedback.

In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

## □ Disadvantages –

In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a fault.





# Written

# Communication

- In written communication, written signs or symbols are used to communicate.
- In written communication message can be transmitted via email, letter, report, memo etc.
- Written Communication is most common form of communication being used in business.
- ❑ Advantages –
  - Messages can be edited and revised
  - Written communication provide record and backup.
  - A written message enables receiver to fully understand it and send appropriate feedback.
- ❑ Disadvantages –
  - Written communication doesn't bring instant feedback. It take more time in composing a written message as compared to word-of-mouth and number of people struggles for writing ability.



# Nonverbal

# Communication

- Nonverbal communication is the sending or receiving of wordless messages. Such as **gesture, body language, posture, tone of voice or facial expressions**, is called nonverbal communication.
- **Nonverbal communication is all about the body language of speaker.**



# Levels of

# Communication

- **Intrapersonal Communication**

is communication that occurs in your own mind. It is the basis of your feelings, biases, prejudices, and beliefs.



- **Interpersonal communication** is the communication between two people but can involve more in informal conversations.

- Examples are when you are talking to your friends.
- A teacher and student discussing an assignment.

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- **Small Group communication** is communication within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organization.
    - Examples would be a group planning a surprise birthday party for someone. A team working together on a project.

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- **One-to-group communication** involves a speaker who seeks to inform, persuade or motivate an audience.
    - Examples are a teacher and a class of students.

- **Mass communication** is the electronic or print transmission of messages to the general public. Outlets called mass media include things like radio, television, film, and printed materials designed to reach large audiences.





# Barriers of

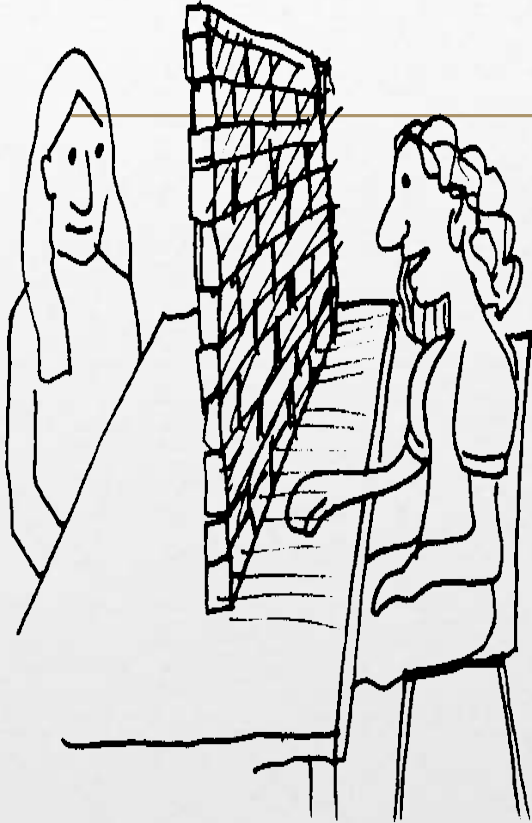
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*Communication*



- 2. Perceptual barriers

- 1. Physical barriers



- 3. Emotional barriers



- 4. Cultural barriers



- 5. Language barriers



- 6. Gender barriers



## 7. Interpersonal barriers





# How to Overcome Barriers of

*Communication*

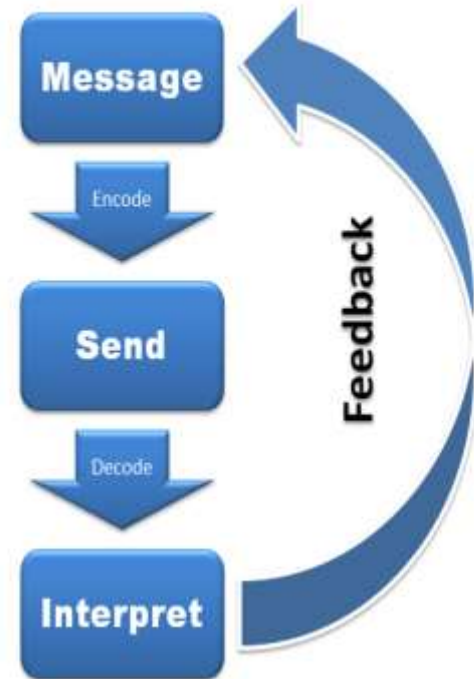
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- Taking the receiver more seriously
  - Crystal clear message
  - Delivering messages skilfully
  - Focusing on the receiver
  - Using multiple channels to communicate instead of relying on one channel
  - Ensuring appropriate feedback
  - Be aware of your own state of mind/emotions/attitude

# Tools of effective

*Communication*

- Be Brief
- Manners
- Be Positive
- Good listener
- Spice up your words
- Clarity
- Pronunciation

## Effective Communication Cycle



# 7 C'S of Effective Communication

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**The 7 Cs of Effective Communication :**

**1.Clarity:**

**2.Conciseness:.**

**3.Concreteness:.**

**4.Correctness:**

**5.Coherence:**

**6.Completeness:**

**7.Courtesy:**



# Takeaway

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- Practice, practice and practice (you will need around 3-6 months to hone your communication skills if you follow all these guidelines meticulously)

*Dr. A.P.J. Abdul Kalam said, “Dream is not what you see in sleep. Dream is something which doesn’t let you sleep.”*



Thank you!