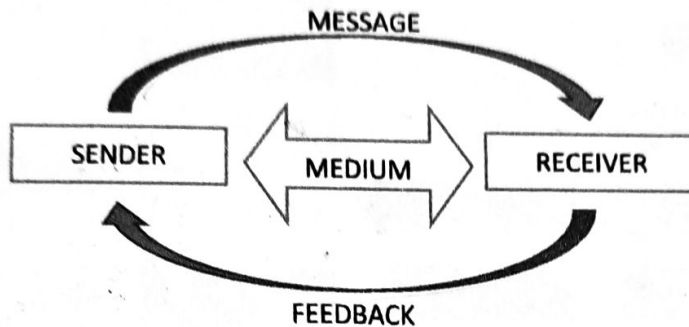


COMMUNICATION SKILLS

Definition: Communication is a two-way process of sending a message from a sender to receiver through a medium and then receiving a feedback from the receiver. It is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.



TYPES OF COMMUNICATION

1) Based on Communication Channels (Medium of Transfer):

There are two types of communication based on medium:

- a) Verbal Communication
 - i) Written Communication
 - ii) Oral Communication
 - (1) Distant Communication
 - (2) Face to face Communication
- b) Non-Verbal Communication

2) Based on Purpose:

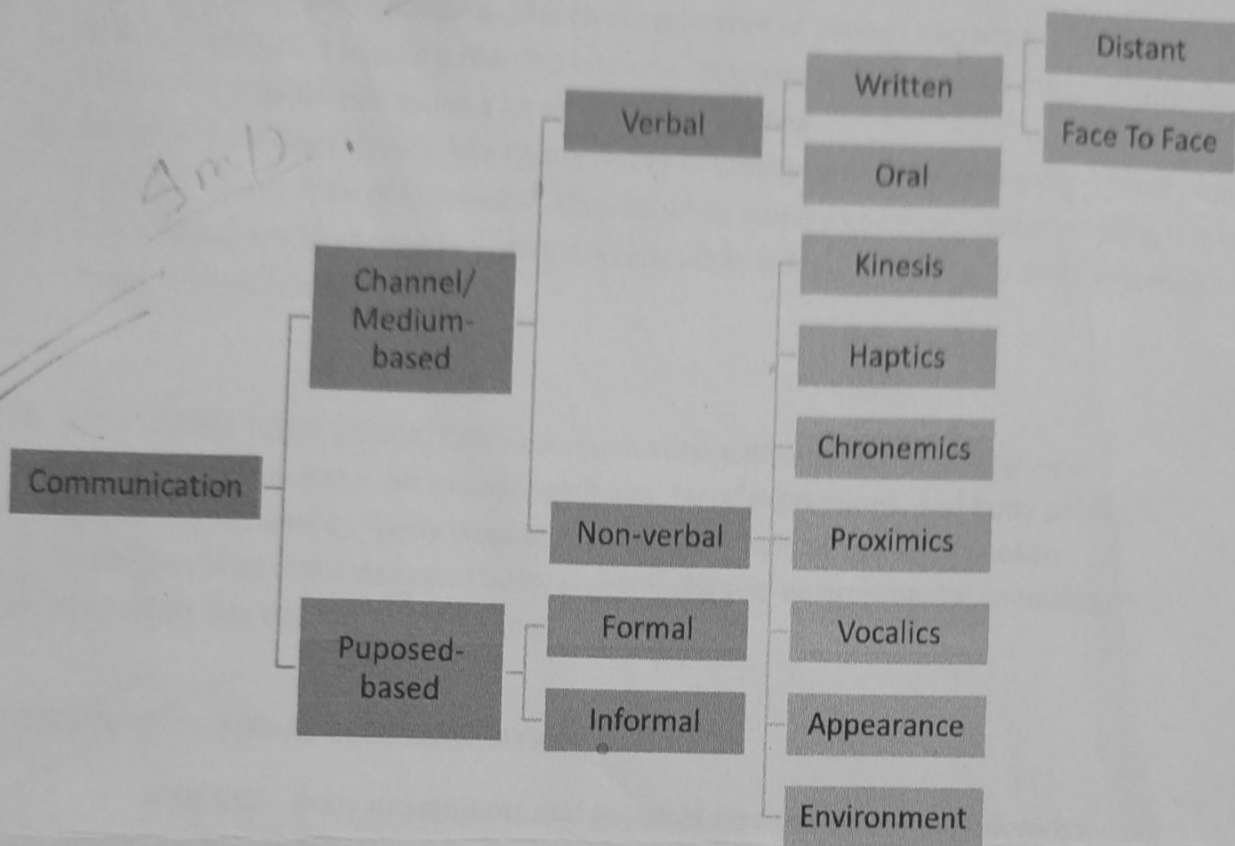
- a) Formal Communication
- b) Informal Communication

1) BASED ON COMMUNICATION CHANNELS (MEDIUM OF TRANSFER):

i) VERBAL COMMUNICATION:

The sharing of information between the sender and the receiver using language. Verbal communication entails the use of words in delivering the intended message. This includes both written messages and oral conversations.

When the information is conveyed through speaking i.e. by voice then the form of communication is called **oral communication**. It provides a means of quick feedback and chance of clearing your doubt immediately. If the communication is done through written format then it is called **written communication**.



Advantages of Verbal Communication Skill:

- a) **Time Effective:** Convey your message at a rapid speed. The verbal form of communication gives you this facility to quickly send intended message thus saving you time. Also, you won't need to grope for sign languages. Just write or say it and you will be understood.
- b) **Cost Effective:** In verbal communication the only requisite is a medium to speak or write. Thus, there are fewer chances of getting misinterpreted as everyone receiving the instructions are able to understand the common language between you.
- c) **Feedback quickness:** The distinct advantage of verbal communication is in the fact that the receiver can ask and clarifies his doubt on the spot without any delay. The sender can get quick feedback as to whether his intended message is received in its intended form or not and can clarify the receiver, in the case of any doubt.
- d) **Convenience:** While communicating verbally, the intended message can be conveyed simply in plain readable text and understandable language which is widely preferred for the ease it poses.

Disadvantages of Verbal Communication:

- a) **Possibility of Misunderstanding:** Due to the presence of various barriers in effective communication, it happens that the intended meaning of the message might change for the receiver which can cause a lot of misunderstanding.
 - b) **No Margin for Error:** Errors, like typing errors or saying something wrong can actually ruin your whole intention of communication. So while you are communicating verbally, it is very much necessary to choose the correct words while talking or writing to avoid unnecessary miscommunication.
- ii) **NON-VERBAL COMMUNICATION:** Communication without the use of language. Nonverbal communication includes gestures, facial expressions, and body positions (known collectively as "body language"), signs, symbols as well as unspoken understandings and presuppositions, and cultural and environmental conditions that may affect any encounter between people.

TYPES OF NON-VERBAL COMMUNICATION:

- **KINESICS** - Body movements and gestures serve as a form of non-verbal communication.
- **HAPTICS** - Haptics is that subsystem of non-language communication which conveys meaning through physical contact.
- **CHRONEMICS** - Chronemics is the study of the use of time in nonverbal communication. The way we perceive time, structure our time and react to time is a powerful communication tool.
- **PROXEMICS** - Proxemics is the study of how humans use space when we're communicating. How close we stand to someone, whether we touch them, and how comfortable we feel are all part of the study of proxemics.
- **VOCALICS** - Vocalics is the study of the nonverbal uses of the voice that indicate emotion and provide cues as to how the message should be interpreted. Nonverbal cues can take many forms, including pitch, tone, and rate, volume, and accent pattern and will influence how the message is received and interpreted.
- **APPEARANCE** - Non-verbal communication focuses on gestures and visuals. Thus, our appearance is a vital to send the right message and its intended meaning.
- **ENVIRONMENT** - While communication with the receiver, we are constantly aware of the surroundings. Therefore, the appropriate conditions can make sure the communication is unhindered.

Advantages of Non-Verbal Communication:

- a) **Aid to Verbal Communication:** Non-verbal methods are extremely useful as an aid to verbal communication. Maps, charts and graphs are absolutely necessary for conveying ideas related to geography, locations, data and most of the sciences. Beside these, non-verbal methods can present a large amount of complex data in a compact form; a single page can contain materials which would require several pages to convey in language.
- b) **Sign or Marks of Identity:** Nonverbal communication also functions as the sign or marks of identity for some objects or people. For instance, team jerseys and uniforms convey the message of belonging of an individual to a team or an organization.
- c) **Mass Communication:** Non-Verbal communication is best for mass communication. Visual, pictorial and infographic presentations are best for relaying messages to large groups of people. Using graphics and symbols that hold the same meaning for everyone eliminates the drawbacks of language barrier.
- d) **Stronger Reaction or Response:** Images, videos and visual cues draw stronger responses from people than just words. If the message needs to be more impactful, non-verbal communication is of tremendous value.

Disadvantages of Non-Verbal Communication:

- a) **Cultural Difference:** Every culture uses non-verbal communication and they have their way of communicating that can be different from the rest. The difference in message can lead to negativity and offensive. For example, people perceive silence as a negative trait suggesting rejection, unhappiness, depression. However, the Japanese admire silence and consider it is a key to success.
- b) **Unintentional:** Peoples' gestures and body movements are not always conscious. Some of those gestures can be subconscious actions and some could be reflexes. Therefore people unconsciously engage in nonverbal movements. For example, some people have a habit of shaking a leg while talking.
- c) **Distance Cannot Be Overcome:** One cannot express the feeling while communicating off face. Therefore the second person can never know the "real" intention of the speaker.
- d) **Not everyone prefers:** Few people do not prefer to use nonverbal skills. They think it may be unprofessional, unimpressive and less influential.
- e) **Imprecise and inaccurate:** Nonverbal messages can be quite inaccurate because there is no use of verbal words so it becomes very difficult how the other perceives. The meaning varies not only by the cultures but also with the degree of intention. In fact no dictionary can accurately classify them.