Communication Skills in English

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Dr. Satkala

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Preface

The twenty- first century can be called the era of skill based era as well as the era of excellence. The word excellence is very important in nowadays, because everyone wants Excellency in every field of life. Anything that is average or even the medium sort doesn't satisfy people in whatever they do or think of. Here is talked about the Excellency over communication in English.

Communication Skills in English book is designed to enable its reader/users to communicate in English with fluently to use the methods and techniques described in this book.

This book consisting of 43 chapters are divided into three parts. Part-I (Chapter 1to 27) containing Methods and strategies of oral communication in English- what is communication, Needs, Importance, Role in students' Life, Basic Requirements, Problems during Communication English Teaching Methodology, Methods, Strategies, Fluency, Role of Parents', Why Conversational English is so challenging, Role of English Language in Education, Role of English Communication in Society, Role of English Communication in Media, English as a window to the Modern world, Remedies for Students, for Teachers Drill/Practices, Ways of Self Motivation, Effective Use of Audio- Visual Aids, Role of Group Discussion (GD and the Use of Foreign Words and Phrases in English Language. Part-II (Chapter 28 to 36) containing the vocabulary building like- One Word Substitution, Idioms, Homonyms, Homophones, Suffix, Prefix, Synonyms, Antonyms, Figure of speech and

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Phrasal Verbs. Part-III (Chapter 37 to 43) containing writing skills like Memo writing, Notice writing, Letter writing, Report writing, Essay writing and Resume drafting.

This book is prepared for Ist year Engineering students in all branches like B. Tech., Diploma, Ist year M.B.A. students, Ist year Pharmacy students, Ist year ICT students and for those students and learners who want to communicate in English fluently. Particularly, it is for senior school students, college students and other learners who belong to in any profession but want to speak in English. This book will help to achieve the desired results. It will be helpful to get knowledge of different teaching methods, to enrich the vocabulary and to know the new words phrases, figure of speech or even the words comes from other languages. It will help you how to communicate with people through writing skills also.

I ardently hope that this book *Communication Skills in English* would prove to be useful to all those students and learners whose dream to communicate in English.

If you have any suggestion and feedback for improving the contents and to make this book more helpful are most welcome. You can e-mail your suggestion and feedback on this e-mail address….satkala bajiya@gmail.com

Dr. Satkala

Acknowledgement

It is really difficult to thank individually all those people who have helped me in bringing out this book in the present form. It is a Hercules task to thank each one individually. However, I would like to thank the following for the great help and support in bringing out this book.

First I would like to thank to God who give me patience, power and idea to write this book.

I want to say great thank to Dr. Vinod Tibrewala sir (Chanceller of Shri JJT University) who always encouraged staff members to do something different in their field.

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I am also grateful to all those professors of Shri JJT University, my friends and even my students from Tagore School, Hisar who have directly or indirectly influenced in shaping this book.

Finally I would like to great thanks to my husband, Mr. Yogendra, who has always help me to complete this book. I love my mother, who is my life energy; she encouraged me to go ahead in life. I would like to say thanks to my little princess Vinash.

Dr. Satkala

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PART : - I

Methods and Strategies for Oral Communication

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1

What is Communication?

The word "Communication" comes from the Latin word "communis" Meaning "common" Communication is when information is passed from a sender to a recipient using a medium. It is also known as the art of expression. Communication is a natural process. As the world come into existence, the process of communication take place. Even animals and birds have also an interesting communication system. Communication can be spoken (a word) or non-spoken (a smile). Communication has many ways, and happens all the time. Some communication is done without thinking, such as by changing in posture. Communication that tries to change somebody's mind may be called persuasion or propaganda.

1. There are different media that can be used for communication:
2. Visual communication (using body language or gestures)
3. Communicating with sounds (like human language, but may also be the barking of a dog) Communication using touch
4. Using writing
5. Using smell

The world has become a small family with the invention of communication instruments such as the telegraph, radio, telephone and television, smart phone,

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satellite etc. It is exchange of information, ideas, and feelings among human beings. It is the basic need for all human beings as well as animals. A man doesn't live merely to eat. He is a social human being; therefore, he needs company of others in order to lead a civilized life in society. Now we see how communication works. Communication works by exchanging information or messages. All types of business and professional communication have several common elements follow a similar process. The important elements of communication process are:-

1. Sender: - a person who intends to convey his/her thoughts or ideas is called the sender. Language played an important role between the message sender and the receiver. Sender should choose a language which is understood by the receiver; otherwise a message becomes useless.
2. Message: - there is a need of communication because there is the need to transfer ideas and thoughts. The thoughts and ideas exit in the mind of the sender and can be transferred to the personally through communication. These thoughts or ideas may comprise orders, instructions, feelings, guidance or any such things. These are called 'messages.'
3. Encoding: - the method which initiates the message is called encoding a thought. The sender puts his thoughts in a certain form of logical and coded message. It may be either written or oral communication. It may be in different form like- letter, telegram, email, verbal talk, gestures or some other form of expression. There are some points that are important for encoding the message:

a) Sender's skill of encoding the message.

b) His knowledge as well as the socio-cultural system of which he is part of it.

c) Attitude of the sender which effect to the receiver.

d) Success of any message depends upon the sender and the receiver's skill of LSRW.

e) It is a continuous process.

f) It deals with the transmission of facts and feelings.

4. Decoding:- the work of interpretation is concerned with the receiver of the message. He accepts the message and tries to find out its exact meaning by analyzing the sender, his intent, his role, knowledge, experience and authority. The receiver of the message tries to translate the ideas and symbol into a form that can be understood by him. The process of translation and interpretation of the signals is called decoding. The process of decoding requires that the receiver must possess skill in reading or listening and must also be able to apply reason.

5. Receiver:- in the same way the sender has his own frame of references, so does the receiver. What the receiver decides to select to listen and give attention to depends upon his own opinions, attitude and relationship with the sender. All these depends on what type of a message, channel, way of its reception, mind frame of the receiver, process of decoding and the situation in which it is received.

6. Feed back:- it is the turn of message or response from the receiver to the sender of the message. It determines whether understanding has been achieved or not. When the message reaches to the stage of decoding, the process of understanding starts. The sender expects the receiver to show some response or reaction so that he can act or reply or behave in a particular way as a result of the response he receives. It is necessary to know by the sender for the message whether the receiver responds in the desired way or not. It is only possible through the feedback.

7. Storing:- sometimes there is no possibility or necessity to give on the spot response to the message received. Under such circumstances the message received is properly stored and feedback effected later on at an appropriate time.

8. Retrieving:- when the feedback to a message is responded sometime later, the information stored is retrieved and

feedback given after studying and thinking on the message.

9. Context: - the message, encoding and decoding are all affected by the context of the message. The encoding and decoding of a message might change depending on the context in which it is generated. For example, the meaning of any word or sentence will change depending on the context.

In this way:-

Encoding the Message———— Transmission———— ————————Reception of the Message (Decoding)

1. The sender makes a message, from an idea. This is usually called encoding
2. The sender transmits the message through the medium.
3. The recipient receives the message and decodes it.

For a message exchange to be successful, the sender and the recipient must have agreed on a vocabulary. Communication is a type of instrument which fulfills the achievements of an organization. It is an essential element for all activities at all levels. Communication is as necessary as life itself, not only of human beings but also for animals and plants.

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Needs and Types of Communication

We can understand from the previous chapter the need of the communication. Nothing is possible without communication. Life of the animals and birds are impossible without communication. It can be in any form, but it is necessary in the life of any human beings.

It is the way of expression. It is the art of making one-self understood. For this, one needs language. From a long time, English continues to be a link language in office and business. Why it is necessary you can see it following?

1. Leadership is all about communication. It doesn't matter if you're an introvert or an extrovert, if you're going to build a strong workplace; you need to be able to communicate well.
2. At the business point of view, you cannot possibly succeed in business if you can't effectively communicate with customers.
3. All aren't born natural communicators; many of us need to work on the process. The great communication skills need to be developed.
4. Purposeful communication is mindful. Consider the message you are trying to communicate. Make your communication transparent and authentic.
5. Communication has needs clear objectives; those objectives include sharing the strategic goals and plans

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as well as the day to day tasks required to achieve them. It is also a two Way process where the one have to listens to what others have to say and carefully considers their input.

a) Communication has needs at the workplace for the positive effects. Employee satisfaction will immediately increase if there is a satisfactory communication between the boss and the employees. Productivity will also increase.

b) Most of our time is used for communication.

c) It is necessary for keeping the wheels of an organization turning.

d) It is necessary for motivation, negotiation, supervision etc.

e) It enhances the image of the organization.

f) It is the binding agent of social system.

Types of communication:-

1. Formal communication
2. Informal communication
3. Oral/verbal/spoken communication
4. Written communication
5. Gesture communication/non-verbal communication

1. The Formal Communication is the exchange of official information that flows along with the different levels of the organizational hierarchy and conforms to the prescribed professional rules, policy, standards, processes and regulations of the organization. The formal communication follows a proper predefined channel of communication and is deliberately controlled. It is governed by the chain of command and complies with all the organizational conventional rules. In the organizational set up the formal communication can observe any of the following forms:

(a) Downward Communication:- in this type of communication the flow of information and messages is from a higher level to a lower one in any organization.

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(b) Upward Communication: -here the flow of information and message is from a lower level to a higher level. This type of *communication* is becoming more popular in organizations as traditional forms of *communication* are becoming less popular.

(c) Horizontal or Lateral Communication: -here the transmission of information is between the same level of organizational hierarchy. In the same level of organizational hierarchy can be same group of the people, of same divisions, of departments or units.

(d) Diagonal or Crosswise Communication:- this communication takes place when people working at the same level interact with those working at a higher or lower-level of organizational hierarchy and across the boundaries of their reporting relationships.

2. The Informal Communication is the casual and unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command. The informal communication is based on the personal or informal relations such as family, friends, peer groups, club members etc. and all these are free from the rules and formalities. It is characterized by an indefinite channel of communication, means no definite chain of command through which the information flows.

There are four types of informal communication:-

(a) Single strand chain:- in the single strand chain the passing of information through a line of persons to the ultimate recipient. In the figure, the person A tells B, who tells C, who tells D, and so on, till the information has reached most of the persons involved or concerned.

(b) Gossip chain: - In the gossip chain network, there is an individual who tells the message to all other members in the network directly.

(c) Cluster chain: - in this network someone first tells the message to the selected individuals and those selected individuals pass the same information to other selected