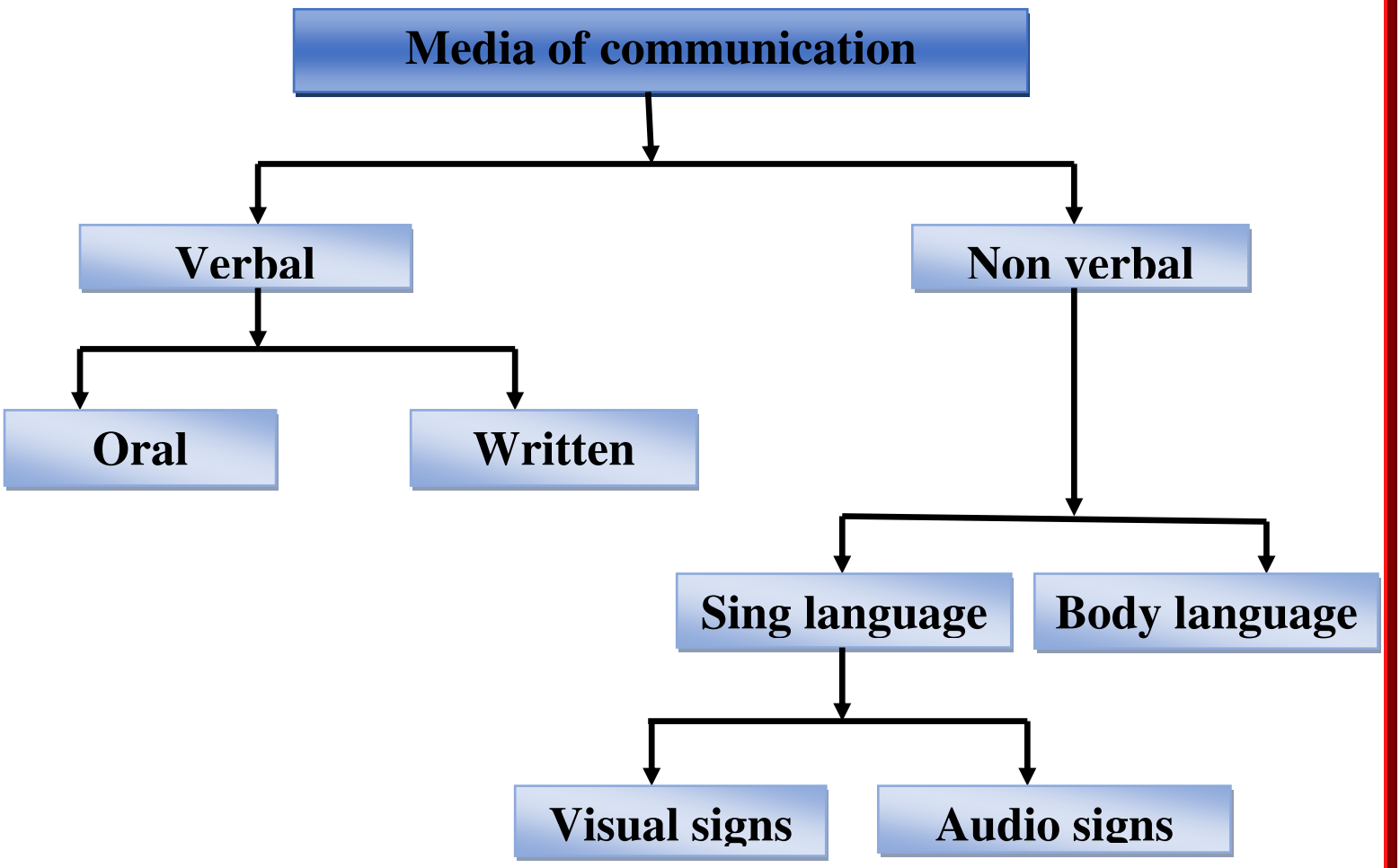
COMMUNICATION

I.DEFINITION :

Communication is an act of interacting with people and sharing information with them. There are two types of communication based on Media i.e Verbal and Nonverbal. Verbal communication is a type of communication in which you use words to interchange the information with other people. But, Nonverbal communication does not use words for communicating anything but some other modes are used.

In fact a human being has a vast range of symbols at his command that can be simply mapped as follows.



II.ORAL COMMUNICATION:

Anything emanating from the mouth is referred to as oral. Oral Communication occurs in situations like conversations, telephone talk, interviews, Presentations and meetings. That is why we are taking oral communication before its Counterpart. In any organization, as in everyday life, both formally and informally we

communicate more orally than in writing. Primarily oral communication builds up human relationship.

1.Components of oral communication are as follows:

1.1.Formal vs informal oral communication:

In business organizations, there are Ample opportunities for both formal and informal oral communication. But in fact, a lot more time is spent in informal oral communication. The simple reason is that all communication is essentially conversational in nature and has social purpose.

Whenever people get together there is bound to be face-to-face communication in Which they will share all sorts of ideas, feelings, etc. In addition to the informal oral communication various kinds of formal oral communication takes place in an organization. Very often people in business have to make formal presentations before a group that may be large or small. At other times, they have to participate in meetings and group discussions. Time to time they have to appear for or conduct interviews. Most of the letters and reports are largely dedicated. All these are formal kind of oral communication. In this way, we see that both formal and informal types of oral communication thrive together.

1.2.Listening:

Oral communication cannot be effective without proper listening on the Part of the receiver of the message. Poor listening may defeat the very purpose of oral communication. It is therefore very important to improve the ability to listen. It requires serious effort on the part of the listener to absorb what he is being told.

1.3.Silence as communication:

Silence by its very nature communicates. It can also be used to communicate. There is an age-old saying—"silence is half consent". Yes, very often especially in Response to a request or a question regarding our opinion about something we keep Quiet. That serves the purpose. It shows our approach is positive. On the other hand, Silence can also send the negative signal. For example, if someone is asking for help and we keep quiet, it will generally be construed as negative response. Working quietly shows satisfaction while making noise at work shows some discontent. Silence on the part of the audience at the time of the speech shows the interest and participative listening.

Speaking at such a time distracts the speaker and gives a poor impression of the audience.

2.Other forms of oral communication:

2.1.Face-to-face conversation:

Oral communication is best when it is face-to-face. A face-to-face setting is possible between two individuals or among a small group of People in an interview or in a small meeting; communication can flow both ways in these situations. There is always an immediate feedback, which makes clarification possible.

2.2. Telephone:

Telephone talk depends entirely on the voice. It does not have the advantage of physical presence. Clarity of speech and skillful use of voice are important.

2.3. Presentation:

A presentation has a face-to-face setting. It is a formal and well-prepared talk on a specific topic, delivered to a knowledgeable and interested audience. Visual aids arc used to enhance a presentation. The Person who makes the presentation is expected to answer questions at the end. It is the responsibility of the presenter to ensure that there is a clear understanding of all aspects of the topic among the audience.

2.4. Public speech:

A public speech or lecture, with or without microphones, has a face-to-face setting, but the distance between the speaker and audience is great; this distance increases, as the audience gets larger, as in an open-air public meeting. The purpose of a public speech may be to entertain, to encourage and to inspire. Much depends on the speaker's skill in using gestures and using the microphone. Feedback is very little as the speaker can hardly see the facial expressions of people in the audience. A public speech is followed by applause rather than by questions from the audience.

2.5. Interview:

An interview is a meeting in which a person or a panel of persons, who are the interviewers, ask questions from the interviewee. The purpose is, usually, to assess and to judge whether it would be worthwhile to enter into a business relationship with the other. Each side makes an assessment of the other. An interview is structured and is characterized by question and answer type of communication.

2.6. Meeting:

Usually, a meeting involves many persons; there is a chairman or a Leader who leads and guides the communication and maintains proper order. There Is a fixed agenda, i.e., a list of issues to be discussed at the meeting. Meetings are of many types, from the small committee meeting consisting of three or four persons to the large conference or the shareholders' meeting. This type of oral communication is backed up by note-taking and writing up of minutes.

3.Advantages of oral communication:

The advantages of oral communication are as follows:

-Time savings	**-Flexibility**
- Cost Savings	**-Easiness**
-More powerful	**-Correction of Errors**
-Effectiveness	**-Informal Communication**
-Immediate Feedback	**-Motivation**
-More suitable to get feedback	**-Special applications**
-Develops relationships	**-Maintaining Secrecy**

3.1.Time saving:

When action is required to be taken immediately, it is best to transmit a message orally. If the executive's workload is high then they stop writhing and by oral instructions they complete their message transmission and released their workload and it saves time.

3.2.Cost savings:

Cost is involved in any communication. When the communication is needed within the organization and if it and is completed in orally, it has not needed any paper, pen or stamp or computer. So it saves the money of the organization.

3.3.More powerful:

Speech is a more powerful means of persuasion and control. Therefore, executives often prefer to transmit messages orally.

3.4.Effectiveness:

With the help of variations in the tone, pitch and intensity of voice, the speaker can convey shades of meaning. This factor also contributes to the effectiveness of oral communication.

3.5.Immediate feedback:

The speaker can get immediate feedback on whether it is creating a favorable impression on the receiver or whether the receiver will protest or whether the receiver has receiver has clearly understood his meaning or is feeling perplexed or baffled and he can mold and adjust his message accordingly.

3.6.More suitable for feedback:

The employees felt more suitable when the message transmits in orally. They get an opportunity for feedback and clarification.

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3.7. A relationship develops:

Oral communication is mostly carried out helps to promote friendly relations between the parties communicating with each other.

3.8. Flexibility:

By the demand of the situations, oral instructions can be changed easily and for these cases maintain the formalities are not necessary. So it is very much flexible and effective.

3.9. Easiness:

It is so easy method of communication. It needs little preparation to send a message. No need of pens, pencils and other writing equipment's which are needed in written communication.

3.10. Correction of errors:

If any error is expressed at the time of oral communication. It was possible to rectify at that time or within a very short time.

3.11.Informal communication:

In Oral Communication, no need to maintain such formalities, which are needed in, written communication. So it is easy and helpful to any organization.

3.12.Motivation:

In oral communication system, top executives and subordinates staff can sit face-to-face and exchange their views directly, so subordinates are motivated day by day.

3.13. Special applications:

Oral communication is more helpful in communicating messages to groups of people at assembly meetings etc.

3.14. Maintaining secrecy:

Interested parties of oral communication can maintain the secrecy of messages easily.

4.Disadvantages of oral communication:

Oral communication contains many advantages. In spite of this, there are oral some disadvantages which are given below:

-No record
-Expensive
-Inaccurate
-Limited usage
-Probability of omitting main subject
-Confused speech
-No legal Validity

-Late decisions
-Less secrecy
-Less important

-Defective
-Creates misunderstanding

4.1.No record:

In oral communication, messages are difficult to record. So it is impossible to preserve the message for future.

4.2.Expensive:

It is also expensive media of communication. Sometimes the audience can be managed by paying T. A and D. A. On the other hand, Technological devices that are used in this system are costly.

4.3.Inaccuracy:

There is very possibility of inaccurate messages to reach the destination. So, the reverse result of expected plan may be occurred.

4.4.Limited use:

The scope of usage of oral communication is limited. It is not suitable for lengthy messages. It should be sued for short message.

4.5.Probability of omitting main subject:

Sometimes, main subject may be omitted to express a word for communicating. So, expected result may not be
Achieved.

4.6.Confused speech:

Sometimes the receiver fails to understand the meaning of a message due to habitual productions of the speaker.

4.7.No legal validity:

There is no any legal validity of the oral message. As, the oral messages are not taped and kept records, so it can be denied easily if the situation
goes against the speaker.

4.8.Late decision:

It takes time to reach a decision. At the beginning stage, sometime is killed in the discussion of any personal matters. Besides some time is also wasted for irrelevant discussion. In this way decision making is delayed.

4.9.Less important:

In oral communication, meaningless speech can mislead the main effects of the communication. But when the information comes out in written, we take it seriously.

4.10.Lack of secrecy:

In oral communication, the important and secret information may be disclosed.

4.11.Defective:

Oral communication is defective for company's policy, procedure, programs, law and other important information.

4.12.Creates misunderstanding:

The speaker often gives message without having properly organized it earlier. So, it is possible that he may not be able to make himself properly to communicate with the receiver. As a result, misunderstanding May develops.

III.WRITTEN COMMUNICATION:

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

1.Forms of Written Communication:

Some important forms of Written Communication includes email, Internet websites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases.

1.1.Emails:

• Emails are the most common form of written business communication, According to Startupbizhub, an online reference site. Business professionals Use emails to send documents, set up meetings, confirm appointments and contact job candidates. Despite their relative casualness, your emails should Still come across as professional. Make sure you address your emails to all intended parties. Leaving just one person out can hinder your emails Effectiveness. Also, list the specific topic of your email in the "***Subject***" area. Avoid writing long paragraphs in your emails. Instead, break your text up with shorter paragraphs and bullet points, according to Forbes online magazine.

1.2.Proposals:

• Proposals are documents which outline upcoming projects. ***For example***, business consultants and advertising agencies submit proposals to companies for projects or special assignments. A marketing manager may submit a proposal to the research and development department to conduct product

research. Proposals are often just one or two pages long. Many companies use specific forms for their proposals. Make sure you clearly identify all the project steps and tasks in your proposal. Include the associated costs of each specific task as well. ***For example***, list the printing, mailing and postage costs if you are writing up a proposal for a direct mail project.

1.3. Reports:

• Reports are another type of written business communication. Companies use reports to inform employees about various aspects of the business. ***For example***, the finance department will write financial reports to summarize a company's profit and sales. Similarly, a marketing research manager may write a report which summarizes results of a customer phone survey. Write your reports in a structured format. Provide a brief introduction to your report. ***For example***, tell department managers how and when you conducted a customer phone survey. Include the key objectives you intended for the project. Summarize your findings in the body of your report. Add graphs and charts to clarify more complex concepts. Include an executive summary section in your report that highlights key findings or results. Moreover, always include a cover letter with your report to introduce it to managers or executives.

1.4. Brochures:

• Brochures are literature that feature your products and services. Companies Use brochures to sell products or assist sales reps with sales calls. Companies Produce brochures in many shapes and sizes. Some brochures are letter size While others folded in half or thirds. Use color and pictures in your brochures That feature your main products or services. Break up each page of your Brochure with plenty of blank space, which makes the brochure more readable.

2. Advantages of written communication:

-Easy to preserve
-Easy presentation of complex matter
-Permanent record
-Prevention and wastage of time and money
-Accurate Presentation
-Use as a reference
-Delegation of authority
-Longevity
-Effective communication
-Maintaining image
-Proper information
-No opportunity to misinterpret
-Controlling tool
-Easy to verify

2.1. Easy to preserve:

The documents of written communication are easy to preserve. Oral and nonverbal communication cannot be preserved. If it is needed, important information can be collected from the preserved documents.

2.2. Easy presentation of complex matter:

Written communication is the best way to represent any complex matter easily and attractively.

2.3. Permanent record:

The documents of written communication act as a permanent record. When it is needed, important information can be easily collected from the preserved documents.

2.4. Prevention of wastage of time and money:

Written communication prevents the waste of money and time. Without meeting with each other the communicator and communicate can exchange their views.

2.5. Accurate presentation:

Through the documents of the written communication top executive can present the information more accurately and clearly. As it is a legal document everybody takes much care does draft it.

2.6. Use as a reference:

If it is needed, written communication can be used as future reference.

2.7. Delegation of authority:

Written communication can help the authority to delegate the power and authority to the subordinate. It is quite impossible to delegate power without a written document.

2.8. Longevity:

Written document can be preserved for a long time easily. That is why; all the important issues of an organization should be back and white.

2.9. Effective communication:

Written communication helps to make communication effective. It is more dependable and effective than those of other forms of communication.

2.10. Maintaining image:

Written communication helps to maintain the images of both the person and the organization. It also protects the images of the company or organization.

2.11. Proper information:

It is a proper and complete communication system. There is no opportunity to include any unnecessary information in a written document.

2.12. No opportunity to misinterpret:

there is any opportunity to misinterpret the information or messages of written communication.

2.13. Controlling tool:

Written communication can help to control the organizational activity. The written document may be used as a tool for controlling.

2.14.Easy to verify:

The information and messages that are preserved can be verified easily. If there arises any misunderstanding any party can easily verify the information.

2.15.Others:

Clear understanding, Legal document, Acceptability, Reduction of risk, Creating confidence, Easy circulation, Wide access or coverage etc.

3.Disadvantages of written communication:

The limitations and disadvantages of written communication are given below:

-Expensive
-Time consuming
-Red-Tapism
-Useless for illiterate person
-Difficult to maintain secrecy
-Lack of flexibility
-Delay in response
-Delay in decision making
-Cost in record keeping
-Complex words
-Lack of direct relatio

3.1. Expensive:

Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.

3.2.Time consuming:

Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.

3.3.Red-Tapism:

Red-Tapism is one of the most disadvantages of written communication. It means to take time for approval of a project.

3.4.Useless for illiterate person:

It messages receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.

3.5.Difficult to maintain secrecy:

It is an unexpected medium to keep business secrecy. Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.

3.6.Lack of flexibility:

Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.

3.7.Delay in response:

It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.

3.8.Delay in decision making:

Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.

3.9.Cost in record keeping:

It is very difficult and expensive to keep all the records in written communication.

3.10.Complex words:

Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.

3.11.Lack of direct relation:

If there is no direct relation between the writer and the reader, writer communication cannot help to establish a direct relation between them.

3.12.Other:

Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding-problem between boss and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.

IV.NONVERBAL COMMUNICATION:

Communication that involves neither written nor spoken words, but often occurs with another aspect of communication is called non-verbal communication. In nonverbal communication visual and audio signs such as pictures, drawings, sounds and signs are used to convey the message. ***For example***, old movies of Charlie

Chaplin used only images, parking signs, banners, siren from a racing fire engine, beacon from a lighthouse by themselves convey messages to the intended.

1.In non-verbal communication there are five types:

1.1. Sign language:

**Sign language consists of visual signs, audio signs and audio-video signs.*

• Visual signs:

Signs related to our sense of seeing come under visual signs. ***For example***, by looking at the danger sign in a high volt electric pole we come to the conclusion that the pole should not be touched. Likewise the signs such as no horn please, zebra crossing etc. make clear their intentions.

• Audio signs:

This is related to our sense of hearing. They are used when visual signs are not useful or cannot be seen, and also when there is an urgency. For example, hooters fitted on top of ambulance vans are audio signs. Siren in factories, alarm clocks, doorbells etc.

• Audio-Visual signs:

This is related to both our sense of seeing and hearing. ***For example***, the light indicator and sound from a vehicle indicates that the vehicle is about to take a turn.

1.2. Body language(kinesics):

Body language is suitable to express feelings, emotions like grief, joy, anger, fear, nervousness, tension, anxiety, concern, astonishment, frustration etc. Body language includes facial expressions, gestures, body movements, postures, eye contact and touch. ***For exampl*e**, a bharatanatyam dancer makes use of navarasas, facial expressions, mudras to express him/herself. In the movies of Charlie Chaplin, there is no sound and only the facial expressions, postures and actions describe the story of the whole film. In a classroom, the students come to know the mood of the lecturer by looking at his facial expression.

1.3. Paralanguage:

Para means ‘like’. Hence, paralanguage is ‘like-language’. It is non-verbal since it does not consist of words. But it is close to verbal communication because it shows how words are spoken or utterance made. In a para language, the speaker’s voice is very important. While communicating, the speaker’s pitch variations, speaking speed, pause, volume variation, speech breakers are noticed. ***Example***, during seminars, a student’s voice reveals his confidence, stress, fluency etc. Other examples could be a radio jockey, television show anchor etc.

1.4. Proxemics (Space Language):

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Proxemics is the study of space between two interacting persons. This space defines the level of intimacy between them. Personal things cannot be communicated publicly. Likewise, intimate, public, social and public things should be communicated in its respective manner. ***Example***, if a person has some personal family problem, it is wise and necessary to solve it with his family members. This matter should not be made public.

1.5. Layout, designs and color:

Layout and designs convey messages loud and clear. It highlights only the important points and does not contain unnecessary details. Example, if there is new offer in a shop, it is depicted or shown in design and layout. Different colors highlight different meaning. Like in a traffic signal, red means stop, yellow means get ready and green means move. In a football match, if a player is shown a yellow card by the referee, it means a warning and a red card means the player has to leave the field.

2. The advantages of non-verbal communication are:

1. We can communicate with someone who is hard of hearing of deaf.
2. We can communicate at place where you are supposed to maintain silence.
3. We can communicate something, which you do not want others to hear or listen to.
4. We can communicate if you are far away from a person. The person can see but not hear you.
5. Non-verbal communication makes conversation short and brief.
6. You can save on time and use it as a tool to communicate with people who don't understand your language.

3.The disadvantages of nonverbal communication are:

1. You cannot have long conversation.
2. Cannot discuss the particulars of your message.
3. Difficult to understand and requires a lot of repetitions.
4. Cannot be used as a public tool for communication.
5. Less influential and cannot be used everywhere.
6. Not everybody prefers to communicate through nonverbal communication.
7. Cannot create an impression upon people/listeners.

4. Measures to improve nonverbal Communication:

1. Pay Attention to Nonverbal Signals
2. Look for Incongruent Behaviors
3. Concentrate on Your Tone of Voice When Speaking
4. Use Good Eye Contact
5. Ask Questions About Nonverbal Signals

6. Use Signals to Make Communication More Effective and Meaningful
7. Look at Signals as a Group
8. Consider Context
9. Be Aware That Signals Can be Misread
10. Practice, Practice, Practice

A/ Pay Attention to Nonverbal Signals People can communicate information in numerous ways, so pay attention to things like eye contact, gestures, posture, body movements, and tone of voice. All of these signals can convey important information that isn't put into words. By paying closer attention to other people's unspoken behaviors, you will improve your own ability to communicate nonverbally.

B/ Look for Incongruent Behaviors If someone's words do not match their nonverbal behaviors, you should pay careful attention. For example, someone might tell you they are happy while frowning and staring at the ground. Research has shown that when words fail to match up with nonverbal signals, people tend to ignore what has been said and focus instead on unspoken expressions of moods, thoughts, and emotions.

C/ Concentrate on Your Tone of Voice When Speaking Your tone of voice can convey a wealth of information, ranging from enthusiasm to disinterest to anger. Start noticing how your tone of voice affects how others respond to you and try using tone of voice to emphasize ideas that you want to communicate. ***For example***, if you want to show genuine interest in something, express your enthusiasm by using an animated tone of voice.

D/ Use Good Eye Contact When people fail to look others in the eye, it can seem as if they are evading or trying to hide something. On the other hand, too much eye contact can seem confrontational or intimidating. While eye contact is an important part of communication, it's important to remember that good eye contact does not mean staring fixedly into someone's eyes. How can you tell how much eye contact is correct? Some communication experts recommend intervals of eye contact lasting four to five seconds.

E/ Ask Questions About Nonverbal Signals If you are confused about another person's nonverbal signals, don't be afraid to ask questions. A good idea is to repeat back your interpretation of what has been said and ask for clarification. An ***example*** of this might be, "***So what you are saying is that...***"

F/ Use Signals to Make Communication More Effective and Meaningful Remember that verbal and nonverbal communication work together to convey a message. You can improve your spoken communication by using body language

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that reinforces and supports what you are saying. This can be especially useful when making presentations or when speaking to a large group of people.

G/ Look at Signals as a Group A single gesture can mean any number of things, or maybe even nothing at all. The key to accurately reading nonverbal behavior is to look for groups of signals that reinforce a common point. If you place too much emphasis on just one signal out of many, you might come to an inaccurate conclusion about what a person is trying to communicate.

H/ Consider Context When you are communicating with others, always consider the situation and the context in which the communication occurs. Some situations require more formal behaviors that might be interpreted very differently in any other setting. Consider whether nonverbal behaviors are appropriate for the context. If you are trying to improve your own nonverbal communication, concentrate on ways to make your signals match the level of formality necessitated by the situation.

I/ Be Aware That Signals Can be Misread According to some, a firm handshake indicates a strong personality while a weak handshake is taken as a lack of fortitude. This example illustrates an important point about the possibility of misreading nonverbal signals. A limp handshake might actually indicate something else entirely, such as arthritis. Always remember to look for groups of behavior. A person's overall demeanor is far more telling than a single gesture viewed in isolation.

J/ Practice, Practice, Practice Some people just seem to have a knack for using nonverbal communication effectively and correctly interpreting signals from others. These people are often described as being able to "***read people***." In reality, you can build this skill by paying careful attention to nonverbal behavior and practicing different types of nonverbal communication with others. By noticing nonverbal behavior and practicing your own skills, you can dramatically improve your communication abilities.

IIV.CONCLUSION:

Communication is very necessary. The proper use of all the types of communication leads to effective communication. Communication to be carried out in a proper manner requires the sender and the receiver to mutually understand symbols, signs etc. when communicating verbally or nonverbally. A sender should have good communicating skills. If the sender does not communicate properly, the result could be disastrous. After sending a message, the sender should receive a response from the receiver as it helps sender to communicate in a better manner in futur