



INTRODUCTION

WHAT IS COMMUNICATION?

Effective communication is about conveying your messages to other people clearly and unambiguously. It's also about receiving information that others are sending to you, with as little distortion as possible.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single most important factor in choosing managers. The survey, conducted by the University of Pittsburgh's Katz Business School, points out that communication skills, including written and oral presentations, are the main factor contributing to job success.

Communication plays a very important role to our emotional well being and to our very existence. The art of communication is one of the most difficult arts to master in life, because it is the Art of "Being Aware of yourself and your own feelings.



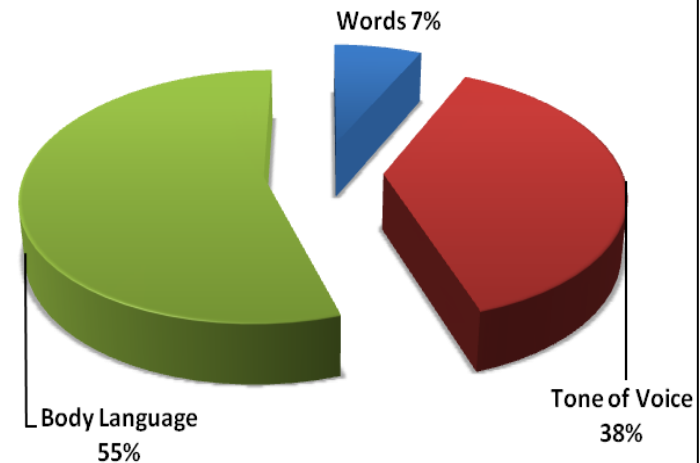
FACT ABOUT COMMUNICATION

Renowned Professor of Psychology at University of California Los Angeles, **Albert Mehrabian**, born 1939, has explained in his famous **7%-38%-55%** rule that:

Words account for **7%**, tone of voice accounts for **38%**, and body language accounts for **55%** in one's communication.

They are often abbreviated as the "**3 Vs**" for **Verbal, Vocal & Visual**.

EFFECTIVE COMMUNICATION



TYPES OF COMMUNICATION

There are two types of communication

1. Verbal Communication
2. Non Verbal Communication

VERBAL COMMUNICATION

Verbal communication between two people is carried out through WORDS and SOUND. It is an unwritten way of communication. Verbal communication plays the most important role in everybody's life as this is a channel through which one expresses his/her thoughts and opinions.

POINTS TO REMEMBER WHILE COMMUNICATING:

While communicating with someone verbally, remember the following:

- Use simple language
(Avoid jargon/slang)
- Grammatically correct sentences
- Be precise and avoid long winded sentences
- Use positive words to express your opinion
- Think and prepare before you speak
- Avoid careless language

SCENARIOS FOR EFFECTIVE COMMUNICATION

1. How do you greet your friend/colleague?
 - Good morning, have a nice day!
 - Good evening, have a nice evening!
2. If someone asks you, "How are you?" How would you respond?
 - "I am *FINE*" - This is a good answer, but using words such as Great, Fantastic and Excellent instead of FINE would have a positive effect on the other person.

Try to use words that bring out the positive personality in you.
3. Requesting for a favour from someone:
 - Would you please?
 - Could you please.....?
 - Would you be kind enough to help me out?
 - May I please request you to.....?
4. Meeting a person of higher position/authority
 - Greet the person, firm handshake, a nice pleasing smile. All this exhibits positive vibes to the other person.
 - Be confident whatsoever.

USE OF CONSTRUCTIVE LANGUAGE TO IMPROVE COMMUNICATION

NAYSAYER:

The naysayer is the person who often offers negative criticism of ideas, or always provides reasons why something won't work. In simpler words, he/she is a person with negativity in the way they approach things. But, naysayers don't always have negative attitudes. In many cases they simply use language that gives the impression of negativity.

Let's take an example of the following Government issued memo.

"We regret to inform you that we cannot process your application to register your business name, since you have neglected to provide sufficient information. Please complete all sections of the attached form and return it to us."

SENTENCE INTERPRETATION

Though the sentence sounds polite, it is also exceedingly negative. It includes several negative words – regret, cannot, neglected, and it has a tone that suggests that the recipient is to blame for the problem.

RECONSTRUCTION OF SENTENCE USING POSITIVE VOCABULARY

Contrast this example with a re-written more positive approach.

"Congratulations on your new business. To register your business name, we need some additional information. If you return the attached form, with highlighted areas filled in, we will be able to send you your business registration certificate within two weeks. We wish you success in your new endeavour."

This sentence has been framed with positive words such as congratulations, success, endeavour etc.

Note that the negative example tells the person what he or she has done wrong, and doesn't stress the positive things that can be done to remedy the problem. The positive example sounds completely different, though it contains almost identical information.

STUDENT ACTIVITY I

Think and write down two situations where you had to communicate with a negative tone with someone. Convert the same into a positive sentence without offending the other person.

NOTES



**DON'T BE A NAYSAYER, BE AN
OPTIMIST!**

ATTITUDE FORMULA

$$\begin{array}{l} L+U+C+K \\ 12+21+3+11 = 47\% \end{array}$$

$$\begin{array}{l} M+O+N+E+Y \\ 13+15+14+5+25 = 72\% \end{array}$$

$$\begin{array}{l} H+A+R+D+W+O+ R+K \\ 8+1+18+4+23+ 15+18+11 = 98\% \end{array}$$

$$\begin{array}{l} K+N+O+W+L+E+ D+G+E \\ 11+14+15+23+ 12+5+4+7+ 5 = 96\% \end{array}$$

$$\begin{array}{l} A+T+T+I+T+U+ D+E \\ 1+20+20+9+20+ 21+4+5 = 100\% \end{array}$$

It is our ATTITUDE towards Life and Work
that makes OUR Life 100%!!!

HOW TO EXCEL IN COMMUNICATION?

Tip No # 1 Get comfortable with the language. Read for 20 minutes in English. It can be a newspaper, a short story, a poem, or even a novel.

Tip No # 2 Develop your written language. If you don't have the requisite vocabulary you won't be able to communicate.

Tip No # 3 Start Speaking. Try out your spoken English on anyone who will be able to respond to you. Don't be afraid of making mistakes.

Tip No # 4 Keep your ears open for the accent. Watch the English news on Television. Watch BBC for the British Accent, CNN for the American Accent and NDTV 24/7 for the urban Indian Accent.

Tip No # 5 Record yourself. Listen to your voice and catch your pronunciation mistakes. Make a deliberate effort to avoid them.

Tip No # 6 Grammar is important. The parts of speech, tenses, form of verb, and

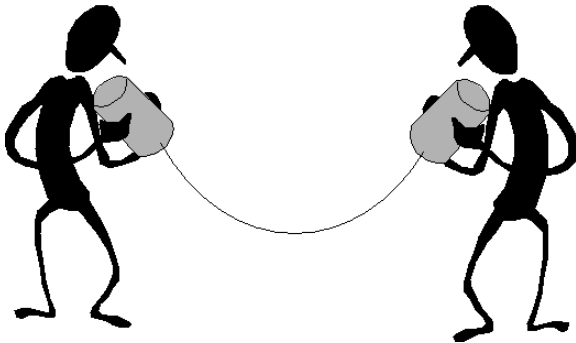
articles contribute to fluency. Make an effort to learn them.

Tip No # 7 Make the Dictionary your best friend. Familiarize yourself with its meaning and use it in a sentence that very day.

Tip No # 8 Have someone proficient read aloud to you. A storybook or a newspaper article will do. Watch how they move their lips while pronouncing certain words.

Tip No # 9 Learn one new word a day. To increase your active vocabulary start memorizing the meaning of a word you had heard but were not sure of.

Tip No # 10 Start writing a Diary. It will allow you to practice the language while you also learn how to write effectively in English.



NON VERBAL COMMUNICATION

Recollecting Albert Mehrabian's famous 7%-38%-55% rule, we can come to a conclusion that the majority percentage of importance is given to 55 % (BODY LANGUAGE). Body Language is one of the non verbal communications that also includes one's posture, gesture and eye contact.

BODY LANGUAGE

Body language is an important part which constitutes more than 50% of what we are communicating. Body language varies greatly with people and especially with international cultures. What is applicable for one country may not be suitable for another country.

Tips for giving the "Best First Impression" with your body language:

- ✓ Do not look down or to the side
- ✓ Have eye contact, but don't stare
- ✓ Relax your shoulders
- ✓ Nod when they are talking
- ✓ Don't slouch, sit up straight
- ✓ Lean, but not too much
- ✓ Have a smiling face
- ✓ Keep your head up
- ✓ Don't fidget
- ✓ Use your hands more confidently

POSTURE

One of the first key things people notice is how you carry and present yourself. Do you walk and stand with confidence? Or do you slouch, perhaps with your shoulders drooping, your head forward and your stomach protruding? If you are, then you may be turning people away without even being aware of it.

POINTS TO NOTE:

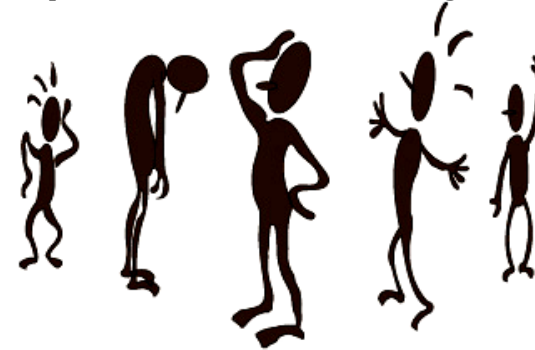
- ✓ Ensure that your posture commands respect from people.
- ✓ Walk with your shoulders back and head up.
- ✓ Look straight and not down while walking.
- ✓ Do not be stiff while walking or sitting.
- ✓ Don't sit with your legs spread.
- ✓ Don't twist your body while sitting.

GESTURES

There are many kinds of gestures such as

- ✓ Biting fingernails
- ✓ Rubbing chin
- ✓ Smoothing hair
- ✓ Folding arms
- ✓ Raising eyebrows
- ✓ Pursing lips
- ✓ Scratching head
- ✓ Hands on hips
- ✓ Hands behind head
- ✓ Rubbing nose

It is to be ensured that we do not indulge in the mentioned gestures as it will put off the person who is communicating with us.



EYE CONTACT

Not only does focused eye contact display confidence on your part, it also helps you understand what the other person is really saying verbally.

When the eyes say one thing, and the tongue another, a practiced man relies on the language of the first.

-Ralph Waldo Emerson

Looking someone in the eye as you meet and talk with him/her also shows you are paying attention. Good eye contact plays a large part in conveying our interest in others.

STUDENT ACTIVITY II

Students are requested to read the following sentences with stress on the underlined word

- a. I did not steal your eraser
- b. I did not steal your eraser
- c. I did not steal your eraser
- d. I did not steal your eraser

Do you see any difference in the meaning of the sentence?

STUDENT ACTIVITY III

Students are asked to think of a famous proverb/saying and act it out (Non Verbally) in front of the class. Let the audience guess what the proverb/saying is!

For eg. Look before you leap

NOTES:

COMMUNICATION SKILLS EXERCISE

1. When conversing with others,
 - A. I usually do most of the talking.
 - B. I usually let the other person do most of the talking.
 - C. I try to equalize my participation in the conversation.

2. When I first meet someone,
 - A. I wait for the other person to make the introduction first.
 - B. I introduce myself with a smile and offer a handshake.
 - C. When I first meet someone, I keep quiet.

3. I usually,
 - A. "warm-up" new conversations with small talk.
 - B. I usually avoid small talk and jump into more important matters.
 - C. I usually avoid starting conversations.

4. I usually,
 - A. Make an effort to remember and use peoples' names.
 - B. Don't pay attention to names as I tend to forget them.
 - C. Only learn the names of important people.

5. I _____ use courtesy words and phrases - "Please," "Thank you," "You're welcome," "I'm sorry."

- A. Frequently
- B. Occasionally
- C. Never

6. I tend to

- A. to be serious and don't smile often while conversing.
- B. Smile all the time while conversing.
- C. Smile at appropriate times while conversing.

7. I _____ make eye contact while conversing.

- A. Always.
- B. Sometimes.
- C. Never.

8. While conversing,

- A. I hold my head still at all times.
- B. I nod my head at appropriate times.
- C. I nod my head constantly.

9. While conversing,

- A. I stand one-foot away from the person.
- B. I stand two- to three-feet away from the person.
- C. I stand five- to six-feet away from the person.

10. I often,

- A. Stand while talking to a person who is sitting.
- B. Sit while talking to a person who is sitting.
- C. Lean down while talking to a person who is sitting.

11. To end a conversation,

- A. I often just leave.
- B. I begin to look impatient hoping the person will get the hint.
- C. I wrap up with a closing statement.

12. If a co-worker has put on weight

- A. I say nothing about it.
- B. I tell the person that he or she has changed in appearance.
- C. I honestly tell the person that he or she looks fat.

13. When I'm listening to the speaker

- A. I often cross my arms over my chest.
- B. I often lean back and turn my body away from the speaker.
- C. I often lean slightly forward and face my body toward the speaker.

14. When I cross my leg

- A. I cross my leg facing the speaker.
- B. I cross my leg away from the speaker.
- C. I move my foot up and down.

DID YOU KNOW?

There are over 500,000 earthquakes in the world every year. Of these, 100,000 can be felt and 1000 cause damage



15. While listening,
 A. I tend to be distracted by things going on around me.
 B. I listen for meaning and ask questions.
 C. I watch the person speak, but I don't "hear" a word.

16. When someone talks about an unfortunate or sad experience
 A. I don't comment about it.
 B. I try to change the subject.
 C., I try to relate to the person's feelings and show sensitivity to his or her misfortune.

17. When I discuss a topic
 A. I tend to talk about and focus on positive (good) aspects.
 B. I tend to talk about and focus on the negative (bad) aspects.
 C. I tend to complain.

18. When I have a negative opinion or comment
 A. I just say it.
 B. I lead in with a positive comment first.
 C. I say nothing.

19. When I receive unfavorable feedback
 A. I note where I need to improve.
 B. I get angry and defensive.
 C. I deny the problem, make excuses, or plead ignorance.

20. When I give a person negative feedback
 A. I focus on the person's observable work or behavior and offer suggestions.
 B. When I give a person negative feedback, I focus on what I don't like about the person.
 C. I simply tell the person what to do right.

KEY TO QUESTIONS:

In this questionnaire, there is no right or wrong answer. The key given below is the best answer and acts as a guidance for you to understand how you should communicate and behave in an environment.

1	2	3	4	5	6	7	8	9	10
C	B	A	A	A	C	A	B	B	B
11	12	13	14	15	16	17	18	19	20
C	A	C	A	B	C	A	B	A	A

“Good Luck for your Future Endeavours”