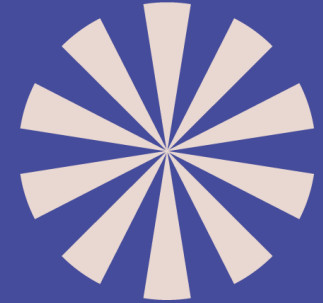

Communication



NTA-UGC-NET-PAPER-1-UNIT-4

MANU B

25 YEARS OF
EXCELLENCE



Introduction

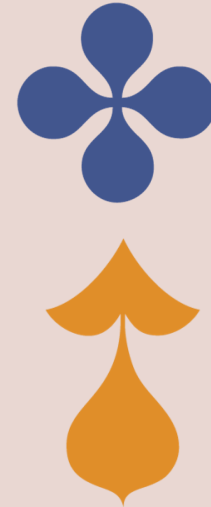


- **‘COMMUNICATION’**: Origins
 - French: *communication*
 - Latin : *communicare*

} To share
} commonly
- Exchanging ideas about something with someone
- Can take place in verbal and non-verbal forms
- Basic requirement of all the social, economic and political activities
- Sender– who gives a Message, which is accepted by the Receiver – this interaction is the basis of communication

ELEMENTS OF COMMUNICATION

1. **SENDER (ENCODER):** One who sends or provides a piece of information
2. **MESSAGE :** The information that is transmitted from the Sender to the Receiver(s)
3. **MEDIUM (CHANNEL):** The link that transmits the Message between Sender and Receiver
4. **RECEIVER (DECODER):** One who receives the piece of information
5. **RESPONSE & FEEDBACK:** The reactions made by the Receiver



ELEMENTS IN COMMUNICATION



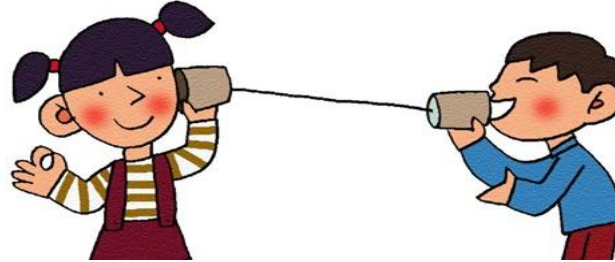
Plot Diagram of Communication Process



FEATURES OF COMMUNICATION



1. Transmitting and Receiving information



2. Brings people closer and creates bondages



3. Helps to transfer ideas, feelings and emotions



OBJECTIVES OF COMMUNICATION

- 1) Creating Awareness
- 2) Imparting Knowledge
- 3) Projecting an Image
- 4) Shaping Attitudes
- 5) Stimulating a Desire
- 6) Effecting Outcome
- 7) Good Decision Making
- 8) Maintaining Workflow
- 9) Developing Relationship
- 10) Educational Requirements
- 11) Providing Counseling
- 12) Moral Development



Answer this one:



- What is the primary objective of communication?
 1. To convey information only
 2. To persuade the audience
 3. To ensure a mutual understanding between sender and receiver
 4. To entertain the audience

Answer: 3

Answer this one:



- Which of the following is an essential element of the communication process?
 1. Message
 2. Monologue
 3. Stereotypes
 4. Emoticons

Answer: 1

Answer this one:



- Which feature of communication refers to the use of symbols, words, or gestures to convey information?
 1. Noise
 2. Channel
 3. Encoding
 4. Decoding

Answer: 3

Answer this one:



- What is the primary function of feedback in the communication process?
 1. To interrupt the sender's message
 2. To ensure the message is transmitted accurately
 3. To distract the receiver from the message
 4. To entertain the audience

Answer: 2

Answer this one:



- Which of the following is an objective of effective communication in organizations?
 1. To create confusion among employees
 2. To promote a positive organizational culture
 3. To withhold important information from employees
 4. To discourage open and transparent communication

Answer: 2

1. Intrapersonal Communication

- A person communicates with himself
- ‘Intra’ : within
- Does not require a receiver—can take place any time
- No feedback available
- Self-awareness, perception and expectations are various parts
- **Examples:** Diary Writing, Daydreaming, Teachers planning lectures



internal monologue



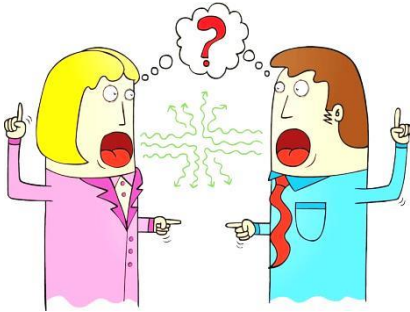
talking to self



writing that isn't shared



2. Interpersonal Communication



- Interaction between different persons
- ‘Inter’: between
- Take place when there is a listener or more than one listeners– could be formal or informal
- There will be response and feedback
- Can be verbal or non-verbal in form; messages once conveyed cannot be reversed
- **Examples:** Classroom teaching, speaking to friends, writing letters to authorities etc.



3. Impersonal Communication



- It is referred to short-term interactions in day-to-day life
- **Examples:** Our enquiries at shops and counters



4. Formal Communication



- The **Official Communication**
- That takes place in organisations for transmitting orders, instructions, plans, policies etc.
- There are prescribed channels—makes it reliable
- Time-consuming but effective due to systematic flow of information
- Usually in written form; secrecy is maintained if needed
- It can be horizontal, vertical and occasionally diagonal in form



5. Informal Communication



- Also known as **‘Grapevine Communication’**
- Communication between friends, family members and peer groups
- No prescribed channel for the flow of information– less reliable but efficient and fast
- Can be in verbal or gesture form
- Secrecy is difficult to be maintained; source of origin is difficult to trace
- Can be multidirectional



6. Contiguous Communication



- Sender and receiver are in direct touch
- A continuous form of communication– takes place among limited number of participants
- Time consuming and expensive
- But there is a need of direct contact
- Examples: Chat sessions and face-to-face interactions



7. Non-Contiguous Communication



- The sender and receiver are not in direct touch
- Not always continuous
- Not limited among few participants, rather gets a wider reach
- **Examples:** Reading a book of an author, listening to a broadcast etc.



8.Direct Communication & 9.Mediated Communication

Direct Communication

- The face-to-face interaction among the sender and receiver
- No medium present to convey a message
- Examples: Casual talks and interviews among different people



Mediated Communication

- Not the direct or face-to-face interaction between sender and the receiver
- There will be a medium or channel present in between, like a third-person, document, telephone, social media etc.
- Examples: Official announcements through newspapers and radio



Based on flow of information:

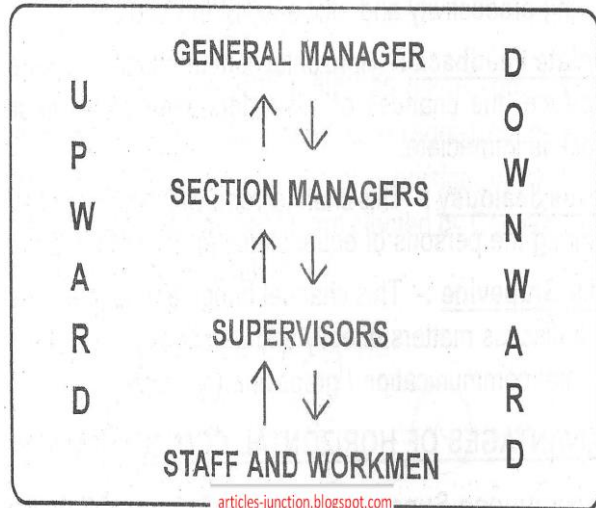
1. Horizontal Communication



- The exchange of information among people of same rank in different departments or organisations
- Also known as **lateral communication**
- **Example:** An Assistant Professor in English Department communicates with another Assistant Professor in Mathematics department



2. Vertical Communication



VERTICAL COMMUNICATION

- The exchange of information between persons of different ranks, among whom one would be superior in rank within the same department or organisation
- It can be further classified into
 1. **Upward Communication**
 2. **Downward Communication**



2. Vertical Communication

Upward Communication

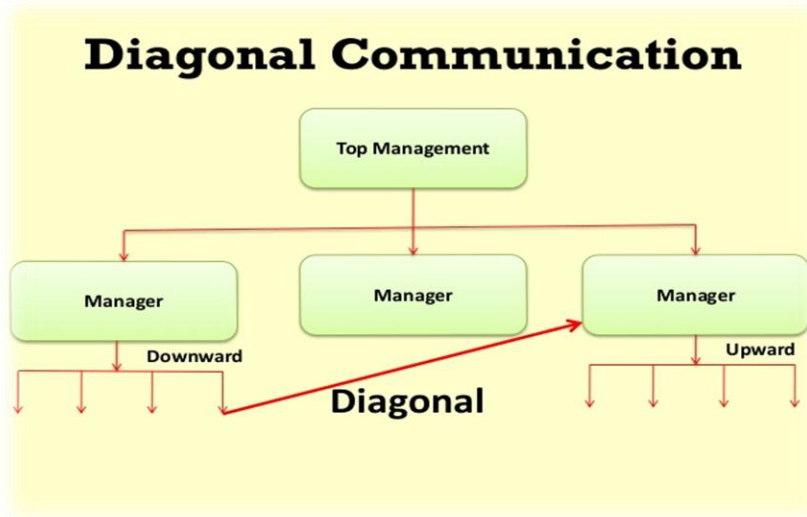
- Messages flow from subordinates to the superiors
- **Examples:** Suggestions, Feedback, Complaint Box system and similar reports

Downward Communication

- Messages flow from a higher level of the authority to the lower sections of the hierarchy
- Special care is required--time-consuming process – chances of loss of information or diversion to unintended persons
- **Examples:** Official announcements, instructions, directions and performance analysis reports



3. Diagonal Communication



- The kind of communication that takes place among the persons of different ranks from different organisations or departments
- **Example:** Programme notifications from a department to the students of a different department



Answer this one:



- Based on the nature & characteristics, identify the odd one out:
 1. Horizontal Communication
 2. Upward Communication
 3. Vertical Communication
 4. Downward Communication

Answer: 1

Answer this one:



- Which of the following is the feedback in newspaper communication?
 1. Articles
 2. Editorials
 3. Letters to the editor
 4. News

Answer: 3

Answer this one:



- In which communication context does communication occur within an individual's mind, involving self-talk and reflection?
 1. Intrapersonal communication
 2. Interpersonal communication
 3. Small group communication
 4. Mediated communication

Answer: 1

Answer this one:



- Which communication context involves the use of technology or an intermediary platform to transmit messages between the sender and receiver?
 1. Mediated communication
 2. Interpersonal communication
 3. Intrapersonal communication
 4. Direct communication

Answer: 1

Answer this one:



- How can feedback contribute to communication effectiveness?
 1. Feedback is not necessary for effective communication.
 2. Feedback helps confirm the speaker's authority and credibility.
 3. Feedback allows the receiver to evaluate their response before responding.
 4. Feedback helps ensure that the message was received and understood as intended.

Answer: 4

From Previous Q.P

[July 2016]



- Imagine you are working in an educational institution where people are of equal status. Which method of communication is best suited and normally employed in such a context?
1. Horizontal Communication
 2. Vertical Communication
 3. Corporate Communication
 4. Cross Communication

Answer: 1.

From Previous Q.P

[June 2015]



- The term 'grapevine' is associated with
 1. Downward Communication
 2. Informal Communication
 3. Upward Communication
 4. Horizontal Communication

Answer: 2.

Answer this:



- **Assertion (A):** Feedback is a critical element of the communication process.
 - **Reason (R):** Feedback ensures that the receiver understands the message accurately and provides an opportunity for clarification if needed.
1. Both the (A) and (R) are true, and the reason is a valid explanation of the assertion.
 2. Both the (A) and (R) are true, but the reason is NOT a valid explanation of the assertion.
 3. (A) is true, but (R) is false.
 4. (A) is false and (R) is true.

Answer: 1.

Answer this:



- **Assertion(A):** One of the primary objectives of communication in organizations is to build a cohesive and motivated workforce.
 - **Reason(R):** Effective communication fosters a sense of belongingness and helps employees align with the organization's goals.
1. Both the (A) and (R) are true, and the reason is a valid explanation of the assertion.
 2. Both the (A) and (R) are true, but the reason is NOT a valid explanation of the assertion.
 3. (A) is true, but (R) is false.
 4. (A) is false and (R) is true.

Answer: 1.

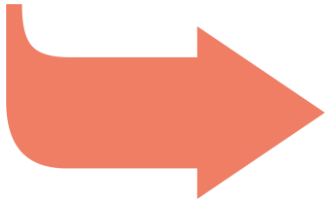
Answer this:



- **Assertion(A):** Non-verbal communication is more powerful than verbal communication in conveying emotions and attitudes.
 - **Reason(R):** Non-verbal communication includes facial expressions, body language, and gestures, which can express feelings and emotions more explicitly than words.
1. Both the (A) and (R) are true, and the reason is a valid explanation of the assertion.
 2. Both the (A) and (R) are true, but the reason is NOT a valid explanation of the assertion.
 3. (A) is true, but (R) is false.
 4. (A) is false and (R) is true.

Answer: 1.

1. Physical Context



- The place of communication
- Place determines the way of interaction
- **Example:**
The difference in way of interaction in a DJ night is different from the way you interact in a conference hall



2. Historical Context



- The way of communication on the light of our past experiences
- The past or usual experiences make us aware of the order of events and readies ourselves to act accordingly
- Helps in expecting and understanding the responses by the receiver
- **Example:** An experienced doctor can quickly understand the patient's condition through certain symptoms, which he might have seen in many patients for years



3. Social Context



- The relationship between the sender and the receiver determines the way of communication
- Their roles, status and social norms etc. are determining factors
- **Example:** The interaction between children and parents is different from the one between a boss and an employee



4. Psychological Context



- The extend of formality and friendliness between the sender & receiver
- Moods and emotions do matter
- **Example:** Mood of teacher while praising children is different when she scolds them



5. Temporal Context



- The time at which communication takes place
- Changes in effect of communication with respect to time
- Energy levels of a person can be different at different parts of the day– affects the mood and emotions
- **Example:** The difference in students' attention in the first hour class and last hour of the day

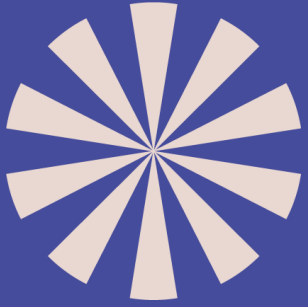


6. Cultural Context



- Cultural implications on values, ethics, morals and beliefs
- Affects communication predominantly
- Interpretation of signs and symbols varies w.r.t countries & cultures
- Norms too vary from place to place





END OF SESSION-1

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