

Institute of Sciences, Humanities & Liberal Studies

Department of Languages

Topic: Theory on Communication

Compiled by: Prof. Mamta Amin

Definition of Communication

“ Communication is a process of exchange of ideas, thoughts, information, knowledge between sender and receiver through accepted codes”

- Oxford Dictionary

Process of Communication

- Generation of Idea (Ideation)- Idea striking in the mind of the sender
- Encoding- Shaping of an Idea
- Channel/ Medium- Way through which message/idea travels
- Decoding- Understanding the idea/message
- Response- Formation of response in mind of the receiver
- Feedback- Response sent back to the sender

Levels of Communication

- Extra personal: Humans & Other Species
- Intra personal: With self
- Inter personal: Between other humans
- Organizational: within or across organizations
- Mass: with large mass of people (Ads, pamphlets etc)

Flow of Communication

- Downward : Senior – Junior
- Upward: Junior – Senior
- Horizontal: among members of a same group/level
- Cross-wise: Flow from all directions(Subordinate from a departments talks to authority of other dept.)
- Grapevine: Flows in all directions. Informal in nature. More of Rumor.

Barriers to Communication

- Physical Barrier: Noise, Distance, Physical discomfort, environmental condition. It occurs from the outside.
- Semantic/ Linguistic Barrier: Idiomatic language, Homophones, Syntax error, Technical jargons
- Interpersonal Barrier: Receiver’s attitude towards the speaker improper. Lack of self-confidence, use of inappropriate language can create this
- Psychological: Your emotions (Fear, Anxiety, Extreme happiness, personal prejudices)
- Organizational: Information overload due to size of an organization, there is loss of communication.

Department of Languages

Topic: Non-Verbal Communication

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Definition:

The exchange of ideas/information/knowledge/emotion/feeling without the use of words is known as Non-Verbal communication.

1. Body Language (Kinesics)

Kinesics is the name given to the study of the body's physical movements. It is the way the body communicates without using words.

For example:- Nodding of your head, blinking eyes, shrugging of shoulders. If you extend your hand with a smile on your face to congratulate a friend, then it becomes more effective than a word 'Congrats' said in isolation. Thus a Handshake and a Smile become non-verbal means of communication.

Non-verbal communication is subtle and instinctive. When a speaker presents himself/herself, we SEE him/her before we begin to HEAR them. Hence we begin to develop certain impressions about the person based on the non-verbal signals s/he sends. Thus Body Language is crucial in communication. It includes every aspect of your appearance- what you wear, how you stand, look & move, facial expressions, posture, eye-contact, gestures, & physical habits.

2. Para-Language (Vocal features)

Paralinguistic features are non-verbal vocal cues/hints that help you to lend urgency to your voice. Your voice is your trademark; it is a part of your personality, which adds human touch to your words. It includes- Voice quality, Pitch, Articulation & Pronunciation, and Intonation.

Intonation is the tone of your communication. It emphasizes/modulates/modifies or contradicts the verbal

communication. Para-language takes into account the manner in which you speak and not the content.

3. Proxemics (Time & Space)

In communication, one needs to decide when & how long to speak. For example- At a discussion, At an interview, At a meeting etc one can neither be too shy to speak nor too foolish to not stop talking. You need to learn to choose your time for a fresh argument. One has to give the other person time to listen to you and respond.

The place and space affect your body-language.

For example- When in conversation with your superior, you have to maintain a respectable distance.

To communicate extreme joy and jubilation, you see players jump and run around the field, which is the utilization of the space available to you, in order to express.

4. Sign Language

The system of communication through symbols & pictures is sign language.

For example- No Smoking Zone/ Traffic Signals/ No Honking zone/ Road Signs/ Logos of a Brand etc.

Mainly used at public places.

Conclusion

Non-verbal communication enhances verbal communication. It serves its purpose without words, we instinctively communicate more often without words than we do with words.

In administrative and business/organizational set ups, public affairs etc, Non-verbal communication can make a significant contribution.