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.

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Topic: Non-Verbal Communication

Compiled by: Prof. Mamta Amin

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.

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Topic: Netiquettes

Compiled by: Prof. Pranjal Bhatt

Netiquettes

Netiquette is a combination of the words <u>net</u>work and <u>etiquette</u> and is defined as a set of rules for acceptable online behavior. Similarly, online ethics focuses on the acceptable use of online resources in an online social environment.

Both phrases are frequently interchanged and are often combined with the concept of a 'netizen' which itself is a contraction of the words inter<u>net</u> and citi<u>zen</u> and refers to both a person who uses the internet to participate in society, and an individual who has accepted the responsibility of using the internet in productive and socially responsible ways.

- **Recognizing that the internet is an extension of society.** The internet isn't a new world in which anything goes, but rather, a new dimension of the world around us.
- **Applying the same standards online as we do in public.** In simple terms, this means that the values society has in place against hate speech and bigotry, child exploitation, and child pornography, copyright violations and other forms of theft, remain intact. Values around courtesy, kindness, openness, and treating others with the same respect we wish to receive should also be adhered to.
- **Refusing to empower abuse and harassment while online.** Accepting that the laws which are currently in place to protect the rights and dignity of citizens apply online and that where needed, laws are updated to reflect these rights in the extended environment. Theft, harassment, and bullying while online is still theft, harassment, and bullying, period.
- **Acknowledging cultural differences.** Even when national boundaries no longer apply, cultural respect and tolerance should remain. This requires finding a way to accept that the social values and norms of some netizens will not be the social values and norms of all

For Businesses:
For companies, being a good netizen, applying online ethics, and using netiquette include:

- **Respecting rights of privacy for offline employees.** Information possessed by citizens in their offline interactions should be respected.
- **Maintaining transparency in information policies.** By taking action so that consumers can easily and quickly understand how that company is using their information and protecting them from harm, companies can provide users with a clear means of ownership and self-determination as to what is, and isn't shared about them, which strengthens the consumer relationship.

Most internet users automatically apply the same responsible respectful behaviour online as they do in every other environment and by nature apply netiquette an online ethics, and are good netizens. The minority that fails to apply societal values in some or any environment- including the internet- are quickly identified as exceptions to be dealt with on a social, or criminal level. When you choose to partner with technology companies, especially for something as important as internet security, it's imperative you ensure that the partner shares your understanding of what it means to act ethically.

Dos
- Respect other people's privacy
- Verify facts before reposting
- Check messages and respond promptly

Don'ts
- Name-call or express offensive opinions
- Post private or embarrassing images or comments
- Exclude people or talk behind their back