

## Answer Key of Unit – 1 : Communication

### 1. What is the importance of listening in communication?

Listening is the ability to accurately receive and interpret messages in the communication process. When we don't communicate with people, we tend to assume what someone is thinking and feeling. Unfortunately, this can lead to miscommunication and possibly create anger, resentment and other negative emotions. Active listening helps to:

- Learn and understand things better in a social and professional environment
- Become better at socialising
- Build stronger relationships by making people feel valued
- Improve problem solving skills
- Absorb information better.

In a nutshell, without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

### 2. The Characteristics of Effective Communication are:

1. Pre-thinking: Pre-thinking enables the sender to develop a creative message and to transmit it efficiently.
2. Specific Objective: The communicator must know the objective of communication and must arrange the message accordingly.
3. Completeness: Complete communication helps in better decision-making by the audience/readers/receivers of the message.
4. Conciseness: Brevity is the essence of business communication.  
The concise message is one that contains only relevant and necessary facts, avoids repetition, and organizes properly.
5. Correctness: The effective communication contains only the correct messages. False, manipulated, and exaggerated information irritates the receiver and makes the communication ineffective.
6. Concreteness: The message should be supported by facts and figures and nothing is left to the imagination. Concreteness strengthens the confidence.
7. Clarity: To be effective, communication has also to be clear and specific. Complete clarity of thoughts and ideas enhances the meaning of message.
8. Coherence: The term coherence refers to the smooth flow of ideas in a text. Two or more ideas should not be blended together.
9. Courtesy: Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic.
10. Effective Listening: In order to gain new information and ideas, to be inspired and motivated and to improve overall communication, effective listening is quite important.
11. Focus and attention: One must be focused and pay attention to whatever is being communicated to him.

### 3. What are the advantages of oral communication?

**Oral communication** is the process of verbally transmitting information and ideas from one individual or group to another. In oral communication, spoken words are used. Examples of oral communication are Face-to-face conversation, classroom lectures, speeches, telephone conversation, discussions etc.

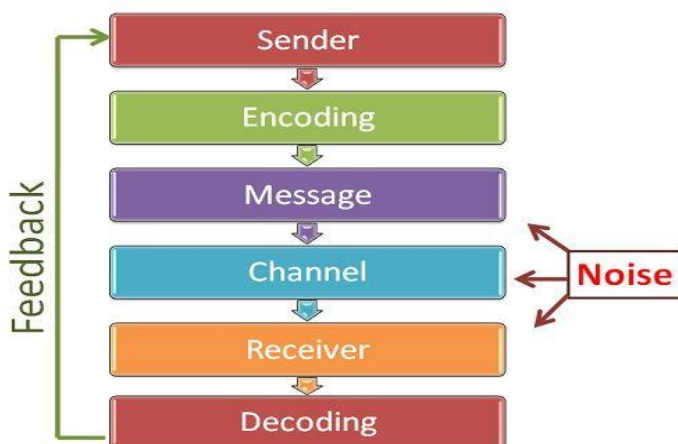
Advantages of oral communication are:

- ☛ Quick response
- ☛ Quick in exchange of ideas.
- ☛ Economical
- ☛ Effective source
- ☛ Immediate feedback
- ☛ Flexible
- ☛ Removal of misunderstanding
- ☛ Personal Touch

In **oral communication**, communication is influenced by pitch, volume, speed and clarity of speaking. Hence, proper care should be taken to make the communication effective.

4. The communication process is the method by which the sender transfers information and understanding to the receiver. The main steps inherent to all communication are:

1. **The purpose:** There has to be a purpose or reason for the communication in the mind of the sender. The sender initiates the message and changes the behaviour of the receiver.
2. **Message:** It is a subject matter of any communication. It may involve any fact, idea, opinion or information.
3. **Encoding:** The process of converting the message into words, symbols, pictures, signs etc. is called encoding.
4. **Communication channel:** Communication channel is the media through which the message passes. It is the link that connects the sender and the receiver.
5. **Receiver:** The person who receives the message is called receiver.
6. **Decoding:** Decoding is a mental process by which the receiver draws meanings of the message.
7. **Feedback:** The reaction or response of the receiver is known as feedback.



### 5. What are the essentials of oral communication?

Oral communication includes both speaking and listening. Speaking is very powerful weapon for influencing others. In order to make it effective, one must pay attention to the following elements:

- a) **Pronunciation:** Proper pronunciation is the key to mastering the language. Without correct pronunciation, the vocabulary that you know will be less effective when communicating.
- b) **Listening & conversation:** Listening enhances one's ability to understand others better and makes a person a better communicator. It also builds stronger relationships by making people feel valued
- c) **Spoken grammar:** Grammar enhances accuracy. A person with a poor grammar skill can form negative impression and this may last for a long time.
- d) **Vocabulary:** Good vocabulary helps to create a positive impression on others.
- e) **Noticing language:** One learns quickly and easily by imitating others. That is the reason, noticing is regarded as an important part of the process of learning a new language.
- f) **Presenter and presentation:** Always be presentable. Smile and make eye contact with your audience/ receiver. Presentation is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.

## 6. How does informal communication help in an organisation?

Informal communication is casual communication between co-workers in the workplace. It is unofficial in nature and is based in the informal, social relationships that are formed in a workplace outside of the normal hierarchy of business structure. That is why informal business communication can take place between the CEO and an hourly worker. This type of communication is important in the workplace as it can help with employee morale and can encourage the feeling of belonging for the employees as well as a client or customer.

The exchange of informal messages usually takes place on the occasion of community meals, social occasions, parties, etc. On such occasions, the superiors gather such information from their subordinates as may be difficult to get through formal communication. Such communication includes comments, suggestions, etc.

The purpose of informal communication includes sharing of information, establishing personal contacts, making friendship, influencing and motivating others, resolving conflicts, supplementing official channels, getting relaxation, searching escape from monotony of work etc.

In a nutshell we can say that in an organisational setting, informal communication makes helps to increase the work efficiency.

7. Barriers to communication mean obstacles to the process of communication which cause different misunderstanding, misconceptions, confusion and overall miscommunication. Some of the examples of communication barriers are information overload, choosy perceptions, workplace gossips, semantics, gender differences etc.

### The Various Communication Barriers include:

- Physical Barriers

- Psychological Barriers
- Cultural barriers
- Organizational barriers
- Semantic/ Language barriers
- Emotional barriers
- Attitude barriers
- Perception barriers
- Technology barriers
- Gender barriers

To conclude we can say that in order to make the communication process effective, all the barriers must be eliminated.

