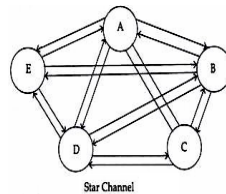


Day - 2

1. Explain the Star Network in the channel of communication.

Star communication network is a network where all members of the group communicate with each other and exchange information. This network promotes group communication and teamwork. The members communicate with each other without hesitation.

It follows the informal channel of communication and provides maximum satisfaction to members. Information flows fast, though there may be problem of coordination.



In simple words, star network is a network which helps in free flow of information in the organisation.

2. Define communication.

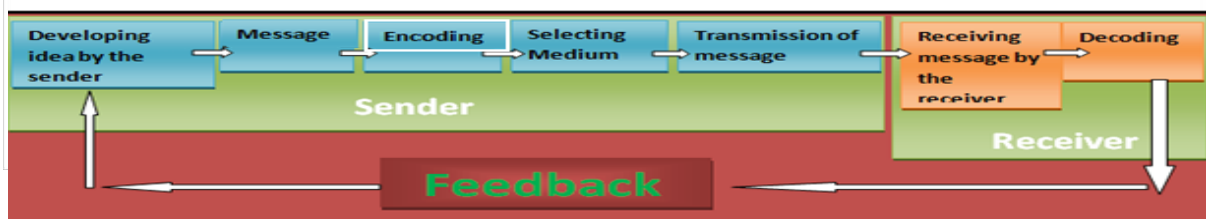
The word communication has been derived from the Latin word 'communis' that means 'common'. Thus, communication signifies sharing of ideas in common.

W.H. Newman and C.F. Summer Jr:

“Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons.”

Keith Devis:

“Communication is a process of passing information and understanding from one person to another.”



In simple words, it can be defined as a process through which two or more persons transmit or exchange thoughts and ideas among themselves.

3. Is feedback an important element in the process of communication process?

Feedback is essential in communication so as to know whether the recipient has understood the message in the same terms as intended by the sender and whether he agrees to that message or not.

- ☛ It enables one to evaluate the effectiveness of message.
- ☛ It is the way to collect information from the receiver.
- ☛ It completes the whole process of communication and makes it continuous.
- ☛ It makes one know if one is really communicating or making sense.
- ☛ It is a basis for measuring the effectiveness of communication.
- ☛ It is inevitable for successful communication and is a good basis for planning.
- ☛ Communication will be useless without feedback
- ☛ Feedback paves way for new idea generation.

In other words we can say that it is one of the most important elements in the process of communication.

4. What are the advantages of written communication?

A '**Written Communication**' means the sending of messages, orders or instructions in **writing** through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It conveys the message clearly. Clear messages help build trust and integrity between the writer and the reader.

Written Communication is most common form of communication being used in business. It is also used in legal proceedings.

Advantages of written communication are:

- ☛ Suitable for lengthy messages
- ☛ True and effective
- ☛ Best suited when the message is of permanent nature
- ☛ Written proof
- ☛ Clear message

In other words we can say that well-**written communication** helps define goals, identify problems and arrive at solutions.

5. What do you mean by completeness in effective communication?

A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. A complete communication helps in building the company's reputation, aids in better decision making as all relevant and required information is available with the receiver.

Main benefits of completeness are:

- ✓ It reduces the need for follow-up questions and answers
- ✓ It improves the quality of the overall communication process. Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.
- ✓ In simple words, to be effective, communication should be complete.

6. 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:

- ☛ Pronunciation: Proper pronunciation is the key to mastering the language. Without correct pronunciation, the vocabulary that you know will be less effective when communicating.
- ☛ 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
- ☛ Spoken grammar: Grammar enhances accuracy. A person with a poor grammar skill can form negative impression and this may last for a long time.
- ☛ Vocabulary: Good vocabulary helps to create a positive impression on others.
- ☛ 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.
- ☛ 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.

In a nutshell, we can say that the above mentioned points are quite important in oral communication.

7. What do you understand by physical barriers?

Physical barriers are the result of surroundings. Organizational environment or interior workspace design problems, technological problems and noise are the parts of physical barriers.

They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.

When messages are sent by the sender, physical barriers like noise, office doors, walls, distance etc. do not let the communication become effective. The barriers are less, if the proximity of the sender and the receiver is high and less technology is required. In short, physical barriers include:

- Old or broken equipment used for communication
- Uncomfortable temperatures
- Background noise
- Poor lighting
- Communicating close to the time of your break/ lunch/ end of work hours
- Large work areas or working in an area that is physically separated from colleagues
- Closed doors
- Large geographic distances between the sender and the receiver - communication is usually easier over shorter differences.