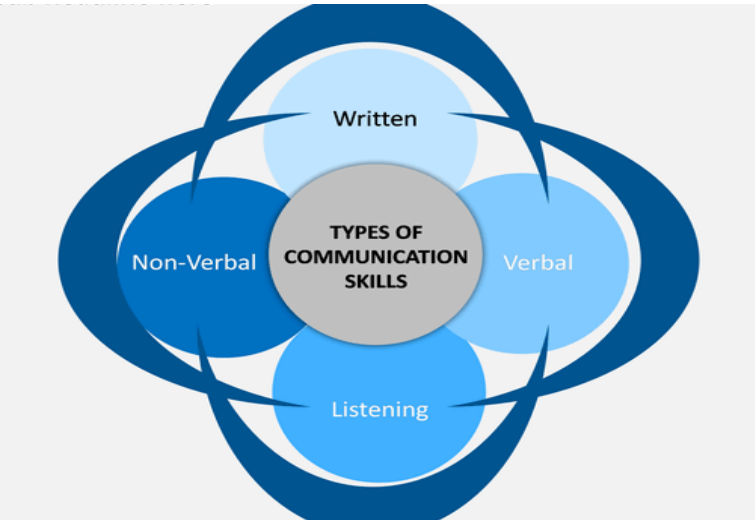
CHAPTER 1

Introduction to Communication and Presentation Skills

1. Nature of Communication.

Being able to communicate effectively is the most important of all life skills. Communication is simply the act of transferring information from one place to another, whether this be **vocally** (using voice), **written** (using printed or digital media such as books, magazines, websites or emails), **visually** (using logos, maps, charts or graphs) or **non-verbally** (using body language, gestures and the tone and pitch of voice). How well this information can be transmitted and received is a measure of how good our communication skills are.



Developing your communication skills can help all aspects of your life, from your professional life to social gatherings and everything in between. The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. It's never too late to work on your communication skills and by doing so improve your quality of life.

Professionally, if you are applying for jobs or looking for a promotion with your current employer, you will almost certainly need to demonstrate good communication skills. For example, the ability to: speak appropriately with a wide

variety of people whilst maintaining good eye contact, demonstrate a varied vocabulary and tailor your language to your audience, listen effectively, present your ideas appropriately, write clearly and concisely and work well in a group all require good communication skills.

2. When Do We Communicate?

Communication is basic, and we all communicate to survive, exchange ideas, share feelings, develop relationships, form and maintain social bonds, help others, manage how others perceive us, sell ourselves, our products and display our talent. We always have and need to communicate something to our family, our children, our neighbors, our community, our bosses or our subordinates. We communicate even with the Gods through our prayers. Even when we are not speaking, we communicate through our body language.

Yes, it is true that some people are very comfortable while communicating and doing presentations, while others get nervous and anxious. However, the good news is that presentation skills and good communication habits can be learnt.

- This carefully researched handbook on presentation and communication skills will lead you through a highly effective process of gaining appropriate presentation and communication skills.
- Throughout the book, there are also short activities that will help you test your progress in learning the presentation skills and guide you in your learning endeavor.

3. What is Communication?

Communication is a learned skill. However, while most people are born with the physical ability to talk, not all can communicate well unless they make special efforts to develop and refine this skill further. Very often, we take the ease with which we communicate with each other for granted, so much so that we sometimes forget how complex the communication process actually is.



- Communication is **common understanding** through communication of minds and hearts.
- Communication is the **transfer of information** from one or more people to one or more other people.
- Communication is the **process of sending and receiving messages** through verbal or nonverbal means--speech (*oral communication*), writing (*written communication*), signs, signals, or behavior.

The ideal definition of communication *is a two-way interaction between two parties to transmit information and mutual understanding between themselves.*

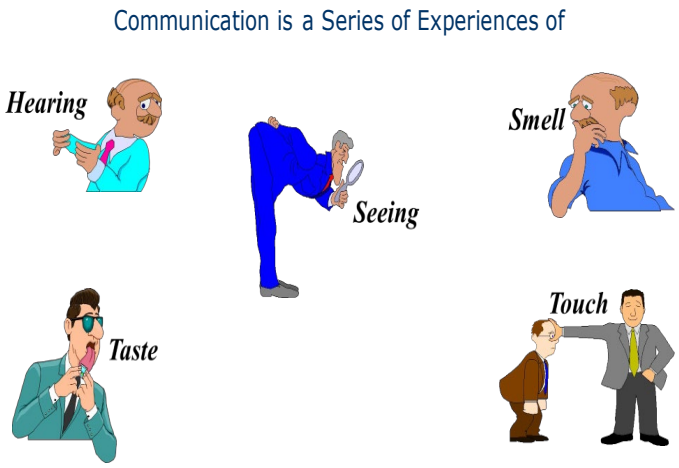
Note: The terms ***'Communication'*** and 'effective ***communication'*** are distinctly different. One can communicate without effectively communicating the message. The main goal of communication is to ensure that there is effective communication.

4. Effective Communication.

The ability to effectively communicate with others is one of the most powerful tools for personal and/or professional success. Most people are challenged by the many day-to-day interactions with co-workers, family, and friends.

Effective Communication

- ✓ It is two ways.
- ✓ It involves active listening.
- ✓ It reflects the accountability of speaker and listener.
- ✓ It utilizes feedback.
- ✓ It is free of stress.
- ✓ It is clear.



80% of problems in the workplace are communication related.

Definition of Effective Communication

- **Effective communication is a process through which the sender conveys a message that the receiver** readily receives and understands**. It is a two-way process instead of a one-way process.**
- **Effective communication is the process through which** a message is passed to the intended recipient and it is understood by him or her, thus eliciting the required response. **It involves the use of body language, gestures, listening skills and emotional awareness.**

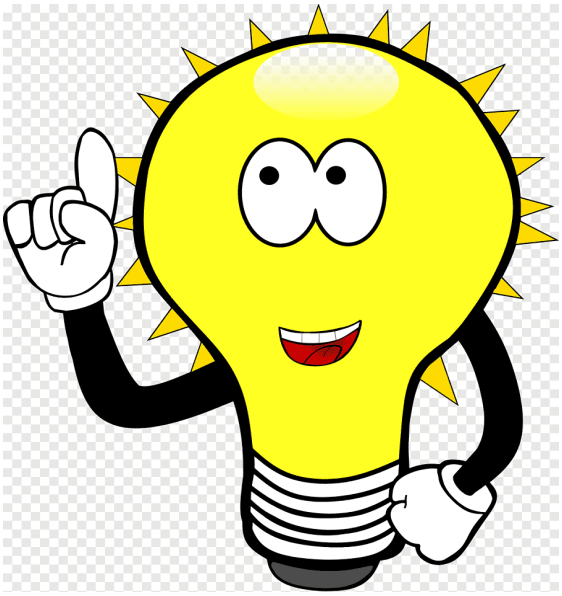
When communication is effective, it tends to encourage better performance and job satisfaction. People understand their jobs better and feel more involved in them.

Difference between Communication and Effective Communication?

Communication	Effective Communication
Communication is the exchange of ideas, thoughts, feelings and information between two or more people.	Effective Communication means the communication in which the receiver understands the same meaning that the sender had intended to convey.

5. The Purposes of Human Communication.

There are five general purposes of communication. These purposes may be recognizable or unrecognizable. **These five purposes are:**



- **To Discover:** One of the major purposes of communication concerns personal discovery. When you communicate with another person, you learn about yourself as well as about the other person.
- **To Relate:** One of the purposes of communication is to establish and maintain close relationships with others.
- **To Help:** Therapists, counselors, teachers, parents and friends are some categories of those who communicate to help solving a problem.
- **To Persuade:** The mass media exist to persuade us to change our attitudes and behaviors in a certain direction.
- **To Entertain:**

We may communicate to relax, and get away from pressures and responsibilities.

6. Elements of Communication and Presentation.

Have you ever wondered why some people can communicate so well while others fail to get their message across? What are the elements that must be present in the communication process before it can be successful and effective?

Well, communication has been defined as the act of giving, receiving or exchanging information, ideas and opinions so that the "message" is completely understood by both parties. Look at **Figure 6.1** below. The illustration shows clearly that there are a series of steps and a number of elements involved. **The following are the key elements involved in the process of an effective communication and presentation process.**

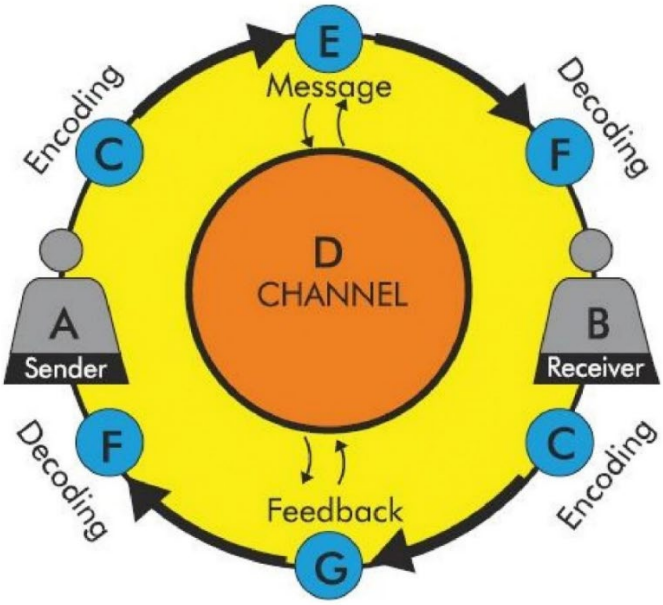


Figure 6.1: The communication and presentation process

A) The Sender (also called source, presenter, communicator, messenger and encoder): This involves anybody (a single person, a group of people, a corporate department, an entity or an institution) who has the mandate or capability to send the message across to the other person or a group of people.

Examples: (the words in bold are the senders):

• A **salesman** is presenting a product to a potential customer.

• The **corporate communications department** sent an email explaining the new goals and vision of the company to all the staff.

• The **principal of the college** addressed all his students via video conference and motivated them to do well in life.

B) Receiver (also known as the decoder) is the individual or group of people for whom the message is meant. The receiver is also responsible for the feedback or a response to the message.

Examples: (the words in bold are the receivers):

1. A salesman is presenting a product to a potential **customer**.
2. The corporate communications department sent an email explaining the new goals and vision of the company to all the **staff**.
3. The principal of the college addressed all his **students** via video conference and motivated them to do well in life.

C) Channel: The medium through which the encoded message is sent or transmitted to the intended receiver by the sender.

• A salesman is presenting a product to a potential customer in a one-to-one meeting **(channel: verbal or speech).**

• The corporate communications department sent an email explaining the new goals and vision of the company to all the staff **(channel: email).**

• The principal of the college addressed all his students via video conference and motivated them to do well in life **(channel: video conference).**

Different Communication Channels

Today, in this age of information technology, there are plenty of communication channels available, besides the traditional one-to-one meetings. Some of them are email, memos, websites, conference calls, blogs, newsletters, phone calls, IVR (interactive voice recording) systems, Skype, instant messages, WhatsApp, etc. All

channels have their own strengths and weaknesses, and hence, no channel is perfect at all times. The sender needs to have the wisdom to choose an appropriate channel as per the circumstances and the intention of the message.

D) Encoding: This means, the process of composing, framing or packaging (requires comprehension skills too). It involves words, symbols or gestures in a manner that can be easily and correctly understood by the recipient. The person who does this is the sender; **hence, the sender is also known as the 'encoder'.**

Examples of good and poor encoding:

Example 1: Information to be given: An expert has to tell a plumber to avoid using Hydrochloric acid to clean pipes as it is supposed to corrode the pipes.

Poor encoding: The efficacy of hydrochloric acid is indisputable, but the corrosive residue is incompatible with metallic performance.

Good encoding: Don't use hydrochloric acid. It corrodes pipes.

Example 2: Information to be given: A sales head wants to communicate the real reason for a bad sales performance.

Poor encoding: Employee morale has touched rock bottom level, and employees are not happy with the incentive scheme, which is not offering attractive earning because it is not lucrative.

Good encoding: Employee morale is low. The incentive scheme is not lucrative to keep them happy

Example 3: Information to be given: Announce the appointment of a new General Manager Marketing.

Poor encoding: We have recruited a General Manager who worked for our major competitor, Jagat Kumar. He brings a rich experience to the industry of 20 years and knows marketing very well.

Good encoding: We have recruited a General Manager, Mr. Jagat Kumar, who worked for our major competitor. He has a rich experience of 20 years in the industry and understands the markets very well.

E) Message: A message is the outcome of encoding and is the information that the sender wants to communicate or present. It can be an idea, concept, emotion, feeling, orders, suggestions, sales numbers or plans. The channels or medium for sending the message is purely based on the purpose of the message, the available mediums, the sender and other constraints, if any. See all examples given above as in good encoding.

The purpose of sending any message is to generate meaning for the receiver and seek feedback or a response.

F) Decoding: This is the process in which the message is interpreted and understood by the receiver. In today's parlance, it can also be called 'successfully downloading the message' and understanding the way it has to be understood.

G) Feedback or response: This is a very important process that ensures the receiver has received or decoded the message in the way intended. It also helps evaluate the level or the extent of understanding of the message. The quality of feedback also allows the sender to evaluate the success of the 'encoding' and the 'channel' used in the communication process.

Two Very Critical Aspects of the Process of Communication and Presentation:

1. Context: This is the environment and circumstance in which communication or presentation is taking place.

Example: An emergency board meeting in the wake of falling sales should ideally be taken face-to-face, and an announcement of a bonus can be made through email.

2. Noise: Communication is successful, and presentations are effective only when the sender and the receiver are on the same level of understanding and thinking.

Anything that interferes with this objective can be called 'noise'.

Noise interference can be 'external' (environmental) or 'internal' (psychological). Some examples of external noise are loud music, vehicles, some sights or smells, etc. Examples of internal noise are fatigue, boredom, defensive attitude, a closed mind (to new ideas), language, culture, biased thoughts, etc.

Internal 'noise' is the major barrier in effective communication. It can be of the following types:

• The expectation of the receiver is different from the expectation of the sender.

• The receiver's lack of concentration can be mainly due to mental distractions or negative thoughts. Negative thoughts can be towards the topic, person, color, race, religion, etc.

• Social anxieties, like being shy, introverted, insecure or having low self-esteem.

• Lack of communication manners, like frequently interrupting, completing sentences for others or changing topics frequently.

• Manipulative intentions – wanting to cause conflict or dominate or deviate from an issue deliberately.

• Getting emotional about the subject, the situation or the person.

• Language mismatch, for example, an audience in a Southern State in India may have difficulties understanding a speaker from North India, who may be inclined to speak more in Hindi.

Sender's Roles and Responsibilities	Receiver's Roles and Responsibilities
Gathers information, selects media, encodes messages and transmits appropriately.	Receives information, decodes messages, interprets the message, seeks clarifications and gives feedback.

All said and done, each element, as described and enumerated above, has equal importance; none is inferior or superior to any other element as detailed above.

Activity

In the following narration, identify the following: the sender, the receiver, the message, the channel, the noise and the context.

New product launch by a company representative to a doctor A company sales representative was in a doctor's chamber to launch a new product. The clinic was full of patients, and it seemed like a difficult situation for the medical representative. He wanted 15 minutes with the doctor; however, with the patient rush, it seemed difficult.

He went inside the doctor's chamber along with his manager. They both greeted the doctor with a smile. The manager initiated the talk by mentioning that it was a very special visit as they were launching a unique product. The representative opened his visual aid and started presenting the product details. While he was detailing, the head-nurse entered. She said, "Sir, we have an emergency. We have already taken the patient inside." On hearing this, the doctor tells the medical representative, “Well, hurry up! I need to go." The representative continued for a few seconds.

During this short presentation, the doctor was getting ready to go to the operation theatre and was not paying complete attention to the presentation as he was preoccupied with the emergency. The representative then said, "Well, doctor, it seems you are in a hurry. Since there is an emergency, I will come later. Good day to you, Sir!"

Answers:

The sender:

The receiver:

The message:

The channel:

The noise:

The context:

7. The Art of Listening.

"When you talk, you are only repeating what you already know. But if you listen, you may learn something new."

Passing the Hot Potato (1947) by J. P. McEvoy, Published in The Rotarian (May 1947).

Listening is the most important skill required in creating an element of trust and credibility in all our communications and speaking assignments.

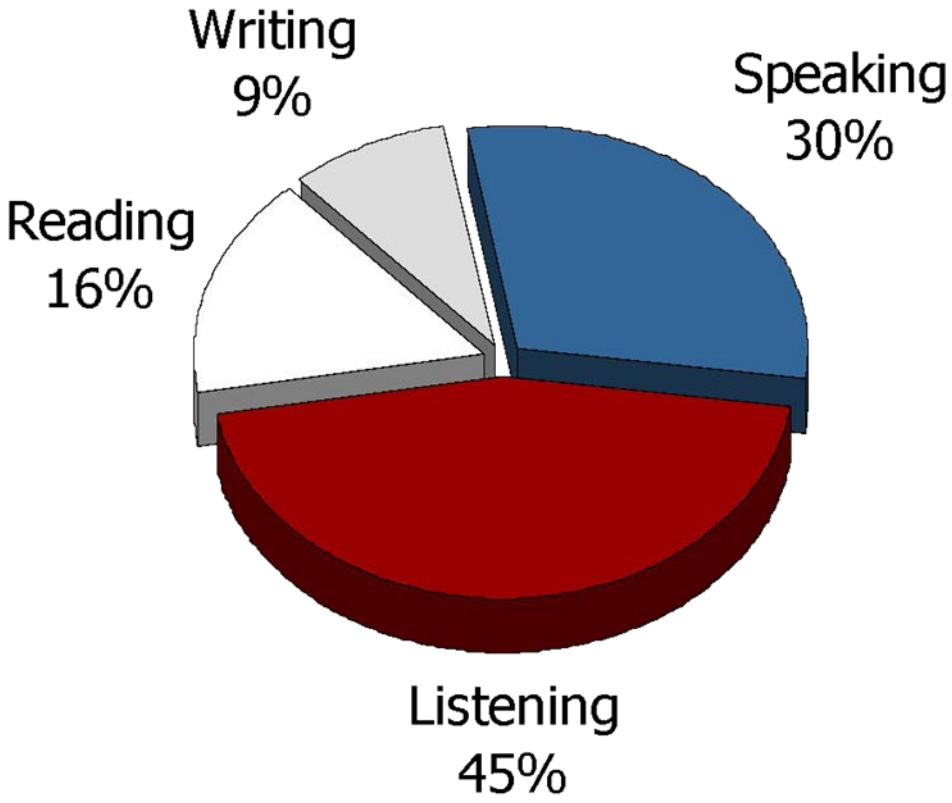
Mark Twain had observed: "*If we were supposed to talk more than we listen, we would have two tongues and one ear*."

However, most of us tend to listen with our mouth open, interrupt the other person before he finishes his thoughts, complete the other person's sentences, react to comments and digress from the core issues and topics easily. Mental distractions and getting too emotional about issues are considered as one of the biggest barriers to good listening.

Over a period of time, all this becomes a habit, and we slowly lose the power to listen. The environment around us and the internal noise has made us deaf to a lot of

sounds around us, and we become miserable listeners. Bad listening is proven to hurt relationships, break down communication and make presentations disastrous.

- **Total Communication Process.**



All said and done, listening is a deliberate act and requires a conscious commitment from the listener. **There are two types of listening: (Active listening and Passive listening)**.

Active listening is when we are sensitive to the contents, the feelings and the values that the other person has when he is speaking. We use all our senses here; hence, active listening is like listening with our ears, eyes, heart and head. In active listening, we observe the speaker, understand him and then respond.

Passive listening is faking attention, frequently interrupting, jumping to conclusions and succumbing to distractions. Any yielding to noise leads to passive listening.

Sutras of Active Listening:

L= Look interested and get interested (pay attention to non-verbal cues).

I = Involve yourself by responding, nodding your head, leaning towards the listener, making sounds like 'hmm, ok'. Please commit yourself to listening.

S = Stay on the topic. Don't change the topic. Concentrate on the speaker and the subject.

T = Test your understanding of what the speaker has said (paraphrase), pause before responding. Don't rush through your communication as this may sound reactive. Slowing down your communication helps give better responses.

E = Evaluate the message. Understand the context, circumstance, background of the other person.

N = Neutralize your feelings. Be open-minded and patient. Remove biases of stereotyping, don't impose your thoughts and conclude abruptly. Make notes if necessary.

The Rate of Listening and the Rate of Talking

The average person talks at a rate of about 125-175 words per minute while we can listen at a rate of up to 450 words per minute (*Ref: Carver, Johnson, & Friedman, 1970*). This proves one important thing: We can be easily distracted from the core subject under discussion.

All communications and presentations have a **context**, and the quality of the entire process shown above depends on the **maturity** of both the receiver and the sender and more importantly, the **noise** factors involved.

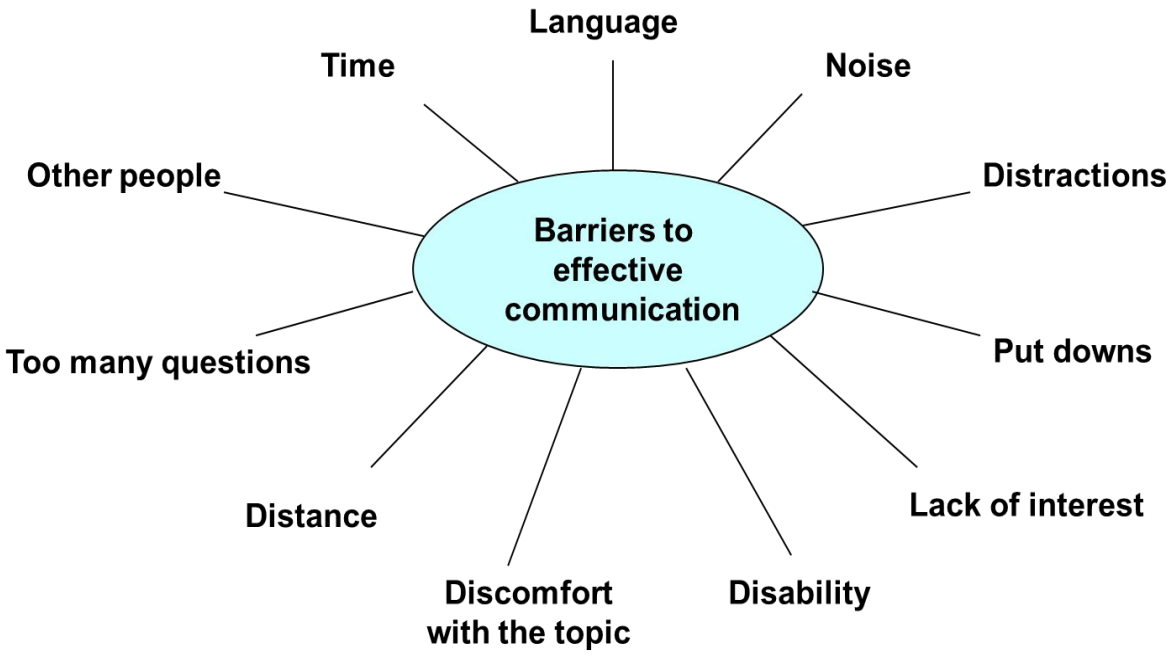
Activity

1. Listen to a speech for three or five minutes. Then try to recall what you have heard and analyze how much you can recall.

2. Close your eyes for about 60 seconds and try to listen to the noise or sounds around you and try to identify what type of sound it is or the source of the sound. Doing this exercise continuously will improve your listening ability.

8. Factors Affecting Effective Communication.

As mentioned earlier, effective communication is a two-way process but there are a number of factors which may disrupt this process and affect the overall interpretation and understanding of what was communicated. Many problems can pop up at different stages of the communication process. These can relate to any of the elements involved: **the sender**, **message**, **channel**, **receiver**, **feedback** and **context**. It is therefore important to understand some of the factors that affect communication so that you can try to get your message across with minimal misunderstanding and confusion.



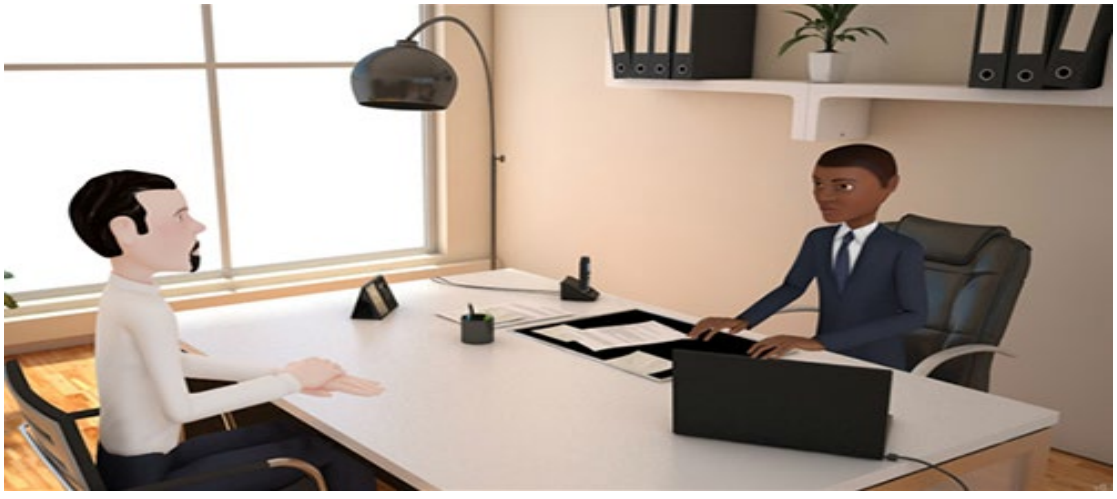
Below are some possible problem areas that may turn out to be barriers to effective communication:

- Status/Role Most
- Cultural Differences
- Choice of communication channels
- Length of Communication
- Use of Language
- Disabilities
- Known or Unknown Receiver
- Individual Perceptions
- Atmosphere/Noise
- Clarity of Message
- Lack of Feedback



Status/Role

The sender and receiver of a message may be of equal status within a hierarchy (e.g., managers in an organization) or they may be at different levels (e.g., manager/employee, lecturer/student, business owner/clients). **This difference in status sometimes affects the effectiveness of the communication process.**



Cultural Differences

Cultural differences, both within or outside the organization (for example, inter-departmental dealings and communication with outside organizations) may impede the communication process**.**



Choice of Communication Channels

Before you choose your communication channel, you should ask yourself whether the channel is appropriate for a particular purpose and the person/receiver you have in mind. Sending messages via inappropriate channels can send out wrong signals and end up creating confusion.



Length of Communication

The length of the message also affects the communication process. You need to be sure that it serves the purpose and is appropriate for the receiver. Is the message too long or too brief?



Use of Language

Poor choice of words or weak sentence structure also hampers communication. The same goes for inappropriate punctuation. The two sentences below illustrate clearly how different placement of punctuation can change the entire meaning of a sentence:

Woman, without her, man is nothing.
Woman, without her man, is nothing.

Disabilities

You may need to use hearing aids, sign language, magnifying systems, and symbols to alleviate problems caused by disabilities.



Known or Unknown Receiver

Whether the receiver is known or unknown to you also plays a major role in determining the effectiveness of your communication. **A known receiver** may be better able to understand your message. **An unknown receiver**, on the other hand, may require more information and time to decode the message.



Individual Perceptions/Attitudes/Personalities

Sometimes, the method of communication needs to take into consideration the receivers personality traits, age and preferred style.



Atmosphere/Noise/Distraction

Our surroundings can sometimes pose as barriers to effective communication - A noisy place (a party, for instance) usually puts a strain on oral communication as both the sender and the receiver need to put extra effort to communicate.



Clarity of Message

Is the message conveyed in a clear or ambiguous manner?



Lack of Feedback

Feedback is important as it enables confirmation of understanding to be made by both parties.



Activity

Your father is not keen on your decision to study medicine in the United Kingdom. How can you persuade him, bearing in mind the barriers to communication that you might encounter?

When choosing the most appropriate channel of communication, you should heed the following:

- Consider all aspects of the communication process (interpretation, understanding, feedback).
- Think carefully about possible barriers.
- Evaluate the complexity of the message and decide how it might be best conveyed.
- Ask yourself these questions:
  - Who? Characteristics of the receiver(s).
  - Why? Purpose of the communication.
  - What? Content of the message.

- How? Oral, written, visual or a combination of all three.
- Where? Location of the meeting.
- When? Timing/time limit/expected response time.

➢ Decisions about the most appropriate channel of communication also depend on factors such as cost, time, confidentiality, convention, urgency and whether written documentation is required.

9. Overcoming Communication Barriers.

Unless we overcome the barriers that make us not communicate, more barriers will be created. **The following are some of the ways of overcoming the barriers:**

➢ **Face-to-Face:** This will allow for constant adjustment of the message to ensure that the message is received well.

➢ **Being sensitive** to the other person'/people's backgrounds. E.g., Where the person grew, tribe, culture, language and level of education.

➢ **The use of direct, simple language** while taking care of words with symbolic meaning.

➢ **The use of frequent repetition**; restatement and reinforcement/follow-up to ensure the message is properly understood.

➢ **Being supportive** to counter any defensive attitude – continued support will help the communication process

➢ **Being a good listener:** this will encourage the communicator to continue giving the message.

➢ **Using appropriate channels of communication** that keeps the noise levels low

➢ **By using modern technology methods** which enables not only faster communication bust also over great distances and geographical barriers.

10. Ten Commandment of Effective Communication.



I. BE A GOOD LISTENER

The first component of effective communication is listening. You cannot communicate effectively if you do not know what your audience wants or needs.

II. PRACTICE EMPATHY

Empathy in communication is the ability to understand your audience, their emotions possible reactions to your message, attitudes, history etc. It will also enable you to craft your message in a way that will not offend them, that they will understand and that will win them over to your ideas.

III. PRACTICE POSITIVITY

Before you communicate your message, ensure you are not feeling or thinking negative things about the person you are communicating with. Positivity will prevent you from conveying your negative energy through your body language, other non-verbal cues, tone of voice and choice of words.

IV. BE SINCERE

Always be sincere to your audience first. In your endeavor to attain the results you desire from any communication; it is easy to forget the big picture and tell your audience what they want to hear. This is definitely manipulation.

V. BE SPECIFIC OR CONCISE

One of the main problems while conveying message is that the way of communicating is being long winded. Effective communication should be carried out swiftly. Always aim to get straight to the point and will have no problems. Conciseness or Specificity is the basis of clarity, provided you provide all necessary details.

VI. BE RESPECTFUL

Communication cannot prosper in an environment of distrust and rudeness. Respect is the fresh air that ensures a healthy relationship between you and your audience, facilitating effective communication. ***Respect shows that you value the other person.***

VII. CLARIFY YOUR IDEAS BEFORE YOU COMMUNICATE THEM

Before any word comes out of your mouth, take a "pause" moment to think. A systematic analysis of your idea simplifies and clarifies it. Communication planning critical step that many people often skip, which is why their interactions don't turn out well.

VIII. BE TRANSPARENT

There is nothing worse than the feeling that someone is keeping a secret from you. Transparency doesn't mean sharing everything about yourself, to everyone, all of time. But it does mean saying what you mean, meaning what you say and sticking to your values and principles above all else.

IX. DON'T GIVE UNSOLICITED ADVICE

This is one of the hardest commandments to keep. Everyone believes their point of view is the best possible way of perceiving the world. Since everyone is unique, there are lots of points of view going around.

X. BE CONSISTENT

To be effective, communication must continue to flow. Make time for your partners by communicating in various forms such as in person, telephone or through written messages (electronic and traditional). Everyone's busy, so make sure you schedule time to simply talk and catch up with others.

11. Communication Styles.

Different ways in which people approach the process of communication, i.e., the process of conveying and taking in ideas and opinions, are called communication styles.

INFORMAL AND FORMAL



- Can apply to any mode of communication.
- Both styles are necessary.
- Appropriate style depends on the situation or setting and the people involved.

➢ **FORMAL COMMUNICATION:**

- A formal communication is the process of exchanging information on the prescribed or official rules.
- To be formal, communication should satisfy three conditions - it should be:
  - **Rational**,
  - **Structured**,

- **Goal-oriented.**

Formal communication is <u>rational</u>: This means that formal communication is based on rules and routines that promote efficiency and reduce personal biases.

As such, it is:

- Impersonal, for it focuses on roles in an organization rather than personal attributes.
- Simple, designed to be efficient by establishing the flow of communication across functions rather than individuals, and is based on the organization's hierarchy.

Formal communication is structured: Secondly, formal communication should be structured. But, what does that actually mean? **What makes formal communication structured?**

- It is explicit, prescriptive, and involves information that concerns all the members of the organization.
- A structured path is followed by the established chain of command.
- It follows well-defined rules and regulations.

Formal communication is goal-oriented: Thirdly, formal communication usually consists of directives or information that aim to improve the efficiency of the workflow in the organization. It is almost exclusively task-related, with the goal of maximizing efficiency and productivity among the organization members.



➢ INFORMAL COMMUNICATION:

An Informal communication is the process of spontaneous exchange of information among various people of different status in the workplace or outside the workplace. The exchange of information is typically unplanned.

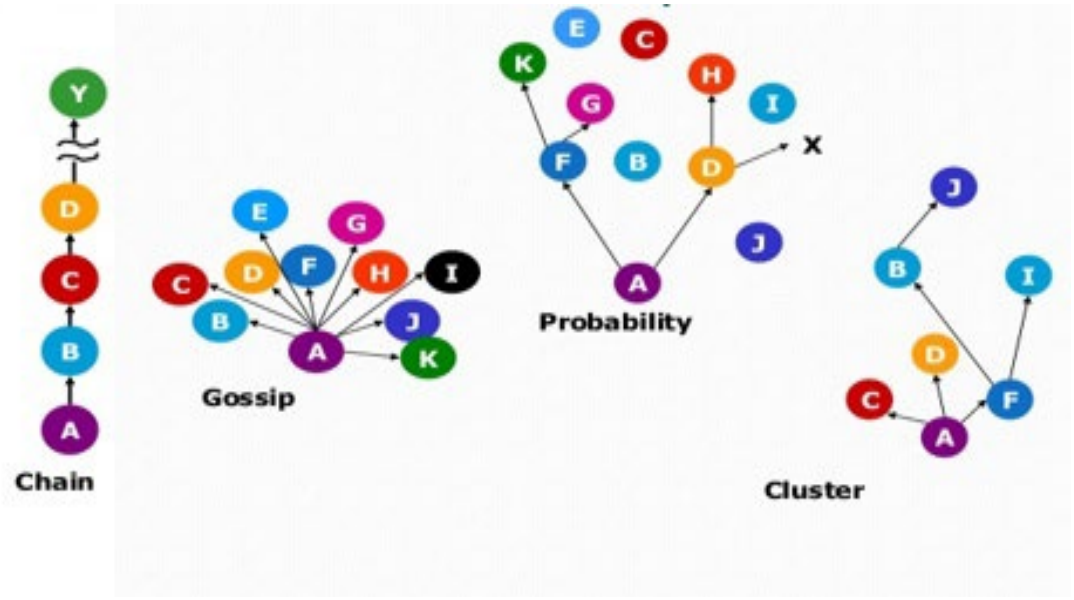
There are four different types of informal communication:

1. Single Strand: One person communicates with one person and then they go and communicate with another one person. Communication is traveling from one person to another one person.

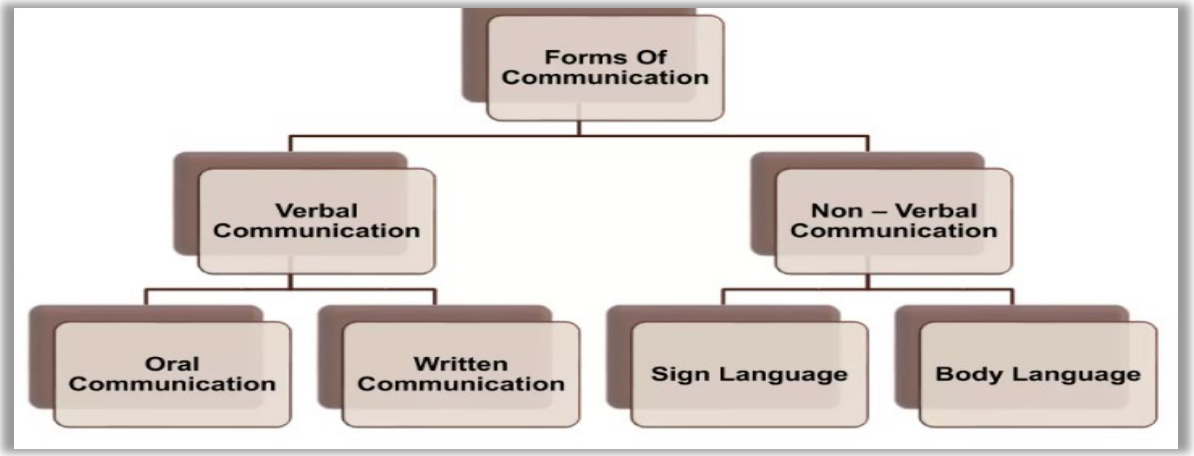
2. Gossip Chain: Group conversation where everyone is talking to each other informally.

3. Probability Chain: Each individual randomly tells another individual the same message.

4. Cluster Chain: One person shares information with a group of selected individuals and in turn each of those individuals shares that information with others. All of these different types of informal communication are all about how information flows between employees outside of a professional and formal meeting scenario.



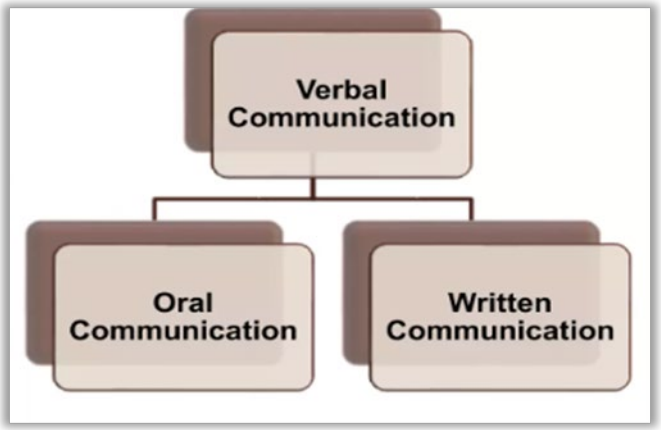
12. Forms of Communication.

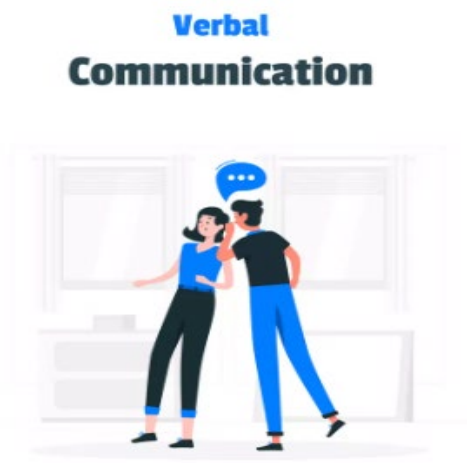


Verbal Communication

Language is the most useful tool of communication as it can convey idea and message easily if the parties to the communication understand the language used. So, "**Communication by the using language is simply called as verbal communication**. "

Verbal communication can be divided into two parts:





In verbal communication remember the acronym KISS (keep it short and simple).

➢ Oral Communication

- ✓ Oral communication is the interchange of verbal messages between sender and receiver.
- ✓ Oral communication can be terms as, "**spoken communication which can be defined as communicating our thoughts through words.** "

➢ Forms of Oral Communication



- ✓ Informal face to face talk
- ✓ Interviews
- ✓ Group communication
  - o Debate Of Group Discussion
  - o Meeting
  - o Conferences
- ✓ Speeches And ***Presentations***

➢ Advantages of oral communication are:

- ✓ It is spontaneous and natural.
- ✓ It is easy for others to understand.
- ✓ Choice of words generally suits the listeners.
- ✓ It is supported by nonverbal communication.
- ✓ The communicator or the person who communicates, is always physically available.

➢ Disadvantages of oral communication are:

- ✓ Words spoken disappear into thin air. The words are temporary.
- ✓ Words are not permanent unlike say written communication.
- ✓ What is heard is often forgotten.

- ✓ Nonverbal communication that supports oral communication may not be understood by people from other cultures.

➢ Written Communication

- ✓ Written communication is a creative activity that requires a lot of imagination and efforts to arrive at the finished product.
- ✓ Written communication can be terms as "**Transformation of information through in any written form like letters notices, circulars, memos, reports etc**."



➢ Forms of Written Communication

- ✓ Letters
- ✓ Circulars
- ✓ Orders
- ✓ Reports
- ✓ Forms and questionnaires
- ✓ Manuals
- ✓ Books



➢ Advantages of written communication are:

- ✓ Knowledge and information became available to people who could read.
- ✓ Written message is more carefully formulated than oral communication.
- ✓ Written communication serves as a reliable record for future reference and can be used in legal proceedings.

➢ **Disadvantages of written communication are:**

- ✓ Written communication is generally more expensive to convey a short message
- ✓ Formal in nature so it does not involve personal touch between two parties.
- ✓ If the written communication is poorly drafted it may create misunderstanding and confusion in the mind of receiver.

Non - Verbal Communication

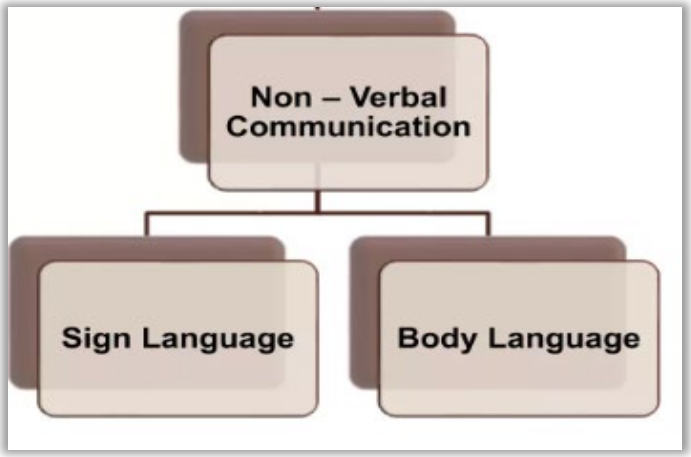
Nonverbal communication describes the process of conveying meaning in the form of non-word messages.

It can be defined as, **"The transfer of meaningful information from one person to another by means other than written or spoken words."**



Nonverbal communication can be divided into two parts:



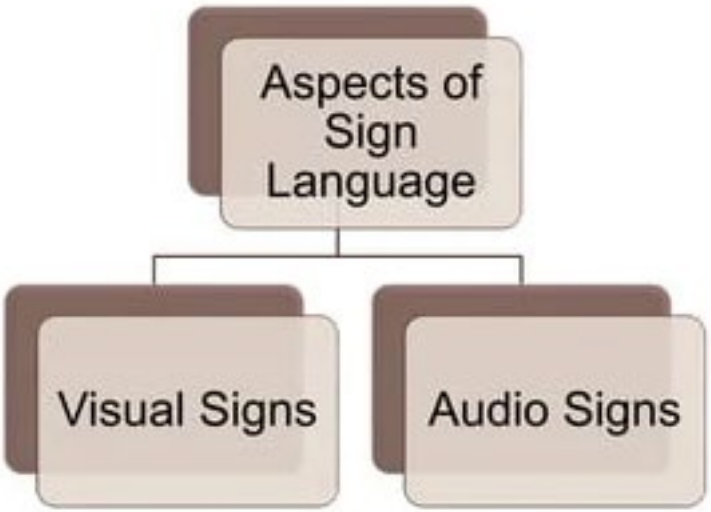


➢ **Sign language**

- ✓ People, today not communicate through words only, but also make use of sign and symbols in communication hence, **"Sign language includes all forms of symbols which replace words, numbers and punctuation."**

➢ **Features of Sign Language:**

- ✓ Sign language is an art of communication with the use of pictures, drawings, sounds, etc.
- ✓ It is an expression of one's feelings through the use of symbols.
- ✓ It requires just common sense and not any formal education for understood.



Visual Signs

- ✓ Visual signs & symbols speak a universal language understood by people all over the world and are easy to grasp and remember.
- ✓ It includes the use of posters, drawings, cartoon maps, diagrams, photographs etc.



Audio Signs

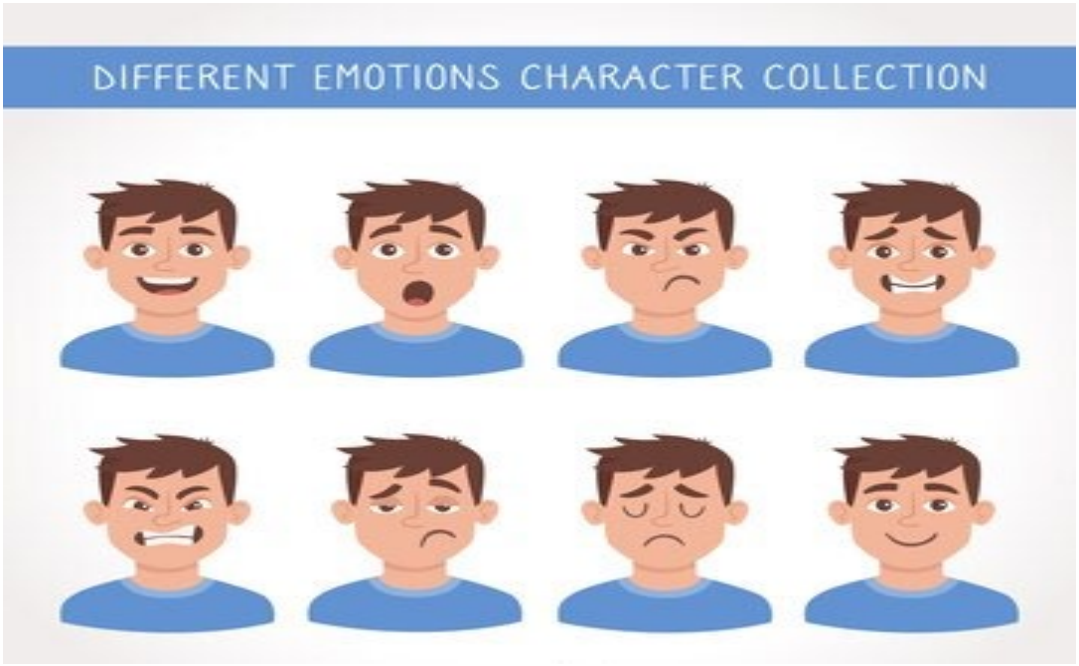
- ✓ Audio signs or signals have been used to send message since the early days of civilization.



- ✓ It is also universal in nature as they are understood by people easily.
- ✓ Audio signals include the use of drum beating alarms, hooters buzzers, , whistles, bells, sirens. Etc.

➢ **Advantages Of Non – Verbal Communication:**

- ✓ Non- verbal communication helps the communicator to communicate all that thing secretly which they do not want to revel to others.
- ✓ Through nonverbal communication we can communicate in brief. for example, if we want to show that we are angry we can easily show it through facial expression.



➢ **Disadvantages Of Non – Verbal Communication:**

- ✓ Long conversation is difficult.
- ✓ It varies culture to culture.
- ✓ Difficult to understand and requires a lot of repetitions.
- ✓ Cannot be used as public tool for communication.
- ✓ Less influential and cannot be used everywhere.