

# Elements of Communication Skills

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## Fastrack REVISION

- ▶ **Communication:** It is a process by which information is exchanged between individuals through a common system of symbols, signs or behaviour. Communication is an art through which we convey meanings to a person or a group through signs or semiotic rules. It is a process in which words, sounds, signs or behaviour are used to express or exchange information, ideas, thoughts, feelings, etc.
- ▶ The term '**Communication**' is derived from the Latin word '**Communis**', meaning, to share. A communication can be termed effective only if the message conveyed by the sender is understood by the receiver, in exactly the same manner it was intended to.
- ▶ **The Importance of Communication Skills:** A good communication can help us survive in any corner of the world. It makes our personal as well as our professional

life smooth. Good communication skills help us in the following ways:

- ▶ **High Self-esteem:** Good communication makes us confident and also helps in influencing others.
- ▶ **Leadership Skills:** Effective communication also helps in developing leadership qualities. Effective communication is the most important ability to lead a team.
- ▶ **Key to a Better Future:** Good communication skills are essential to get and acquire a job. A good command over language and having powerful communication skills help in making an individual successful.
- ▶ **Source of Information:** A communication process involves two persons or a group of people where



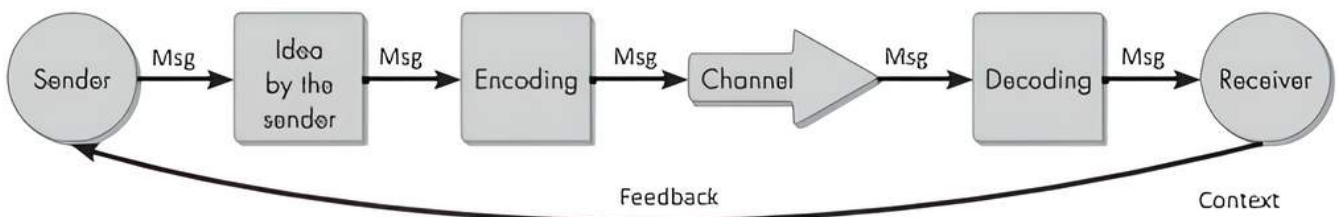
ideas are exchanged or shared thus providing more knowledge.

- **Builds Attitude:** A person can be an effective communicator only if he/she is well-informed.
- **Tool to Socialise:** No relationship, whether personal or professional, can survive in isolation. Socialising, therefore, is essential and communication is the most effective tool that helps in developing relationships.
- **Effective Management:** It plays an important role in raising the morale of the employees and is the only process through which people submit their feedback or requirements.
- **Increases Cooperation and Peace:** Communication is a two-way process that promotes mutual

understanding and helps in developing better and peaceful relationships.

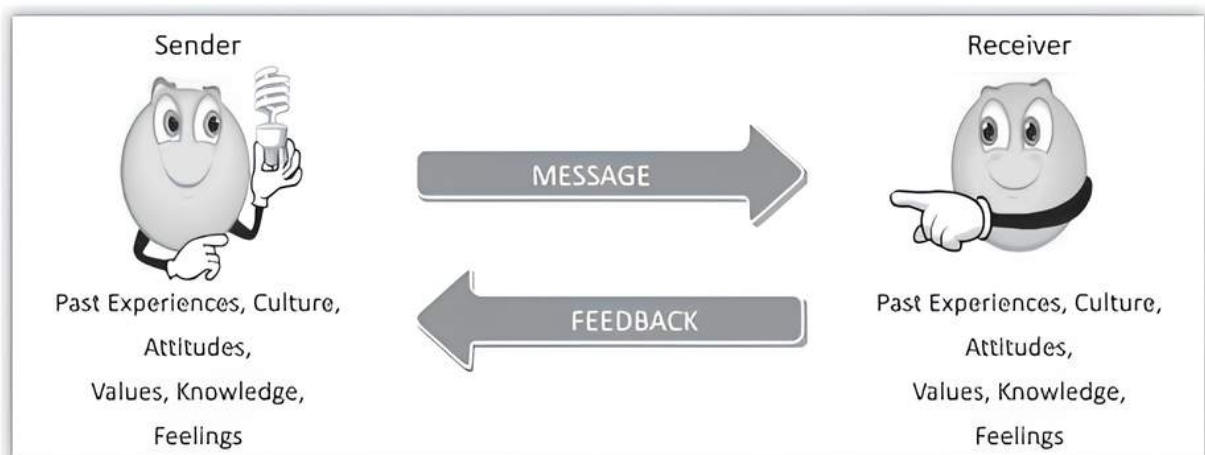
- **Decision Making:** Communication provides information. One cannot reach a conclusion or take any decision in the absence of information. Therefore, communication is vital that helps us take the right decisions.
- **The Communication Process/Cycle:** The purpose of any communication is to give information and the context of that information. Communication is a dynamic process that starts with the conception of an idea by the sender who transmits the information through a channel to the receiver, who in turn gives feedback in the form of a message or signal within a stipulated time frame.

▶ **The process of communication is based on the following elements or components:**



- **Sender:** The sender or the communicator creates the message and initiates the communication.
- **Idea:** By 'idea' we mean, the information, views, facts, feelings, etc., which are created by the sender.
- **Encoding:** Before communication begins, the message created by the sender goes through the process of encoding, in which symbols such as pictures, words, gestures, etc., are used to encode the message. These symbols are used to translate the information into a message.
- **Communication Channel:** The communication channel is the medium through by which a message is transmitted to the recipient. The message can be transmitted orally (face-to-face meetings, telephone conversations, video-conferencing, etc.) or in writing (letters, e-mails, memos, reports, etc.).

- **Decoding:** It includes converting and comprehending the symbols encoded by the sender. An effective communication happens only when the receiver interprets the message, in exactly the same manner as it was intended by the sender.
- **Receiver:** The receiver is the person for whom the message is meant. After the receiver receives the message, comprehends it in the best possible way and acts according to the message, the purpose of communication is attained.
- **Feedback:** It is the last phase of the communication cycle. This step ensures that the message is received by the receiver and is also interpreted correctly. Feedback makes communication effective as it allows the sender to know the efficacy of his/her message. The feedback can be given verbally or non-verbally.



# Practice Exercise

## ? Multiple

### Choice Questions

- Q 1. Which of the following is developed by good communication?
- a. Attitude                      b. Leadership skills  
c. Relationships                d. All of these
- Q 2. What is the purpose of communication?
- a. Giving information and understanding of the information  
b. Developing relationship between the sender and receiver  
c. Influencing the audience  
d. Transmitting Ideas
- Q 3. What is decoding?
- a. Encoding the message  
b. Transmitting the message  
c. Converting and comprehending the message  
d. All of the above
- Q 4. From where does the process of communication start?
- a. The conception of an idea  
b. The transmission of an idea  
c. Both a. and b.  
d. None of the above
- Q 5. The communication process starts from .....
- a. Sender                      b. Receiver  
c. Channel                     d. None of these
- Q 6. Anil is asking something from Ravi about "Cloud Computing". In reference to this communication process, Anil is a .....
- a. Sender                      b. Receiver  
c. Channel                     d. None of these
- Q 7. "Your message should have all the needed information". Which of the following principle of 7C's is represented by this statement?
- a. Complete                    b. Concrete  
c. Concise                     d. Courteous
- Q 8. Which of the following methods are used to receive information from the sender through a letter?
- a. Listening                      b. Speaking  
c. Reading                      d. Writing
- Q 9. Anuj is feeling nervous, speaking in front of a large group. His friend Sonam suggests him to use the ..... to get over your fears and become a confident and effective speaker.
- a. 3Ps method                b. 3As method  
c. 3Cs method                d. 3Rs method
- Q 10. Which of the following is not an element of communication within the communication process cycle?
- a. Channel                      b. Receiver  
c. Sender                        d. Time

- Q 11. Which of the following statements about the communication is incorrect?

- a. Communication is a learned skill  
b. Communication helps in building relationship and promotes love and understanding  
c. The process of communication involves only the sender and receiver  
d. None of the above

## ? Fill in the Blanks

### Type Questions

- Q 12. Communication is an act of conveying messages through mutually understood .....
- Q 13. Communication cycle revolves around two major components: .....
- Q 14. The person or entity to which the message is sent is known as the .....
- Q 15. The response of the receiver is known as .....
- Q 16. Feedback results into effective .....

## ? Assertion and Reason

### Type Questions

**Directions (Q. Nos. 17-22):** In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

- a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).  
b. Both Assertion (A) and Reason (R) are true, but Reason (R) is not correct explanation of Assertion (A).  
c. Assertion (A) is true, but Reason (R) is false.  
d. Assertion (A) is false, but Reason (R) is true.

- Q 17. Assertion (A): Communication is an act of conveying messages from a person or group to another person or group through mutually understood signs, symbols or semiotic rules.

Reason (R): The process of communication involves the sender, message, encoding, communication channel, receiver, decoding and feedback.

- Q 18. Assertion (A): In the entire process of communication, there is a possibility of misunderstanding at any level, which is called brain drain.

Reason (R): Brain drain may arise at the sender's side if inappropriate medium for delivery of message is chosen or at the receiver's side if the message is not decoded, appropriately.

- Q 19. Assertion (A): Decoding is the transmission of evaluative information about an action, event or process to the original or controlling source.

Reason (R): Feedback is the information given back to an individual or a group about their prior behaviour so that they may adjust the current and future behaviour to attain the desired results.

Q 20. Assertion (A): Communication helps in building relationship and promotes love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

Reason (R): Feedback is the first component and one of the most important factors in the process of communication since it is defined as the response given by the receiver to the sender.

Q 21. Assertion (A): Oral Feedback is an unambiguous information, in the written or verbal form which enables and helps the learner understand what she or he needs to do in order to improve.

Reason (R): Always keep in mind to provide feedback in a sandwich format: reinforcing → correcting → reinforcing. Remember that a kind word leaves profound prints in our lives.

Q 22. Assertion (A): Specific feedback provides detailed and particular information on what the person did well or poorly.

Reason (R): Non-specific feedback is very general, such as 'good job' or 'you did great.' It is usually not very helpful for receiver as it creates the impression that you have not thought in-depth about their work.

### Answers

1. (d) 2. (b) 3. (b) 4. (a) 5. (a) 6. (a)  
7. (a) 8. (c) 9. (a) 10. (d) 11. (c)  
12. signs, symbols or semiotic rules  
13. the sender and the receiver  
14. receiver  
15. feedback  
16. listening  
17. (b) 18. (b) 19. (d) 20. (c) 21. (d) 22. (b)

## ? Case Study Based

### Questions

#### Case Study 1

Feedback refers to the response or reaction of receiver to the sender's message. Feedback is the essence of communication and is the final step of communication process. Without feedback from the receiver, communication process remains incomplete. This feedback may be an oral or written message or action or simply silence.

Transmitting or sending message is half of the communication process. When messages reach to the receiver, he decodes the message and sends his response to the sender to complete the communication process. Feedback enables

the sender to evaluate the effectiveness of his message. If the receiver does not understand what the sender wants to convey, then the sender refines or repeats the message.

Q 1. What is feedback?

- The response of the sender
- The response of the receiver
- The output of the sent message
- All of the above

Q 2. Which of the following are effective components of a good feedback?

- Detailed and time consuming
- Direct, specific and honest
- Opinion-based
- None of the above

Q 3. Which of the following things should be kept in mind while giving feedback?

- Keep the feedback constructive, positive and concise.
- Provide strategies that will help in figuring out how to improve.
- Both a. and b.
- None of the above

Q 4. Which of the following types of feedback provides detailed and particular information to the sender?

- Non-specific feedback
- Written feedback
- Oral feedback
- Specific feedback

### Answers

1. (b) 2. (b) 3. (c) 4. (d)

#### Case Study 2

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 the involved parties: the sender and the receiver. The process of communication involves the sender, message, encoding, communication channel, receiver, decoding and feedback. The communication cycle revolves around its two major components: the sender and the receiver. The transmission of sender's ideas to the receiver and the receiver's feedback or reaction to the sender forms the communication cycle.

Q 1. Which of the following transmits/sending the message through one medium or another?

- Receiver
- Listener
- Sender
- None of these

Q 2. Which of the following listens or understands the message?

- Receiver
- Channel
- Sender
- None of these

Q 3. The ..... conveys the message to the sender in the form of feedback to complete the communication cycle.

- a. Sender
- b. Environment
- c. Receiver
- d. Circumstances

Q 4. A ..... is used to transfer the message.

- a. Change
- b. Channel
- c. Receiver
- d. Listener

### Answers

1. (c) 2. (a) 3. (c) 4. (b)

### Case Study 3

The process of communication starts when the sender wants to convey a fact, idea, opinion or other information to someone (the receiver). This fact, idea or opinion has a meaning to the sender. The next step is converting the message into a language which reflects the idea, which is known as encoding. The encoding process is influenced by content of the message, the familiarity of sender and receiver, etc. After the message has been encoded, it is conveyed or transmitted through an appropriate channel or medium. When the message is received, it is decoded by the receiver who gives feedback to the sender as the confirmation about the particular message has been carefully understood or not.

Q 1. What are the two major components in communication cycle?

Q 2. Name all the elements of Communication.

Q 3. What do you mean by Feedback?

Q 4. What does the Communication cycle explain?

### Answers

1. The communication cycle revolves around its two major components: the sender and the receiver.
2. The process of communication involves the sender, message, encoding, communication channel, receiver, decoding and feedback.
3. The response of the receiver is known as feedback.
4. Communication cycle explains how the system of conveying and understanding messages operates.

### ? Very Short Answer

Type Questions

Q 1. Define communication skill.

Ans. Communication skill means how we communicate with each other. The way of presenting our information is very important. Communication skills include those areas which deal with our talking, writing and expressing our views.

Q 2. How good communication skills leads to good decision?

Ans. Communication provides information. One cannot reach a conclusion or take any decision in the absence of information. Therefore, communication is vital that helps us take the right decisions.

Q 3. Briefly discuss the role of the sender in the communication cycle.

Ans. The sender or the communicator creates the message and initiates the communication.

Q 4. Define encoding.

Ans. Encoding means to change the message into a form suitable for sending. The factors which must be considered when encoding messages are language, cultural differences, etc.

Q 5. Define decoding.

Ans. Decoding is the process in which the receiver interprets and understands the message. Sometimes error in decoding occurs if the receiver isn't sure that he understands the message but doesn't make the effort to ask for a clarification.

Q 6. Communication skills are very important for any business. Explain any two elements of a communication process.

Ans. The two elements of a communication process are:  
(i) **Sender:** The person beginning the communication.  
(ii) **Message:** The information that the sender wants to convey.

Q 7. Explain channel and receiver in the communication process.

Ans. **Channel:** The medium by which the message is conveyed or sent.

**Receiver:** The person or entity to which the message is sent.

Q 8. What do you understand by the term brain drain?

Ans. In the entire process of communication, there is a possibility of misunderstanding at any level which is called brain drain.

Q 9. Describe when the brain drain condition occur in communication process.

Ans. Brain drain condition may arise at the sender's side if inappropriate medium for delivery of message is chosen, or at the receiver's side if the message is not decoded appropriately.

Q 10. What do you understand by the term feedback?

Ans. Feedback is the transmission of evaluative information about an action, event, or process of the original or controlling source.

Q 11. Write the example of each positive feedback and negative feedback.

Ans. Positive feedback example: I noticed you finished the work perfectly. Great Job!  
Negative feedback example: You keep forgetting to smile at the hotel guests when you talk to them.

Q 12. Explain specific feedback.

Ans. Specific feedback is one that provides detailed and particular information on what the person did well or poorly.

## ? Short Answer

### Type Questions

**Q 1. Explain how communication helps in building an attitude and a high self-esteem.**

**Ans.** Good communication makes an individual more confident and a confident communicator can influence others. If others trust us, they rely on us and believe in us. All these things make us think better of ourselves and help build our self-esteem. Moreover, a person can only be a good communicator if he/she has enough knowledge and information, which in turn makes an individual confident and helps in building an attitude.

**Q 2. Enlist any two points to be kept in mind before choosing the channel of communication.**

**Ans.** The two most important points to be kept in mind while choosing the channel of communication are:

- (i) Urgency of the message.
- (ii) Content of the message.

**Q 3. What is the role of channel in communication?**

**Ans.** The medium or channel is the means by which the message is sent. Some messages are more effective in written form, some may be more effective on the telephone, while others may be more effective if sent via electronic means such as E-mail.

**Q 4. What are the basic principles of an effective communication?**

**Ans.** The most basic principle for a communication to be effective is that the intended message of the sender and the interpreted message of the receiver are one and the same. Although this should be the goal in any communication, it is not always achieved. Thus, a set of principles need to be followed to ensure it.

The most popular name of these basic principles is known as 7c's of effective communication.

**Q 5. Explain why effective feedback is important in communication process?**

**Ans.** Effective feedback is important because of the following reasons:

- (i) It helps people get on track. It serves as a guide to assist people to know how they and others perceive their performance.
- (ii) It makes us self-aware. Self-awareness and monitoring provide a good platform but feedback from others informs us in ways that enriches our self-knowledge.

**Q 6. Describe the importance of feedback.**

**Ans.** Feedback is the final step in the communication cycle. It is the receiver's response to the message, which enables the sender to evaluate the effectiveness of the message sent. Thus, feedback plays a very important role in communication cycle.

For example, if the receiver doesn't understand the meaning of the message, the sender can know this by the feedback received and can improve the message accordingly. Thus, the sender must create an environment that encourages feedback.

**Q 7. Write some important points to be kept in mind while giving the descriptive feedback.**

**Ans.** Some important points to be kept in mind while giving the descriptive feedback are as follows:

- (i) Use descriptive feedback for comments that students need to be able to save and look over.
- (ii) Keep the feedback constructive, positive and concise.
- (iii) Describe specific qualities of the work.
- (iv) Provide strategies that will help in figuring out how to improve.

## CHAPTER TEST

### Multiple Choice Questions

**Q 1. Which of these are examples of positive feedback?**

- a. Excellent, your work has improved.
- b. I noticed your dedication towards the project.
- c. You are always doing it the wrong way.
- d. All of the above

**Q 2. Which of these are examples of negative feedback?**

- a. I hate to tell you this but your drawing skills are poor.
- b. You can surely improve your drawing.
- c. This is a good drawing but you can do better.
- d. None of the above

**Q 3. Who is the receiver in the process of communication?**

- a. The person who sends the message
- b. The person who receives the message
- c. Both a. and b.
- d. None of the above

### Fill in the Blanks

**Q 4. Right feedback given at the right time can lead the students towards their .....**

**Q 5. One must avoid giving ..... comments in feedback.**

**Q 6. .... feedback suggests a need for change in the mode of communication.**

### Assertion-Reason Type Questions

**Directions (Q. Nos. 7-8):** In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

- a. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).
- b. Both Assertion (A) and Reason (R) are true, but Reason (R) is not correct explanation of Assertion (A).



c. Assertion (A) is true, but Reason (R) is false.

d. Assertion (A) is false, but Reason (R) is true.

**Q 7. Assertion (A):** Written feedback is done through writing instead of speaking. Written feedback is usually given after a task.

**Reason (R):** Effective written feedback provides a record of what we are doing well, what needs improvement and suggests next steps. Written feedback balances the evaluative process.

**Q 8. Assertion (A):** Feedback motivates to perform better. Feedback from clients, suppliers, vendors and stakeholders can be used to build better working relations and improve standards.

**Reason (R):** Feedback is not important across an entire organisation in order to remain aligned to goals, create strategies, develop products and improve services and relationships.

### Case Study Based Questions

**Q 9.** Communication is one of the fundamental elements of society. It is the basis of human interaction. Communication cycle explains how the system of conveying and understanding messages operates. Communication is an exchange process. For the exchange to be complete, the information must go back from where it has started (the sender), so that the sender can know the response of the receiver. The response of the receiver is known as feedback. In the entire process of communication, there is a possibility of misunderstandings at any level, which is called brain drain. It may arise at the sender's side if inappropriate medium for delivery of message is chosen, or at the receiver's side if the message is not decoded, appropriately.

**(i) Which of the following statements about the communication is true?**

- a. Communication is an act of conveying messages.
- b. Communication is derived from a Latin word.
- c. People exchange facts, ideas or opinions with one another through communication.
- d. All of the above

**(ii) Which of the following are the two major components of communication?**

- a. The sender and receiver
- b. The sender and channel
- c. The receiver and feedback
- d. The receiver and channel

**(iii) Which of the following components completes the communication cycle?**

- a. Encoding
- b. Decoding
- c. Channel
- d. Feedback

**(iv) Descriptive feedback provides a..... for the students to identify the steps taken to fulfil their goals.**

- a. direction
- b. aim
- c. target
- d. All of these

**Q 10.** Feedback is the transmission of evaluative information about an action, event or process to the original or controlling source. It is a way to let people know how effective they are in what they are trying to achieve or how they influence you. It provides a way for people to learn how they affect the world. Feedback is the information given back to an individual or a group about their prior behaviour so that they may adjust their current and future behaviour to attain the desired results.

**(i) What is the use of feedback?**

**(ii) Name different types of feedback.**

**(iii) Write any one way to make the feedback constructive.**

**(iv) What is the difference between Specific and Non-specific feedback?**

### Very Short Answer Type Questions

**Q 11.** Write the example of specific feedback.

**Q 12.** Explain non-specific feedback.

**Q 13.** What do you understand by the term strategies?

**Q 14.** Explain the term evaluative.

### Short Answer Type Questions

**Q 15.** What are two primary ways in which written feedback helps to facilitate learning?

**Q 16.** What are the different ways to make the feedback constructive?

