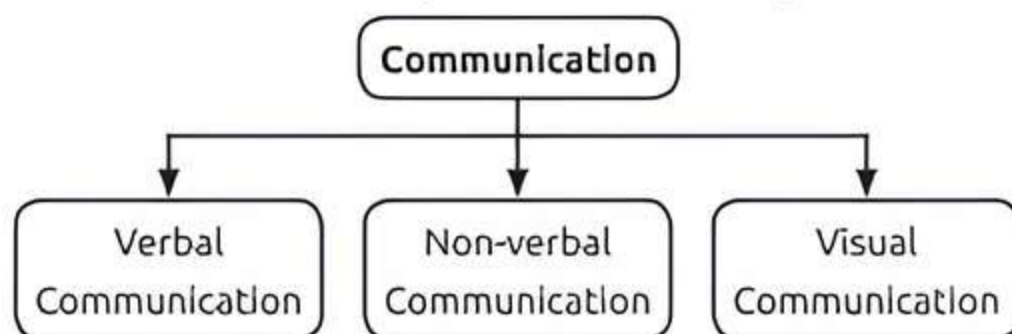


Methods of Communication

Fastrack« Revision

- ▶ **Communication Skills:** It means how do we communicate with each other. The way of presenting our information is very important. Communication skills include those areas which involve listening, speaking, observing and expressing our views.
- ▶ **Communication:** The word 'communication' comes from the Latin word *communicare*, meaning to share. Communication is the most important life skill which plays a vital role in shaping our personal, social and professional lives.
- ▶ **Methods of Communication:** We communicate with each other in a number of ways, depending upon the message and the content through which it is conveyed.



- ▶ **Verbal Communication:** Verbal communication refers to the form of communication in which the message is transmitted verbally. It is done by word of mouth or as a piece of writing. The objective of this communication is to have people understand what we are trying to convey. In a verbal communication, remember the acronym KISS (Keep It Short and Simple).

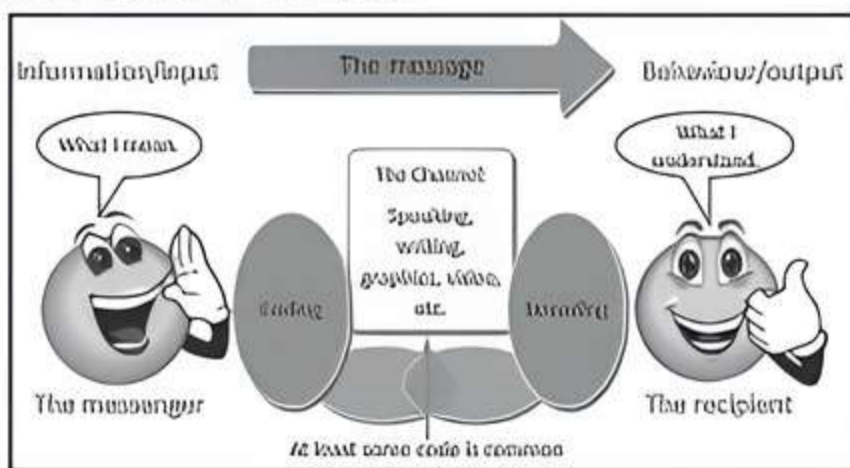


Fig. 1 Verbal Communication

- ▶ **Types of Verbal Communication:** Verbal communication is further divided into two categories:
 - ▶ **Oral Communication:** In oral communication, spoken words are used. It includes face-to-face conversation, speech, telephonic conversation, video call, radio, television, Voice over Internet, etc. Here, the communication is influenced by the pitch, volume, speed and clarity of speaking.

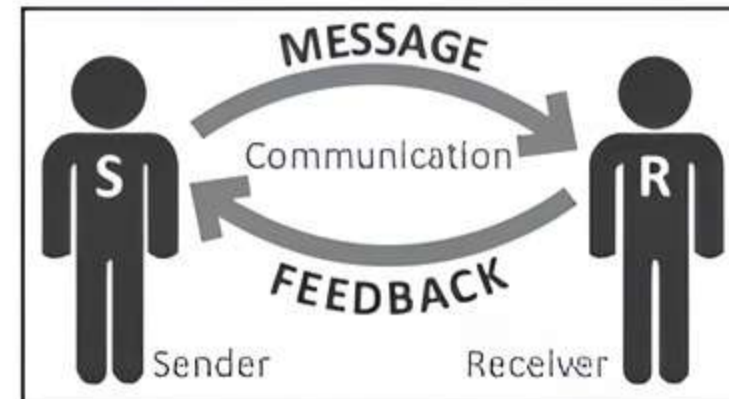


Fig. 2 Oral Communication

- ▶ **Advantages of oral communication**
 - It brings a quick feedback as it is face-to-face. It enables the sender to know whether receiver has understood or not.
 - It is a two-way communication with a higher scope for clarification.
 - It saves time.
 - One can rely on the information as it is first-hand. By reading facial expression and body language of the speaker, one can guess whether one should trust, what is being said or not.
- ▶ **Disadvantages of Oral Communication**
 - One gets less time to think about what he/she is delivering.
 - Quick reaction may lead to arguments.

- ▶ **Written Communication:** In this mode, the written signs or symbols are used to convey the message. The message can be printed or handwritten and includes e-mails, letters, reports, memos, sms, etc. Here, the message is influenced by vocabulary, grammar, writing style, clarity of language and arrangement of words/sentences.

Memos, reports, bulletins, job descriptions and e-mails are the types of written communication used in business for internal working and procedures. For communication with the external environment, faxes, letters, proposals, Internet websites, contracts, advertisements, brochures, etc., are used.

- ▶ **Advantages of Written Communication**
 - It gives enough time to the sender to frame the message.
 - The messages can be edited and revised, and corrections can be made many times before it is published.
 - Record can be maintained of every message sent.
 - It enables the receiver with sufficient time to fully understand, interpret and send appropriate feedback/response.

- **Disadvantages of Written Communication**
 - It does not bring instant feedback/response.
 - It takes more time composing a written message and requires a good writing ability.
 - The interpretation of the message depends totally on the receiver.
- **Non-verbal Communication:** Non-verbal communication is the expression or exchange of information or messages without using any spoken or written word. In other words, we send signals and messages to others, through expressions, gestures, postures, touch, space, eye contact and paralanguage.
- **Importance of Non-verbal Communication:** In our day-to-day communication:
 - 55% communication is done using body movements, face, arms, etc.
 - 38% communication is done using voice, tone, pauses, etc.
 - Only 7% communication is done using words.

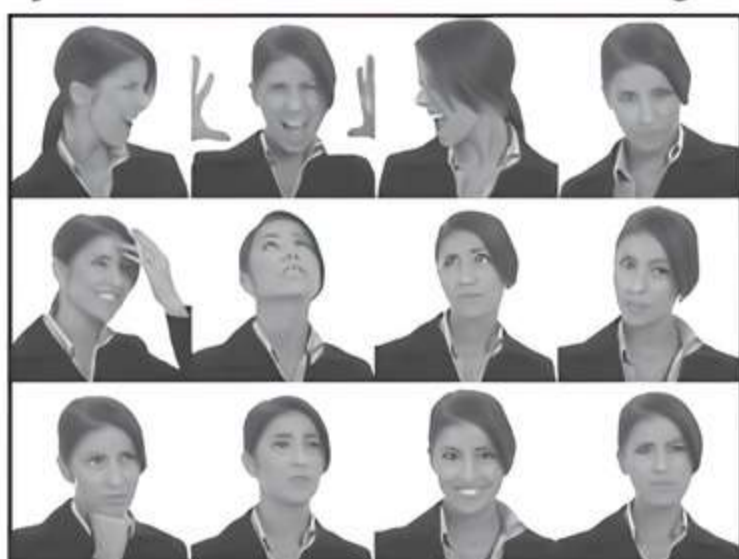


Fig. 3 Types of Non-verbal Communication

- **Elements of Non-verbal Communication:** The elements of non-verbal communication are as follows:
 - **Appearance:** The speaker's clothing, hairstyle, neatness, use of cosmetics, and environment which includes room size, lighting, decoration and furnishing, have a great impact on non-verbal communication. For example, you may have noticed a polite and agile lady/gentleman at the serene, well-lit and clean reception area of a hotel.
 - **Body language:** To be a more effective communicator, we need to align our body language and tone with the words we are trying to convey. Research shows that when an individual lies, he/she is more likely to blink frequently, shift the body weight from one leg to the other and shrug. The thumb rule is that simplicity, directness and warmth convey sincerity. And sincerity is the key to effective communication a firm handshake, given with a warm and dry hand, is a great way to establish trust. A weak and clumsy handshake conveys lack of trustworthiness and confidence.

- **Tone:** Another element of the non-verbal communication is tone. A different tone can change the perceived meaning of a message. The tone gives emphasis to the message and shows how clearly it can be true.
If we simply read the message without the added emphasis, we would be left to wonder. The emphasis shows us how the tone conveys a great deal of information.
- **Eye contact:** The style and duration of eye contact is considered appropriate across the globe. Looking into the eyes and talking is considered a sign of trustworthiness and confidence.
- **Facial expressions:** The human face can produce thousands of different expressions. It is said that what we cannot say, our face expresses it. Our face conveys basic information to the outside world. The effects of the facial expressions in a conversation are instant.
- **Visual Communication:** Visual communication is the transmission of ideas and information with the help of symbols and imagery. It is one of the three main types of communication and is believed to be the type that people rely on the most. It includes signs, drawings, graphic designs, illustrations, advertising, animations, colours and electronic resources.

- **Advantages of Visual Communication**
 - It helps in emphasising the oral communication.
 - A combination of audio-visual communication is more effective than words. Some facts cannot be delivered through words, thus diagrams and pictures are used.
 - It is very effective on people who may not have the ability to read, but have the visual ability to comprehend.
 - The amount of time taken in understanding a visual communication is less as compared to other types of communications.
- **Disadvantages of Visual Communication**
 - The main disadvantage of visual communication is that it is expensive. The process of coming up with a visual aid such as a video, chart, diagram or a map is expensive and may require involvement of more people.
 - All the topics cannot be represented at once in a single visual aid. In most cases, visual communication is incomplete and incompetent, if it is not accompanied by oral communication.
 - Visual communication is more time-consuming. A lot of time is required to create visual aids.



Practice Exercise

Multiple Choice Questions ↘

- Q1. Which of the following statement is true about communication?**
- a. 50% of our communication is non-verbal
 - b. 20% communication is done using body movements, face, arms, etc.

- c. 5% communication is done using voice, tone, pauses, etc.
- d. 7 % communication is done using words

- Q2. You need to apply for leave at work. Which method of communication will you use?**
- a. E-mail
 - b. Poster
 - c. Newsletter
 - d. Blog

- Q 3. By which action can senders send their messages?**
 a. Gestures b. Speaking
 c. Reading d. Writing
- Q 4. means communication through spoken oral and written words.**
 a. Non-verbal communication
 b. Feedback
 c. Verbal communication
 d. None of the above
- Q 5. Which of the following is an example of oral communication?**
 a. Newspapers b. Letters
 c. Phone call d. E-mail
- Q 6. In which of the following communications, do we get an instant feedback?**
 a. Visual communication
 b. Written communication
 c. Oral communication
 d. Non-verbal communication
- Q 7. What are the types of words we should use for verbal communication?**
 a. Acronyms b. Simple
 c. Technical d. Jargons
- Q 8. On what does the interpretation of a message depend?**
 a. Feedback
 b. Receiver
 c. Content
 d. Communicator
- Q 9. Which of these is NOT an appropriate non-verbal communication at work?**
 a. Keeping hands in pockets while talking
 b. Talking at moderate speed
 c. Sitting straight
 d. Tilting head a bit to listen
- Q 10. In which of the following communications, the appearance and body language plays a vital role?**
 a. Visual communication
 b. Written communication
 c. Verbal communication
 d. Non-verbal communication
- Q 11. In which of the following communications, do we not use words?**
 a. Non-verbal communication
 b. Visual communication
 c. Written communication
 d. All of the above
- Q 12. To be a more effective communicator, which of the following must be focused on?**
 a. Audience b. Content
 c. Body language d. All of these
- Q 13. Which of these is a positive (good) facial expression?**
 a. Frowning while concentrating
 b. Maintaining eye contact
 c. Smiling continuously
 d. Rolling up your eyes
- Q 14. What does an upright (straight) body posture convey or show?**
 a. Pride b. Professionalism
 c. Confidence d. Humility



Fill in the Blanks Type Questions

- Q 15. is a process of sharing information between two or more people.**
- Q 16. communication enables people to symbolically represent objects, ideas, places etc.**
- Q 17. The interview is an example of communication.**
- Q 18. The objective of a conversation is to make people understand what we are**
- Q 19. We do not get instant feedback in the**
- Q 20. In communication, spoken words are used.**
- Q 21. is the loudness and softness of a speaker's voice.**
- Q 22. A smile and a nod is an example of**
- Q 23. The conveyance of ideas and information in forms that can be seen through the eye is referred to as communication.**
- Q 24. Visual communication is the transmission of ideas and information with the help of and**
- Q 25. In the business world, the communication is commonly used.**
- Q 26. The main disadvantage of visual communication is that it is**



Assertion & Reason Type Questions

Directions (Q. Nos. 27-31): 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 the 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 27. Assertion (A):** Communication is the most important life skill which plays a vital role in shaping our personal, social and professional lives. **Reason (R):** The word 'communication' comes from the Latin word *communicare*, meaning to share. Communication is the most important life skill which plays a vital role in shaping our personal, social and professional lives.
- Q 28. Assertion (A):** Non-verbal communication refers to the form of communication in which the message is transmitted verbally. It is done by word of mouth or as a piece of writing.

Reason (R): Communication skills means how do we communicate with each other. The way of presenting our information is very important. Communication skills include those areas which involve listening, speaking, observing and expressing our views.

Q 29. Assertion (A): Memos, reports, bulletins, job descriptions and e-mails are the types of written communication used in business for internal working and procedures.

Reason (R): In Written communication the written signs or symbols are used to convey the message. The message can be printed or handwritten and includes e-mails, letters, reports, memos, sms, etc.

Q 30. Assertion (A): A combination of audio-visual communication is more effective than words. Some facts cannot be delivered through words, thus diagrams and pictures are used.

Reason (R): In visual communication, spoken words are used. It includes face-to-face conversation, speech, telephonic conversation, video call, radio, television, Voice over Internet, etc. Here, the communication is influenced by the pitch, volume, speed and clarity of speaking.

Q 31. Assertion (A): Visual communication is the transmission of ideas and information with the help of symbols and imagery. It is one of the three main types of communication and is believed to be the type that people rely on the most.

Reason (R): The human face can produce thousands of different expressions. It is said that what we cannot say, our face expresses it. Our face conveys basic information to the outside world.

Answers

1. (d) 2. (a) 3. (c) 4. (c) 5. (c)
6. (c) 7. (b) 8. (b) 9. (a) 10. (d)
11. (a) 12. (d) 13. (b) 14. (c)
15. Communication 16. Verbal
17. verbal 18. trying to convey
19. written communication
20. oral 21. Pitch
22. non-verbal communication
23. visual 24. symbols, imagery
25. visual 26. expensive
27. (b) 28. (d) 29. (b) 30. (c) 31. (b)



Very Short Answer Type Questions

Q 1. What do you understand by the term communication?

Ans. Communication is an act of conveying messages from a person, or group to another person or group through mutually understanding signs, symbols or semiotic rules.

Q 2. What are the various methods of communication?

Ans. The various methods of communication are as follows:

- (i) Verbal communication

- (ii) Non-verbal communication

- (iii) Visual communication

Q 3. What do you understand by verbal communication?

Ans. The verbal communication refers to the form of communication in which the message is transmitted verbally. It is done by word of mouth or as a piece of writing. The main objective of this communication is to have people understand what we are trying to convey.

Q 4. What are the two categories of verbal communication?

Ans. Verbal communication is divided into two categories:

- (i) Oral communication

- (ii) Written communication

Q 5. Define oral communication.

Ans. In oral communication, spoken words are used. It includes face-to-face conversation, speech, telephonic conversation, video call, radio, television, etc.

Q 6. Define written communication.

Ans. In written communication, the written signs or symbols are used to convey the message. The message can be printed or hand written and includes e-mails, letters, reports, memo, sms, etc.

Q 7. What do you understand by non-verbal communication?

Ans. The communication in which the facial expressions, body language, gestures, tone and pitch of voice are used to express ideas or give information is known as non-verbal communication.

Q 8. Differentiate between verbal and non-verbal communication.

Ans. **Verbal Communication:** It is done orally or as piece of writing. It can be further divided into: oral communication and written communication.

Non-verbal Communication: It is done between two or more persons through the use of body language, facial expressions, postures and gestures.

Q 9. Explain the term appearance.

Ans. Appearance is one of the element of non-verbal communication. The speaker's clothing, hairstyle, neatness, use of cosmetics and environment which includes room size, lighting decoration and furnishing, have a great impact on non-verbal communication.

Q 10. Explain visual communication.

Ans. Visual communication refers to the transmission of ideas and information with the help of symbols and imagery.

Q 11. What are the resources used in visual communication?

Ans. The resources in visual communication include signs, drawing, graphics designs, illustrations, advertising, animations, colours and electronic resources.





Short Answer Type Questions

Q 1. Give the advantages of verbal communication.

Ans. The advantages of verbal communication are as follows:

- (i) It saves times in communication.
- (ii) It is a cheaper way of communication and hence save money.
- (iii) It provides complete understanding of communication delivered.
- (iv) It is more reliable method of communication.

Q 2. What are the disadvantages of verbal communication?

Ans. Following are the disadvantages of verbal communication:

- (i) It has issues when communicating with distant people.
- (ii) This form of communication is not suitable for lengthy message.
- (iii) It has no legal validity and hence will lead to problems in certain situation.
- (iv) It does not provide permanent record unless it is recorded with modern means of storage.

Q 3. Differentiate between oral and written communication.

Ans. Difference between oral and written communication are as follows:

S.No.	Basis of Difference	Oral Communication	Written Communication
(i)	Concept	In this communication, <u>spoken words are used.</u>	In this communication, <u>the written signs or symbols are used to convey the message.</u>
(ii)	Elements	It includes <u>face-to-face communication, video, radio, television, etc.</u>	It includes <u>e-mails, letters, reports, memos, sms, etc.</u>



TIP

Students should mention the difference in tabular form.

Q 4. Enlist two advantages of oral communication.

Ans. The two advantages of oral communication are as follows:

- (i) It saves time as it does not require any preparation and is spontaneous.
- (ii) We get quick feedback and able to know whether the communication was effective or not.

Q 5. What are the benefits of written communication?

Ans. The benefits of written communication are as follows:

- (i) The sender gets more time to frame the message.
- (ii) Records can be maintained for future reference.

Q 6. Write the advantages of non-verbal communication.

Ans. Following are the advantages of non-verbal communication:

- (i) It is helpful in communicating with illiterate people.
- (ii) It is very impactful as visual greatly affects mind of people.
- (iii) It conveys clear and precise meaning to the receiver.
- (vi) It is presentable through visual, audio-visual and silent means.

Q 7. What are the disadvantages of non-verbal communication?

Ans. Disadvantages of non-verbal communication are:

- (i) In the absence of language, this type of communication do not convey actual meaning of the message.
- (ii) It can be confusing as no clear message is conveyed.
- (iii) Long conversation is not possible in non-verbal communication.
- (iv) It can be costly as Neon signs, PowerPoint presentation movie involve high cost.

Q 8. List any two disadvantages of visual communication.

Ans. The two disadvantages of visual communication are as follows:

- (i) All the information cannot be expressed through a single visual aid.
- (ii) It becomes effective only when accompanied by oral communication.

Q 9. What are the disadvantages of visual communication?

Ans. The disadvantages of visual communication are as follows:

- (i) The main disadvantage of visual communication is that it is expensive.
- (ii) Visual communication is more time consuming. A lot of time is required to create visual aids.
- (iii) All the information cannot be expressed through a single visual aid.
- (iv) Everyone is not capable to interpret only through visuals.

Q 10. According to you, which method of communication will be more effective if one has to give a presentation to a group of students and why?

Ans. To give a presentation to a group, the combination of oral and visual communication will be more effective. The oral communication becomes more effective when accompanied by visual aids. The pictures, graphs and diagrams make a presentation more interesting and effective, and this can be represented only through visual aids. Explanation becomes easy with the help of visual communication.



Chapter Test

Multiple Choice Questions

- Q 1. In which of the following communications, do we get an instant feedback?
- Visual communication
 - Written communication
 - Oral communication
 - Non-verbal communication
- Q 2. What does an upright (straight) body posture convey or show?
- Pride
 - Professionalism
 - Confidence
 - Humility
- Q 3. In which of the following communications, do we not use words?
- Non-verbal communication
 - Visual communication
 - Written communication
 - All of the above
- Q 4. You need to apply for leave at work. Which method of communication will you use?
- E-mail
 - Poster
 - Newsletter
 - Blog
- Q 5. To be a more effective communicator, which of the following must be focused on?
- Audience
 - Content
 - Body language
 - All of these

Fill in the Blanks type Questions

- Q 6. is the loudness and softness of a speaker's voice.
- Q 7. The interview is an example of communication.
- Q 8. The main disadvantage of visual communication is that it is

Assertion and Reason Type Questions

Directions (Q. Nos. 3-4): In the questions given below, there are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the correct option.

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

Q 9. Assertion (A): Memos, reports, bulletins, job descriptions and e-mails are the types of written communication used in business for internal working and procedures.

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Q 10. Assertion (A): Visual communication is the transmission of ideas and information with the help of symbols and imagery. It is one of the three main types of communication and is believed to be the type that people rely on the most.

Reason (R): The human face can produce thousands of different expressions. It is said that what we cannot say, our face expresses it. Our face conveys basic information to the outside world.

Q 11. Assertion (A): Non-verbal communication refers to the form of communication in which the message is transmitted verbally. It is done by word of mouth or as a piece of writing.

Reason (R): Communication skills means how do we communicate with each other. The way of presenting our information is very important. Communication skills include those areas which involve listening, speaking, observing and expressing our views.

Very Short Answer Type Questions

- Q 12. What do you understand by the term communication?
- Q 13. What are the two categories of verbal communication?
- Q 14. What are the resources used in visual communication?
- Q 15. Differentiate between verbal and non-verbal communication.

Short Answer Type Questions

- Q 16. What are the disadvantages of non-verbal communication?
- Q 17. According to you, which method of communication will be more effective if one has to give a presentation to a group of students and why?