

# **COMMUNICATIVE ENGLISH PART-1**

**Semester: 1<sup>ST</sup>**

## **STUDY MATERIAL**



## **COMMUNICATIVE ENGLISH**

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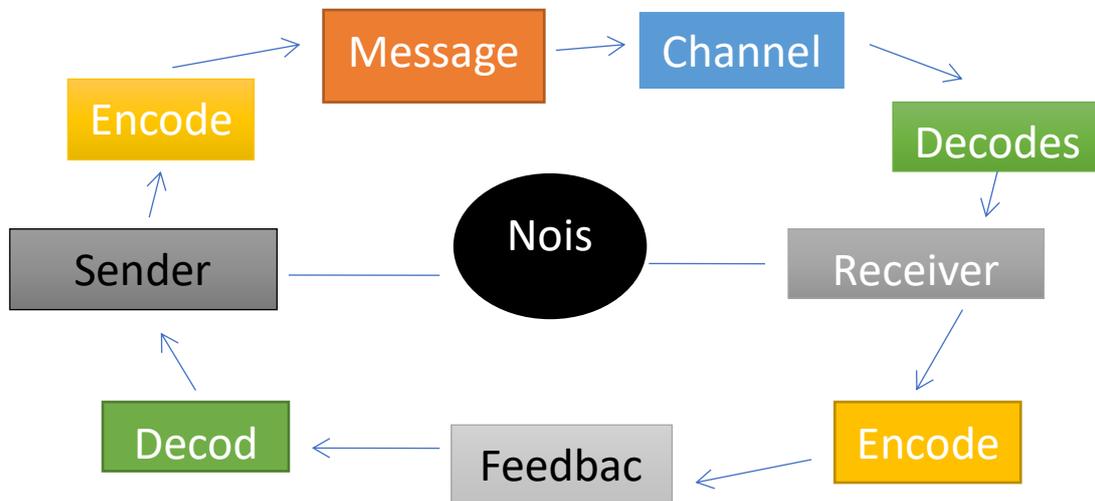
## Communication

- The word ‘communication’ has originated from the Latin word “communicare” or “communis” which means “to impart”, “to participate”, “to share” or “to make common.”
- Communication is the flow of information and understanding from one person to another at the same level or at different level.

## Definitions of communication

- A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.  
Webster’s Dictionary
- Keith Davis: Communication is a process of passing information and understanding from one person to another.
- William Newman and Charles Summer: Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.
- BY Communication is here meant the mechanism through which human relations exist and develop. : **Charles Horton Cooley**
- **According to Keith Davis**, “**Communication** is the process of passing information and understanding from one person to another.”
- **Murphy, Hildebrandt, Thomas:** Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective when it achieves the desired response or reaction from the receiver.

# Communication



## Sender

- One who initiates the process.
- May be a teacher, a writer, a speaker, an editor, a reporter, a leader or anybody who take the initiative to form a dialogue.
- Effective communication depends on the skills, knowledge level and attitude of the communicator

# Encoding

- Formulation of message in communicator's mind.
- The communicator translates his purpose: ideas, thoughts, information, etc into a message
- He/ She also decide on which medium to communicate his planned message.

# Message

- A message is what the communicator or sender actually produces using spoken or written words, photographs, paintings, films, etc.
- The purpose of communicator is to influence the receiver.
- The success of communication depends on what we say and how we

# Channel

- It is the vehicle through which a message is carried from the sender to the receiver.
- The channel of communication are many written, spoken, non-verbal and mass media like newspaper, radio, TV, books, internet, etc.
- Choosing the appropriate channel that

# Receiver

- The receiver is being found on the other end of the communication process.
- He is the recipient of the message and must possess the same orientation as the communicator.
- If the receiver does not have the ability to listen read and think he will

# Decoding

- It is the interpretation of the message by the receiver.
- The receiver looks for the meaning in the message which is common to both receiver and the communicator.
- Suitable decoding enhance the efficiency of message.

# Feedback

- It is the response of the receiver to the communicator's message.
- The exchange is possible only if the receiver responds.
- Through constant exchange by using both verbal and non verbal languages, both sender and receiver shape and reshape the messages until its meaning

# Noise

- Noise is any interruption that take any point of the communication process and makes it ineffective.
- Environment is major cause of interruption or noise.
- Examples: Noises from road side, constant chattering of individuals outside the communication process

## COMMUNICATION FLOW IN ORGANISATION

### Formal Channels of Communication

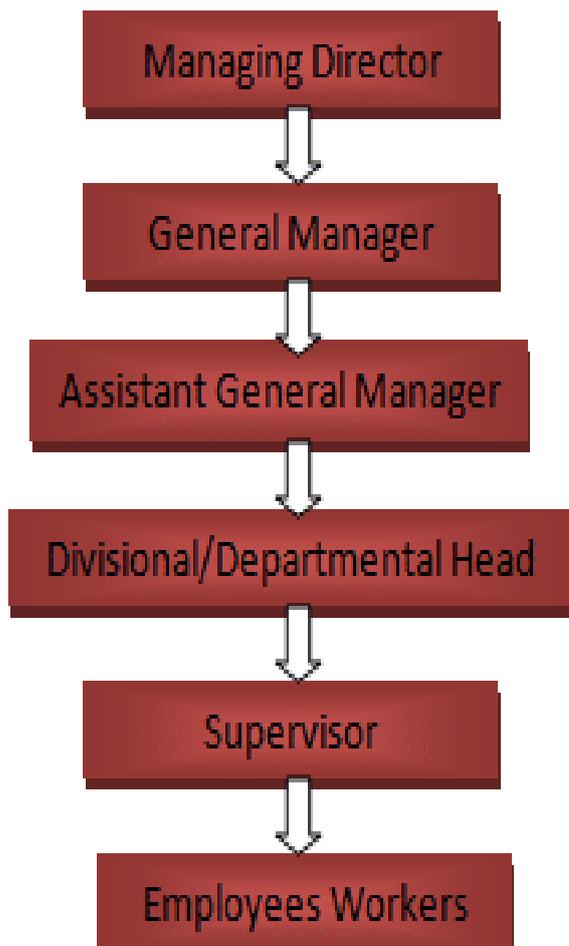
#### Vertical (Downward and Upward Communication)

##### Downward Communication

Every organization has a formal communication network in which ideas and information flows in the line of command (the hierarchical level) in an organizational structure. The downward communication flows from superior to sub-ordinates, from the executive to the employees, from managers to the operating staffs. A production manager may introduces or instruct his or her sub ordinates about the operational details of a new production process. When the information in spoken form flows from one level of an organization to a lowest level of communication through downward communication channel, the information becomes less accurate and there may be chances of miscommunication.

Example-

When an organization introduces a new policy, it sends the information using downward channels. Information flows through staff meetings, company newsletter, company policy statement, information memos, e-mail, face-to-face contact, orders, instruction etc.



#### Purpose of Downward Communication

- Helps to share business goals
- Helps employees to get feedback on performance
- Gives job instructions and job roles
- Highlights the area of instructions
- Communicates the organization's mission and vision.

#### Upward Communication

It is the flow of information from lower to higher level which implies communication starts at a lower level and is address to someone at a higher level. This type of communication includes message containing information, request, reports, proposals and feedback (suggestions/recommendation)

- It happens less frequently.

- Because of the difference in hierarchical order the conversation tends to be shorter.
- Generally inaccurate because employees more often interested in presenting their best to their boss.
- A tendency to highlight accomplishment and downplays mistakes are there in this type of communication.

Example:-

When a marketing manager submitted report of a recently conducted survey to the vice president marketing, he or she uses upward channel of communication.

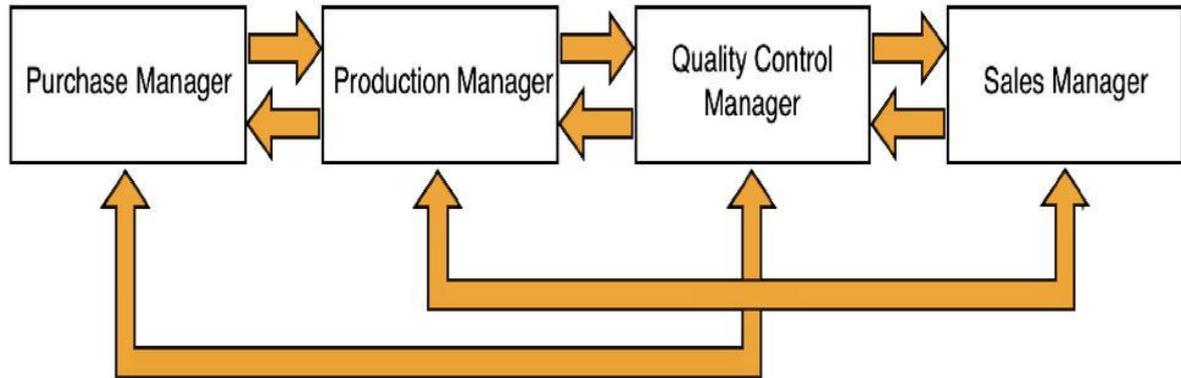
### Purpose of Upward Communication

- Productivity
- Feedback
- Promotion
- Consideration



**Figure: The flow of upward communication**

## Horizontal Communication



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### Horizontal Communication

Communication in a communication network not only flows up and down but also sideways of the organizational structure, it is known as horizontal communication. In other words communication which takes place between 'peers' (equals) who are at the same level in an organization is described as horizontal communication. This type of communication is also known as lateral communication.

- Flow of information in the same organizational level.
- As it involves communication between same levels, communication is easier and friendlier.
- It occurs more frequently.
- There are very few barrier in the communication process.

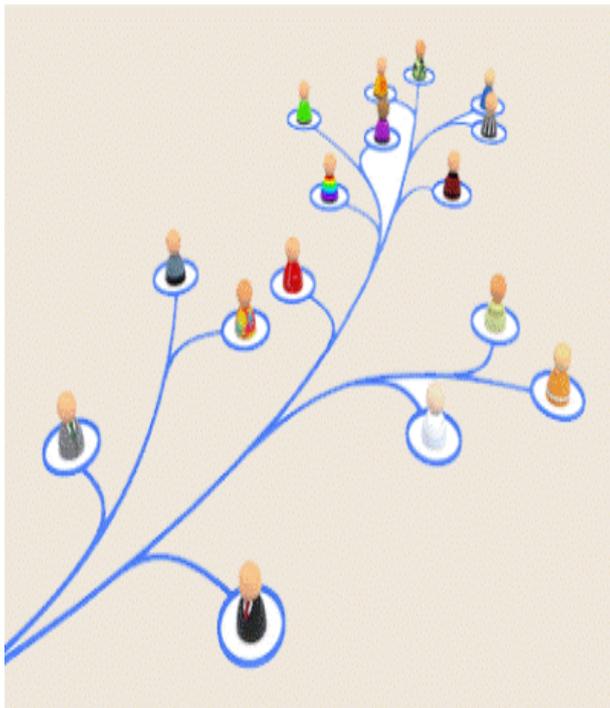
It saves time and felicitated co-ordination

### Purpose of Horizontal Communication

- Saves time.

- Felicitates co-ordination of task among members.
- Solves organizational problems.
- Resolves departmental conflicts.
- Provides emotional and social assistance to the members.

## Grapevine Communication



Grapevine is an informal communication flow in an organization. When a person in an organization communicates to other person or persons in an informal way the communication is known as grapevine. The result is very rapid flow of information. This happens because informal communication crosses organizational boundaries and is open to everyone. Another reason of very rapid flow is it is communicated orally, and oral message reach not only to more people but also more quickly than written messages.

- Very rapid flow of information.
- Run the risk of becoming inaccurate.
- Provides opportunities to create social contacts and also makes life at work enjoyable.

### Limitation of Grapevine

- Fast spreading nature, can cause damage to the organization.
- If unverified may cause troubles.
- Leads to misunderstanding, if incomplete.
- May not be reliable as it is oral, nobody owns responsibility.

### **Benefits of Grapevine**

- Less expensive than formal channels.
- Give some information which is difficult to get from formal channels.
- An outlet for employees to shares their anxieties, worries and frustration.
- Used voluntarily by many employees
- Fastest means of spreading information.

### **Guidelines for Grapevine**

- Should be used as a supplementary channel.
- Information and source should be verified.
- Should not be ignored.
- Employees using it should not be threaten or encouraged too much.

## **NON VERBAL COMMUNICATION**

### **What is non-verbal communication?**

- Communication through any means other than words.
  - It is the transmission of messages by some medium other than speech or writing.
- It refers to transfer of meaning by body language, space, time and Para-language

### **Types of non-verbal communication**

- Kinesics: facial expression, posture and gesture
- Oculesics: eye contact
- Haptics: the communication of touch
- Proxemics: the communication of space and proximity
- Appearance and Artifacts: the physical characteristics, the attire, and the accessories such as perfumes, make up, jewelery

- Paralanguage: variations in pitch, speed, volume and pauses that convey meaning
- Chronemics: the effects of time on communication

### Kinesics

It is the anthropological name for body language. Our body says a lot about us in many ways as we communicate. Body movements can indicate attitude and feelings while also acting as illustrators and regulators.

- Kinesics can be defined as the non-verbal behavior related to the body movement, either any part of the body or body as a whole.
- It includes all actions, physical or physiological postures, facial expressions, gesture and other body movement.
- It acts as substitute of language, accompany it or modify it.

### Facial Expressions

Your boss smile makes you feel happy while frown leaves you discomfort, your subordinates confused expression indicates the need to continue with an explanation, your customer smile and nodding signals satisfaction and acceptance.

There are five basic physical descriptions of facial expressions:

Neutral: Result in various expressions such as pleasure, respect, thoughtful

Relaxed: Result in love, pleasure and submission

Tense: Result in fear, surprise, determination, contempt and extreme interest.

Uplift: Result in happiness, anxiety, rage(extreme violent/anger) love, astonishment and attention.

Droopy: Result in distress, suffering, grief, dismay and shock.

### Posture

- **When we are in right posture we automatically feel better.**

It includes:

#### **Head Position:**

- To feel confident and self assured : keep your head level both horizontally and vertically upright.
- Authoritativeness and seriousness: Keep your head straight
- Friendly or receptive : Tilt your head just a little in one side or other.

## **Legs**

- Legs are also indicator of our physical expression or posture.
- They tend to move around a lot more than normal when we are nervous, stressed or being deceptive.
- \* Keep them as straight as possible in most situation, especially at interviews and work meeting.

## **The angle of the body in relation to other:**

- We angle towards people we find attractive, friendly and interesting: leaning or tilting in  
  
We angle away from people whom we do not find friendlier : leaning or tilting away

## **Body relaxation and tension:**

- It is a strong indicator of one to one relationship.
- A more relaxed person in a given situation has the higher status.

## **Height:**

- It also effects the perception of powers.
- Tallness usually means dominance.
- Standing up tall can help you more authoritative.
- A slumped posture or slouched shoulders create an appearance of submissive or passive demeanor.
- List of some posture and the message they communicate are:
  - Slumped posture: low spirit
  - Erect posture: High spirit, energy, confidence
  - Lean Forward: Open interested
  - Lean away: Defensive, disinterested
  - Crossed arms: Defensive, disinterested
  - Uncrossed arms: willingness to listen

## **Appearance and artifacts**

- Personal appearance is a major factor used to judge a person.

- The first impression of a person is based on his or her appearance.
- Before you speak your artifacts would speak for you.
- Pay attention to good grooming, including a neat hairstyle, polished shoes and clean nails.
- Invest in professional looking clothing and accessories.
- Avoid flashy garments, clunky jewelry, garish make up and overpowering perfumes.
- Ensure that you would feel comfortable in your attire.

### Gestures

- a movement of part of the body, especially a hand or the head, to express an idea or meaning.
- You can express both specific and general messages through gestures.

Examples:

A wave of hand: have a specific and intentional meaning such as hello or goodbye.

Ambiguous and unambiguous: point at water and than point to your mouth that is unambiguous gesture.

When you observe some listener nodding their heads to what you have just said, you are confused whether they are agree or disagree, this is ambiguous.

### Proxemics

Proxemics is the study of how people use and perceive the physical space between them. The space between sender and receiver of a message influences the way the message is interpreted.

The perception of use of space varies significantly across cultures and different setting within cultures. Space in non verbal may be divided into four main categories: intimate, personal, social and public space.

Proxemics was first developed by Edward T. Hall during 1950s and 60s. In his book, *The Silent Language*, Edward Hall outlined the following ideas behind proxemic theory:

1. There are four types of distances people keep: intimate (0 to 18 inches), personal (18 inches to 4 feet), social (4 to 10 feet), and public (over 10 feet).
2. The distances outlined are those deliberately chosen by individuals. Forced closeness doesn't factor in proxemics.

3. Proxemic behavior is learned mostly from observing others rather than from explicit instruction, which is why personal distance and physical contact varies by culture.
4. The physical distance between communicators indicates the type of relationship they have. Body angles, touch and eye contact further reveal the familiarity between people.
5. Americans generally prefer 18 inches of personal space.

Hall believed that proxemics could not only help illuminate relationships and communication goals, but also explain other cultural and anthropological phenomena, such as the organization of towns and living spaces.