

COMMUNICATION AND PERSONALITY DEVELOPMENT

UNIT-I

Personality Development Definition

Personality development is the development of the organized pattern of behaviours and attitudes that makes a person distinctive. Personality development occurs by the ongoing interaction of temperament, character and environment.

Introduction to Personality Development:

The word personality refers to the overall outcome of what a man is. Personality development means developing a personality cult so as to create a strong positive impression about you. Or Personality development is the development of the organized pattern of behaviours and attitudes that makes a person distinctive. Personality development occurs by the ongoing interaction of temperament character, and environment. Personality constitutes of various elements like intelligence, physique, temperament, patience etc. All these elements lead to a good personality. In the field of management personality plays a key role in career building and success. The personality development has become a vital constituent of a successful person. People undergo personality development program in order to improve their personal skills and thereby enhancing their personality. Personality is somewhere eternal and it is mainly dependent on the atmosphere in which a human being grows up.

Key elements of personality are:

1. **Behaviour:** A stereotyped response to an internal or external stimulus.
2. **Character:** An individual's set of emotional, cognitive, and behavioural patterns learned and accumulated over time.
3. **Cognition:** The act or process of knowing or perceiving.
4. **Cognitive:** The ability to think, learn, and memorize.
5. **Gene:** A building block of inheritance, which contains the instructions for the production of a particular protein, and is made up of a molecular sequence found on a section of DNA.
6. **Identity:** The condition of being the same with, or possessing, a character that is well described, asserted, or defined.
7. **Maturity:** A state of full development or completed growth.
8. **Socialization:** The process by which new members of a social group are integrated in the group.
9. **Temperament:** A person's natural disposition or inborn combination of mental and emotional traits.

The degree of a person's success is directly dependent on the kind of personality he has. There are various key factors of a good personality and to enhance those characteristics of a human being is actually called personality development.

The basic characteristics of an ultimate personality are:

- Appearance.
- Intelligence.
- Smartness.
- Trustworthy, High integrity and Responsibility.
- Knowledge, in depth.
- Management
- Effective Communication & Efficiency.
- Economic independence.

Similarly there are various negative factors which affect one's personality. The strongest aspects to spoil one's personality are:

- Unhygienic.
- Hurting attitude.
- Useless approach.
- Non-beneficial communication.
- Untrustworthy, Irresponsible, Lack of integrity.
- Below average performance.
- Powerless egoism.
- Financial indiscipline.
- Mismanagements.
- Uncontrolled burst of negative emotions

Personality development plays a significant role in three most important aspects of our life:

1. Social Relationships
2. Family Relationships
3. Professional Relationships

Social Relationships

Human being is a social animal. Acceptance from friends and society are very important for an individual, unless you are strong enough, not to care about others. However, at some point or the other, you do feel aloof and ignored. An individual with attractive personality has charisma, with magnetic power, to draw people towards him and make them know what he wants.

Family Relationship

The home environment is warm and pleasant when a family member has vibrant and positive personality, full of fun and happiness. It's the pleasure and laughter that makes the home atmosphere to live on. The way you interact with your partner or parents or children, speak a lot about your character. A weak relationship shows lack of confidence and trust. If your family relationship is not strong, that shows in your other relationships as well.

Professional Relationship

Meeting deadlines, maintaining good relations with your boss, punctuality are some of the challenges that an individual has to face in the office. It's not the number of challenges that matters. What matters is how you cope and balance these challenges to benefit your job. With right personality and skills, it becomes easier to interact with clients, colleagues and bosses. And also helps to face the challenge with positive approach.

Set an aim in life:

If you sit in the boat of life without knowing your destination you will become the slave of circumstances and other people. Your progress or developments will totally depend on your luck. To change this scenario you need to set an aim for your life. It is true that a person has several aims in life but to decide the chief aim is essential to make good progress. When you have an aim it is like a destination – you can chart your route, plan your action and formulate strategies to reach their quickly.

Power of knowledge:

Knowledge is power. Nobody is impressed with a person who doesn't even know what is happening in the world. He is considered a fool whom no wise man or woman would like to befriend or follow. Therefore, it is necessary to enrich your general knowledge, and you should be the master of the field in which you are working. To update your general knowledge:

1. Read newspaper
2. Watch informative program on TV
3. Read good and popular books
4. Interact with intelligent persons.

Look confident:

A look of confidence on your face impresses everybody. If you walk with a feeling of failure and frustration on your face people will simply avoid you. Even if you are facing difficulties and worries in your life, you must know how to think and look positive. Shake hands with others firmly. While shaking hands or talking make eye contact with others and don't forget to wear a smile!

Speak in style:

Most of the successful persons maintain a unique style in speaking. They speak clearly and forcefully. Be careful that you have a good command on the language you speak. Don't make grammatical mistakes else you may become a laughing stock. If necessary take training from a good teacher. Give extra care to your pronunciation. Speaking power is an essential trait of any good personality.

Dress smartly:

A smartly dressed person is admired everywhere. By observing successful people in any field, you will come to the conclusion that most of the successful persons in almost every field have a keen taste for good dresses. Good dresses also prove a stimulus for the wearer. He/she feels more confident and relaxed.

A healthy body:

It is an old saying that "A sound body has a sound mind". A body burdened with disease may get pity of others but it is very difficult for that person to maintain an attractive personality. A healthy and smart look is absolutely essential to attract others. And if you work on it you can easily attain it. Take exercise regularly, play games or go for a morning walk whatever suits your body and psychology. Eat a balanced diet.

Good habits:

A man is generally a creature of his habits. Cleanliness, punctuality, completing your work on time, fulfilling your promises, having sincerity and dedication to work, listening to other people with empathy, keeping yourself away from smoking and drinking are the habits which add sparkle and dynamism to your personality. They endear you to people. Moreover there are some pre requisites for having a desire to enhance personality such as:

- Discipline
- Growth/improvement/Solving oriented Positive thinking.
- Helping tendency.
- Zeal to grow.
- Sincerity, integrity and gratitude.
- Concentration and devotion.
- Awareness and Alertness.
- Sociability.
- Will-Power.
- Not hurting attitude
- Interest in clean and neat appearance.
- Command over language

- Responsible output.

SELF - AWARENESS



What is self – awareness

Self awareness theory states that when we focus our attention on ourselves ,we evaluate and compare our current behavior to our internal standards and values.

Key areas of Self awareness

- Personality traits
- Personal values
- Habits
- Emotions
- Psychological needs

Self-awareness, as “arguably the most fundamental issue in psychology, from both a developmental and an evolutionary perspective”, is a rich and complicated subject. As human beings, we may never fully understand ourselves, if there is such a destination. But perhaps it is the journey of exploring, understanding and becoming ourselves that makes life worth living.

5 Ways to Cultivate Self-Awareness

1. **Create some space for yourself.** When you are in a dark room without windows, it is fairly difficult to see things clearly. The space you create for yourself is that crack on the wall where you allow light to come through. Leave yourself some time and space every day – perhaps first thing in the morning or half an hour before sleep when you stay away from the digital distractions and spend some time with yourself, reading, writing, meditating, and connecting with yourself.

2. **Practice mindfulness.** Mindfulness is the key to self-awareness. Jon Kabat-Zinn defines mindfulness as “paying attention in a particular way, on purpose, in the present moment, non-judgmentally”. Through mindfulness practice, you will be more present with yourself so that you can “be there” to observe what’s going on inside and around you. It is not about sitting cross-legged or suppressing your thoughts. It is about paying attention to your inner state as they arise. You can practice mindfulness at any time you want, through mindful listening, mindful eating or walking.
3. **Keep a journal:** Writing not only helps us process our thoughts but also makes us feel connected and at peace with ourselves. Writing can also create more headspace as you let your thoughts flow out onto paper. Research shows that writing down things we are grateful for or even things we are struggling with helps increase happiness and satisfaction. You can also use the journal to record your inner state. Try this at home –choose a half day on a weekend, pay close attention to your inner world – what you are feeling, what you are saying to yourself, and make a note of what you observe every hour. You may be surprised about what you write down!
4. **Practice being a good listener.** Listening is not the same as hearing. Listening is about being present and paying attention to other people’s emotions, body movement and language. It is about showing empathy and understanding without constantly evaluating or judging. When you become a good listener, you will also be better at listening to your own inner voice and become the best friend of yourself.
5. **Gain different perspectives:** Ask for feedback. Sometimes we can be too afraid to ask what others think of us – yes sometimes the feedback may be biased or even dishonest but you will be able to differentiate them from real, genuine and balanced feedback as you learn more about yourself and others. Research has shown conducting 360 degree feedback in workplace is a useful tool to improve managers’ self-awareness. We all have blind spots, so it is helpful to gain different perspective to see a fuller picture of ourselves.

Self- Actualization:

"Self-Actualization is the intrinsic growth of what is already in the organism, or more accurately, of what the organism is."- Abraham Maslow

Maslow studied healthy people, most psychologists study sick people.

The characteristics listed here are the results of 20 years of study of people who had the "full use and exploitation of talents, capacities, potentialities, etc..."

Self-actualization implies the attainment of the basic needs of physiological, safety/security, love/belongingness, and self-esteem.

Maslow (1954), believed that man has a natural drive to healthiness, or self -actualization. He believed that man has basic, (biological and psychological) needs that have to be fulfilled in order to be free enough to feel the desire for the higher levels of realization. He also believed that the organism has the natural, unconscious and innate capacity to seek its needs. (Maslow 1968)

Maslow's Basic Principles:

- The normal personality is characterized by unity, integration, consistency, and coherence.

Organization is the natural state, and disorganization is pathological.

- The organism can be analyzed by differentiating its parts, but no part can be studied in isolation. The whole functions according to laws that cannot be found in the parts.
- The organism has one sovereign drive, that of self-actualization. People strive continuously to realize their inherent potential by whatever avenues are open to them.
- The influence of the external environment on normal development is minimal. The organism’s potential, if allowed to unfold by an appropriate environment, will produce a healthy, integrated personality.
- The comprehensive study of one person is more useful than the extensive investigation, in many people, of an isolated psychological function.
- The salvation of the human being is not to be found in either behaviorism or in psychoanalysis, (which deals with only the darker, meaner half of the individual). We must deal with the questions of value, individuality, consciousness, purpose, ethics and the higher reaches of human nature.

- Man is basically good not evil.
- Psychopathology generally results from the denial, frustration or twisting of our essential nature.
- Therapy of any sort, is a means of restoring a person to the path of self-actualization and Development along the lines dictated by their inner nature.
- When the four basic needs have been satisfied, the growth need or self-actualization need arises: A new discontent and restlessness will develop unless the individual is doing what he individually is fitted for. A musician must make music, an artist must paint, a poet must write--in short, what people can be they must be.

Characteristics of Self Actualizing People

Realistic:

Realistically oriented, SA persons have a more efficient perception of reality, they have comfortable relations with it. This is extended to all areas of life. SA persons are unthreatened, frightened by the unknown. They have a superior ability to reason, to see the truth. They are logical and efficient.

Acceptance:

Accept themselves, others and the natural world the way they are. Sees human nature as is, have a lack of crippling guilt or shame, enjoy themselves without regret or apology, they have no unnecessary inhibitions.

Spontaneity, Simplicity, Naturalness:

Spontaneous in their inner life, thoughts and impulses, they are unhampered by convention. Their ethics is autonomous, they are individuals, and are motivated to continual growth.

Problem Centering:

Focus on problems outside themselves, other centered. They have a mission in life requiring much energy, their mission is their reason for existence. They are serene, characterized by a lack of worry, and are devoted to duty.

Detachment: The Need for Privacy:

Alone but not lonely, unflappable, retain dignity amid confusion and personal misfortunes, objective. They are self-starters, responsible for themselves, own their behavior.

Autonomy: Independent of Culture and Environment:

SA's rely on inner self for satisfaction. Stable in the face of hard knocks, they are self-contained, Independent from love and respect.

Continued Freshness of Appreciation:

Have a fresh rather than stereotyped appreciation of people and things. Appreciation of the basic good in life, moment to moment living is thrilling, transcending and spiritual. They live the present moment to the fullest.

Peak experiences:

"Feelings of limitless horizons opening up to the vision, the feeling of being simultaneously more powerful and also more helpless than one ever was before, the feeling of ecstasy and wonder and awe, the loss of placement in time and space with, finally, the conviction that something extremely important and valuable had happened, so that the subject was to some extent transformed and strengthened even in his daily life by such experiences." Abraham Maslow

Maslow asked his subjects to think of the most wonderful experience or experiences of their lives—the happiest moments, ecstatic moments, moments of rapture, perhaps from being in love, or from listening to music or suddenly "being hit" by a book or a painting or from some great creative moment. He found that people undergoing peak experiences felt more integrated, more at one with the world, more in command of their own lives, more spontaneous, less aware of space and time, more perceptive, more self-determined, More playful.

Resistance to enculturation: Transcendence of any particular culture

Inner detachment from culture, folkways are used but of no consequence, calm long term culture improvement, indignation with injustice, inner autonomy and outer acceptance. Transcend the environment rather than just cope.

Imperfections:

Painfully aware of own imperfections, joyfully aware of own growth process. Impatient with self when stuck, real life pain, not imagined.

Values:

Philosophical acceptance of the nature of his self, human nature, social life, nature, physical reality, remains realistically human.

Resolution of dichotomies:

Polar opposites merge into a third, higher phenomenon, as though the two have united, work becomes play, most childlike person is most wise, opposite forces no longer felt as a conflict. Desires are in excellent Accord with reason. Maslow says there are two processes necessary for self-actualization: self-exploration and action. The deeper the self-exploration, the closer one comes to self-actualization.

Self -Esteem:

Self-Esteem means pride in oneself or self-respect. Self-esteem is the extent to which a person believes that he or she is worthwhile and deserving individual.

Pillars of self-esteem:

Brandon believed that self-esteem comes from within us, and is based on six practices that we take part in. He called the practices the **Six Pillars of Self-Esteem**, meaning that they support the development of high self-esteem. The more we participate in these practices, the stronger our self-esteem becomes.

1. The first pillar is the practice of **living consciously**. This means that we're present in each moment and aware of what's going on inside of us as well as around us. We don't ignore information that we don't like, and we pay attention to our emotions. People who are living consciously are able to focus on what is happening now, and to stop thinking about the past and the future.
2. **Self-acceptance** is the second pillar. It means that we accept ourselves unconditionally. We are compassionate toward ourselves even when we don't admire our own feelings or decisions. These factors do not change our respect for ourselves.
3. **Self-responsibility** means recognizing that we're in charge of our own choices and actions, and that no one else can make them, change them, or fix them for us. We don't blame others for our own choices, and don't expect others to make us happy.
4. **Self-assertiveness** is the fourth pillar. It's the practice of honouring our needs and interests and of expressing them in appropriate ways. We know that it's okay to have needs, and that it's acceptable to let others know about them in a healthy way.
5. **Living purposefully** is all about our goals. If we're living purposefully, we set goals, and make plans that will allow us to reach them. We live with these goals in mind.
6. The last pillar of self-esteem is **personal integrity**. This means that we have convictions about what behaviour is appropriate, and we keep our behaviour in line with that standard. You might summarize this pillar by saying that we 'walk our talk'.

Self- development:



Self- development:

- Self- knowledge is the beginning of self- employment.
- Key understanding about self -development.
- Identifying and oneself.
- Developing self –development goals/plan
- Creating and practicing positive attitude.
- Understanding and achieving success.
- Managing yourself with time management.

Importance of developing your skills

- More and more, job roles are requiring formal training qualifications either because of legislative requirements or to meet the requirements of specific employers.
- Developing your skills through further training provides significant benefits including:

I. Increase employment opportunities

Without doubt training provides increased employment opportunities. Today, even entry level roles in many industries require base level qualifications. By completing a training course, your employment opportunities become wider.

II. Increased career development opportunities

Developing a career in a chosen field is something many of us aspire to. Experience alone, in many cases does not suffice when employers are seeking to promote their staff. By undertaking further training, the opportunity to develop your career is enhanced.

III. Personal growth

Training not only provides you with the skills in a particular area. By undertaking further training you build your networking, time management, and communication and negotiation skills.

IV. Increase your knowledge and understanding of your local industry

Interskills trainers are experts in their fields – they are closely connected within their industry. This provides you with local industry knowledge to supplement your growing skills.

UNIT-II

Communication Definition:

Communication is simply the act of transferring information from one place to another. It may 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).

Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning.

In general, communication is a means of connecting people or places. In business, it is a key function of management--an organization cannot operate without communication between levels, departments and employees.

Communication Skills and Personality Development:

Personality refers to an individual's characteristics, style, behavior, mindset, attitude, his own unique way of perceiving things and seeing the world.

Genetic factors, family backgrounds, varied cultures, environment, current situations play an imperative role in shaping one's personality.

The way you behave with others reflects your personality. An individual with a pleasing personality is appreciated and respected by all.

Effective Communication skills play a crucial role in honing one's personality. Communication helps individuals to express themselves in the most convincing way. Your thoughts, feelings and knowledge should be passed on in the most desirable manner and effective communication skills help you in the same.

A person should speak really well to make a mark of his/her own. Remember, no one would take you seriously if you do not master the art of expressing yourself clearly and in the most convincing manner.

Not all people are blessed with excellent communication skills; they acquire the same with time and practice. People with great communication skills tend to have a better and impressive personality than those who have problems in communicating as interacting with others is not a challenge for them. Individuals with effective communication skills can easily converse with other people around be it their fellow workers, peers, family and so on.

Effective communication skills strengthen the bond among individuals. It is also said to improve the interpersonal relationships with other people.

Careful selection of words is essential for effective communication skills. You really need to know what you are speaking. You never know what might hurt the other person. Never even think of being rude to anyone.

Speak convincingly so that the other person understands what you intend to communicate.

Your style of speaking has a tremendous impact on your personality. Speaking slowly always helps as it allows you to find appropriate words and also reflects thoughtfulness. Emphasize important and relevant words for the other person to realize the importance.

Speaking confidently is the key to an impressive and great personality. Do not show signs of nervousness while interacting with others. There is no point of being nervous unless and until you yourself are not sure of what you are speaking. Develop proper eye contact with the other person. Do not look around while interacting with the other person.

Take care of your body language. Correct body language exudes confidence which further hones an individual's personality. Do not fiddle with things around while speaking.

Be very particular about the pronunciation of words. If you are not very sure of how to pronounce a particular word, avoid the same in your speech. Pronouncing words wrongly creates a bad impression on others.

Importance of Personality Development

Personality development is a full-fledged course as people have started understanding the importance of this in the true sense.

A few years ago parents rarely gave any importance to personality development of their children.

Emphasis was given only on physical appearance and expertise in work. In the changing times of competition and economic revolution Personality Development is gaining importance, With the help of good training a child or an adult can learn communication skills, different subjects, driving or computer operating. Similarly, training in personality development enhances the general as well as unique traits of a person that is required for differentiating a person from another.

A teacher of personality development helps a person to get positive thought pattern, gain confidence, improve behavior, learn better communication and develop a healthy physique.

Importance of Personality Development Many people still think that personality is related to the physical appearance of a person. If a person is well-built and wearing a good dress it is said that he/she has a good personality. But this is not a rational approach. In case the inner personality of a person is weak he/she will lose impact as soon as he/she speaks or acts. Such a person fails to create a lasting impression on others and rising in his/her career becomes a very difficult task. Therefore, both the inner and the outer personality of a person should be strengthened.

Some other important things are having a healthy body and adopting good habits really nurture your inner strength. The personality development tests that you see online or on paper are to develop these things of you don't have in your general routine. When you follow the principle of think big and live big, there is absolutely no stopping you. This is exactly where you need Personality Development.

Definition- Communication Skills

The ability to convey information to another effectively and efficiently. Business managers with good verbal, non-verbal and written communication skills help facilitate the sharing of information between people within a company for its commercial benefit.

Top 10 Communication Skills

1. Listening

Being a good listener is one of the best ways to be a good communicator. No one likes communicating with someone who only cares about putting in her two cents and does not take the time to listen to the other person. If you're not a good listener, it's going to be hard to comprehend what you're being asked to do.

Take the time to practice active listening. Active listening involves paying close attention to what the other person is saying, asking clarifying questions, and rephrasing what the person says to ensure understanding ("So, what you're saying is...").

2. Nonverbal Communication

Your body language, eye contact, hand gestures, and tone all color the message you are trying to convey. A relaxed, open stance (arms open, legs relaxed), and a friendly tone will make you appear approachable, and will encourage others to speak openly with you.

Eye contact is also important; you want to look the person in the eye to demonstrate that you are focused on the person and the conversation (however, be sure not to stare at the person, which can make him or her uncomfortable).

3. Clarity and Concision

Good communication means saying just enough – don't talk too much or too little. Try to convey your message in as few words as possible. Say what you want clearly and directly, whether you're speaking to someone in person, on the phone, or via email. If you ramble on, your listener will either tune you out or will be unsure of exactly what you want. Think about what you want to say before you say it; this will help you to avoid talking excessively and/or confusing your audience.

4. Friendliness

Through a friendly tone, a personal question, or simply a smile, you will encourage your coworkers to engage in open and honest communication with you.

It's important to be nice and polite in all your workplace communications. This is important in both face-to-face and written communication. When you can, personalize your emails to coworkers and/or employees – a quick "I hope you all had a good weekend" at the start of an email can personalize a message and make the recipient feel more appreciated.

5. Confidence

It is important to be confident in your interactions with others. Confidence shows your coworkers that you believe in what you're saying and will follow through. Exuding confidence can be as simple as making eye contact or using a firm but friendly tone. Avoid making statements sound like questions. Of course, be careful not to sound arrogant or aggressive.

6. Empathy

Even when you disagree with an employer, coworker, or employee, it is important for you to understand and respect their point of view. Using phrases as simple as "I understand where you are coming from" demonstrate that you have been listening to the other person and respect their opinions.

7. Open-Mindedness

A good communicator should enter any conversation with a flexible, open mind. Be open to listening to and understanding the other person's point of view, rather than simply getting your message across. By being willing to enter into a dialogue, even with people with whom you disagree, you will be able to have more honest, productive conversations.

8. Respect

People will be more open to communicating with you if you convey respect for them and their ideas. Simple actions like using a person's name, making eye contact, and actively listening when a person speaks will make the person feel appreciated. On the phone, avoid distractions and stay focused on the conversation.

9. Feedback

Being able to appropriately give and receive feedback is an important communication skill. Managers and supervisors should continuously look for ways to provide employees with constructive feedback, be it through email, phone calls, or weekly status updates. Giving feedback involves giving praise as well – something as simple as saying "good job" or "thanks for taking care of that" to an employee can greatly increase motivation.

10. Picking the Right Medium

An important communication skill is to simply know what form of communication to use. For example, some serious conversations (layoffs, changes in salary, etc.) are almost always best done in person.

The Importance of Good Communication Skills:

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. Communication skills are needed 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. Many of these are essential skills that employers seek.

Using Communication Skills:

Interpersonal communication skills are important in a wide range of circumstances and environments: probably, in fact, anywhere where we may meet and interact with other people.

Communication skills are essential for starting to build relationships, both professionally and at home. You may find our page on Building Rapport helpful, and also advice on being interviewed (Interview Skills) and interviewing others (Interviewing Skills).

Good communication skills can also help you to provide feedback effectively, and in a way that will not cause offence: a vital skill throughout life.

Good interpersonal communication skills enable us to work more effectively in groups and teams, which may be either formal or informal. Our pages on Groups and Teams explain more about working in groups, and the skills required.

The Four Language Skills

When we learn a language, there are four skills that we need for complete communication. When we learn our native language, we usually learn to **listen** first, then to **speak**, then to **read**, and finally to **write**. These are called the four "language skills":

The **four skills of language** (also known as the **four skills of language learning**) are a set of four capabilities that allow an individual to comprehend and produce spoken language for proper and effective interpersonal communication.

These skills are **Listening, Speaking, Reading, and Writing**. In the context of first-language acquisition, the four skills are most often acquired in the order of listening first, then speaking, then possibly reading and writing. For this reason, these capabilities are often called **LSRW skills**.

Listening

Listening is the first language skill we acquire in our native language. It is what is known as a receptive skill, or a passive skill, as it requires us to use our ears and our brains to comprehend language as it is being spoken to us. It is the first of two natural language skills, which are required by all natural spoken languages.

Speaking:

Speaking is the second language skill we acquire in our native language. It is what is known as a productive skill, or an active skill, as it requires us to use our vocal tract and our brains to correctly produce language through sound. It is the second of two natural language skills.

Reading:

Reading is the third language skill we may acquire in our native language. As with listening, it is a receptive, or passive skill, as it requires us to use our eyes and our brains to comprehend the written equivalent of spoken language. It is one of the two artificial language skills, as not all natural spoken languages have a writing system.

Writing:

Writing is the fourth language skill we may acquire in our native language. As with speaking, it is a productive, or active skill, as it requires us to use our hands and our brains to produce the written symbols that represent our spoken language. Along with reading, it is one of the two artificial language skills, as not all natural spoken languages have a writing system.

The importance of language skills:

Language is absolutely central to your learning without it, you cannot make sense or communicate your understanding of a subject.

You will need to develop your language skills, and specifically, your academic English, in order to:

- understand and make the most effective use of your study materials
- develop the specialized language and vocabulary relevant to your subject
- interpret assignment questions and select relevant and appropriate material for your response
- write well-structured and coherently presented assignments, without plagiarism
- communicate your needs to your tutors
- work productively with other students.

Depending on the level of OU study you are engaged in, click on the tab to see the skills you are expected to develop as you learn. A good command of English is vital to many of these skills.

Listening skill:

- Listening is a vital interpersonal communication skill.
- When we communicate we spend 45% of our time listening. Most people take listening for granted, but it is not the same as hearing and should be thought of as a skill.
- Our Listening Skills page acts as an introduction to the subject and you may also be interested in the Ten Principles of Listening.
- Active Listening provides a lot more information about how to listen effectively and can help you to avoid misunderstandings, while Types of Listening explains more about the theory of listening.
- We also have a page on Ineffective Listening, and Listening Misconceptions. You may find that you recognize some of the bad habits you or other people have picked up when listening.

Types of Listening Skills with Examples

- Share
- Flip
- Pin;
- Share
- Email

Interpretation skill:

Interpretation is the process of discovering, determining, or assigning meaning. Interpretation skills can be applied to anything, e.g. written messages, charts, diagrams, maps, graphs, memes, and verbal and non-verbal exchanges. People apply their interpretive skills to behaviors, events, and social interactions when deciding what they think something means in a given context.

Definition of Interpretation skill

Interpretation is a communication process, designed to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites."

What is Interpretation?

Many people have heard the word Interpretation. Yet, this word may have a wide range of meanings for people based on their background, training, or experience in the interpretive profession.

However, I feel that the best definition of interpretation is the one developed by a task force of Interpretation Canada which set out to develop the definition that would be used within Canada (1976). That definition has been picked up over the past 17 years by many other organizations, and is the one most often taught in university courses in interpretation. This definition is:

It should be stressed that interpretive communications is not simply presenting information, but a specific communication strategy that is used to translate that information for people, from the technical language.

What is Feedback?

The observation of the receiver's response is called feedback. In other words, the part of the receiver's response communicated back to the sender is called feedback. Actually it is the amount of response of the receiver that reaches to the sender. It enables the sender to evaluate the effectiveness of the message. Some definitions on feedback are given below-

What is Feedback

From the discussion, we can say that feedback is a system where the reaction or response of the receiver reaches to the sender after he has interpreted the message. Feedback is inevitably essential to make two way communication effective. In fact, without feedback in communication remains incomplete.



Figure: Feedback in Business Communication

Why Feedback is Essential for effective Communication

Feedback is the response or reaction of the receiver after perceiving or understanding the message. It enables the sender to evaluate the effectiveness of the message. It is inevitably essential in case of two-way communication. Without feedback, **two way communication** is either ineffective or incomplete. Feedback is the only way to gain

receiver's response and depending on the feedback, sender can take further steps. In organizational or business communication the feedback process is extremely important. However the necessity or importance of feedback is discussed below from different viewpoints:

Collection of Information: Feedback is the only way to collect information from the receiver, if the receiver doesn't send message of information (Feedback) to the sender, there is no way to collect information from him. So, feedback helps the organization (Sender) to collect information from different people (Receivers).

Completion of Entire Communication Process: Feedback is the last and important step of communication process. Through feedback, the sender can learn the reaction or response of the receiver. It is an essential step of communication without which communication process is incomplete. So, in two-way communication feedback is mandatory.

Measuring the Effectiveness of Communication: Feedback is the only way to get the response or reaction of the receiver. From it, the sender knows how well his message is understood and how it will be used by the receiver. By analyzing the reaction, positive or negative, the sender of the message can measure to what extent communication is effective and what are the limitations with it. So, in two-way communication feedback is the only way to assess the success of communication.

Improving Labor-Management Relationship: A good labor-management relationship is a must for smooth functioning of organizational activities. If management believes in Two Way Communication system and permits the employees to express their feelings, reactions and opinions on various matters, they will be highly satisfied. So, Management should seek feedback from employees on different issues and at the same time they should provide feedback to employees. This practice will help management to create a congenial atmosphere in the organization that is essential for organizational success. So, Feedback helps to establish a healthy labor-management relationship in the organization.

Measuring the Effectiveness of Media: We use different type of media to transmit messages. The receiver gets the message by the media and understands its meaning. If receiver sends his feedback to the sender, it means that the media are appropriate. Improper media cannot reach the message to the receiver and thus fails to produce any Feedback. So, Feedback can be used as a criterion of Effectiveness of Media.

Taking proper Decision: Feedback helps the sender to take proper decision. If the receiver does not send his reaction or response on certain issue, the sender cannot decide on it. For example, sometimes manager sends plans and decision or policies to the subordinates for their appraisal. If the subordinates send their options, suggestion, complaints, reaction to the managers, they can take better decisions. So, Feedback helps the managers to take proper and quality decisions.

Problem Solving: Different types of problems may arise in an organization that must be solved duly and timely. Two Way Communication helps to address the problem and provide solution to the problem. For Example, if employees of an organization call for strike from the day after tomorrow if their due salary is not paid by tomorrow. After receiving the message, management of the organization decides to meet their demand but doesn't inform the employees. Problem will remain, as the feedback of the management could not reach to the employees.

Coordination among Various Departments: There are many departments working in an organization to achieve the super-ordinate goals of the organization. For the smooth functioning of the activities, these departments must coordinate and cooperate with each other. For coordination, each department must contact with other and send back

response to any query of other departments. So, Feedback is essentially required for bringing coordination among departments.

Getting the Reactions of Receiver: Through feedback the sender can get the responses or reactions of the receiver of his message. From the response, the sender responses, the sender can assess how well the receiver has understood his message and if there is any clarification to be made.

From the above discussion, we can say that **feedback** plays an important role in two way business communication. It is essential for the completion of whole communication system. In real sense, it is the essence of two way communication. So, **What is Feedback?** Feedback is inevitable for successful communication. Its importance can never be ignored or undermined.

UNIT III

Group Communication

Families, friendship circles, work teams, committees and sports teams are all examples of groups. Individuals belong to many types of groups. The groups are important because they influence the way in which people experience and understand the world.

Definition:

A group can be defined as several individuals who come to gather to accomplish a particular task or goal.

Stages of group:

- a. **Forming** - it is orientation period when members get to know one another and share expectations about the group
- b. **Storming** - it is the highest level of disagreement and conflict. This can be a positive experience for all groups if members can achieve consistence through resolutions.
- c. **Norming** – this stage is characterized by the recognition of individual differences and shared expectations.
- d. **Performing** – it occurs when group has matured and attains a feeling of consistence.
- e. **Adjourning** – when the goal is accomplished, the individuals decides to go their own ways.

Group Types:

- a. **Command groups** – it is specified by the organizational chart and often consist of a supervisor and the sub ordinates.
- b. **Task groups** – it consists of people who work together to achieve a common task.
- c. **Functional groups** – it is created by the organization to accomplish specific goals within an unspecified time frame.
- d. **Interest groups** – they are bound to gather by some common interests.
- e. **Friendship groups** – they are formed for social activities, political beliefs, religious values and other common bonds.
- f. **Reference groups** – it is evaluating themselves.

Group structure:

- a. Group size
- b. Group roles
- c. Group norms
- d. Group cohesiveness/ consistence.

Methods of Group Communication:

- a. Verbal communication
 - Story telling
 - Crucial conversations
 - Oral communication

- Face to face communication
- Meetings
- b. Written communication
 - Social media
 - Email
- c. Nonverbal methods of communication
 - Physical nonverbal communication
 - Paralanguage – aesthetic communication, appearance, space language, symbols
 - Visual communication

Process of group communication

- a. **Significance:** It deals with participants' communication abilities. Without positive flows of communication, misunderstanding can occur between groups, creating a fractious work environment. The productivity can slow without clear specific job functions.
- b. **Company culture:** Instilling a culture of openness, honesty and trust among co-workers is vital to effective group communication.
- c. **Respect for individuals:** Every individual must truly believe that their input will be valued and considered.
- d. **Business etiquette:** Common code of etiquette in work place can help the group to remain productive and elaborative by reducing distractions and feelings of resentment.
- e. **Theories:** Decision emergence theory asserts that new groups progress through four stages that lead the group from a diverse collection of individuals to a productive unit with shared experiences, decision methods, work ethic and values.

Role of individuals in group communication

- a. **Group task roles:**
Initiator- contributor, information seeker, opinion seeker, information giver, opinion giver, elaborator, coordinator, oriented, evaluator-critic, energizer, procedural-technician, recorder
- b. **Group/team building or maintenance roles:**
Encourager, harmonizer, compromiser, gatekeeper, standard setter
- c. **Group observer and commentator**
Follower, self-centered roles, aggressor, blocker, recognition –seeker, self-confessor, dominator, help-seeker, special interest pleader.

Unit IV – Interview

Types of Interview

These are some basic types of interview styles you may encounter. Some employers may choose to utilize a combination of different styles, but as long as you have prepared well for your interview, you'll be able to adapt to the situation they present.

a. Structured Interview:

A structured interview is typically formal and organized and may include several interviewers, commonly referred to as a panel interview. An interviewer who has a more structured style will usually begin with what is known as an “icebreaker” question. The icebreaker is used to relax you before the more serious questions are asked.

b. Unstructured Interview:

The interviewer is interested in hearing from you, so you may be asked a variety of different open-ended questions. You will find an unstructured interview to be more conversational and less formal in tone than a structured interview. You may be asked questions about your hobbies, what you do on the weekends, or other

casual questions designed to put you at ease. Many students prefer this laid-back style of interviewing, but you must be cautious. Sometimes employers intentionally adopt this casual demeanor so that you feel comfortable enough to let down your guard and potentially reveal something that you normally would not.

c. Stress Interview

The interviewer during a stress interview may appear distracted, contrary, or indifferent to you. The idea behind this type of interview is to assess your reaction to the pressure of indifference, rejection, and overall stress. To be successful in the stress interview, it is recommended that you focus on the question that is asked and not the manner in which it is asked. Remember to stay calm throughout a stress interview, because that is what the employer is looking for – a candidate who has the ability to remain cool, calm and collected.

d. Behavioral Interview

Behavioral interview questions are designed to probe your previous experiences in order to determine how you might behave in similar situations in the future. In this type of interview, you will not be asked hypothetical questions about how you *would* handle a situation if confronted with it in the future. Instead you will be asked how you *did* handle a specific situation when you encountered it in the past. Keep in mind that employers are not interested in what you *should* have done, or what you *will* do next time...they want to know what you actually did.

e. Problem Solving or Case Interview

Employers utilize this style of questioning to test a candidate's analytical ability and communication skills. In a problem solving or case interview, you will be presented with a real or simulated problem to consider and solve. You are not necessarily expected to arrive at the "correct answer." What the interviewer is most concerned with is your thought process, so be sure to "think out loud" when responding to this type of question. An effective answer is one which demonstrates your ability to break a problem down into manageable pieces and to think clearly under pressure.

f. Panel Interview

Employers often like to gather the opinions of several members of their staff prior to deciding which candidate to hire. To accomplish this, panel interviews are often used where one candidate may be interviewed by a few people at once. In a panel interview, take note of each interviewer's name, and refer to them by their names. When giving your answers, focus on the person who asked you the question, but make eye contact with the other members in the group from time to time. Panel interviews can vary in style and tone, but generally they will be more formal and include behavioral based questions.

Preparing for an interview

In interviews, your job is to convince a recruiter that you have the skills, knowledge and experience for the job. Show motivation and convince a recruiter that you fit the organization's culture and job description, and you get that much closer to an offer.

1. Research the organization.

This will help you answer questions — and stand out from less-prepared candidates.

- **Seek background information.**
- Use tools like Vault, Career Search or The Riley Guide for an overview of the organization and its industry profile.
- Visit the organization's website to ensure that you understand the breadth of what they do.
- Review the organization's background and mission statement.
- Assess their products, services and client-base.
- Read recent press releases for insight on projected growth and stability.
- **Get perspective.** Review trade or business publications. Seek perspective and a glimpse into their industry standing.
- **Develop a question list.** Prepare to ask about the organization or position based on your research.

2. Compare your skills and qualifications to the job requirements.

- **Analyze the job description.** Outline the knowledge, skills and abilities required.
- **Examine the hierarchy.** Determine where the position fits within the organization.
- **Look side-by-side.** Compare what the employer is seeking to your qualifications.

3. Prepare responses.

Most interviews involve a combination of resume-based, behavioral and case questions. We encourage you to meet with us to practice telling your story in the best possible way.

4. Plan what to wear.

- **Go neutral.** Conservative business attire, such as a neutral-colored suit and professional shoes, is best.
- **Err formal.** If instructed to dress “business casual,” use good judgment.
- **Plug in that iron.** Make sure your clothes are neat and wrinkle-free.
- **Dress to impress.** Be sure that your overall appearance is neat and clean.

5. Plan what to bring.

- Extra copies of your resume on quality paper
- A notepad or professional binder and pen
- A list of references
- Information you might need to complete an application
- A portfolio with samples of your work, if relevant

6. Pay attention to non-verbal communication.

- **Be mindful.** Nonverbal communication speaks volumes.
- **Start ahead.** Remember that waiting room behaviors may be reported.
- **Project confidence.** Smile, establish eye contact and use a firm handshake.
- **Posture counts.** Sit up straight yet comfortably. Be aware of nervous gestures such as foot-tapping.
- **Be attentive.** Don't stare, but maintain good eye contact, while addressing all aspects of an interviewer's questions.
- **Respect their space.** Do not place anything on their desk.
- **Manage reactions.** Facial expressions provide clues to your feelings. Manage how you react, and project a positive image.

7. Follow up.

Many interviews end with “Do you have any questions?”

- **Bring a list.** You may say, “In preparing for today's meeting, I took some time to jot down a few questions. Please allow me to review my notes.”
- **Be strategic.** Cover information not discussed or clarify a previous topic — do not ask for information that can be found on the organization’s website.

Answering in an interview

Be careful. Be discreet, for example, when you discuss your previous employers and jobs.

- **Research the Job and the Company.** Take the time to research the company and the position you are interviewing for in advance. The more you know, the better equipped you'll be to respond to interview questions.
- **Practice Makes Perfect.** The more practice you have at interviewing, the more comfortable you'll be during a job interview. Practice (ask a friend or family member to help) answering common interview questions to get an idea of how to respond.
- **Know the Facts.** It sounds like a no-brainer, but I've interviewed candidates who couldn't remember when they worked where. Be sure you know your work history, and bring an extra copy of your resume to refer to if you're nervous and need a reminder.

- **Try to Stay Calm.** Interviewing can be nerve-racking whether it's your first interview or you have interviewed many times in the past. Give yourself plenty of time to get to the interview, take a deep breath before you go into the interview, and do your best to stay calm.
- **Take Your Time.** Don't rush to get out a response to an interview question. Briefly, think about your response before you answer. Taking the time to compose your thoughts so you can respond effectively is better than jumping the gun and saying something you wish you hadn't after the fact.
- **Use the Right Words.** The words you use during job interviews will convey an impression of you to the hiring manager. Using power words in your responses will help make that impression a good one.
- **Give Examples.** When you respond to interview questions give examples of how you handled related situations. The more specific you are, the more the hiring manager will see that you have the skills to do the job. Here's more on behavioral interviews and how to respond to behavioral interview questions.
- **Share Your Accomplishments.** Don't be shy about what you have accomplished in your career. Share examples of your accomplishments that are related to the job you are interviewing for to reinforce the fact that you're capable and qualified.
- **Make a Match.** As you answer interview questions, try to stay focused on the job and how you are a fit for it. Do your best to match your abilities to the job description when responding.
- **Don't Ramble.** Your response to interview questions should be direct and to the point. Don't ramble and get off topic.
- **Ask for Clarification.** Not sure what the interviewer is asking? It's fine to ask for clarification if you're not sure what is being asked.
- **Be Direct.** When you're asked about why you left (or are leaving your job) try to keep it positive. Be direct and focus your interview answer focused on the future, especially if your leaving wasn't under the best of circumstances.
- **Keep it Professional.** Your responses should be focused on your professional skills and abilities. There is no need to tell the interviewer all about your personal life, your interests, your family, or your hobbies. Most importantly, don't bring up any work-related issues you might have like having to arrange child care or transportation if you get the job.
- **Have Questions Ready to Ask.** The last question you'll probably be asked during a job interview is whether you have questions. Be prepared and have a list of questions ready to ask the interviewer.
- **Take Advantage of One More Chance to Answer.** Don't forget to thank the interviewer and to take the time to follow up with a personal thank you note. If there are any questions you wish you had answered differently or more thoroughly, use your thank you letter to explain.

UNIT – V

Role play

act out or perform the part of a person or character, for example as a technique in training or psychotherapy.

one to one communication

One-to-one communication occurs when **one** person speaks with or writes to another individual. This happens when a care professional meets with a person who has health worries or personal concerns, such as during a doctor to patient appointment for example.

use of body language

Body language is a type of a nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey the information. Such behavior includes facial expressions, body posture, gestures, **eye** movement, touch and the use of space.

Expression

the act of expressing or setting forth in words: the free **expression** of political opinions. a particular word, phrase, or form of words: old-fashioned expressions. ... indication of feeling, spirit, character, etc., as on the face, in the voice, or in artistic execution: the lyric expression embodied in his poetry.

group communication

Group communication is a mode of communication in an organization, between employers and employees, and employees in teams/groups. Group communication can further be looked from a marketing perspective as communicating to a group of people or target customers in order to market a product.

public speaking

The speech communication process 7 elements- speakers, message, channel, listener, feedback, interference, and situation.

How do public speak?

To improve, challenge your standard approach.

1. Nervousness Is Normal. Practice and Prepare! ...
2. Know Your Audience. Your Speech Is About Them, Not You. ...
3. Organize Your Material in the Most Effective Manner to Attain Your Purpose. ...
4. Watch for Feedback and Adapt to It. ...
5. Let Your Personality Come Through.