

M.Ed. (First Year)

Communication Skills and Academic Writing (EC1)

Effective Communication

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WANTED

- **A Sales Executive with persuasive ...**
- **A Chemistry Teacher with effective ...**
- **A Purchase Officer with good ...**
- **A CEO with powerful ...**
- **A Staff Nurse with excellent ...**
- **A Service Engineer with fluent in South Indian languages**
- **A Front Office Manager with excellent**
- **An Air Hostess with pleasing**

Three C's of Success in the Information / Communication Age



Computer



Communication



Connections

Global Village

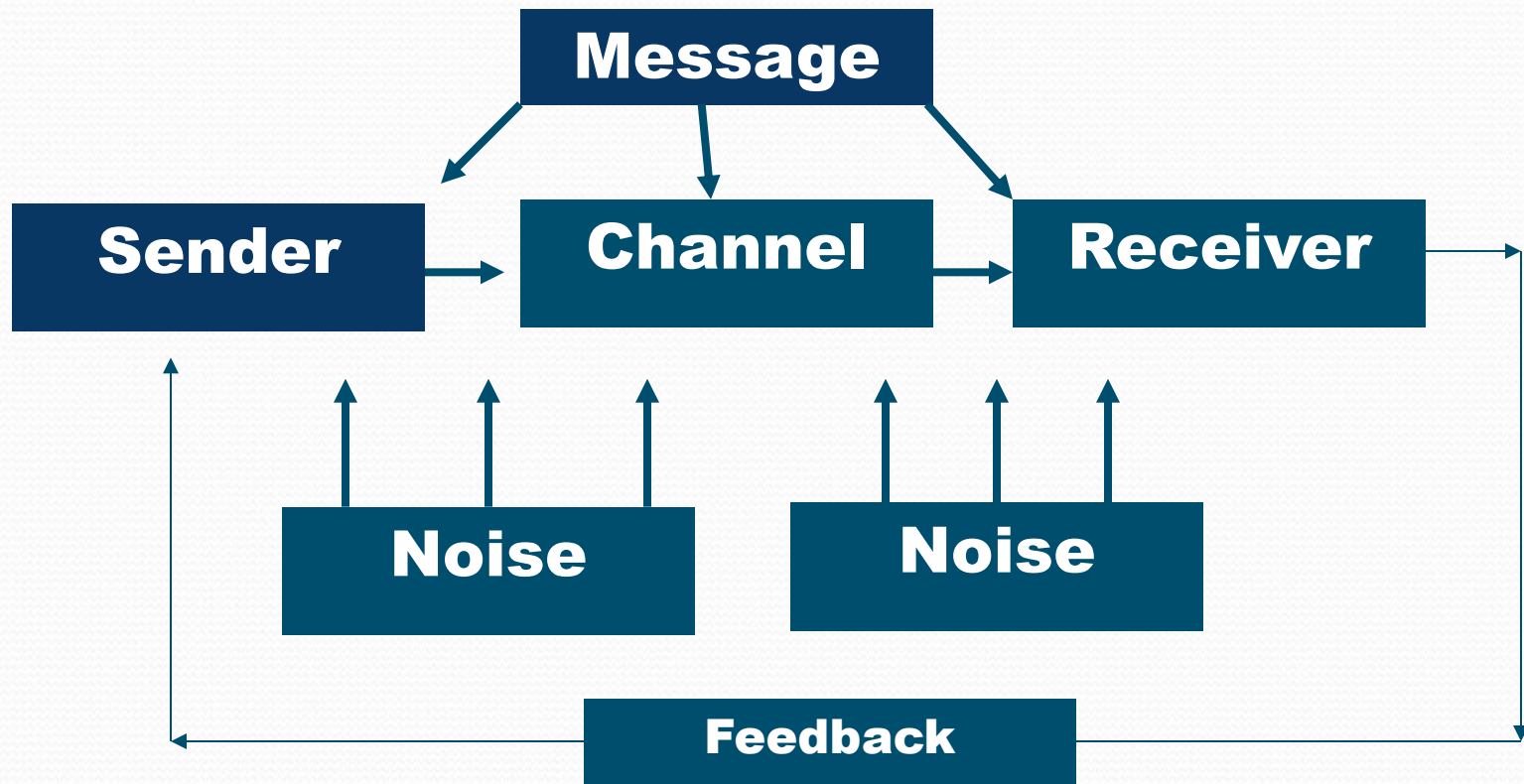
“Communication keeps the community alive”.

“Every problem in family, organization, society is essentially due to inappropriate communication”.

Communication

- ☯ **a process and not an act.**
- ☯ **a process of exchange of information, knowledge, needs, feelings and what not.**

Communication Process



Communication

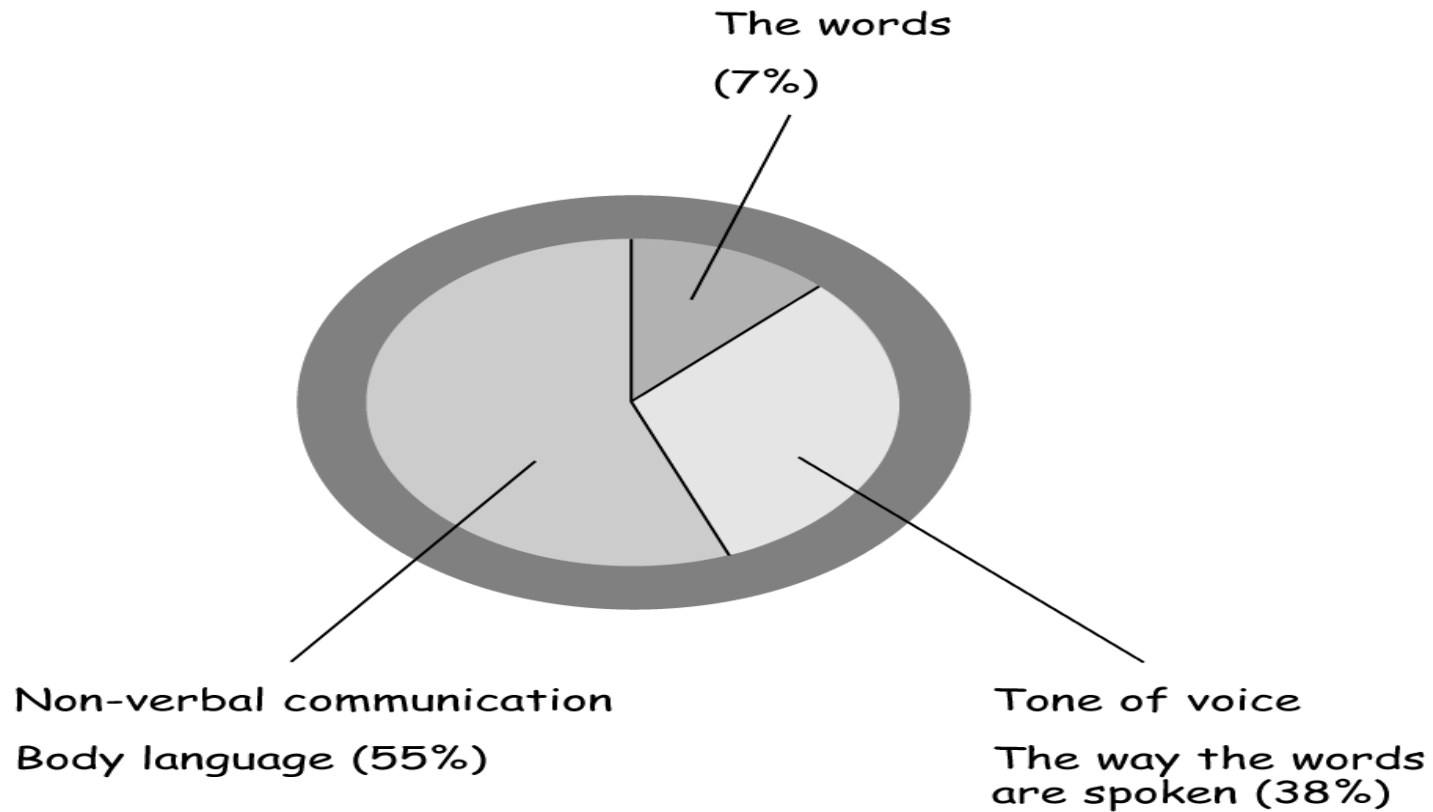
Two Types



Verbal

Non-Verbal

Mehrabian



Birdwhistell

- ☯ **Verbal – 35 %**
- ☯ **Non-verbal – 65 %**

Non-verbal Communication

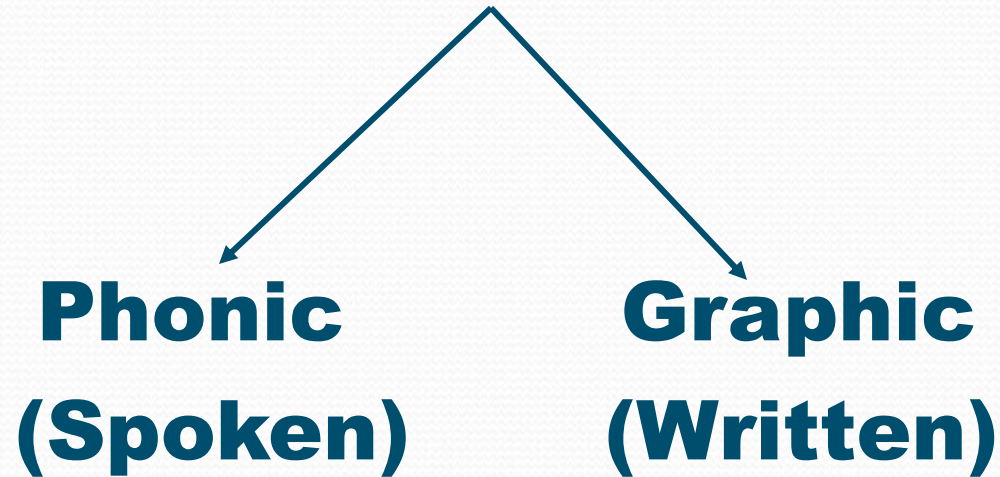
- **Kinesics**
 - **Facial Expressions**
 - **Postures**
 - **Body Movements**
 - **Gestures**
 - **Eye Contact**
 - **Appearance**

Non-verbal Communication

- **Proxemics (Space)**
- **Chronemics (Time)**
- **Paralanguage**

Communication

Verbal Communication



Communication Skills

Listening

Speaking

Reading

Writing

Communication Skills

Listening

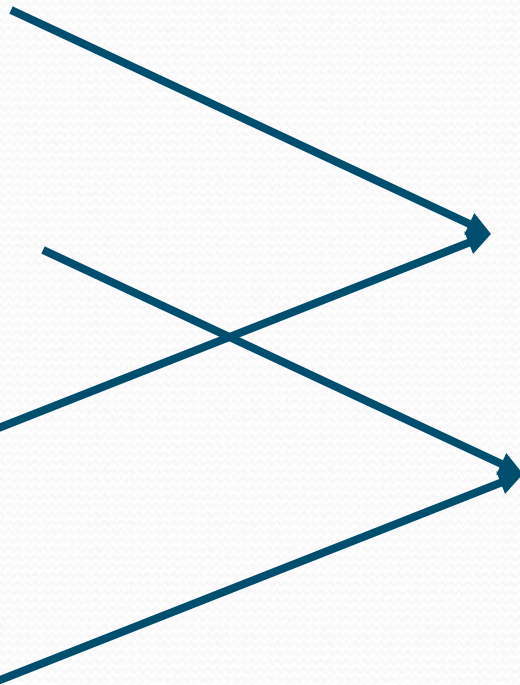
Speaking

Reading

Writing

**Receptive
(Input)**

**Productive
(Output)**



Basic Communication Skills Profile

Communication	Order Learned	Extent Used	Extent Taught
Listening	First	First	Fourth
Speaking	Second	Second	Third
Reading	Third	Third	Second
Writing	Fourth	Fourth	First

Listening

- **Listening - with the Mind**
- **Hearing - with the Sense**
- **Listening - Conscious**
- **Listening - an Active Process of eliciting Information**

Stages of the Listening Process

- **Hearing**
- **Focusing on the message**
- **Comprehending and interpreting**
- **Analyzing and Evaluating**
- **Responding**
- **Remembering**

Fallacies about Listening

- **Listening is not my problem!**
- **Listening and hearing are the same.**
- **Good readers are good listeners.**
- **Listening improves with age**
 - ❖ *Thinking about what we are going to say rather than listening to a speaker*
 - ❖ *Talking when we should be listening*
 - ❖ *Hearing what we expect to hear rather than what is actually said*
 - ❖ *Not paying attention (Preoccupation, Prejudice etc.)*
- **Listening skills are difficult to learn.**

How to be an Effective Listener

- ❖ ***Establish eye contact with the speaker***
- ❖ ***Take notes effectively***
- ❖ ***Be a physically involved listener***
- ❖ ***Avoid negative mannerisms***
- ❖ ***Exercise your listening muscles***

Speaking

- **Right word, spoken Rightly, in the Right Situation, to the Right Audience will do wonders.**
- **Spoken word wields power; it exerts more influence than the written word.**

Speaking

- **Speeches**
 - **Prepared**
 - **Impromptu**
- **Conversations**
 - **Face-to-Face**
 - **Telephonic**
- **Group Discussions**

For effective Speaking

- **Voice Quality / Tone (The Vehicle)**
 - **Clear, Warm**
 - **Friendly, Respectful**
 - **Formal**
 - **No need for 'phoren' accent**

For effective Speaking

- **Language (The Tool)**
 - **Different from that of writing**
 - **Speech – Hot Mode**
 - **Writing – Cold Mode**
 - **Appropriate**

Reading

- ***“Reading maketh a full man.”***
- Francis Bacon

- ***“Reading is to the mind what exercise is to the body.”***
- Joseph Addison

Reading

- **"The only way to improve reading skills is to read."**

- Nancy Collins

Reading

- **Reading Efficiency**
 - ***Reading Comprehension***
 - ***Reading Speed***

For effective Reading

- **Pay attention when you read and read as if it really matters. Most people read in the same way that they watch television, i.e. in an inattentive, passive way.**

For effective Reading

- **Stop talking to yourself when you read. People talk to themselves in two ways, by:**
 - **vocalizing, which is the actual moving of your lips as you read, and**
 - **subvocalizing, which is talking to yourself in your head as you silently read.**

For effective Reading

- **Read in thought groups.**
 - **When I was crossing the bridge, I met my friend.**
- **Avoid back-tracking and re-reading in portions.**
- **Vary your reading rate to suit the difficulty and type of writing of the text.**

Writing

- **The better your writing skills are, the better the impression you'll make on the people around you – including your boss, your colleagues, and your clients.**

For Effective Writing

- **Style**
- **Clarity and Structure**
- **Grammar**
- **Vocabulary**
- **Spelling**
- **Punctuation**

Barriers to Communication

SENDER

- **Lack of Clarity**
- **Lack of Necessary Knowledge and Skills**
- **Wrong Choice of Medium**
- **Ineffective Response to Feedback**

Barriers to Communication

RECEIVER

- **Lack of Willingness**
- **Lack of Attention**
- **Lack of Understanding**
- **Poor Reception and Retention**
- **Unclarified Assumptions**
- **Premature Evaluation**
- **Misinterpretation**

7 Cs of Effective Communication

Let us communicate

- **Clearly**
- **Coherently**
- **Correctly**
- **Concisely**
- **Convincingly**
- **Completely**
- **Creatively**

How to improve Communication Skills ?

3 P's Formula

BBC's Strategy

Communication . . . Ineffective !

If language is not correct, then what is said is not what is meant.

- **Class teacher once said : “Pick up the paper and fall in the dustbin!!”**
- **Principal to Student : I saw you yesterday... rotating near girls’ hostel ...pulling cigarette...**
- **Teacher in a furious mood... write down your name and father of your name !!**

Communication . . . Ineffective !

- **A professor says "My aim is to study my son and marry my daughter before I retire".**
- **When students look outside, the teacher ... "Why are you all looking at the monkeys outside when I am in the class?!"**

Communication . . . Ineffective !

- **Seeing the Principal passing by, the teacher told the noisy class.. "Keep quiet, the Principal has passed away"**

- **Sardar on phone : "Doctor my wife is pregnant. She is having heavy pain".**

Doctor : Is this her first child?

Sardar : No ... this is her husband speaking.....

Communication . . . Ineffective !

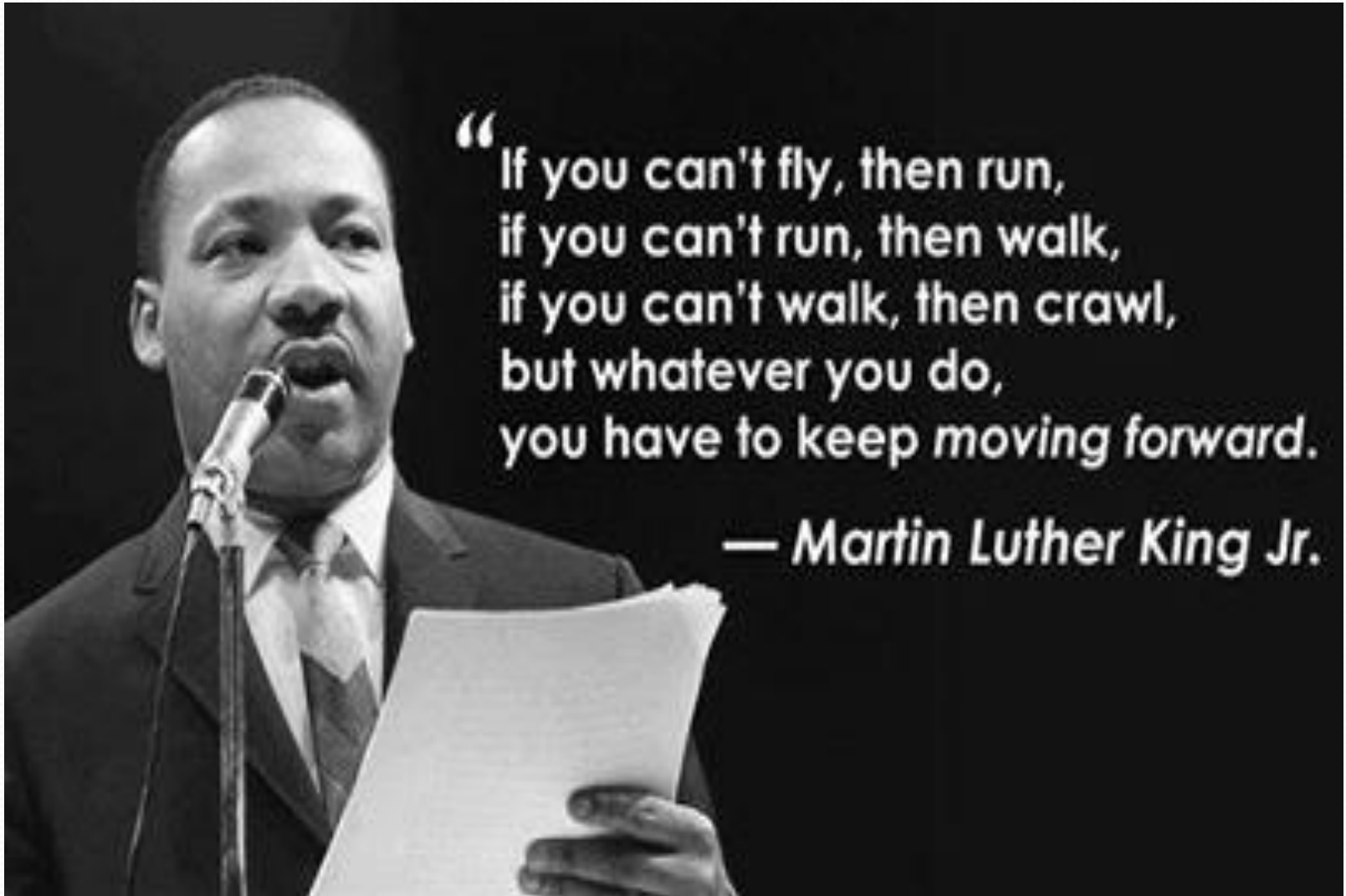
- **Leave Letters : As I am going to my native place to sell my lands with my wife, I request you to**
- **As my father-in-law is no more and I am only responsible.... I request you to**
- **Since I am not in well, kindly declare holiday for two days...**

Inspiration

“Whatever profession you choose, success or failure is largely determined by the effective communication skills you possess.”

Colin Perchard
Chairman, BBC

Inspiration



“If you can't fly, then run,
if you can't run, then walk,
if you can't walk, then crawl,
but whatever you do,
you have to keep *moving forward*.”

— *Martin Luther King Jr.*



Thank You...