CH **– 1**

Dynamics of Communication

Q.1 Importance, introduction, definition and process of communication.

Ans. Communication is an activity or process of expressing idea or feelings or information. The word communication has its root in the Latin word "Communicate" which means to share; To share ideas, information, knowledge between a sender and receiver.

Importance :

Communication has a vital role to play in our lives we have various social needs, such as pleasure, affection, inclusion, relaxation, which can be fulfilled by communication in society. It is also very important in our technical and professional world because it helps in seeking required information and take important decisions. Apart form technical skills needed for a particular job, one must have effective communication skills to get optimum result at the workplace.

It has been observed that most of the conflicts in any professional set-up are generated due to miscommunication. The professionals can establish a good relationship with one another by good communication skills. One has to interact with superiors, subordinates, face-to-face or telephonic communication, write e-mails, letters, reports and proposals. These activities include transmission and interchange of ideas. This action is known as the process of communication.

The Process of Communication **:**

The word communication comes from the Latin wood "communicare" which means to share. We share ideas, information, knowledge, feelings, thoughts. For this sharing of ideas, we require minimum two parties, the sender and the receiver. Without them, communication cannot take place. It is not sufficient to have two parties, there has to be co-operation and understanding between them. It means they should have readiness to listen and understand and should have a common accepted code of language. This, communication can be defined as

"Communication is defined as the exchange of information, ideas and ideas between the sender and the receiver through an accepted code of symbols".

It can be called effective only when the receiver receives the message as intended by the sender.

The Communication Process **:**
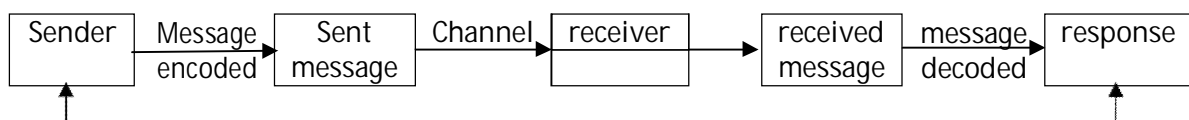
Feedback **/** Response

The sender encodes the message and sends it thorough a channel. This cahnnel is language, actions, sign objects or combination of these.

The receiver receives the message, decodes it and acts upon it. If the message received is same as the message sent, there will be response. Otherwise there has been a breakdown of communication. This may happen due to "Noise".

The transmission of the receiver's response to the sender is called 'feedback". The process of communication is complete, only when one get a response from the recipient of the message. One has to resend the message in the other case.

Communication takes place in a well-defined set-up. This is called the communication environment. Messages themselves are transferred through a medium, a channel. In oral communication, the air telephone wires are commonly used channels. Language, becomes the tool which we use through these channels to exchange information. In short, the essentials of effective communication are :

- A common communication environment.
- Co-operation between the sender and the receiver
- Selection of an appropriate channel.
- Correct encoding and decoding of the message.
- Receipt of the desired response and feedback.

Noise **:** (Short-note)
When we communicate, we desire that the message received should be same as the message sent. But it is not so always in all the cases. This is due to the presence of "Noise".

"Noise is defined as any unplanned inference in communication process. Noise can be classified as channel and semantic. Channel noise is any interference in the mechanics of the medium used to send a message. The factors responsible for the channel noise are faulty background, noise in the telephone lines, two high a volume or pitch from loudspeakers. In written communication, it is illegible handwriting. Such external hind races are the channel noise. Internally generated obstacles are known as semantic noise. It may be due to the connotative meaning of a word , having another meaning in to other context, language or society. Further, it greatly depends on sender and receiver because most of the times, meaning lies in the interpretation of a word in the mind of a receiver and a sender . Semantic noise can also be caused by ambiguous words and sentence structure, faulty grammar, misspelling and incorrectpunctuation.

Question **:** Levels of Communication.

Himan communication takes place at **5** levels.

01. Extrapersonal
02. Intrapersonal.
03. Interpersonal
04. Organizational

05. MassCommunication.

01. Extra personal Communication:

Communication between human beings and non-human entitles is called extra personal communication. For example, a pet dog waging its tail. This form of communication requires perfect co-ordination and understanding between the sender and the receiver as at least one of them transmits information or responds in sign language only.

02. IntrapersonalCommunication:

This takes place within the individual. Our brain is linked to all the parts of the body by an electrochemical system, this system also communication among various organs of the body and brain and communication takes place. In fact, while we communicate with other persona internal conversation with oneself continues parallels for example, planning, weighing, considering, self-motivation self-determination, analysis, research etc.

03. InterpersonalCommunication:

Communication at interpersonal level refers to the sharing of information among people. It depends on howmanypeopleareinvolved,howclosetheyaretooneanotherphysically,howmany sensory channels

are used and the feedback provided. Here, the role of sender and receiver keeps on changing. It must be noted that non-verbal communication plays a major role in the interrelation of the message.

Interpersonal communication can be formal or informal depending upon the formality of the situation, interpersonal communication takes on different styles. It also depends on variety of factors, such as the psychology, relationship, situation, surrounding and cultural context.

04. OrganizationalCommunication:

Communication in an organization takes place at various hierarchical levels. With a proper networking system, communication in an organization is possible even without direct contact between employees. This communication can be further divided into:

4.1 Internal operational:

All communication that occurs in conducting work within an organization is classified as internal operational.

4.2 External Operational:

The work related communication that an organization does with people outside the organization is called external operational.

4.3 Personal:

All communication in an organization that occurs without purpose as far as business is concerned is called personal communication.

05. MassCommunication:

A mediator is required to transmit information in mass communication. There are several mass media such as journals, books, television, newspapers, radio. Here the audience is heterogeneous and anonymous

5.1 Large reach **:** It reaches the audience which is scattered over a wide geographicarea.

5.2 Impersonality **:** It is largely impersonal as the participants are unknown toeach.

5.3 Presence of **a** gate keeper **:**

The gate keeper or a mediator is a person or a group of persons who are active in transferring or sending

the message from the source to the target audience through a mass medium. E.g. editor in news paper.

Question : Write **a** short note on non verbal communication.

While verbal communication is organized by language, non-verbal communication is not so. Non-verbal communication refers to all communication that occurs without the use of words, spoken or written. Non-verbal communication is concerned with body movements, space and vocal features. It includes all unwritten and unspoken messages, they can be both intentional as well as unintentional. Non-verbal clues speak louder than words. A speech can be made of but the bodily expressions can never be masked to hide one's feelings or emotions. Although the non-verbal signals have a profound impact on the receivers, it is difficult to analyse them accurately. Because the interpretation of non-verbal cues is a very subjective concept, varying based on people's varied backgrounds. However, they must not be ignored, but recognized and understood as correctly as possible. Personal appearance, facial expressions, postures, gestures, voice, touch are some of the non-verbal signals.

Question : Kinesics

Kinesics is the study of the body's physical movements. It is the way the body communicates without words. The words remain static on paper and punctuation marks are used to convey pauses, expressions, etc. But in face-to-face communication, the message is conveyed on both, verbal and non-verbal communication.Butthenon-verbalcommunicationisnotasdeliberateandconsciousastheverbalpart.It

is estimated that the verbal component of oral communication carries less than 35% of the social meaning of the situation, while more than 65% is attributed to body language people react strongly to what they see.

01. Personal appearance:

People see as before they hear us. Appearance includes clothes, hair accessories, cosmetics and so on. Clothes auentiates the body's movements, and the choice of clothes reveals a lot about the wearer's personality and attitude personal appearance must be planned in such a way communication can be done effectively. One's appearance can put the audience into hostile or friendly mood. It is very important to be clean, well-groomed, conforming to the need of the occasion. It communicates how we feel about ourselves and how we want to be viewed.

02. Posture:

Posture refers to the way we hold ourselves when we stand, sit or walk, One's posture changes according to the situation. If one is paring constantly, bobbing the shoulders, fidgeting with notes, jingling coins, moving constantly or staying glued at one place, showsone's_____. When we encounter an unfamiliar situation, we become more nervous or conscious of our posture standing, sitting or walking in a relaxed way is positive posture, which will encourage fruitful and effective communication being comfortably upright, squarely facing an audience and evenly distributing one's weight are aspects of posture that communicate professionalism, confidence, attention to detail and organization forexample,

- Slumpedposture : Lowspirits
- Erectposture : High spirits, energy andconfidence
- Leanforward : Open, honest andinterested
- Leanbackward : defensive or disinterested
- crossedarms : defensive and not ready tolisten
- uncrossedarms : willingness tolisten

03. Gestures:

Gesture is the movement made by hands, head and face. Skillful and appropriate gestures can add to the

impact of verbal communication. A well-time gesture drives a point home. It also increaes the value of what is being said. Gestures clarify our ideas. It should be well-suited to the audience and occasion. Gesture are more numerous than any other form of non-verbal communication. Further, the meaning attached to them are diverse.

Gestures should not divert the attention of the listener from one's message. They should be natural and spontaneous. One must avoid irritating gestures like playing with ring, twisting a key-chain, clasping hand highly or cracking knuckles. There are 4 types of gestures.

- Enumerative: numbers
- Symbolic   :   abstract concepts
- Emphatic   :   emphasis

- Descriptive: Size of the object
- Locative   :   Location of an object

04. Facial expressions:
Along with postures and gestures, facial expressions also pay an important part in no-verbal communication. Facial expression are subtle. They can be used for many purposes like to aid, inhibit or complement communication. The face always sends a series of messages like anxiety, recognition, hesitation, pleasure pain in quick succession.

The six basic expressions are :   Happiness   Surprise   Disgust
                                        Fear   Anger   Sadness

But there can be many shades and blends of it.

05. Eye-contact:
Eyes are considered to be the window of the soul. We find truthfulness, intelligence, attitude and feelings in the eyes. It is a direct and very powerful form of non-verbal communication eyes are also a rich source of feedback. Looking directly at the listeners builds rapport. 3 to 5 seconds eye-contact is a professional gaze. This direct and powerful form is a signal of confidence or sincerity.

Question : What is proxemics ?
Proxemics is the study of physical space in interpersonal relations. It is related to behavioral norms. In a professional settings, space is used to signal power and status. Gestures should be in accordance with the space available. If there is a plenty of space, one can move boldly and expand one's gestures. Proxemics also has cultural variation Edward T. Hall divides space into 4 district zones.

01. Intimate:
This zone starts with personal touch and extends just to 18 inches. Members of the family, spouses, relations and parents fall under this zone. This zone does not need active conversation. One can whisper or make unintelligible sounds but still be able to communicate. A hand shake, a pat on the back, a hug all come into this zone.

02. Personal:
This zone stretches from 18 inches to 4 feet close friends, colleagues, peers etc. fall in this zone. There will be normal conversation in this zone. Though this zone is personal, it is quite relaxed and casual place. It permits spontaneous and unplanned communication.

03. Social:
Social events take place in the radius of 4 feet to 12 feet. In this zone, relationships are more formal and official. People are more conscious in their movements. These situations involve less emotion and more planning. The number of people involved will decide whether it should be sitting - sitting or standing –

sitting position to be authoritative with a large audience, a sitting – standing position is used.

04. Public:

This zone status from 12 feet and way extend to 25 feet or to the range of eyesight and hearing. Events that take place in this zone are formal. Here the audience is an impartial observer. The degree of detachment is very high. The audience is free to do what it feels like. Here the speaker has to raise his voice to communicate to others or use a microphone.

Question : Chronemics :

Chronemics is the study of how human being communicate through their use of time. In order to use time as an effective communication tool, we should understand its impact on the various aspects of our lives and we must act accordingly. We must use time aseffectively.

In a professional world, time is a valuable resource. When we are late for an appointment, people react negatively. If we arrive early, we may be considered over-eager or aggressive. Therefore, we must be "on" time. By valuing someone else's time, we communicate our professionalism or seriousness explicitly.

People have their own time language. Time language varies from culture to culture. In latin countries, meetings begin well after their appointed time. It is customary and no one is offended by the delay. In scandinavia or Germany, strict punctuality is a rule. In India, time language differs according to the occasion. Punctuality is expected for a professional meeting, but it is not insisted upon for a social gathering. India is largely liberal withtime.

Question : Paralinguistic.

Paralinguistic communication refers to the study of human voice and how words are spoken. Paralinguistic features are non-verbal vocal clues that help us to give urgency to our voice. Our voice is our trademark. It adds human touch to words. The following are the characteristic nuances.

01. Quality:

Quality is a characteristic that distinguishes one voice from another. Each one of us has a unique voice and resonating mechanism. The quality of the voice cannot be changed but it can be trained for its optimum impact. It can be rich, resonant, soft alluring, thin, harsh, hasal or irritating. But everybody can train their voice.

02. Volume:

Volume is the loudness or the softness of the voice. Our voice should always project but need not be loud always. If the place where we communicate is large and open, the volume should be high. But the small or enclosed place will require low voice. If we are too loud, we may sound insensitive and if we are too low, it gives impression of timidity, lack of preparation and lack of confidence Reading aloud gives us a good practice to train our volume and quality.

03. Pale or Rate:

Rate is the number of words that a person speaks per minute. It varies from person to person from 80 to 250 words per minute. The normal rate is from 120 to 150 words per minute. If a person speaks too slowly and monotonously, he may be considered a dull speaker, even if the content is interesting. A fast speaker gives discomfort as the listeners do not get enough time to grasp the thought and switch from one thought to another. Appropriate pauses should be used to create emphasis, enthusiasm self-assurance and awareness among audience.

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04. Pitch:

Pitch refers to the number of vibrations of our voice per second. The rise and fall of the voice conveys various emotions. Inflections gives warmth, vitality and exuberance to our speech. Lowness can indicate sadness, shock, dullness and guilt. When we are joyous, triumphant or angry, the pitch automatically becomes high. A well-balanced pitch results in a clear and effective tone. Intonation refers to rising and falling pitch of the voice in a word or syllable. A variety of pitches should be used to hold listener's attention.

05. Articulation:

Articulation is how distinctively the sound is produced. The speakers should be careful not to stop, slur, chop, truncate or omit the sound between the words or sentences. If all the sounds are not uttered properly, the flow of understanding gets interrupted and the meaning is lost. It will lower credibility of the speaker. We must produce the sounds in a crisp and lucidmanner.

06. Pronunciation:

Pronunciation requires us to speak our sounds in generally accepted way. The best is to follow British received pronunciation. It is also known as Queen's English, Oxford English or BBC English. One should be careful enough to pronounce individual sounds along with words stress according to the set-norms.

07. Voice Modulation:

While intonation refers to tonal variations, modulation pertains to the way we regulate, vary or adjust the tone, pitch, volume of the sound or speaking voice. Modulation of the voice brings flexibility and vitality to our voice. We can express emotions, sentiments in the best possible way. This helps one avoid sounding dull andmonotonous.

08. Pauses:

A pause is a short silence flanked by words. A pause in speaking helps the listener reflect on the message and digest it accordingly. It also helps the speaker glide from one thought to another. It embellishes the speech as it is a natural process to give a break. However, it should be spontaneous. Being too self conscious may make the process look artificial. vocalized pauses make the speech sound untruthful. They do not remain much convincing then. Repetitive phrases like, "ok", "well", "I mean", sweep away the impression created. Thoughtful use of pauses gives assurance, confidence andself-control.

Question **:** Cross cultural communication.

This age of globalization and information technology has entirely changed the face of governments, businesses and organizations. Communication is the backbone of intra-organizational and inter-organizational co-ordination. It is essential for people to comprehend the linguistic and cultural differences among organizations to get the desired results at the workplace.

There are different cultural groups in the world with different patterns of behaviour, religions, languages, politics, values and norms. The same action is interpreted differently in different nations. For example, "thumbs up" sign in America means approval, while it is considered to be vulgar in Iran and Ghana. When we cross cultural boundaries, we carry our own culture with us. We must understand that our own cultural context cannot be used to measure the standards of others.

Culture is a complex concept, with variety of definitions. The dictionary meaning of the word "culture" is a group or community with which we share common experiences that shape the way we understand the world. it consists of groups that we are porn into, such as gender, race or national origin. Culture consists of various elements such as language, religion, politics etc.

01. Language:

Language forms the basis of all communication. It includes spoken, written and body language. We often have to deal with people who speak different languages. As it is a strong medium of communication, It makes a huge difference.

02. Religion andbeliefs.

Another important elements of culture is religion. An individual's religious beliefs and norms, sacred objects, philosophical systems, prayers and rituals are all parts of culture. Religion and belief affect the communication process. E.g. in India, some religious rites have become integral part to our culture and are adopted by the people of other religions also.

03. Values and attitudes:

Different values and attitudes or individuals towards time management, decision making, achievement, work, change etc are also important parts of culture. These attributes affect communication between people with differing values to a great extent. It becomes important for people of different cultures to respectandappreciateeachother'svaluesotherwiseitmaycrateanadverseimpactontheirsensitivity.

E.g. in India, not much importance is given to personal space or privacy of an individual while in other countries, individuality, privacy of a person is always maintained knowing such basic differences and shaping our reactions accordingly are essential for overall successful communication.

04. Politics and law:

The political system of a nation consists of national intents, power, ideologies, political risks, sovereignty, law of the country in which the organization works rules regulations imposes by the government. It goes without saying that one must follow the rules and regulations of the host country.

05. Technology:

Technology includes scientific wake-up, invention, communication media, urbanization etc. These all are the essential parts ofculture.

06. Socialorganization:

Social organization is an important element of culture. It consists of social institutions, the authority structure, interest groups and status system. One must be cognizant of various hidden conventions that are prevalent in the professional world.

Question : Barriers to communication.

Ans. Communication is effective only if it creates a desired impact on the sender. But there are some factors which adversely affect the flow of communication. They are known as barriers. Barriers can be broadly divided into 3categories.

(1) Intrapersonalbarriers   (2) Interpersonalbarriers   (3) Organizationalbarriers.

01. Intrapersonalbarriers:

Individuals are unique because of differences in perceptions, experiences, education, personality, attitude, culture etc. Each of us interprets the same information in different ways, because our thinking varies.

1.1 Wrong assumptions:

Wrong assumptions are generally made because the sender or the receiver does not have adequate knowledge about the other's background or entertains certain false concepts which are fixed in his mind.

1.2 VariedPerceptions:

Different individuals hold different viewpoints about the same situation. It may take shape of disagreement, resent or bias. Although, nobody is wrong in that situation, all have different understanding of the same event, situation orperson.

1.3 Differingbackgrounds:

No two persons have the same background. They can be different due to education, culture, language, environment, financial status etc. At times, something not experienced earlier is difficult to interpret or appreciate. If one knows the background of the audience and can empathize with them, this barrier can be overcome easily.

1.4 Wronginferences:

Inferences are more dramatic than facts, therefore they can provide more space for gossip and rumour to spread. When the professionals analyse material, solve problems and plan procedures, it is essential that the inferences are supported by facts. One must use the qualifies like "In my opinion", "as evidences to inform that this is not an established fact."

1.5 Blocked / Imperviouscategories:

Communication and other technologies are advancing so rapidly today that many people find it difficult to quickly adapt themselves to these developments. Such people react positively to information if it is in consonance with their views otherwise they may reject it. Rejection, distortion, and avoidance are the three common, undesirable and negative reactions to unfavorable information.

1.6 CategoricalThinking:

People who feel that they "know it all" are called "pansophistis". This type of thinking exists in people who feel that they know everything about a particular subject and therefore, they refuse to accept any further information on that topic. Such people use words like all, always, everybody, everything, every time and their opposites like none, never, nobody and nothing.

02. InterpersonalBarriers:

Interpersonal barriers occur due to inappropriate transaction of words between two or more people. The common reasons for interpersonal barriers are as follow:

2.1 LimitedVocabulary:

Inadequate vocabulary can be a major hindrance in communication. At time, we find ourselves searching for the exact word or phrase that would be appropriate for what we want to express. The communication will be ineffective and a speaker will have poor impression on the speaker. Therefore, one should make constant efforts to increase one's vocabulary by regularly reading a variety of books and listening to native speakers of thelanguage.

2.2 Incompatibility / incongruity of verbal and non-verbalmessages.

The stark difference between the verbal and non-verbal aspects of the communication leaves the listeners feeling confused and puzzled. Non-verbal cues provide a deeper insight into the listener's message. Physical appearance often serves as one of the most important non-verbal cues. One's non-verbal cues should consistently match one's verbal messages, so that it can make communication more effective.

2.3 EmotionalOutburst:

A moderate level of emotional involvement intensifies communication. It becomes more personal. But excessive emotional involvement can be an obstacle in communication. Extreme anger, prejudice, stereotyping, boredom, excitement, jubilation, happiness also hinder communication, In such cases,

messages are misinterpreted, ignored or overreacted to by people displaying such behavior. They may lower their opinion for the speaker.

2.4 CommunicationSelectivity:

When the receiver in a communication process pays attention only to a part of the message, he is imposing a barrier known as communication selectivity. This happens because he is interested in only that part of message which is useful to him. In such a situation, the sender is not at fault. It is the receiver who breaks the flow of communication. This may happen in reading the document aswell.

2.5 Culturalvariation:

This is one of the predominant interpersonal factors contributing to communication failure. The outlook of the global and domestic workforce has changed drastically. The managers and employers of the MNCs need to closely observe the laws, customs and business practices of the host countries. One must understand the communication inadequacy arising due to different languages and cultures.

2.6 Poor ListeningSkills:

A common obstacle to communication is poor listening habits. Misunderstandings and conflicts can be avoided if people listen to the message with attention. The various distractions for listening are emotional disturbance, indifference, aggression and wandering attention. Engrossing deep in one's own thoughts, divided attention can also affect superior subordinate relationship.

2.7 Noise in thechannel:

Noise is any unwanted signal that acts as hindrance in the flow of communication. It is not necessarily limited to audio disturbances, but it can also occur in visual, audio visual, written, physical or psychological form. These may distract or irritate the listener. Disturbances in telephone lines, poorly designed acoustics of a room, dim typescripts and illegible writing are some more examples of technical noise.

03. OrganizationalBarriers:

Every organization has its our communication techniques, and they nurture their own climate. They have their policies which describe their protocols. The complexity and structure of this protocol usually cause communication barrier. The main organizational barriers are as follow.

3.1 Too many transferstations:

The more links there are in a communication chain the greater are the chances of miscommunication. Some employees may filter out the parts of the message which they may consider unimportant. With any reason of filtering or distorting the message, having too many transfer stations is always an obstacle to effective communication and it should be avoided.

3.2 Fear ofsuperiors:

In rigidly structured organizations fear of superiors prevents subordinates from speaking frankly. An employee may not be pleased with the way the boss extracts work, but he is unable to say anything because he doesn't want to lose his goodwill. An open environment increases confidence and goodwill as a communicator. Sometimes, an employee may stop all communication or on the other extreme, he may communicateeverything.

3.3 NegativeTendencies:

Many organizations create work groups. While some groups are formed according to the requirements of the task at hand, many other small groups are also formed for recreational, social or community purposes. These groups may share different values, attitudes, opinions, beliefs and behavior. This may generate the conflicts between the members and non-members of group, which stops communication.

3.4 Use of inappropriatemedia:

Some of the common media used in organizations are groups, charts, telephones, facsimile machines, boards, emails, films and slides, presentations, teleconferencing and video conferencing. One must keep in view the advantages and disadvantages of these media before using them. The following factors should also be considered.

- Time   - Cost   - Typeofmessage   - Intendedaudience

3.5 Informationoverload:

One of the major problems faced by organizations today is the decrease in efficiency resulting from manual handling of huge amount of data. This is known as information overload. The usual results of information overload are fatigue, disinterest and boredom. Under these circumstances, further communication is not possible. Very often, vital information gets mixed up with too many irrelevant details and therefore ignored by the receiver.

REPORT WRITING

- Definition:

    A report is usually a piece of factual writing, based on evidence, containing organized information and/or analysis of a particular topic.

    It is a major form of technical / business / professional communication. A person transmits certain facts, ideas or suggestions useful for another person through a report.

- Importance of reports:

    A report is a basic management tool used in decision making. Since the top management cannot keep a personal watch on all the organizational activities, they heavily depend on reports for decision making.

    The following list gives an idea of importance of report writing.

01.   A report is the only tangible product of a professional. It conveys to other the efficiency with which they carried out theirassignments.

02.   Based on the information presented, analysis discussed of the suggestions given, the administrators can make important decisions and solve seriousproblems.

03.   A report helps the authority in planning new ventures and in evaluating men and material, the quality and capability of aperson.

04.   A report is an important mean of information given within and outside theorganization.

05.   A report solves as a measure of growth, progress and success of an organization. The success of any organization depends on the quality and quantity of information flown through its personnel in the form of oral or writtenreports.

06.   A report serves as a valuable repository of information. It is preserved for a long time, so that they can be referred to as and whenneeded.

07. A report reveals gaps in thinking. It can given the recipient an idea whether the writer had thought and proceeded logically and conducted an in-depth study ornot.

08. A report reveals the skills of a writer, like ability to organize, evaluate and communicate with greater ability.

-    Objections of Reports. (Purpose of reports)

01. To present a record of accomplished work (projectreport).

02. To record an experiment (primary research report / laboratoryreport)

03. To record research findings or technical specifications (A report on the detail of newproduct)

04. To document schedule, time table and milestones. (a report on a long termplan).

05. To document current status (An inspectionreport)

06. To record and clarify complex information for future reference. (A report on policies and procedures).
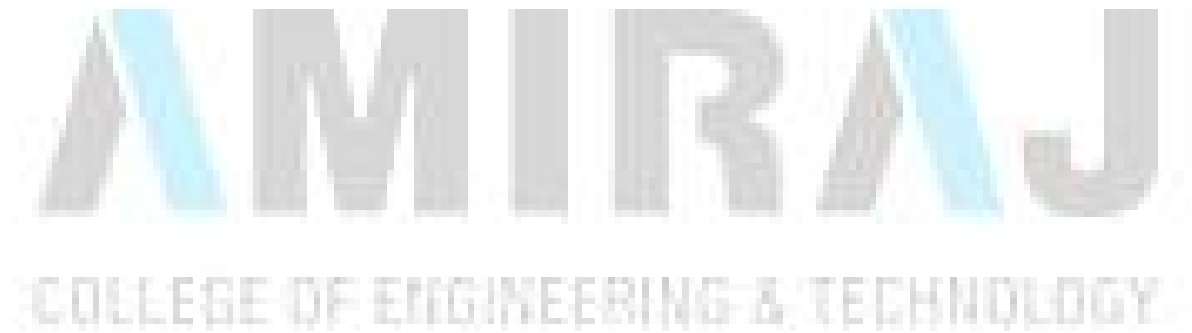
Reading Skills

As a complex process of decoding and comprehending the written message, reading could be quite a challenging activity because the act of understanding is not always simple. Depending on the purpose of reading, the reader will require different reading strategies and skills in order to understand the subject content and language pattern of a message.

Reading skills can be broadly divided in the following 6 skills.

01. Vocabularyskills
02. Visual perceptualskills
03. Predictiontechniques
04. Scanningskills
05. Skimmingskills
06. Intensive Readingskills

01. Vocabulary Skills:
In order to understand what we read, we need to recognize the meaning of words as well as guess the meaning from word structure and infer the meaning from the context.

1.1 Word meaning recognition:
    We may find it difficult to understand a message if we do not know the meaning of the words and phrases used. The following suggestions will help in developing word meaning recognition skills.

    1.1.1 The reader should develop appropriate sight recognition skills to recognise a word or phrase in a fraction ofsecond.
    1.1.2 The reader should be able to quickly recall the meaning of aword.
    1.1.3 The reader should not stop reading even if he is unable to recognise theword/meaning.
    1.1.4 The reader should not immediately consult dictionary. It may be time-consuming or disrupting the flow ofreading.
    1.1.5 The reader should be able to guess the meaning of unfamiliar words through contextual skills.

1.2 Guess the meaning from word structure and context while reading text-books, professional journals, reports and technical mannuals, we may find unknown and difficult words. The reader should apply various strategies that wil help him find out meaning of specialistvocabulary.

    1.2.1 Analysis of word structure : One of the meaning recognition strategies is to guess the meaning of uncommon words e.g.interurban.
    1.2.2 The context can also give a clue to the meaning of a word. The reader needs to look for the contextual signal words, examples, illustrations and linguistic clues that indirectly help define an unknown word or phrase. e.g. down toearth.

02. Eye reading and visual perception:
Visual perception is a basic skill requirement for reading effectiveness because we recognize a word through sight. Inaccurate visual perception may lead to visual mis-reading and lack of comprehension. Infect, efficient reading involves reading with fast eye movements.

2.1.1 Develop faster eye fixation : Eye fixation is the resting of the reader's eyes on a particular word, phrase, word group or thought unit. Faster eye fixation will help in perceiving the word groups and thought unitquickly.

2.1.2 The reader should try to read in word groups instead of word byword.

2.1.3 The reader needs to improve accurate visual perception of words in order to read fast. This requires better concentration andmotivation.

2.1.4 Vocalization and sub vocalization habits make reading slow. Therefore, it should be avoided. The reading should be with fasteye-movement.

2.1.5 The reader should try to recognize the meaning of a word quickly, this requires a good stock of perceptivevocabulary.

2.1.6 The reader needs to concentrate while reading a text as the motivated reader reads efficiently.

2.2 Prediction Techniques :

Prediction is a rapid reading skill. An efficient reader is able to think ahead, hypothesize and predict. It is based on headings, sub-headings, one's background knowledge of subject, graphic or no-verbal context such as graphs, diagrams, charts and linguisticclues.

03.   Scanning Skills:

Scanning refers to the ability to locate specific information or facts as quickly as possible. It is an important rapid reading technique, which provides better comprehension while reading a scientific or technical text is to increase scanning speed with accuracy. These steps can help increase proficiency atscanning.

3.1 The purpose of the scanning should be determined and the reader should not be confused about the information that he/sherequires.

3.2 The reader should cultivate the ability to fix his eye on word units and wood groupsquickly.

3.3 Every reading material contains certain guides and aids, which should be used to find what the reader wants.

3.4 The reader needs to know the organization of the reading material to scan it with speed and accuracy. Practice of reading different materials such as news paper, dictionaries, telephone directories, text books.

04.   Skimming Skills:

Skimming refers to the process of reading a text passage in order to get a rough idea of what the text or passage is all about. it is a rapid reading technique that prepares the reader for detailed reading. One of the most important purposes of reading for academic and professional purposes is obtaining relevant information for various purposes. It involves :

(1) What is the overall purpose of the text?
(2) What is the central idea or theme?
(3) What is the logical organization?
(4) What does the author intend to do?
(5) What are the main points of the text?

4.1 Identifying the central idea:
The first step of skimming is to identify the central idea. Every essay , article, passage, textbook chapter deals with a theme or central idea. All the other ideas, points, examples, illustrations in the text support and expand this central idea. One muse identify the discourse technique used in the text,

i.e. definition, description, explanation, comparison and contrast, narration, classification and so on.

4.2   Recognizing Main Ideas:

Once the central idea of the text has been identified, the reader can easily recognize the main ideas that support and expand the central idea. Each paragraph may deal with one main idea. It may be a statement, a generalization, a description or a problem. The other sentences of the paragraph develop, support, exemplify and explain the centraltheme.

4.3   Identifying writing patterns:

A writer may use a writing pattern according to the nature and type of message to be communicated. Generally, the authors follow these patterns.

- Definition
- Description
- Sequence ofevents
- Generalization
- Classification
- Illustrationexample
- Cause andeffect
- Comparison andcontrast

05.   Intensive Reading Skills:

In comparison to rapid reading skills, intensive reading is detailed reading that demands better concentration and motivation. The three rapid techniques of prediction, scanning and skimming. If these techniques are used correctly and efficiently, it will prepare the reader for the contents and provide better comprehension and retention of information. It helps in concentrating and focusing on the reading assignment, which is essential for academic and professional reading. Intensive reading requires text analysis for critical and evaluative understanding of a text. We need the following micro-skills of reading for intensive reading of a technicaltext.

(1)   Understanding major and minordetails.
(2)   distinguishing between faceted and non-factualinformation.
(3)   understanding the characteristics of a writer's use oflanguage
(4)   understanding graphicinformation
(5)   identifying and evaluating a writer'sattitude
(6)   understanding the author'sintention
(7)   responding to more than literal sense ofwords
(8)   drawing inferences andconclusions
(9)   distinguishing between explicit and implicitinformation.

Inferences and conclusions can be drawn from the following

(1)   facts
(2)   specificdetails
(3)   examples andillustrations
(4)   Factualobservations
(5)   contextualclues

Q.2   What are the reading techniques methods for technical reading material?

The ability to read scientific and technical texts effectively, depends on an efficient method of reading. As a high degree of understanding and remembrance is required, a systematic approach should be followed. Either of the two methods of reading, namely ERRQ and SQ 3R should be used.

(1)   ERRQ method : This method was developed by Dorothy Watson in 1985. The basic purpose of this strategy is to get the reader to link what he has with new information. This technique might be useful for reading any kind oftext.

   1.1   Estimate : Estimate what the text will be like rapid reading techniques may be used for thispurpose.
   1.2   Road   : Road the text carefully, attentively andthoroughly.
   1.3   Respond : Respond to thetext
   1.4   Question : Question about the text and analyze responses toit.

(2)   SQ3RTechnique:SQ3Risawelltriedandwidelyusedreadingtechnique.Itwasdevelopedby
   F.P. Robinson in 1946. It has been much recommended by many communication expers as it ensures a high degree of understanding and remembrance.

   2.1   Survey   :   Glancing repidly through the text before reading any part of to discover its purpose, and identify itsorganisation.
   2.2   Question: Asking appropriate questions for each part of the text in order to give a purpose to areading.
   2.3   Read   :   Reading carefully and thoroughly, and making notes at the end of each section.
   2.4   Recall   :   Recalling the content at the end of each part of the text and checking and amendingnotes.
   2.5   Revise   :   Checking the accuracy of reading, recall and reviewingnotes.

DEPARTMENT : ALL SEMESTER : 3rd
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PUBLIC SPEAKING

Public speaking need not necessarily mean the speech that one delivers in front of a large number of people. It can be a project discussion in small group, informal speech during a small gathering and even groupdiscussion.

To perform well in this situation, one needs to know the characteristics of good public speaking. All the situations demand plan, visualization, organization, and drafting. The essentials of good public speaking are as below.

01.   Clarity of purpose: One must be clear whether he or she wants to inform, persuade or entertain theaudience.

02.   Audience Awareness **:** One must also know who will be the audience. One should know their background, age, gender, education, status,interest.

03.   Familiarity with the location **:** One should know the audio equipment, availability of computer, LCD projector, position of the lectern, lightingetc.

04.   Collection and Selection of content **:** One should collect as much material as possible for his topic and select according to the focus of the topic and the time given. One should also compile and edit as per his purpose andtime.

05.   Outline **:** Before speaking, one must prepare an outline or a frame with topics, and sub-topics of the entire subject one may pickup.

06.   Organization of the content **:** The content of the public speaking should be organized into 3parts.
       (1)   Introduction about thesubject.
       (2)   Main body : The description of thesubject.
       (3)   Conclusion : The summary of the entire topic one has justspoken.

07.   Selection of suitable made of delivery **:** One has to choose from extempore or memorization. Extempore is the mode of delivery in which one has to read from the text with adequate practice. Memorizationmoderequirescrammingupofthewholecontent.Memorizationshouldbeavoided.

08.   One must make effective use of body language voice modulation and visualaids.

09.   One must begin on time and complete the speech ontime.

10.   One must remain unprejudiced and present a balanced view on the topic he hasselected.

11.   After preparing a speech, one must rehearse its presentation in front of his friends or family members and get their comments for improvement. This will give lot ofconfidence.

12.   One must make it clear that he will answer the question of the audience at the end or as and when they are posed. One must listen patiently andanswer.

Question **:** How to prepare **a** draft **/** speech for public speaking?

Ans.   A beginner in public speaking must write down the entire speech. Preparing the first draft of a speech may be the most challenging task. But it should not be considered to be a final draft. The first draft should be edited keeping in view the purpose, audience and time. Here are some of the

tips to be followed, for the firstdraft.

01. One must set a deadline and complete writing the first draft at least 3 days before the public speaking, so that one gets time for editing, revising and preparing a finaldraft.

02. One must arrange the points in bullet forms in words, phrases,sentences.

03. One must not bother about the sequence. If one cannot get ideas for introduction, he can directly begin with the maincontent.

04. At this stage, one may not worry about the coherence or a flow of speech. It can be added later with transitions.

05. While preparing a first draft, do not worry about the time. At this stage, one's ideas are more important than the time. Time's laugh can be adjustedlater.

06. One should not bother about the ornamental or embellished vocabulary at this point of preparing the first draft. One may work upon it and change them during the finaldraft.

STEPS FOR THE FINAL DRAFT:

It is believed by the experienced speakers that the best speeches are not written ones but the re-written ones. If one wishes to be an effective speaker or an orator, one must revise and edit the first draft with the help of the following steps.

01. One must focus on the correctness and accuracy of the content. The date, the points, statistics, visual aids all must support thecontent.

02. One must pay attention to the conciseness of the content. For that, while reading the content, at every stage, one must ask "Is this essential", if not, it can be removed from the first draft. Further, he can replace long and difficult words by short and easy words. One must also eliminate those words which do not support the main idea or thecontent.

03. At the next stage, one must arrange the ideas logically, so that it doesn't confuse theaudience.

04. Make sure that after the logical organization of the ideas, the smooth flow is notaffected.

05. For an effective speech, one must insert analogies, vivid images, quotes, similes, metaphors etc. Further, one must see that the introduction and conclusion are veryimpressive.

06. One must highlight the words and phrases, one wants to emphasize during hisspeech.