

English for Communication (BT-103) Unit–III Notes

Communication

UNIT–III TOPICS

- Introduction to Communication
- Meaning and Significance of Communication
- Process of Communication
- Oral Communication
- Written Communication
- 7 C's of Communication
- Barriers to Communication
- Ways to Overcome Barriers
- Importance of Communication for Technical Students
- Non-Verbal Communication

1. INTRODUCTION TO COMMUNICATION

Communication is the process of exchanging information, ideas, thoughts and feelings between two or more people.

Communication helps people to understand each other properly and improves relationships in personal and professional life.

Definition:

Communication is the transfer of information from sender to receiver with proper understanding.

2. MEANING AND SIGNIFICANCE OF COMMUNICATION

Communication plays an important role in daily life and professional work.

Significance of Communication:

- Improves understanding
- Increases confidence
- Develops personality
- Helps in teamwork
- Improves professional skills
- Essential for technical students and engineers

3. PROCESS OF COMMUNICATION

Communication process involves transfer of message from sender to receiver.

Steps in Communication Process:

1. Sender – Person who sends message.
2. Message – Information or idea communicated.
3. Encoding – Converting idea into words or symbols.
4. Channel – Medium used for communication.
5. Receiver – Person receiving message.
6. Decoding – Understanding message.
7. Feedback – Response from receiver.

Example:

Teacher explains topic in class and students respond with questions.

4. ORAL COMMUNICATION

Oral communication means exchange of information through spoken words.

Examples:

- Face-to-face conversation
- Telephone call
- Classroom teaching
- Group discussion
- Seminar presentation

Advantages:

- Fast communication
- Immediate feedback
- Better understanding

Disadvantages:

- No permanent record
- Misunderstanding possible

5. WRITTEN COMMUNICATION

Written communication means exchange of information through written words.

Examples:

- Letters
- Emails
- Reports
- Notices
- Applications

Advantages:

- Permanent record available
- Useful for official communication

Disadvantages:

- Time consuming
- Delayed feedback

6. 7 C's OF COMMUNICATION

The 7 C's help in making communication effective.

1. Clarity

Message should be clear and easy to understand.

2. Conciseness

Message should be brief and to the point.

3. Correctness

Communication should be grammatically correct.

4. Completeness

Message should contain complete information.

5. Concreteness

Message should be specific and definite.

6. Courtesy

Communication should be polite and respectful.

7. Consideration

Understand receiver's needs and feelings.

7. BARRIERS TO COMMUNICATION

Barriers are problems that disturb communication process.

Types of Barriers:

1. Physical Barriers

Noise, distance and poor network.

2. Language Barriers

Different languages and difficult words.

3. Psychological Barriers

Stress, anger and emotions.

4. Cultural Barriers

Different traditions and beliefs.

5. Organizational Barriers

Improper communication channel in organization.

8. WAYS TO OVERCOME BARRIERS

- Use simple language.
- Improve listening skills.
- Avoid noise and distractions.
- Give proper feedback.
- Be polite and confident.
- Use proper communication channel.

9. IMPORTANCE OF COMMUNICATION FOR TECHNICAL STUDENTS

Communication skills are very important for technical students and engineers.

Importance:

- Helps in interviews and placements.
- Improves teamwork skills.
- Useful for presentations and seminars.
- Improves confidence.
- Important for professional success.

10. NON-VERBAL COMMUNICATION

Non-verbal communication means communication without words.

Examples:

- Facial expressions
- Eye contact
- Body language
- Hand gestures
- Posture

Importance:

- Shows confidence
- Improves understanding
- Supports verbal communication

MOST IMPORTANT 14 MARK QUESTIONS

1. Explain communication and its significance.
2. Explain process of communication with diagram.
3. Differentiate oral and written communication.

4. Explain 7 C's of communication.
5. Explain barriers to communication and methods to overcome them.
6. Explain importance of communication for technical students.
7. Explain non-verbal communication with examples.

IMPORTANT 7 MARK QUESTIONS

1. Define communication.
2. Explain oral communication.
3. Explain written communication.
4. Explain communication barriers.
5. Explain non-verbal communication.

EXAM TIPS

- Learn definitions properly.
- Practice communication process diagram.
- Learn 7 C's carefully.
- Write advantages and disadvantages clearly.
- Use examples in answers for better marks.