

A Presentation on
Communication Skills

By

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Definition of Communication :

- 1. Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results. – Peter Little**
- 2. “Communication is an exchange of facts, ideas, opinions, or emotions by two or more persons.” – W.H. Newman**
- 3. “Communication is the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people. By using this bridge of meaning, a person can safely cross the river of misunderstanding that separates all people.” – Keith Davis**

TYPES OF COMMUNICATION

On the basis of the method of expression

Verbal communication

Written communication

On the basis of the organizational structure

Formal communication

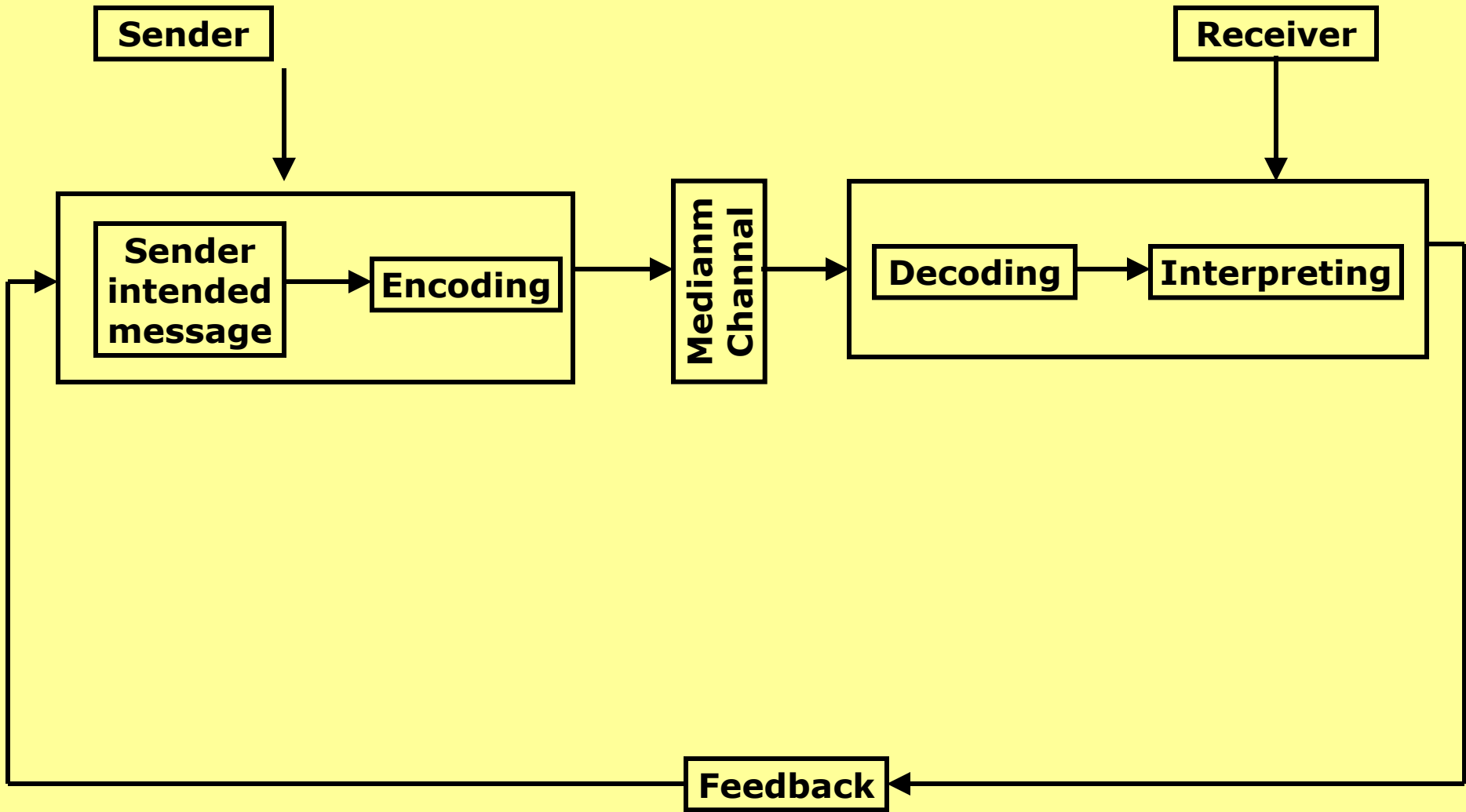
Informal communication

On the basis of the direction

Upward communication

Downward communication

Horizontal communication



Verbal Communication :

Skill in oral communication is an important equipment for life. In case to face interaction, a person does not communicate through word alone. The person's whole personality, his general bearing, facial expression, gestures etc. are involved in the process. A properly dressed man with a pleasant expression will be able to establish contact with others with better ease. Once a person secures attention of the audience, more than half of the battle is won.

If a person is asked to give a speech, he walks straight and stands at ease, keeps his hands on the sides and tries to feel relaxed. Once the speaker realizes the good mannerism of the audience, he feels relaxed and develops confidence. His further speech becomes easier, more natural and therefore, effective.

Eye contact :

Eye contact is an instantaneous and effective means of establishing rapport with an audience. A good speaker first looks at the audience and takes a pause before beginning his speech. It helps him to make good impression on the audiences. In case the speaker gives break and put his ideas into small units rather than in a lengthy narration, it allows listeners some intervening time to grasp those ideas. Once this is done, the speaker can proceed to explain next points or ideas. While speaking also it is necessary to maintain eye contact with the audience. If the listeners feel that the speaker is ignoring them, reciprocally they are also likely to ignore the speaker and what he says. Through eye contact, the speaker gets signals whether the channel of communication is open and operating on right lines. This sense itself works as the feedback.

Voice modulation :

- Variation in the pitch and tempo of the voice is essential to transmit the message effectively.
- Fast delivery of speech indicates lack of confidence, and betrays the object of the speech and the image of the speaker. The speed of delivery must be such that audience can keep pace and understand the matter properly. One should not go beyond the speed of 125 to 150 words per minute. One has to bring the speed of speaking within this range by making proper practice.
- Speak loudly enough so that everyone including even the last man in the audience is able to listen the speech clearly.
- Do not use repeatedly words like 'You see', 'I mean', 'Do you understand', 'Is it clear' etc.
- If using a microphone keep mouth eight to ten inches away from the microphone to ensure proper transmission of the voice to the audience.

Audience Awareness :

Before starting the speech the speaker should give attention to the following points :

- Size of the listeners.
- Consider the age, sex, background and interest of the listeners,
- Ascertain whether the audience is friendly or hostile,
- Use common sense to become a good speaker,
- Select the approach that suits the audience,
- Make the listener feel that you are talking with him individually,
- Dramatize certain ideas to overcome the barriers of communication,
- Create an impression that you want to share the views and ideas of the audience,
- While cutting a 'joke' relate it in such a way that it should appear to be a part of the speech and that the audience should receive it almost unprepared,
- Do not get disturbed if a listener smiles or whispers to a neighbour,
- Concentrate on ideas.

Presentation Plan :

The art of speaking is the fruit of constant efforts. There is no definite formula to be adopted to become an effective speaker. Enough planning and preparation is essential for successful presentation. Preparation is the best habit for overcoming nervousness.

- As far as possible the speaker should not read out a written speech word to word ;
- Written speech seldom sounds fresh ;
- It is not necessary to memorize the speech either. It never exhibits spontaneity;
- Memorization of speech would hamper flexibility consequently, communication will suffer
- Face to Face conversation or interaction expects thinking and speaking and not mere repetition.
- Even while reading the speech, one has to lift the head occasionally and observe the audience ;
- The speaker must draw adequate notes and points and arrange them in a proper order before actually starting the speech. It should bear proper headings and sub-headings.
- Devote appropriate time for introduction and the main body of the talk.
- Notes and points should be written neatly and in bold letters.
- A positive attitude be generated while speaking.

Non Verbal Human Interaction :

The following are the uses of non-verbal methods :

- Non-verbal methods have instant effect because of quick perception by the receiver.
- Non-verbal methods take less time to see a picture, colour, or listen bell, horn than to understand what is spoken.
- The non-verbal method is more convenient.
- The non-verbal communication devices like traffic signs and signals have become essential.
- People instantaneously react to pictures, colours, sound, horn or a whistle.
- Non-verbal method can present the data in a compact form.
- The matter which can be conveyed after writing several pages, can be given instantaneously by graphical methods.
- For the purpose of comparison, non-verbal method can be placed graphically.
- In some cases warning can be given through symbols e.g. showing skull and cross bones for indicating danger to life.
- Visual presentation are more effective than verbal representation.
- News on the T.V. make a greater influence than does the one on the radio.
- T.V. and Cinema are the most powerful devices in the process of conveying messages.
- Colour is a very useful and powerful means of communication. It plays an important role in our day to day life (i.e. designs, decorations, colour, advertisements, etc).
- Traffic signals which play an important role in metropolitan cities rely solely upon colours for communication
- Colours have psychological effect in motivation and state of mind of employees at the work place.
- Colours sometimes help to represent moods and feelings ; for example, black colour stands for death or sorrow while the white colour stands for peace and purity.

- In case of graphs, charts, maps, colours give additional dimension to the information to be communicated.
- Colours are also used to identify teams, regiments and countries etc. A national flag of a country for examples, is called 'colour'.
- Pictorial representation is the best form for mass communication in case of advertisements and photographic reproductions.
- Pictorial symbols are quickly understood and easily remembered and hence they are more useful to the eyes movements and where semi-illiterate or illiterate population is more.
- Graphs and charts of different kinds are nothing but pictorial presentation of statistical information, where special skill and technique is applied. Through them an overall situation can be understood at a glance.
- Non-verbal communication is more effective in representing figures than tables. It needs less space than what is required for a description.
- Maps are used for numerous purposes like showing transport routes, climatic conditions, population distribution, crops, vegetation etc. It falls under the category of non-verbal communication.
- Signs and Signals are nothing but the marks used to represent something, e.g. (+) or (-) or other Mathematical signs.
- Where instantaneous decisions are required for conveying information words cannot become as quick as signs. Signal becomes an important method.
- Many a times, visual signs and signals are used for communication if the people are not within the hearing distance of each other. Such signs are made with hands, lights and colour or any other which is large enough to be easily seen or visible.
- One part of non-verbal communication falls in the area of Auditory symbols. Auditory symbols are those which are perceived by the ears i.e. sound. Tribals use drum-beats to convey the messages to distant places in forest. Its modern form is sirens which are used in times of emergency situations like fire, accidents, war etc.
- Secret tunes sounds, etc. are used for conveying secret messages by secret organisations.

Objectives

- Communication
- Techniques
- Listening
- Speaking and Listening
- Speaking and Writing
- General Tips

Communication

- Speaking
 - Know what you want to say
 - Control Fear
 - Stop Talking and Listen
 - Think before you talk
 - Believe in your message
 - Repeat Major Points
 - Find Out what your Listener wants

Communication

- Techniques
 - Define Acronyms
 - Reduce Jargon
 - Level Objections
 - Use Humor
 - Anecdotes and Stories
 - Ask for feedback
 - Increase your vocabulary

Communication

- Techniques -continued
 - Eliminate Audible Pauses
 - Enunciate Clearly
 - Practice Pronouncing Words Properly
 - Exercise Tongue, Jaws and Lips
 - Make Eye Contact
 - Gesture

Communication

- Techniques -continued
 - Pause
 - Speak more slowly
 - Speak faster
 - Vary Your Volume
 - Watch your tone
 - Record your voice

Communication

- Listening
 - Prepare to Listen
 - Focus on the Speaker
 - Screen Out Distractions
 - Concentrate on the Message .

Communication

- Speaking and Listening
 - Ask Questions
 - Avoid Daydreaming
 - Accept Accents
 - Use mind mapping
 - Interview
 - Complaints
 - Telephone

Speaking and Writing

- Key Points
 - Write a Purpose Statement
 - Outline
 - Transfer Negative Emotions to Paper
 - Get to the Point
 - Explain Abstract words
 - Use Absolutes and Generalities Sparingly

Speaking and Writing

- Key Points - Continued
 - Ask for what you want
 - Use active verbs
 - Use gender neutral language
 - Cite Source of Statistical Data
 - Illustrate with personal examples
 - Express Emotion
 - Keep it simple (KIS) Method

Speaking and Writing

- Key Points - Continued
 - Paint verbal Pictures
 - Be Concise
 - Support Statements with Details
 - Watch Semantics
 - Quote Authorities
 - Consult Experts
 - Suppress emotion

Speaking and Writing

- Writing
 - Keep a Journal
 - Take notes
 - Write personal Notes
 - Write Effective business letters
 - Use Short Sentences
 - Communicate online

General Tips

- Reading
 - Read
 - Keep up with Current Events
 - Read Something Inspirational
 - Use the Internet

General Tips

- Non Verbal
 - Presence
 - Give Nonverbal Cues
 - Check Your Posture
 - Dress Appropriately
 - Smile
 - Touch
 - Shake Hands Properly

General Tips

- Attitude
 - Intend to Improve
 - Visualize
 - Be flexible
 - Be Likable
 - Commit to Being Truthful
 - Empathize
 - Don't take yourself too seriously

General Tips

- Attitude – continued
 - Eliminate Negative Feelings
 - Be receptive to New Ideas
 - Take Responsibility
 - Respect the Other Person's Point of View
 - Recognize the Impact of Stress on Communication
 - Be Real

General Tips

- Attitude – continued
 - Check Your attitude

General Tips

- Behavioral
 - Laugh
 - Use Good Manners
 - Recognize Manipulative Behavior
 - Recognize Condescending Manners
 - Avoid Words that Hurt
 - Change Abrasive Behavior
 - Handle Disagreements with Tact

General Tips

- Miscellaneous
 - Organize Productive Meetings
 - Consider Experience Level
 - Understand the Importance of Timing
 - Present a Good Personal Image

Questions



Thank You for Attending