

# UNIT-II

## ELEMENTS OF COMMUNICATION

### Points to be covered in this topic

- INTRODUCTION
- FACE TO FACE COMMUNICATION
- TONE OF VOICE
- BODY LANGUAGE
- VERBAL COMMUNICATION
- PHYSICAL COMMUNICATION

# ELEMENTS OF COMMUNICATION

## ❑ INTRODUCTION

- People communicate with each other in a **number of ways that depend upon the message and its context** in which it is being sent.
- Choice of communication channel and your style of communicating also affects communication. So, there are various types of communication.



## ❑ FACE TO FACE COMMUNICATION

- Face-to-face communication is the distinction of **being able to see the other person or persons in a conversation.**
- It allows for a **better exchange of information** since both speaker and listener are able to see and **interpret body language and facial expressions.**



### Advantages

- ✓ **Effective communication** Face to face communication is effective as it includes **facial expressions** also.
- ✓ **Instant feedback** Face to face communication gives **instant feedback. Doubts and misunderstandings are cleared on the spot.**
- ✓ **Informal and direct** Face to face communication is simple, direct and **informal.** The impact of face to face communication increases because of **Participation and team spirit.**
- ✓ **Confidential**, all **secret and confidential matters are revealed** to the trusted person privately.



✓ **Delicate situations** Face to face communication is very useful to handle delicate situations like strikes by employees, rivalries in groups, tensions in a family, etc.

✓ **Useful for interviews** Face to face communication is used to a good advantage in job interviews, and also for on-job-training.



## Disadvantages

✓ **Unsuitable for some people** - Face to face communication may not be suitable for people who are nervous or poor communicators.



✓ **Unsuitable for large audiences** - Face to face communication is not possible to establish a proper rapport with a large group, through face to face communication.

✓ **Unsuitable for large organizations** - Face to face communication is unsuitable for large organizations as they have branch offices located at different places and even in different countries.



✓ **Not accountable** - Face to face communication is difficult to hold someone responsible or accountable for something spoken face to face.

✓ **Low legal and reference value** - Face to face communication is oral; no written records are kept so it cannot be quoted in the court of law.

✓ **Poor retention by listener** - Listeners have poor listening and retention skills that results that the listener's does not grasp all the message of speaker.

## ☐ TONE OF VOICE

- **"The way a person is speaking to someone."**
- Tone is a reflection of attitude.
- How does tone of voice affect communication? When speaking with others, your **tone clarifies and conveys meaning**.
- A phrase as simple as "I don't know" can be taken in a number of different ways depending on how you decide to express it.
- Your tone can not only affect how people perceive you but also their willingness to listen to you - especially in the workplace



### Types of tone of voice

#### ➤ Motivating tone of voice

- ✓ A motivational tone **keeps people engaged and inspires** their personal as well as professional lives.

#### ➤ Informative tone of voice

- ✓ Why are some teachers highly popular with the students and leave a lasting impression on their lives?
- ✓ One of the many reasons is their tone of voice. An informative tone of **voice enhances knowledge, imparts information, and inspires personal growth.**

#### ➤ Soft tone of voice

- ✓ A soft tone helps to form a **bond and protect a relationship.**
- ✓ Soft tones, as **opposed to harsh or angry tones**, make people feel safe.
- ✓ This is why people tend to use a soft tone while talking to a child.

#### ➤ Humorous tone of voice

- ✓ Keeping your **speech humorous with funny stories or quotes** keeps the persons in a positive mood.



## ➤ Respectful tone of voice

- ✓ A respectful tone enhances the quality of your communication. It conveys your **kindness, humanity, and truthfulness**.

## ☐ BODY LANGUAGE

- Body language plays an essential role in communicating with people.
- Sometimes it can send **signals stronger than words**.
- Body language is **controlled by subconscious mind**, so a reader can actually understand if there's a difference in what **you are saying and thinking**.
- Body language often has great **impact in transmitting messages** to the listener.
- Body language comprises of the **gestures and movements** we make of the different parts of our body when communicating with people.
- Body language speaks a lot about a **person's attitude**.
- Now, for a strong impression, you need to have an **open body language**.
- A good body posture (position) shows that a **good personality and confidence**.
- **Arms open, legs open, hands behind your head, relaxed clothing** are some of the examples of **open body language**
- While **armed crossed over the chest, crossed leg** and looking down or away are examples of **closed body language**.
- So remember, it's very important to have an open body exposure while meeting anyone for the first time



## ❑ VERBAL COMMUNICATION

- Verbal communication uses **words to communicate ideas** across to the audience.
- It includes **both spoken and written types of communication**.
- However, generally the term is used to **refer to oral communication**.
- Verbal communication uses words and includes
  - ✓ Face-to-face or phone conversations.
  - ✓ Meetings.
  - ✓ Email and voice-mail messages.
  - ✓ Letters and memos.
  - ✓ Reports.



### ❖ Factors that influence good verbal communication

- Good verbal communication includes **loud, clear speech** that is easy to hear.
- Verbal communication should be done using **good English- not slang**. The tone should be clear and should be done loudly.
- Good verbal communication relies on **how the speech is presented**- speak slowly so it is easy to follow.

### ❖ Appropriate ways to communicate

- Verbal communication can be done **using a number of techniques**.
- Different techniques include **speeches, interviews and presentations**.
- Art of Verbal communication can also be performed using **formal/ informal techniques**.
- **Formal verbal communication** would be used during interviews and speeches. Formal verbal communication should not involve any slang- use correct English.

## ❑ PHYSICAL COMMUNICATION

- Non-verbal communication is also termed as physical communication.
- It is a form of communication where **symbols, signs and gestures** are used.
- Unlike verbal communication which involves the use of sound and the ear for hearing, physical communication involves the **use of the eyes for seeing and other parts of the body for gesturing.**

### ❖ Importance of Physical communication

- ✓ Physical communication is as important as any other form of communication. **Although it is often under-valued, it is equally as essential as being able to speak or hear.**
- ✓ It compliments verbal communication and yields marvellous results when **combined effectively with it.**
- ✓ In **certain professions and job positions**, your ability to use physical communication is very important.
- ✓ In **sporting games**, the ability to use and understand signs and gestures is a necessary skill. Coaches and players use them.
- ✓ In **security agencies**, this is a very important skill to possess due to the nature of their operations.
- ✓ The **police, navy, military etc. make great use of these skills** to avoid being detected by their enemies.
- ✓ **Detectives and investigators** use some of these nonverbal signs to detect whether a person is lying or telling the truth.
- ✓ In the **mining and construction industries** as well as other work places, where extremely loud sounds hinder verbal communication, physical communication is put to maximum use.



# COMMUNICATION STYLES

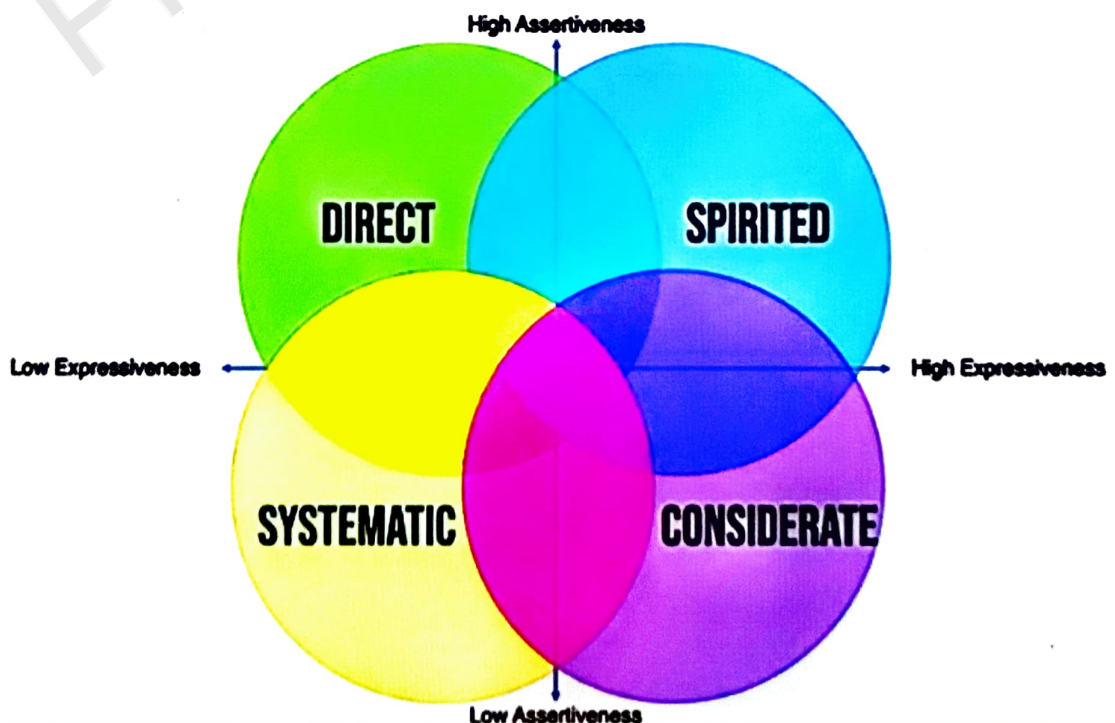
## ❑ INTRODUCTION

- Communication style refers to the **choices we tend to make when communicating to others.**
- It involves 2 basic dimensions:
  - ✓ Assertiveness level of our communication
  - ✓ Emotiveness level of our communication
- We also use different styles depending on with whom we are communicating.



## ❑ COMMUNICATION STYLES MATRIX

- There are many different models that describe the ways in which we communicate.
- But one very useful model is based on the work of **Dr. Eileen Russo.**
- In Her matrix ,It shows that there are **two different dimensions in communication styles: the level of expressiveness and the level of assertiveness.**





- Each quadrant in the figure communication style. represents a different People can fall anywhere within each quadrant, becoming more uniformly one style over the others as they move further from the center.
- The **assertive communication styles tell others what to do while the less assertive styles ask others what should be done.**
- The **more expressive styles show emotion in their face, speech, and tone while the less expressive styles refrain from showing it.**

### ❖ Direct communication style

- ✓ **Highly assertive and not expressive.**
- ✓ **Tell others what to do** instead of asking others what they think should be done, They **do not easily show emotions in their communications** with others.
- ✓ Expedient communication style.
- ✓ Appear terse and cold to others, who might take their style of communicating personally.
- ✓ People with direct communication styles are the '**go-getters**' in the group.
- ✓ They will **work hard and fast.**
- ✓ Allow few **questions or distractions.**
- ✓ These people need to use caution to avoid appearing dictatorial or cold.
- ✓ Direct communicators will try to **tell you as little as possible before moving on to the next topic** not because they are trying to be evasive, but because **they are trying to save time.**
- ✓ They won't always stop to listen to others, even if others have something valuable to contribute.
- ✓ They may **seem impatient and overbearing at times**, but it's not meant to be personal. They are attempting to focus on results rather than emotions.

## Example-

- The first example below shows the type of communication that will not work with someone who has a direct communication style. In this example, **Jane is the one with the direct communication style.**

Hi Jane,

I heard from Alex that you landed a new large business account yesterday. He said that you did an excellent job in explaining the company's benefits to the customer and that you were very professional.

Alex also said that the customer asked for a quote on a new phone system for his existing offices. Have you thought about how you will proceed? Let me know if I can help you get the quote together or if you need any ideas on the configuration. I'd like to get the quote to them later this week if you think you can manage it. That way we would have a good chance of getting the order in for this month's numbers.

Thanks again, and hope you are having a good Tuesday so far!

Anne

- They will appreciate the help, but they **won't appreciate the personal references or information.**

Jane,

Great job on the new account. I'd like to meet for 10-15 minutes tomorrow to discuss strategy and timing. Please let me know if you'd prefer to meet at 1:00, 1:30, or 2:00 pm.

Thank you,

Anne

- The **first one does eventually get around to the point**, but it is **too personal-sounding** and doesn't give a clear request for the direct person to respond to.
- The **second one still communicates approval** and **makes a request**, but it does so in a much clearer way.
- If it seems curt to you, don't worry - direct style person will appreciate it.

## ❖ Spirited Communication

- ✓ Style Very interested in the **'big picture'**.
- ✓ They are **the dreamers, the inventors, and the innovators** in the group.
- ✓ Their communication may be full of **grand ideas and hyperboles** that tend to be very **persuasive to others at first**.
- ✓ Love to flesh out ideas, brainstorm, and talk about the **big picture** - **as long as they get to do a lot of the talking!**
- ✓ Spirited people can have a **hard time nailing down the details** in their wonderful ideas.
- ✓ They may also have a hard time **sticking to an agenda** or to one topic.
- ✓ They are **not always very good at discussing the details** or the exact steps in the process.
- ✓ Both **time management and remaining focused** are challenges for this group.
- ✓ While **they can be very entertaining**, getting them to communicate **clearly on specific topics may take the assistance of someone else to guide them** through a conversation and keep them on track by bringing them back to the subject at hand.

### Example

Hi Sally!

I thought your presentation yesterday was fantastic! I enjoyed the way that you had the audience participate in the session.

I think you would be a great choice for the educational component at our next board meeting. The Board of Directors needs some information about local economic trends, but in a way that is not too boring or complicated.

Would you like to have lunch to discuss it? I'm free on Thursday or Friday this week.

Let me know if either of those days will work for you.

Thanks so much!

George

## ❖ Systematic Communication

- ✓ Style Like to **focus on facts and details rather than opinions and possibilities**. Use and appreciate logic.
- ✓ **Appreciate facts and analysis** rather than the 'big picture' ideas that have not yet been proved useful.
- ✓ **Communication with tangible evidence** is best for systematic.
- ✓ **Uncomfortable expressing feelings**.
- ✓ Avoid confrontation.
- ✓ They may be **slower to respond to your communication, as they are probably analyzing the situation and constructing a logical, well thought-out response**.
- ✓ **Charts, graphs and trends** are all useful tools for communicating with systematic as well.
- ✓ They **do not like conflict**.
- ✓ They may tend to **shut down communication rather than dealing with emotional or confrontational situations**.
- ✓ If you give them directions, you will need to be very **thorough and precise in relaying them**.
- ✓ The example of how not to communicate with a direct communication style person is a good example of how not to communicate with someone of a systematic style as well.

### **Avoid phrases like:**

- ✓ It's my opinion that.
- ✓ I believe that.
- ✓ I feel that.

### **Instead, try using phrases like:**

- ✓ The data shows that.
- ✓ The trends show that.
- ✓ The results of the test show.

## ❖ Considerate Communication Style

- ✓ Very concerned about the **feelings of others**. Please other people (to be included in their peer group).
- ✓ Like to **work with others, help others, and connect to others** on a personal level.
- ✓ The ones to **attempt to mediate any conflict in the group**. Want everyone to have the chance **to speak their minds, have their turns, and receive recognition for their contribution**.
- ✓ Natural trainers and counselors Enjoy helping others to succeed.
- ✓ **Encourage group collaboration and communication**.
- ✓ **Refrain from expressing their own opinions** if they think it will displease others.
- ✓ This is the **major communication challenge for those with the considerate personality style** - they may be **reluctant to share an opposing opinion, even if it's important information**, because they are concerned about keeping the peace and being liked.
- ✓ They are also **inclined to take direct communication** as a personal matter.
- ✓ For considerate style people, the example used as **how not to speak to a direct style person** is actually a good one to use for a considerate style.
  - **It builds to the point easily.**
  - **It show care for the other person.**
  - **It make request in a friendly manner.**