



Communication Skills

WHAT IS COMMUNICATION SKILL?

- Communication skills are the abilities you use when giving and receiving different kinds of information.
- Some examples include communicating new ideas, feelings or even an update on your project.
- Communication skills involve listening, speaking, observing and empathizing.
- It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

IMPORTANCE OF GOOD COMMUNICATION SKILL

Being able to communicate effectively is one of the most important life skills to learn.

Communication is defined as transferring information to produce greater understanding.

It can be done vocally (through verbal exchanges), through written media (books, websites, and magazines), visually (using graphs, charts, and maps) or non-verbally (body language, gestures, pitch of voice, and tone).

All of these means of communication are essential Soft Skills that are vital for a successful **CAREER**.



EFFECTIVE COMMUNICATION

Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner.

- ✓ It is two way: It's a give and take process. First you present your opinions then listen to what other says
- ✓ It involves active listening: The listener should be very attentive to what the speaker is saying
- ✓ It reflects the accountability of speaker and listener: Both speaker and listener are responsible for communication effectiveness
- ✓ It utilizes feedback: Feedback helps to improve communication effectiveness
- ✓ It is free of stress: Effective communication cannot be done under stress or pressure
- ✓ It is clear: The communication should be clear for both speaker and listener

TYPES OF COMMUNICATION

ON THE BASIS OF ORGANIZATIONAL
RELATIONSHIP

- FORMAL
- INFORMAL

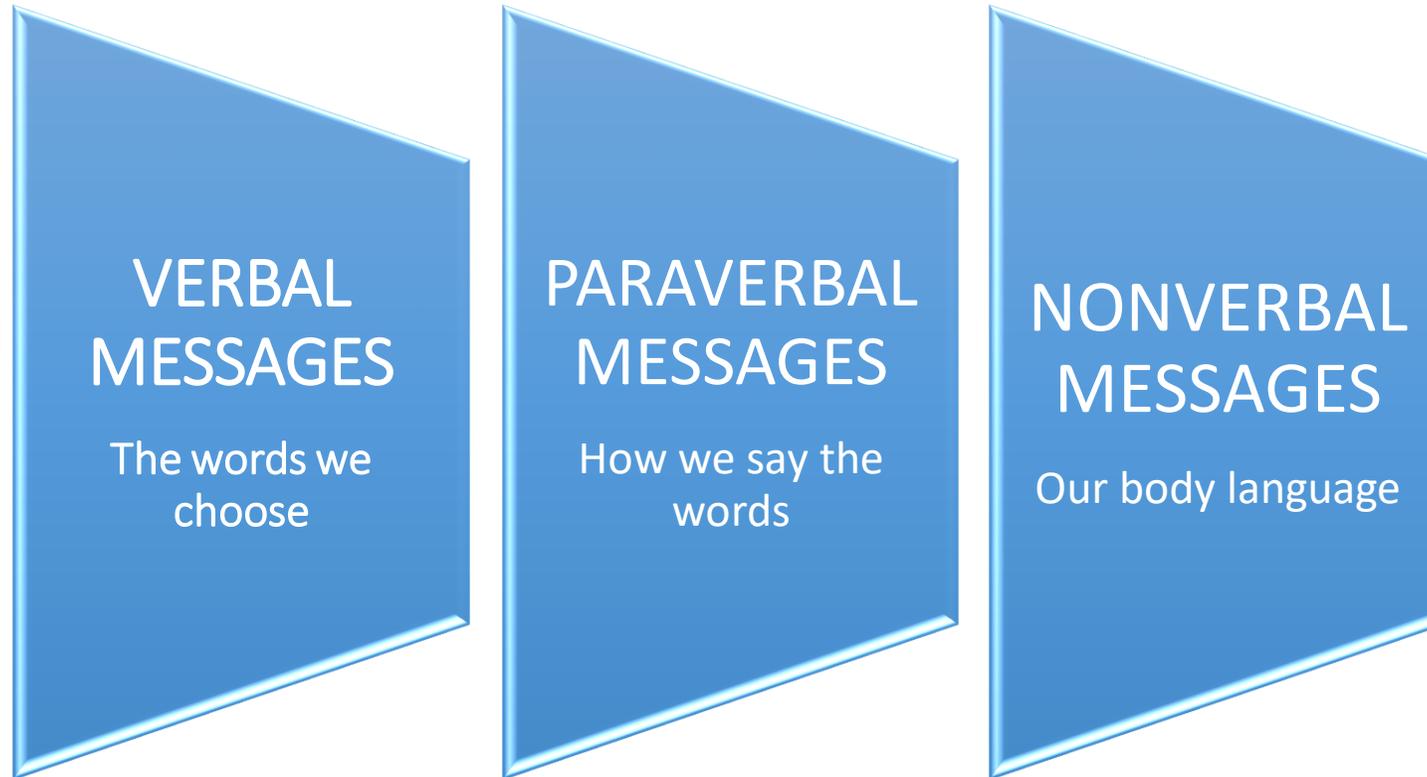
ON THE BASIS OF FLOW

- VERTICAL
- CROSSWISE / DIAGONAL
- HORIZONTAL

ON THE BASIS OF EXPRESSION

- ORAL
- WRITTEN
- GESTURE

COMPONENTS OF COMMUNICATION



These Three Components Are Used To:

- Send Clear, Concise Messages
- Receive and Correctly Understand Messages Sent to Us

VERBAL MESSAGES

Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication.

Effective Verbal Messages

- Are brief, clearly expressed, and organized
- Are free of jargon
- Do not create resistance in the listener



STEPS TO IMPROVE VERBAL COMMUNICATION

- ❖ **Think before you speak:** By organizing your thoughts in advance, you can eliminate many of the awkward pauses that occur when speaking.
- ❖ **Be clear and concise:** Avoid using complex sentence and try to state your argument in direct language.
- ❖ **Speak with confidence:** Speaking in a confident manner will help you build trust and command the respect of your audience.
- ❖ **Be a good listener:** It shows the people you are speaking with that you genuinely care about their ideas, and it helps ensure you understand them.
- ❖ **Be aware of your non-verbal communication cues:** Pay attention to the gestures you make, your facial expressions, and your body language to ensure they align with the message you are trying to get across.

PARA VERBAL MESSAGES

Para verbal communication refers to the messages that we transmit through the tone, pitch, and pacing of our voices. It is how we say something, not what we say.



"I didn't **SAY** you were stupid."
"I didn't say **YOU** were stupid."
"I didn't say you were **STUPID**."

The easiest way to improve your Para verbal communication is to record yourself and listen back. For example, video record yourself giving your presentation when practicing beforehand. In this way, you can see and hear pitch, tone, and speed of your presentation.

NONVERBAL MESSAGES

Nonverbal communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals.



Confidence



Relaxed



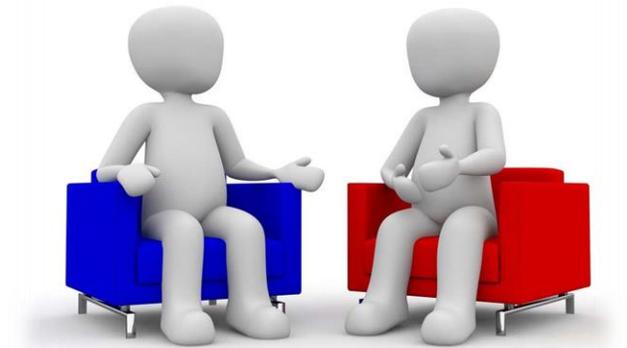
Trustworthy



Strength

TECHNIQUES FOR IMPROVING YOUR NONVERBAL COMMUNICATION SKILLS

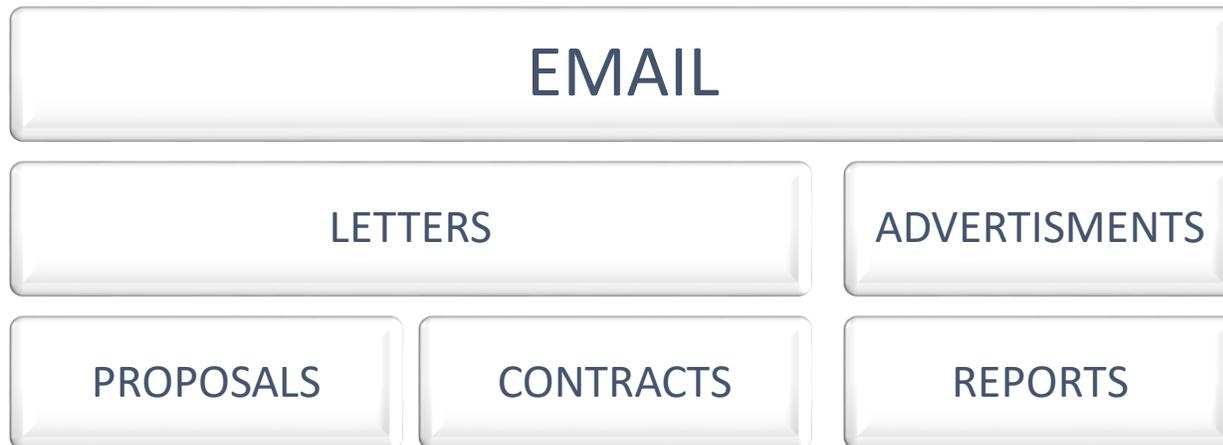
- ❖ **Maintain Eye Contact:** When you make direct eye contact, it shows the other party that you're interested in what he is saying.
- ❖ **Use Your Facial Expressions:** Facial expressions are typically universal, which means they convey the same message globally.
- ❖ **Be Considerate of Personal Space:** Different cultures view proximity in various ways, so take notice if the person you're communicating with is uncomfortable.
- ❖ **Mind Your Posture:** Posture shows how interested are you in what a person is saying.
- ❖ **Be Aware of Tones and Sounds:** Your tone of voice and the sounds you make can communicate your thoughts to others without your even speaking. Your tone or sounds can inform people of your anger, frustration or sarcasm.



WRITTEN COMMUNICATION

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

Some of the various forms of written communications



IMPORTANCE OF WRITTEN COMMUNICATION

- ✓ Written communication involves the use of written words to send a message from one point to another. Written communication is important for any business entity to carry out the daily business activities.
- ✓ It helps in maintaining records of business transactions.
- ✓ Written communication like brochures and catalogs help companies to showcase their products effectively.
- ✓ Print advertisements help to market products.
- ✓ Written documents can serve as evidence in a court of law if and when required.
- ✓ Written words are believed more than spoken words. It's just human psychology to believe something that we see in writing than something someone says.
- ✓ Personal written communication like letters, emails, post cards, greeting cards, etc., have their own charm and special meaning to the ones sending and receiving them.

STEPS TO IMPROVE WRITTEN COMMUNICATION SKILLS

- **Write short sentences:** Short sentences are easier to read than long sentences.
- **Write short paragraphs:** Limit your paragraphs to three sentences. This allows for white space and improves readability.
- **Capitalize the first letter of each sentence:** Not hitting the shift key is a surefire way to tell people you don't care about how you are viewed.
- **Use people's names:** Just as people notice when you speak their names, they are also aware when they read their names. Writing "*Hi Raj,*" or "*Hey Sushmita,*" lets them know the message is for them and makes the person feel valued.
- **Be clear:** With every message you type, ask yourself, "*Is this message clear and to the point?*" No one likes having to read a message more than once to figure out what the other person is trying to say.
- **Be concise:** Learn to communicate your messages in the fewest number of words possible.
- **Provide a complete response:** When you receive a message that asks multiple questions, be sure to address each subject or question asked. Don't make people send another message repeating the overlooked question because you didn't take the time to provide a complete response.
- **Number multiple topics:** If you are covering more than one point, break out each point using numbers.

WHAT MAKES A GOOD COMMUNICATOR?

CLARITY

- Clarity of thoughts is very important

ADEQUACY

- Thoughts should be abandoned so that speaker does not fall short of words

TIMING

- Speaking at the correct time is important to make the impact

INTEGRITY

- Should be honest and have strong moral and can make a stand for himself

EXPLORE THE RELATED SKILLS TO DEVELOP GOOD COMMUNICATION SKILL

- Presentation
- Audience awareness
- Critical Listening
- Body Language

ORAL



- Academic Writing
- Revision and editing
- Critical reading
- Presentation of data

WRITTEN



- Audience Awareness
- Personal presentation
- Body Language

NON
VERBAL





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