

DEVELOPMENT COMMUNICATION

SYLLABUS – V SEMESTER

Unit 1:

Communication: Concept, definition and purpose; Need and importance of communication.

Unit 2:

Types, Principles and models of communication: Communication process: Channels and stages of communication: Skills and techniques of communication, Communication media and its role; Role of language in communication.

Unit 3:

Communication with self-concept of self-growth – goals of interpersonal communication, Interviews, Non – verbal communication in small groups.

Unit 4:

Mass communication for social change and social action; Types of mass media, selection of suitable approaches and media for different target groups.

Unit 5:

Written communication – Types, guidelines in developing different types of written communication.

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UNIT – 1

- INTRODUCTION
- OBJECTIVES
- COMMUNICATION: CONCEPT,
- DEFINITION AND PURPOSE;
- NEED AND IMPORTANCE OF COMMUNICATION.

INTRODUCTION

In this unit, we discussed about the word 'communication'. The word "communicate" is derived from the word "common" - to share, exchange, send along, transmit, talk, gesture, write, put in use, relate.

So an investigation of this subject might begin with the question: What do all studies of communication have in common? What are the shared concepts that make the study of "communication" different from the study of subjects such as "thought" or "literature" or "life?" When someone says, "This is a communication problem," what does that mean?

Objectives:

After reading this unit, you will be able to:

- Understand the meaning and concept of Communication
- Understand the Process of Communication Understand the importance of Communication
- Understand the functions of Communication

COMMUNICATION: MEANING AND CONCEPT:

The origin of the word “communication” is “communicare” or “communis” which means “to impart”, “to participate”, “to share” or “to make common.” The sense of sharing is inherent in the very origin and meaning of “communication.”

COMMUNICATION CONCEPT:

Communication **involves transmission of verbal and non-verbal messages**. It consists of a sender, a receiver and channel of communication. In the process of transmitting messages, the clarity of the message may be interfered or distorted by what is often referred to as barriers

COMMUNICATION PURPOSE:

Communication serves five major purposes: **to inform, to express feelings, to imagine, to influence, and to meet social expectations**. Each of these purposes is reflected in a form of communication.

PURPOSES OF COMMUNICATION:

To establish and maintain relationships

To help problem-solve Communication is an important aspect of diagnosing and treating clients

To persuade and change attitudes or behaviours

To develop an understanding of other people

DEFINITIONS:

Keith Davis:

Communication is a process of passing information and understanding from one person to another.

John Adair:

Communication is essentially the ability of one person to make contact with another and make himself or herself understood.

William Newman and Charles Summer: Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.

Louis Allen:

Communication is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.

Elements of Communication the following are the key elements of communication:

(i) Communication is a two way process:

- It involves a sender and receiver.
- The sender or receiver can be an individual or a group.

(ii) There has to be a message:

The message can be information, a directive, an enquiry, a feeling, an opinion, an idea or any other.

(iii) Commonness of understanding:

Communication can occur only when there is commonness of understanding between the sender and the receiver. The commonness includes factors like common culture, common language and common environment. Words, phrases, idioms, proverbs, gestures and expressions are deeply culturised and possess high communicative potential for people from similar background.

(iv) Modifying the behaviour of other individuals:

The information transmitted to the receiver evokes a response in the form of some change in his behaviour. For example, the information received at the information centre of NIOS satisfied your curiosity and encouraged you to take admission.

(v) Method of giving information:

Information can be given through words or through other means like signs gestures, expressions etc.

FUNCTIONS OF COMMUNICATION:

□ Social Interaction

Communication can be used to produce social interaction. In their daily course of living, human being develop and maintain bonds, intimacy, relations and associations.

☐Motivation

As a function of communication refers to a person using a language to express desires, needs, wants, likes and dislikes, inclinations, choices and aspirations

☐Information

Communication can be used for giving and getting information. Giving information usually comes in the form of statements of facts (grammatically known as declaratives)

☐Emotional Expression

Human always need to express their emotions verbally and nonverbally. Emotions are a central part of who we are. Beyond thinking about the things and people in our world, we feel about them and about ourselves.

NEED AND IMPORTANCE OF COMMUNICATION:

- Information
- Education
- Motivation
- Counselling
- Reduce stress
- Health promotion

Information: is the most vital aspect for communication. It is the **information which is transmitted, studied, analyzed and interpreted and stored**. The manager therefore has to spare time to collect, analyze and store the information for decision-making and routine day to day business.

Communication is paramount in education. Whether it is teacher to student, student to student, teacher to teacher, teacher to parent, teacher to admin or admin to parent, or vice versa, communication is needed to make sure our students are successful.

Communication is something that doesn't always happen. Sometimes is a lack of time, a lack of resources, a lack of knowing how to get the point across or a language barrier.

Clear and honest communication helps to encourage and strengthen those relationships, which can assist employees in reaching maximum productivity. ... Maintaining strong workplace relationships helps employees achieve high levels of productivity and supports staff motivation.

How does counselling help stress? Counselling for stress at work aims **to identify the causes of an employee's work-related stress**. When conducted in a private and judgment-free environment, it can help the employee to understand the cause of the stress, and find steps to manage and reduce it.

Public health experts recognize health communication as **vital** to public health programs that address disease prevention, health promotion, and quality of life. It can make important contributions to promote and improve the health of individuals, communities, and society.

CONCLUSION

Communication is the greatest importance. It is important to sharing out one's thoughts and feeling. The more we communicate the less we suffer and the better we feel about everything around.

UNIT – 2

- INTRODUCTION
- TYPES,
- PRINCIPLES AND MODELS OF COMMUNICATION
- COMMUNICATION PROCESS
- CHANNELS AND STAGES OF COMMUNICATION
- SKILLS AND TECHNIQUES OF COMMUNICATION, COMMUNICATION MEDIA AND ITS ROLE;

INTRODUCTION:

There are four main types of communication: **verbal, non-verbal, written and visual**. Each of these have their own way of passing on information from one person to another. They each have their own advantages and disadvantages

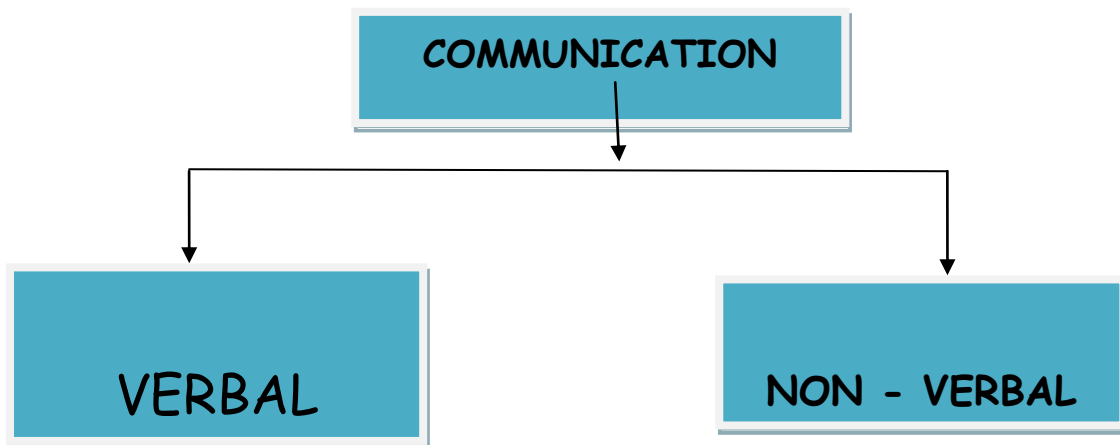
TYPES OF COMMUNICATION:

- Verbal communication
- Non-verbal communication

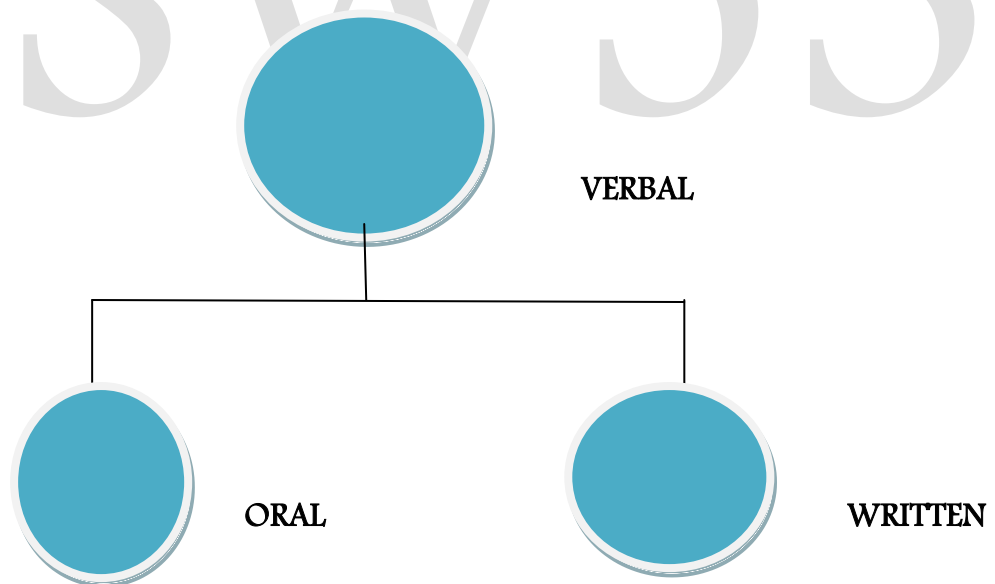
VERBAL COMMUNICATION

1. Oral
2. Written Non Verbal Communication
 1. Kinesics (Body language)
 2. Haptics (Touch)
 3. Proxemics (Space distancing)
 4. Chronemics
 5. Sign language
 6. para language

MEANS OF COMMUNICATION



PARTS OF VERBAL COMMUNICATION



1. VERBAL COMMUNICATION

Verbal communication is refers to the form of communication in which message is transmitted verbally

- Verbal communication is done by words, mouth or a piece of writing.

Objective of every communication is to have people understood what we are trying to say.

2. ORAL COMMUNICATION

In oral communication, Spoken words are used.

It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.

Communication is influence by volume, speed and clarity of speaking.

A/ORAL COMMUNICATION

Advantages

- Quickness in exchange of Ideas.
- Quick feedback
- Flexibility.
- Personal touch
- Removal of misunderstanding

Disadvantages

- Unfit for lengthy message.
- Unfit for policy matters.
- Lack of written proof.
- Expensive method.
- Lack of clarity.
- Misuse of time.

Presence of both the parties is necessary.

B/WRITTEN COMMUNICATION

In written communication, written signs or symbols are used to communicate. ' In written communication message can be transmitted via email, letter, report, memo etc. ' In written communication, is influenced by the vocabulary & grammar used, writing style, precision and clarity of the language used.

WRITTEN COMMUNICATION ADVANTAGES

- ♣ Suitable for lengthy messages
- ♣ Written proof
- ♣ Clear message
- ♣ Less expensive method
- ♣ Presence of both the parties.
- ♣ Is not necessary
- ♣ True and effective

DISADVANTAGES

- ♣ Unfit for uneducated persons
- ♣ Lack of secrecy
- ♣ No quick feedback.

Non-verbal communication

→Through signs & symbols.

→Non-verbal can go without verbal communication.

→Verbal can't go without non-verbal communication.

Importance of Non-verbal communication the way message is conveyed
words 10% Body language

TYPES OF NON-VERBAL COMMUNICATION

- KINESICS (BODY LANGUAGE)
 - ☐ HAPTICS (TOUCH LANGUAGE)
 - ☐ PROXEMICS, (SPACE LANGUAGE)
 - ☐ ARTIFACTS ENVIRONMENTAL
 - ☐ CHRONEMICS (TIME LANGUAGE)

- ☐ SILENCE
- ☐ SIGN
- ☐ PARALANGUAGE VOCALIC.

TYPES OF NON-VERBAL COMMUNICATION

- ☐ KINESICS (BODY LANGUAGE)
- ☐ FACIAL EXPRESSION
- ☐ HEAD
- ☐ EYE GAZE
- ☐ GESTURES
- ☐ POSTURES
- ☐ SHAPE OF BODY
- ☐ PERSONAL APPEARANCE ADORNMENT

FACIAL EXPRESSION

- ☐ Face is the index of mind. Think how much information can be conveyed with a smile or a frown. By facial expressions we can show or we can understand happiness, sadness, anger and fear and much more.

HEAD

- ☐ If someone move has her head up & down it means he she is agree with you or saying yes and it also means understanding and acknowledgement. Sideways movement of head means no or not understood. If a person bring his head down and looking his feet or earth it is the symbol of humility & modesty.

EYE GAZE

Looking at another person can indicate a range of emotions like anger, grudge and danger, a dangerous look can tell you someone is unhappy and not comfortable with

PRINCIPLES AND MODELS OF COMMUNICATION:

Principles of Communication

The principles of communication comprise of factors, which are necessary in making

The communication processes worthwhile and efficient. In various types of organizations and educational institutions, it is vital for the individuals to augment one's understanding in terms of these principles. Furthermore, they need to be put into operation by all the members. These have been stated as follows.

PRINCIPAL OF COMMUNICATION

1. People like to communicate with those they believe can help them achieve their aims, enhance their status, satisfy their needs, or contribute to their security.
2. People avoid communicating with those they think cannot help them, might hinder them, or endanger them.
3. Where there is acclimate of confidence between two individuals, the power of communication will be enhanced.
4. Communication will be collared by the expectation of the two parties.
5. The realization of interdependence between the two parties will improve the quality of communication.
6. Credit or rewards for initiating communication will stimulate its continuance.
7. Understanding of organization relationships can contribute both to quantity and quality of communications.
8. Upward communication can be strengthened by the support of fellow employees.

PRINCIPAL OF COMMUNICATION

- Know your audience.
- Know your purpose.
- Know your topic.
- Anticipate objections.
- Present a rounded picture.
- Achieve credibility with your audience.
- Follow through on what you say.
- Communicate a little at a time.

- Present information in several ways.
- Develop a practical, useful way to get feedback.
- Use multiple communications

PRINCIPLE OF EFFECTIVE COMMUNICATION

• Simple Language:

- The language used in communication should be simple and easy understandable. simple language means using familiar words.

• No ambiguity:

- The communicator should be cleared in his mind about the objective of his communication and there should not be any ambiguity.

Proper medium of communication:

- There are different media for passing of communication.
- The communicator should select the proper medium by considering such factors as the nature of matter to be communicated urgency of communication, distance between the communicator and the recipient of communication, etc

• Adequacy of information :

- In order to make communication effective , one more condition to be fulfilled is that is should be adequate and complete in all respects.

• Right climate in the organization:

- there should not be any communication barriers in the business corner.
- the organization structure of the unit concatenating of physical settings and human setting must facilitate the process of communication.

• Training to the communicators:

- Proper training should be given to the communicators in the communication skills this helps in interesting the effectiveness of communication considerable.

- **Purpose of communication:**

- The basic purpose of any communication is to elicit a behavioural response from the receiver.
- The next stage is that the order should be accepted by the subordinate.
- So , the sender or communicator must make efforts to achieve the objective of this response.

- **Physical Human Setting:**

- Physical setting refers to the person to whom the message is communicated.
- The receiving person may be an individual, concerned department personnel for organizational as a whole.
- Human settings refer to the circumstances under which the message is communicated.
- So, the communicator or the sender should bear in mind the circumstances and the receiving persons while communicating the message.

- **Consultation:**

- It is necessary to seek the participation of others in planning a communication.
- It helps the sender to get additional insight into & objectivity of the message. Moreover, those who participate & help communication planning will give active support to you.

- **Content of Message:**

- The communicator should decide his tone of voice with reference to the content of the message.
- Sometimes, the communicator may make his voice loud or shrill in order to make the communication effective

- **Follow-up action:**

- Follow up action is necessary to find out whether the receiver has understood the message correctly.
- The receiver may take some action after receiving the message. The sender should know the type of action taken by the receiver.

- **Time & opportunity:**

- The sender should consider the interest & needs of the receiver of message.
- It helps him to find out the correct time when the message is to be communicated.
- In this way, the sender uses the opportunity to convey the message for enduring & immediate benefits to the receiver.

- **Training to the communicators:**

- Proper training is essential to the communicators to develop their communication skills. – This helps in increasing the effectiveness of communication considerably.

- **Action support communication:**

- The actions or attitudes of the sender should support the message. For example, the sender may raise his hand to convey the message of „ stop the work“.
- So, the actions of the sender should not contradict his words or message.

- **Personnel co-operation:**

- Co-operation of the personnel is necessary to make effective communication.
- The communication results in strengthening the business concern through the co-operation of managerial personnel.

- **Listening:**

- Listening is one of the most important tasks of the sender.
- Here, listening refers to the reactions of the receiver.
- The sender must learn to listen with the inner ear.

- The sender can gather useful information through listening for further communication.
- So, the sender should stop talking, because without.

MODELS OF COMMUNICATION

- Linear Communication Model
- Lass well's Model
- Aristotle's Model
- Berol's SMCR Model
- Transactional Model
- Interactive Model
- Schramm's Model
- White's Model
- Barlund's Model

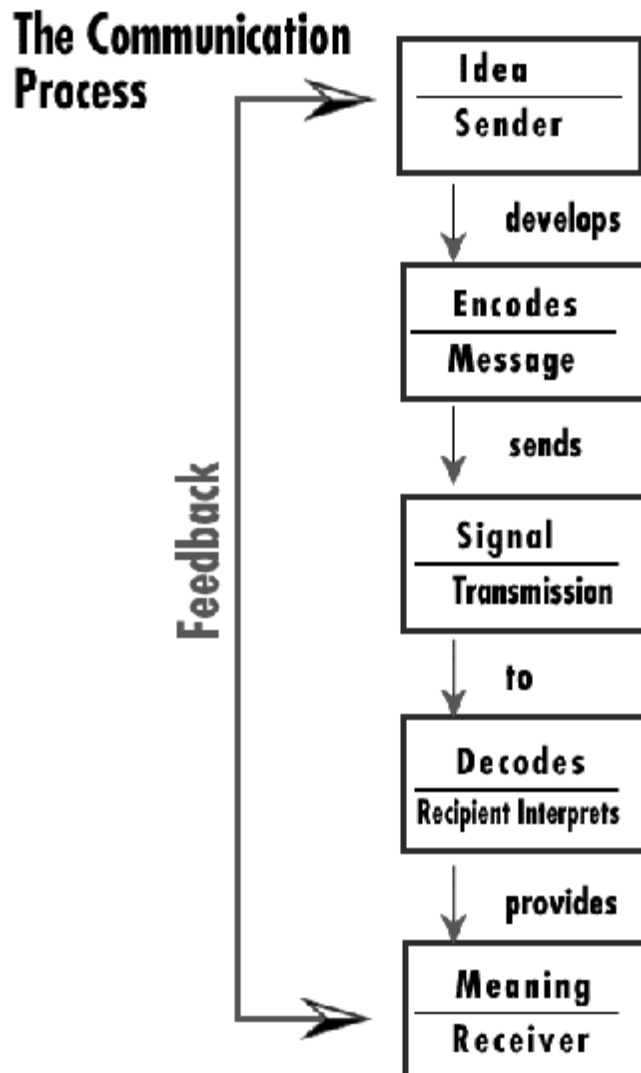
SHANNON & WEAVER MODEL

Linear model has defined set of components required for a communication to be established where

- Sender is the person who sends a message after encoding.
- Encoding is the process of converting the message into codes compatible with the channel and understandable for the receiver.
- Decoding is the process of changing the encoded message into understandable language by the receiver.
- Message is the information sent by the sender to the receiver.
- Channel is the medium through which the message is sent.
- Receiver is the person who gets the message after decoding.
- Noise is the disruptions that are caused in the communication process in channel or in understand ability of the message.

The first and earliest linear model is that of Aristotle, who was a teacher of Rhetoric and even put up an academy to produce good speakers. SPEAKER (Message) SPEECH (Listener) AUDIENCE Aristotle's Model of Communication EFFECT Occasion

COMMUNICATION PROCESS:



Sender Encodes

The **sender** initiates the communication process. When the sender has decided on a meaning, he or she **encodes** a message, and selects a channel for transmitting the message to a receiver. To encode is to put a message into words or images.

The **message** is the information that the sender wants to transmit. The medium is the means of communication, such as print, mass, electrical, and digital.

As a sender, the supervisor should define the purpose of the message, construct each message with the receiver in mind, select the best medium, time each transmission thoughtfully, and seek feedback

An external stimulus prompts the sender to send a message. This prompt may arrive in a number of ways: letter, email, fax etc

As the sender thinks of the ideas for the message, he also reacts to the various conditions in his external environment – physical surroundings, weather, noise, discomforts, cultural customs and others.

Next, the internal stimuli have a complex influence on how the sender translates ideas into a message.

When the sender encodes, his own world of experience, affects his choice of symbols – mental, physical, psychological, semantic. Attitudes, opinions, emotions, past experience, like and when dislikes, education, job status and communication skills may also influence the way the sender communicates the ideas.

Receiver Decodes

Information technology is revolutionizing the way organizational members communicate. Network systems, electronic links among an organization's computer hardware and software, enable members to communicate instantaneously, to retrieve and share information from anyplace, at anytime. The **receiver** is the person or group for whom the communication effort is intended.

Noise is anything that interferes with the communication.

Feedback ensures that mutual understanding has taken place in a communication. It is the transfer of information from the receiver back to the sender. The receiver **decodes** or makes out the meaning of the message.

Channels and stages of communication

Communication is the effective sharing or transmission of facts opinions or emotions by 2 or more people. The 3 basic elements of communication are :-

- The Sender
- The Message
- The Receiver

It includes seven stages:

- Source.
- Encoding.

- Channel.
- Decoding.
- Receiver.
- Feedback.
- Context.

1. Source

The "source" is the sender of the message – in other words, you! And the "message" refers to the information and ideas that you want to deliver

2. Encoding

This stage involves putting your message into a format that you can send, and that the receiver will be able to easily understand or "decode." Your success will depend on your ability to convey information clearly and simply, and to eliminate areas of confusion

3. Channel

There are countless different channels that you can use to send your message.

Verbal communications channels include face-to-face meetings, telephone and videoconferencing. While written communications include letters, reports, emails, instant messaging (IM), and social media posts.

4. Decoding

Successfully decoding a message is as much a skill as encoding it is. To accurately decode a message, you need to take the time to read through it carefully, or to listen actively

5. Receiver

Every receiver who enters into the Communication Process brings with them their own ideas and feelings that influence their understanding of your message, and their response to it.

6. Feedback

Your audience will likely give you feedback as soon as it's seen or heard your message. This might include verbal or nonverbal reactions. Pay close attention to these, as they will reveal whether your audience truly understood your message.

7. Context

The "context" is the situation in which you deliver your message. This may include the current political and social environment, or the broader culture (for instance, the corporate culture or the national culture.)

Channel:

- A channel is a medium through which a message is sent or received between two or more people.
- Several channels can be used to send or receive the message, i.e seeing, hearing, touching, smelling, & tasting.
- While selecting channels of communication, several factors must be considered: availability of channel(s) , purpose, suitability, types of receivers, types of message, preference of sender & receivers, communication skills of the sender, cost,

Classification of channels of communication:

- **Visual channel:**

Facial expression, body language, posture, gestures, pictures & written words, electronic mails, mass media, etc.

- **Auditory channel:**

Spoken words, sounds, telephone or mobile communications, delivering audio content (radio, voicemail), etc.

- **Tactile channel:**

Touch sensations, therapeutic touch, etc.

- **Combined channel:**

Audiovisual media, consoling a person with touch & spoken words.

SKILLS AND TECHNIQUES OF COMMUNICATION

Communication skills are beneficial in and out of the workplace. Having the ability to clearly communicate instructions, ideas and concepts can help you find success in any career. With practice, anyone can develop their communication skills

1. Active listening

Active listening is the ability to focus completely on a speaker, understand their message, comprehend the information and respond thoughtfully. Unlike passive listening, which is the act of hearing a speaker without retaining their message, this

highly valued interpersonal communication skill ensures you're able to engage and later recall specific details without needing information repeated.

2. Communication method

Using the right way to communicate is an important skill. There are benefits and disadvantages to talking through emails, letters, phone calls, in-person meetings or instant messages. Communicating is better when you consider your audience, what information you want to share and the best way to share it.

3. Friendliness

Friendly traits like honesty and kindness can help foster trust and understanding when communicating at work. Try to communicate with a positive attitude, keep an open mind and ask questions to help you understand where they're coming from. Small gestures such as asking someone how they're doing, smiling as they speak or offering praise for work well done can help you foster productive relationships with colleagues and managers.

4. Confidence

In the workplace, people are more likely to respond to ideas that are presented with confidence. There are many ways to appear confident, including by making eye contact when you're addressing someone, sitting up straight with your shoulders open and preparing ahead of time so your thoughts are polished and you're able to answer any questions

5. Sharing feedback

A great way to learn how to give feedback is to take notes from others on the feedback they offer you. When you come across a well-explained piece of feedback, take some time to observe and analyze why it was good, why it resonated with you and how you might apply those skills in the future.

6. Volume and clarity

When you're speaking, it's important to be clear and audible. Adjusting your speaking voice so you can be heard in a variety of settings is a skill, and it's critical to communicating effectively. Speaking too loudly may be disrespectful or awkward

in certain settings. If you're unsure, read the room to see how others are communicating.

7. Empathy

Having empathy means that you can not only understand, but also share in the emotions of others. This communication skill is important in both team and one-on-one settings. In both cases, you will need to understand other people's emotions and select an appropriate response.

8. Respect

A key aspect of respect is knowing when to initiate communication and respond. In a team or group setting, allowing others to speak without interruption is seen as a necessary communication skill tied to respectfulness. Respectfully communicating also means using your time with someone else wisely—staying on topic, asking clear questions and responding fully to any questions you've been asked.

9. Nonverbal cues

A great deal of communication happens through nonverbal cues such as body language, facial expressions and eye contact. When you're listening to someone, you should be paying attention to what they're saying as well as their nonverbal language. By the same measure, you should be conscious of your own body language when you're communicating to ensure you're sending appropriate cues to others.

10. Responsiveness

Whether you're returning a phone call or sending a reply to an email, fast communicators are viewed as more effective than those who are slow to respond. One method is to consider how long your response will take.

Communication takes place at several levels:

1. Intrapersonal communication – it refers to biological and psychological processes, i.e. the perception and reaction of the central nervous system to stimuli coming from the body.

2. Interpersonal communication - the lowest level of social communication. Usually it takes place face to face.

3. Group communication - communication in small groups such as family, group of employees or friends.

4. Intergroup communication - it refers to bigger groups in which not all members have personal, direct contact, such as local communities, associations and unions.

5. Organizational / institutional communication - communication is formalized, while power and control are clearly defined, as are the roles of the sender and the recipient.

6. Mass communication – it is the widest communication process by means of media widely understood. Transmission and exchange of information involve the largest number of people. It also takes the most time.

COMMUNICATION MEDIA AND ITS ROLE

Meaning of Communication Media Communication media refer to the ways, means or channels of transmitting message from sender to the receiver. Communication media indicate the use of verbal or non-verbal language in the process of communication. Without language, none can communicate.

- According to Defleur and Dennis, “A medium is a device for moving information through time or space.”
- According to Bartol & Martin defined. “The medium of communication is the method used to convey the message to the intended receiver.”

TYPES OF COMMUNICATION MEDIA

Media of communication mean methods or ways that are used in transmitting message from sender to receiver. Media of communication mainly relates to the use of language in communication.

1. Verbal Communication:

When information is exchanged through words, it is called verbal communication. Verbal communication may be of two types: written and oral communication.

Oral communication:

Anything emanating from the mouth is referred to as oral. Oral communication occurs in situations like conversations, telephone talk, interviews, presentations and meetings. The use of language is primarily in speech.

Forms of oral communication:

1. Face-to-face conversation:

Oral communication is best when it is face to-face. A face-to-face setting is possible between two individuals or among a small group of people in an interview or in a small meeting; communication can flow both ways in these situations.

2. Telephone:

Telephone talk depends entirely on the voice. It does not have the advantage of physical presence. Clarity of speech and skilful use of voice are important. There can be confusion between similar sounding words like pale and bale or between light and like.

3. Presentation:

A presentation has a face-to-face setting. It is a formal and well prepared talk on a specific topic, delivered to a knowledgeable and interested audience.

4. Public speech:

A public speech or lecture, with or without microphones, has a face to face setting, but the distance between the speaker and audience is great; this distance increases as the audience gets larger, as in an open air public meeting.

5. Interview:

An interview is a meeting in which a person or a panel of persons, who are the interviewers, ask questions from the interviewee. The purpose is, usually, to assess and to judge whether it would be worthwhile to enter into a business relationship with the other. Each side makes an assessment of the other

6. Meeting:

Usually, a meeting involves many persons; there is a chairman or a leader who leads and guides the communication and maintains proper order. There is a fixed agenda, i.e., a list of issues to be discussed at the meeting

ROLE OF LANGUAGE IN COMMUNICATION.

Language is what makes us human. It is **how people communicate**. By learning a language, it means you have mastered a complex system of words, structure, and grammar to effectively communicate with others. ... Of course, not all communication is through language, but mastering a language certainly helps speed up the process.

Language Is Important To Culture and Society

Language helps us express our feelings and thoughts — this is unique to our species because it is a way to express unique ideas and customs within different cultures and societies.

The Basic Functions of Language

The main function of language is the usefulness of language. It gives us the ability to communicate thoughts, ideas, and feelings with others as quickly as possible. But, within that, we can understand language more by looking at its basic functions.

THE BASIC FUNCTIONS OF LANGUAGE

The main function of language is the usefulness of language. It gives us the ability to communicate thoughts, ideas, and feelings with others as quickly as possible. But, within that, we can understand language more by looking at its basic functions.

1. Informative Function:

The informative function of language is when we use language to communicate any information. Essentially, its function is to inform others by being able to state facts clearly.

2. Expressive Function:

Another basic function of language is the expressive function. As it sounds, it is used to express oneself by giving us ways to convey our feelings, emotions, and attitudes to another person (or ourselves).

3. Directive Function:

The directive function of language is a basic function that helps us to direct or command. For example, it gives us the ability to tell ourselves or someone else what to do in any given situation.

DIFFERENT TYPES OF LANGUAGE

In addition to language functions, there are also different types of language and ways to understand language overall. Being able to differentiate these can help you understand other reasons why language is so important.

Oral vs. Written language

In general, oral communication is spoken language meant for conversing with others. Written language is about expressing ideas through writing words down.

Oral communication is usually more informal and faster, while written language is more formal and slow.

SIX ELEMENTS OF LANGUAGE

There are six elements of language:

Clarity: Using language in a way that ensures the intended audience fully understands your ideas; that your ideas are clear.

Economy: Being ‘economic’ about how you speak by avoiding any unnecessary language. This means using only the necessary and appropriate words to express yourself while avoiding using language your audience won’t understand. Essentially, this means avoiding fluff or complicated vocabulary.

Obscenity: This refers to ‘indecent language’, including, but not limited to, curse words and hateful remarks.

Obscure Language/Jargon: This is very specific language that your audience will not understand because they are not familiar with what you are talking about. This could be when your car mechanic explains to you what’s wrong with your car, but you are not a car mechanic, so you are unclear of what they’re talking about.

Power: This is when someone uses language to exert power over someone to manipulate them, command them, or to get them to do something they want. It could also be to demonstrate yourself as an authority in the room.

Variety: This is a speaker’s ability to use a combination of all the different types of language aforementioned to successfully and creatively get ideas across.

UNIT – 3

- INTRODUCTION
- COMMUNICATION WITH SELF-CONCEPT OF SELF-GROWTH
- GOALS OF INTERPERSONAL COMMUNICATION,
- INTERVIEWS,

INTRODUCTION:

Self-concept refers to the overall idea of who a person thinks he or she is. If I said, “Tell me who you are,” your answers would be clues as to how you see yourself, your self-concept. ... Our self-concept is also formed through our interactions with others and their reactions to us.

COMMUNICATION WITH SELF-CONCEPT:

Self-concept, self-image, self-esteem and self-efficacy are major factors in the way we communicate. Whether we are introverts or extroverts that can be seen in the way we communicate with others. ... General personality traits such as quietness, shyness, and reticence frequently precipitate Communication Apprehension.

SELF CONCEPT

- Self-concept is all that we believe to be true about ourselves.
- Self-concept is part of the psychological filter that every human being has.
- Everything that we say, do, feel, and hear is filtered through our self-concept.
- Is comprised of several dimensions.

Others influence the development of Self-Concept

- Reflected appraisal
- Comparison with others

Three types of self perceived, ideal and expected self. Write five words or phrases you would use to describe yourself ten years from now.

Several Things help predict the shaping of yourself concept

Self-fulfilling prophecy

- What you expect of yourself
- If you expect the best of yourself you will perform better.
- If you expect the worse, then you will make it happen

Pygmalion effect:

- What others expect of you
- Pygmalion was a Greek king you made a statue of a beautiful woman. She was made alive by the ministrations of the goddess Aphrodite.
- Pygmalion married the statue which had become alive.

Gender and Body Image

- Men used to be less concerned about body image than women.
- Women are very tied into media images of other women and strive to fit those images

Improving Self-concept

- Assess yourself
- Ask those who know you to assess you to see if it is accurate
- Get goals short term goals and steps to reach your goals
- Assess your progress towards those goals
- Take a new mental picture of yourself

Communication of self-growth

Good communication is essential to achieving your professional goals and to being heard and understood.

Here are eight methods for improving your communication.

1. LISTEN FIRST. ...
2. ASK QUESTIONS SECOND. ...
3. THINK BEFORE YOU SPEAK. ...

4. BE YOURSELF. ...
5. BRIEF IS BEST. ...
6. BE ASSERTIVE. ...
7. DON'T COMPLAIN, MAKE SUGGESTIONS. ...
8. OFFER ENCOURAGEMENT

GOALS OF INTERPERSONAL COMMUNICATION:

Interpersonal communication is the complex process through which people express, interpret, and coordinate messages in order to create shared meaning, meet **social goals, manage personal identity, and carry out their relationships.**

What are the goals of communication?

The goal of communication is **to convey information—and the understanding of that information—from one person or group to another person or group.** This communication process is divided into three basic components: A sender transmits a message through a channel to the receiver.

What is interpersonal communication?

Communication is our link to humanity. In its broadest sense, it is a process involving the deliberate or accidental transfer of meaning. One person does or says something, thereby engaging in symbolic behavior, while others observe what was done or said and attribute meaning to it. Whenever you observe or give meaning to behavior, communication is taking place.

INTERPERSONAL COMMUNICATION

- Interpersonal communication is the process by which people exchange information through verbal and non-verbal messages.'

Interpersonal skills also includes:

- ☐ Ability to listen and understand
- ☐ Problem solving

- ☐ Decision making
- ☐ Personal stress management

IMPORTANCE OF INTERPERSONAL COMMUNICATION

- Effective communication is very helpful in work place where we need to interact with different types of people.
- It is important in maintaining good relationship within family and with friends.
- Interpersonal communication skills are also known as life skills.

PRINCIPLES OF INTERPERSONAL COMMUNICATION

- Interpersonal communication is inescapable.
- Interpersonal communication is irreversible.
- Interpersonal communication is complicated.
- Interpersonal communication is contextual.

INTERPERSONAL COMMUNICATION SKILLS

- Listening Skills'
- Communication Skills
- Verbal Communication
- Assertiveness
- Non-Verbal Communication

LISTENING SKILL

- Listening is more important than just verbal communication.
- Listening is not the same as hearing.
- Listening means paying attention not only to the story, but how it is told, the use of language and voice, and how the other person uses his or her body to communicate.
- Listening requires you to concentrate and use your other senses in addition to simply hearing the words spoken.

ELEMENTS OF INTERPERSONAL COMMUNICATION

- The Communicators- sender and receiver
- The Message
- Feedback'
- Channel
- Context
- Nois

INTERPERSONAL COMMUNICATION ~ INTERVIEW

INTRODUCTION

An interview is a conversation where questions are asked and answers are given. In common parlance, the word "interview" refers to a one-on-one conversation with one person acting in the role of the interviewer and the other in the role of the interviewee. The interviewer asks questions, the interviewee responds, with participants taking turns talking. Interviews usually involve a transfer of information from interviewee to interviewer, which is usually the primary purpose of the interview, although information transfers can happen in both directions simultaneously.

What is interpersonal interview?



During a job interview, you are likely to field questions about your interpersonal skills. Interpersonal skills, also known as “people skills,” are **those related to how you interact with others**. ... Someone with solid interpersonal skills can work well with others, is a good team player, and communicates effectively

Step by step job interview preparation:

- ☐ When You Get 'The Call' Things to remember when an employer phones to schedule a job interview:
- ☐ Be positive and enthusiastic about the opportunity to interview.
- ☐ Write down the date and time of the interview you have scheduled.
- ☐ Write down the Name, Title, and Department of the person you'll be meeting.
- ☐ Ask about parking lots or public transportation and where to enter the building – then write it down
- . ☐ In closing, be sure to thank the caller and confirm the interview date and time (for example,

Verbal and Nonverbal Signals in Small Group Communication

shows how gender and language intersect, as well as how verbal and nonverbal information work together to help a receiver interpret what a sender means. The chapter is designed to heighten students' awareness of basic communication principles of language and nonverbal behavior so they can alter their behavior appropriately in small groups.

1. Effective discussion requires appropriate use of language. If coordination is to be achieved, people must work to ensure that the same words refer to the same referents.
2. Language and culture are related in often complex ways. Our languages help shape how we encounter and give meaning to our worlds, and our cultures help give meaning to our language behaviors.
3. Troublesome language problems and misunderstandings include bypassing, lack of clarity, and emotive words that stigmatize others, all of which should be recognized and avoided.
4. Because you cannot stop sending nonverbal signals, you cannot *not* communicate in the presence of other group members. By their nature, nonverbal signals are ambiguous. When verbal and nonverbal signals contradict each other, most perceivers trust their interpretations of the nonverbal rather than the verbal signals.

5. Language and nonverbal signals function jointly. Nonverbal signals communicate emotion, establish relationships among members, supplement and clarify verbal expressions, substitute for words, and regulate the flow of talk.
6. Interpretation of nonverbal signals is highly culturally dependent. Major categories of nonverbal signals particularly relevant to small groups include appearance; spatial relations, seating arrangements, and distances; eye contact; facial expressions; body movements and gestures; vocal cues; time; and touch.

BSW53

UNIT ~ 4

- INTRODUCTION
- MASS COMMUNICATION FOR SOCIAL CHANGE AND SOCIAL ACTION;
- TYPES OF MASS MEDIA,
- SELECTION OF SUTTABLE APPROACHES AND

Introduction:

The term „Social Change“ is used to indicate the changes that take place in human interactions and interrelations. Any change that alters basically the established form of social relationships, thus transforming in some media for different target groups. measure, the social structure, is social change. It includes alterations in the structure and functions of the society

Mass communication for social change:

Communication for social change, referred to as communication for sustainable social change and development, involves the use of variety of communication techniques to address inefficient systems, processes, or modes of production within a specific location that has not incurred major technological advances.

Mass communication for and social action:

With expansion of technologies such as voice recognition, broadband transmission, web casting and cable links, the internet threatens to erase distinction with traditional media and to become primary conduct for delivery of information, entertainment, advertising and commerce to media audiences. Some recent changes in the mass media can be highlighted like: a. Development of interactive or social media b. Digitalization of data c. Satellite communications d. Online services, chat rooms, software libraries, electronic bulletin boards, etc. e. Constant improvement in capabilities of computers with declining costs f. Use of fiber optic

FUNCTIONS OF MASS MEDIA

a. Information:

The media provides us with a continuous flow of information about our society and the world, from webcams and radio reports alerting us to traffic jams, to rolling weather reports, the stock market and new stories about issues that might affect us personally.

b. Correlation:

The media explains and helps us to understand the meaning of the information it gives us. In this way the media provides support for established social norms and has an important role in the socialization of children, providing a shared framework for the interpretation of events.

c. Continuity:

The media has a certain function in expressing the dominant culture, recognizing new social developments and forging common values. It acts as the mirror and watchdog of society.

d. Entertainment:

The media provides amusement, a diversion from the rigors of work and acts to reduce social tensions. This is essentially the function of a release valve for society, allowing people to set aside their problems and conflicts, at least temporarily.

e. Mobilization:

The media can be used to encourage people to contribute to economic development, to support and uphold moral rules and to mobilize the population in times of war. This can be through very direct public campaigns, but also in much more subtle ways, such as the moral tales within soap operas or movies, for example.

TYPES OF MASS MEDIA, SELECTION OF SUTABLE APPROACHES

Mass Media simply means technology that is intended to reach out to the **target audience**; It refers to means of communication to reach the target audience.

There is an evolution of the way mass media has been used from Pictorial representation at an early age, **Newspaper, and Magazines to videos, and high tech media** which involves the Internet and Computers. It is a source of information, entertainment, advertisement, and marketing to everyone across the world.

TYPES OF MASS MEDIA

There are various types of mass media we people, even **the children who are at home watching cartoons and geography channels** is also a kind of mass media.

We human beings, today, is surrounded by various types of Mass Media which influences our life. Through **oral, written, and broadcast media**, all age groups get knowledge, information, and entertainment.

There are 6 types of Mass Media:

1. **Traditional Media**
2. **Print Media**
3. **Electronic Broadcasting Media**
4. **Outdoor Media**
5. **Transit Media**
6. **Digital Media or New Media**

There are various types of mass media that provide us with various types of **Political, Religious, Economics and Social related news and information** to the masses or larger audience through print media or digital media.

Each media has its significance in some or the other way. For example **newspapers, a print provides news headlines and information in rural areas and urban areas as well as a TV** which also provides information, news and entertainment shows through a digital medium.

1. Traditional Media

Traditional Media is considered as the **oldest form of mass media**, which transfers culture and tradition from generation to generation. People over some time developed different ways of communicating through local languages and written mediums.

Communication tools have been developed over some time from customs, rituals, beliefs, and practices of society.

There are various forms of Traditional media:

1. Folk Songs and Music
2. Theatres and Drama
3. Fairs and Festivals

2. Print Media

Print Media is defined as a Print form of information that is provided to the larger audience and is a part of mass media. During Ancient times or Early Age, information is conveyed to the **masses through manuscripts**.

Before the invention of the Printing press, the articles and printed matters are to be handwritten that was made available to a larger audience.

There are various forms of Print Media:

- Newspapers
- Journals
- Books, Novels and Comics

3. Electronic Broadcasting Media

Distribution of content and information through audio and visuals using the electronic broadcasting medium is **called Broadcast**.

Broadcast media is a useful medium of the spread of news and information to even illiterate people and persons having a listening problem or eyesight problem as well.

There are various Electronic Broadcasting Medium:

- a. Traditional Telephone
- b. Television
- c. Radio

4. Outdoor Media

Transmitting information and news when the public is outside their homes are also known as **Outdoor Media** or **Out of Home Media**. The importance of outside media is that it provides information related to new products, social information or advertisement purposes to the masses.

Various forms of Outdoor Media are:

1. Signs and Placards
2. Posters
3. Banners and Wall space

5. Transit Media

Transit media revolve around the concept of advertising when customers are **out of home and are going through any transport** or on the go to public places.

Advertisements are displayed on the public transport and vehicles on which brand promotion of a product and services takes place.

Forms of Transit media are:



1. Bus Advertising
2. Taxi Advertising
3. Rail Advertising

6. Digital Media or New Media

With speed and higher digital technology, the Internet has taken over all mediums of communications. **Digital media** is a two-way communication as users being active producers of content and consumers of content and information.

Digital or new media can be text, audio, graphics, and video. This media is increasingly getting popular medium of exchange of information due to ease of accessibility with a computer and Internet Connection.

Digital Media forms are:

1. Emails
2. Websites
3. Social Media and Networking
4. Blogging and Vlogging
5. E-forums and E-books
6. Computer Animations
7. Digital Videos
8. E-Commerce
9. Virtual world and Reality
10. Webcast and Podcast

IMPACT OF MASS MEDIA

In Modern culture and environment, mass media has become one of the significant forces. All types of mass media communications whether oral, written, or broadcast reach a larger audience.

- **Mass Media** plays a very crucial and important role in Indian politics and democracy.
- The intensive use of Mass media has made it easy to reach every corner of the globe.
- Acts as a watchdog of the society.
- It helps in the promotion of goods and services.
- Inform, Educate and Entertain Masses is a Fundamental objective of mass media.

MEDIA APPROACH

As you have noticed in Unit 5, a variety of means of communication (media) are available to teach students of distance education. Use of more than one medium is known as the multiple media or multimedia approach.

MEDIA SELECTION

Education media help in delivering information content from the source (say the teacher) to the receiver (say the students) and vice-versa. In other words, an educational medium / is a means of educational transaction. A medium is a physical

entity through which communication takes place. There are various means of communication~ available to teacher from which he has to choose.

MEDIA FOR DIFFERENT TARGET GROUPS.

The four main types of market segmentation are: **Demographic segmentation:** age, gender, education, marital status, race, religion, etc. **Psychographic segmentation:** values, beliefs, interests, personality, lifestyle, etc. **Behavioral segmentation:** purchasing or spending habits, user status, brand interactions, etc

Defining Audiences

- A Target Audience is the particular group at which a product (e.g. film, music, and television show) is aimed.

- Audiences can be specific in a number of ways, as outlined by Graham Burton:

1. Defined by a particular product (e.g. a reader of The Times, a watcher of thriller films)
2. When there are a particular audience for certain media products (e.g. listeners of Jazz music, viewers of nature documentaries)
3. When audiences belong to pre-existing groups (e.g. age, gender, and ethnicity)

The Need for Target audiences

- Audience is becoming a huge part within the media production industry.

- Media products need to have consumers; if there is no one who will watch/consume the product, then it would be pointless for a company to invest in its development.

- Target audiences also carry specific desires; when producers are aware of these desires, it becomes easier for them to satisfy the needs of the consumer. • For example, if a documentary is being targeted at people aged 15-28, it would be sensible to use modern, current backing music which the audience can relate to.

Defining Factors There are other factors that can define a target audience:

- **Age**

Younger audiences differ greatly in their consumption of media to older audiences. They are interested in current, modern trends at arguably a more superficial level than an older audience.

- **Gender**

-Female audiences will be more likely to watch documentaries of a different nature than male audiences.

- **Ethnicity**

Individuals from different countries or ethnic groups are exposed to different types of media products compared to others; this can be dictated by political or financial motivation.

How do Audiences react?

Once the audience has been defined it is paramount for companies to predict the way in which an audience will react to the products, through the incorporation of different factors:

Engagement

-How do audiences respond to/interact with a text? What is their reading? (Stuart Hall)

Expectations-

What will audiences expect from the product? Will the product conform to or crush these expectations?

Foreknowledge-

What does the audience already know about the content definitively? How strong is their pre-existing knowledge?

Identification~

How will the audience feel connected to the product? How does it express their lifestyle/attitudes/beliefs?

Placement~

How do you make the audience feel like the product is specifically for them? (e.g. Direct mode of address, references, etc.)

Research~

What does pre-existing/secondary research suggest about an audience? (e.g. Viewing figures, Audience trends, Consumer polls/surveys, etc.)

Important questions and answer

- **What is the mass media?**

Ans. Media whose audiences comprised of very large numbers of people.

- **✓ What is Mass media also referred to as?**

Ans. Mass media is also referred to as Mass Communications.

- **✓ What are the different forms of mass media?**

Ans. The mass media includes a wide variety of forms, including television, newspapers, films, magazines, radio, advertisements, video games and CDs.

- **✓ Which sector is considered as the root of Mass media?**

Ans. The first modern mass media institution began with the development of the printing press.

- **✓ What was the name of the first Indian television channel?**

Ans. In 1991 there was one state-controlled TV channel Doordarshan in India.

- **✓ Is traditional media successful than transit media? Explain with an example.**

Ans. No, Both media are equally successful if used properly. For example, transit media is dynamic, i.e. when a television is turned off no advertising could be done, but in the case of billboards, they are physical and have a lot more longevity.

- ✓ Which development has caused newer companies to promote their products as well?

- **Ans.** Digital media has opened gates for people who aren't financially capable of opting for transit media. It has also gained acceptance from a large number of audience and makes mass media insensitive of physical factors.

- ✓ Are there any problems associated with Mass media?

Ans. As with everything in life, Mass media also comes with its own pitfalls. But the buffs are sufficient enough to make up for that.

- ✓ What are the careers associated with Mass media?

Ans. Film Producer, Radio Jockey, TV Correspondent, News Reporter, Screenwriter, MC.

- ✓ What are some of the courses that are required for Mass media?

Ans. Bachelor of Journalism, Bachelor of Mass Communication, Bachelor of Journalism and Mass Communication.

BSW 53

UNIT – 5

- INTRODUCTION
- WRITTEN COMMUNICATION
- TYPES,
- GUIDELINES IN DEVELOPING DIFFERENT TYPES OF

INTRODUCTION

The written communication is the most common and effective mode of business communication. In any organization, the electronic mails, memos, reports, documents, letters, journals, job descriptions, employee manuals, etc. ... The information in writing is considered more legal and valid than the spoken words.

1. WRITTEN COMMUNICATION

- ❖ Meaning
- ❖ Types
- ❖ Importance
- ❖ Advantages
- ❖ Disadvantages
- ❖ Process

Difference between verbal and written communication

Meaning:

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.
- Written communication is very common business situations, so it's important for everyone in an organization, from the employee to the Chief Executive Office, to develop effective written communication skills.
- To be effective, written communication should be:

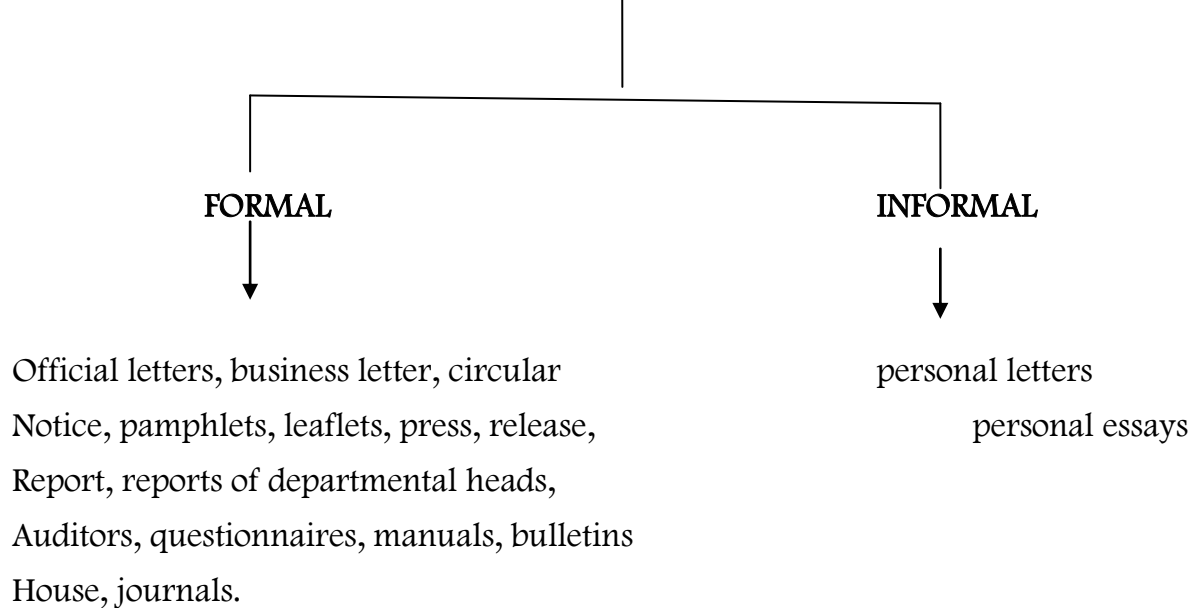
Completeness

Clarity

Correctness

- Conciseness
- Courtesy

TYPES OF WRITTEN COMMUNICATION



IMPORTANCE OF WRITTEN COMMUNICATION

- It is different from oral communication
- The clear expressions of ideas
- Grammar plays a huge part
- Logical organization
- Clear flow of ideas

ADVANTAGES OF WRITTEN COMMUNICATION

- Easy to preserve
- Easy presentation of complex matters
- Permanent record
- Prevention of wastage of time and money
- Accurate presentation
- Delegation of authority
- Longevity and used as a reference
- Effective communication

- Maintaining image
- Proper information
- Less distortion property
- Controlling tool
- Easy to verify

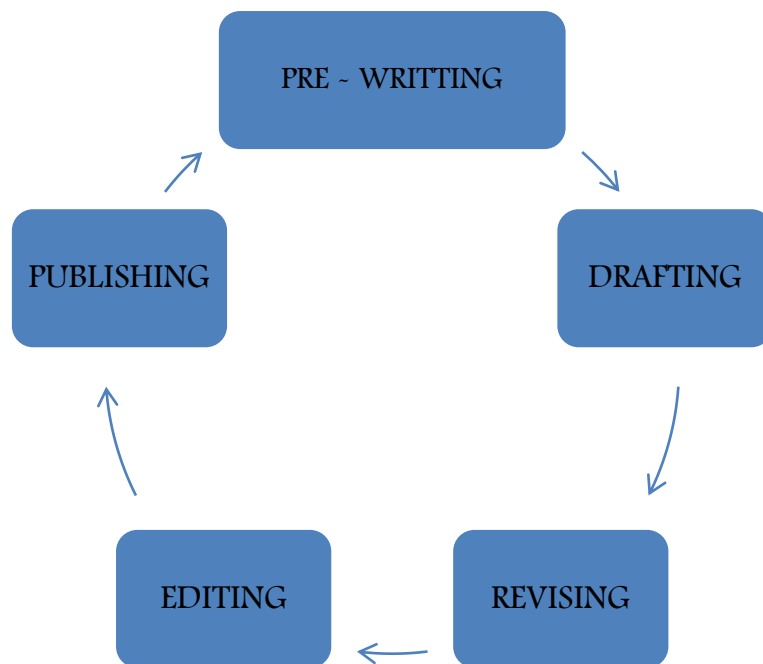
DISADVANTAGES OF WRITTEN COMMUNICATION

- Expensive
- Time consuming
- Useless for illiterate persons
- Difficult to maintain secrecy
- Delay in response and decision making
- Complex words • Lack of direct relation

EFFECTIVE WRITTEN COMMUNICATION

Written communication should be proceeded with thought and analysis. Written communication must be in clear, correct, simple and in easy language. The writer should have the sound knowledge of the subject dealing with. The writer must be careful regarding correctness of the information. Writer should have a sound knowledge of language regarding spelling and grammatical words. In written communication promptness helps to win and influence customers.

PROCESS OF WRITTEN COMMUNICATION



What did Srimad. Valmaki read before writing the great Indian epic till date RAMAYANA. ? Writing requires good skills, passion and interest. Passionate writers had changed so many lives. Where I would like to quote some examples...

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. Forms of Written Communication: Some important forms of Written Communication includes email, Internet websites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases.

1. Emails:

Emails are the most common form of written business communication, according to Startupbizhub, an online reference site. Business professionals use emails to send documents, set up meetings, confirm appointments and contact job candidates. Despite their relative casualness, your emails should still come across as professional. Make sure you address your emails to all intended parties. Leaving just one person out can hinder your email's effectiveness.

2. Proposals:

Proposals are documents which outline upcoming projects. For example, business consultants and advertising agencies submit proposals to companies for projects or special assignments. A marketing manager may submit a proposal to the research and development department to conduct product research. Proposals are often just one or two pages long

3. Reports:

Reports are another type of written business communication. Companies use reports to inform employees about various aspects of the business. For example, the finance department will write financial reports to summarize a company's profit and sales. Similarly, a marketing research manager may write a report which summarizes results of a customer phone survey.

Write your reports in a structured format. Provide a brief introduction to your report. For example, tell department managers how and when you conducted a customer phone survey.

4. Brochures:

Brochures are literature that features your products and services. Companies use brochures to sell products or assist sales reps with sales calls. Companies produce brochures in many shapes and sizes. Some brochures are letter size while others folded in half or thirds. Use color and pictures in your brochures that feature your main products or service.

GUIDELINES IN DEVELOPING DIFFERENT TYPES OF WRITTEN COMMUNICATION:

10 Effective Guidelines for Written Communication

In a personal or business setting, the ability to effectively communicate through written correspondence is a must. Written communication can take on many forms including email, text messages, memos, or letters. No matter what format you are using, there are a few basic rules you should follow to ensure your written communication is correct and effective,

Simplicity

Use simple sentence structure. Complex sentence structure can complicate what you are trying to say and be easily misunderstood. Keep your sentences concise and to the point. Instead of saying "I would like to schedule a meeting to discuss the pertinent facts of the case at your earliest convenience," say "Please let me know when we can meet to discuss the case."

Avoid Jargon

Do not use jargon or language that only you and select group of individuals understand. Your written communication should be accessible to your audience, no matter who you are communicating with. Technical language and jargon should only be used when more simplistic language will not suffice.

Specificity

Provide specific details whenever possible. Avoiding writing in ambiguous or unclear details. Instead of writing "I have a lot of experience working in this field," say "I have worked as an engineer for three and a half years."

Be Conversational

Written communication is different from academic or scholarly writing and should be more conversational in nature. As a rule of thumb, write in similar fashion as talk. Read your message aloud to ensure that your writing sounds conversational.

Avoid Gendered Language

Avoid attaching a masculine or feminine pronoun to your writing. While it is technically sound grammar to use "he" or "his" when the gender is unknown or when referring to a group of people, the language may offend some people. To be on the safe side, do not use a gendered pronoun unless you are sure of the person's gender you are referencing.

Avoid Passive Language

Choose active verbs instead of passive verbs to add interest to your written communication. Write "I drove to the beach on Saturday," instead of "When I was driving to the beach on Saturday...". Using active voice will also allow you to sound more conversational, as we rarely use passive voice in verbal communication.

Be Personable

If you know the person you are writing to, acknowledge this relationship. Instead of using blanket pronouns such as "you," use the person's name. Make the information you include in your written communication pertinent to the reader. Depending on the relationship you have with person, begin and end your writing with an appropriate greeting.

Medium Selection

Choose the right medium for your written communication. Whether you use email, text messaging, or a letter depends on who you are writing to and what you are writing about. If you have never used text messaging in the work environment, it may not be the best way to correspond with a coworker.

Appropriate Humor

Use humor in moderation, and only when appropriate for the situation. If you are unfamiliar with your reader, avoid making jokes so as not to offend the reader. If you have a good relationship with your reader, feel free to use humor in your written communication. Even if you know the reader well, avoid offensive or controversial humor.

Proof Read

No matter how good at writing you may be, it is critical to proof read your written communication. Check for spelling or grammatical errors in your writing. Make sure that what you have written effectively communicates the intended message.

MODEL QUESTION PAPER

BSW53 – DEVELOPMENT COMMUNICATION

SECTION ~ A

ANSWER THE FOLLOWING QUESTIONS:

(10X2=20)

1. Define the term communication.
2. Write any two needs of communication.
3. Write any four channels of communication.
4. Mention any two roles of language in communication.
5. What is interpersonal communication?
6. Define the term verbal communication.
7. What is mass communication?
8. List out names of four mass media.
9. What is written communication?
10. Write any four forms of written communication.

SECTION ~ B

ANSWER THE FIVE MARK QUESTIONS:

(5X5=25)

11. Explain purposes of communication.
12. List out importance of communication.
13. Explain types of communication.
14. Write any techniques of communication.
15. Explain types of written communication.
16. Explain types of mass media in the field of social work.

SECTION ~ C

ANSWER THE TEN MARK QUESTIONS:

(3X10=30)

17. Discuss basic concept of communication.
18. Illustrate any three models of communication.
19. Describe role of mass communication for social change in India.
20. Give basic guidelines for written communication with examples.