1. Dynamics of Communication

Question: 1 What is Communication? Explain the process of communication.

Answer:

The term ‘COMMUNICATION’ comes from the Latin word ‘COMMUNICARE’, which means ‘to share’. So, ‘COMMUNICATION’ is the process of passing information, idea and knowledge between a sender and a receiver through an accepted code of symbols.

Process of Communication:

For sharing information, two parties are required: the sender and the receiver. They should have a mutually accepted code of signals making up a common language.

So, communication is termed effective only when the receiver receives the message intended by the sender in the same perspective. Otherwise it becomes miscommunication.

Communication process is cyclic in nature.

Communication Cycle:

- In first step, the sender forms the content of the message to be sent.
- The sender encodes the message and sends it through a channel.
- This channel is nothing but the language use – words, actions, signs, objects or combination of these.
- The receiver receives the message, decodes it, and acts on it.
- If the message received is the same as the message sent, there will be a response; if not, there has been a breakdown of communication. This may happen because of noise.
- The transmission of the receiver’s response to the sender is called feedback. If we are sending a message to somebody, our communication cycle is complete only when we get a response from the recipient of your message. Otherwise, we need to resend the message. Our communication is fully effective only when we get the desire response from the receiver.
- The essential of effective communication are as follows:
  1. A well-defined communication environment
  2. Cooperation between the sender and the receiver
  3. Selection of an appropriate channel
  4. Correct encoding and decoding of the message
  5. Feedback
Question: What is Non-verbal communication? Discuss the main elements of non-verbal communication.

**Answer:**

Non-verbal communication refers to all communication that occurs without the use of words, spoken or written. Non-verbal communication is concerned with body movement (kinesics), space (proxemics), and vocal (paralinguistic) features. It includes all unwritten and unspoken messages, both intentional and unintentional.

**Elements of Non-verbal communication:**

Non-verbal communication is concerned with body movement (kinesics), space (proxemics) and vocal (paralinguistic). They are discussed in the following sections.

**Kinesics [Body Language]**

Body language or the science of kinesthetic is very revealing. Watching the way people use their body movement and gestures to express themselves can bring you a lot closer to the truth than simply listening to what they say. When a speaker presents himself, we see him before we start hearing him. Immediately, we begin developing impressions of his ability and attitudes based on the non-verbal signals he sends. This is why body language is so important in oral communication.

Kinesics is the name given to the study of the body’s physical movements. Kinesics includes:

1. **Personal Appearance**

   Personal appearance plays an important role; people see before they hear. As you adapt our language to an audience, we should also dress appropriately. Appearance includes clothes, hair, jewelry, cosmetics, and so on. Today, the purpose of clothing has altered from fulfilling a basic need to expressing oneself. Clothes also highlight the body’s movements, and the choice of clothes reveals a lot about the wearer’s personality and attitude.
1. Dynamics of Communication

2. Posture
Posture generally refers to the way we hold ourselves when we stand, sit or walk. One’s posture changes accordingly to the situation. If nervous, one would normally be seen pacing, bobbing the shoulders, fidgeting with notes, jingling coins, moving constantly, or staying glued to the ground.

3. Gesture
Gesture is the movement made by hands, head, or face. Skillful and appropriate gesture can add to the impact of verbal communication. A well-timed gesture not only drives a point home but also enhances the value of what is being said. Similarly, an awkward gesture (like playing with a key chain or button) can mar the effectiveness of the message.

4. Facial Expression
Facial expressions also play an important role in presentation. The face is the most expressive part of our body. A smile stands for friendliness, a frown for discontent, raised eyebrows for disbelief, tightened jaw muscles for antagonism, etc. The six basic facial expressions are: happiness, surprise, disgust, fear, anger, sadness.
5. Eye Contact
Eyes are considered to be the windows of the soul. We look at the eyes of a speaker to help find out the truthfulness of his speech, his intelligence, attitudes, and feelings. Eye contact is a direct and powerful form of non-verbal communication. Looking directly at listeners builds rapport. Looking directly at listeners builds friendly understandings. Eye contact is a rich source of feedback. For example, prolonging the eye contact for 3 to 5 seconds (without giving impression of staring) tells the audience that the presenter is sincere in what he says and he wants us to pay attention.

Proxemics
Proxemics is the study of physical space in interpersonal relations. In a professional setting, space is used to signal power and status. Your gestures should be in accordance with the space available. Edward T Hall in his ‘The Hidden Dimension’ divides space into four distinct zones.
1. **Intimate**
This zone starts with personal touch and extends just to 18 inches. Members of the family, spouses, relatives, and parents fall under this zone. This zone doesn’t need active conversation only whisper is enough. A handshake, a pat on the back, or a hug, all comes into this zone.

2. **Personal**
This zone stretches from 18 inches to 4 feet. Close friends, colleagues, peers etc fall in this zone. Instead of whispering sounds, there can be normal conversation in this zone. Sitting or standing so close brings one closer to the listener and gives the impression of friendliness and warmth.

3. **Social**
Social events take place in this radius of 4 feet to 12 feet. In this zone, relationships are more official. These situations involve less emotion and more planning. The number of people decides whether it should be sitting-sitting or sitting-standing position. To be authoritative with a large audience, a sitting-standing position can be used.

4. **Public**
This zone starts from 12 feet and may extend to 30 feet or to the range of eyesight and hearing. Events that take place in this zone are formal. The audience is free to do whatever it feels like. The speaker has to raise his voice or use a microphone to communicate. The speakers like the Prime Minister of a country have to maintain this distance for security reasons.

**Paralinguistics**
Paralinguistics communication refers to the study of human voice and how words are spoken. The words are static on a page, voice gives extra life to our delivery. Voice is useful to understand the characteristic of voice, namely quality, volume, rate, pitch, articulation, pronunciation, voice modulation, and pauses.

---

1. **Quality**
It is a characteristic that distinguishes one voice from another. Voice quality depends on its resonating mechanism. It cannot be changed but can be trained for optimum impact. Very few people are naturally blessed with deep and resonant quality. For example, Narendra Modi.

2. **Volume**
Volume is the loudness or the softness of the voice. Voice should always project but need not always be loud. If our volume is too high, it sounds boorish and insensitive. If our volume is too low, it conveys an impression of timidity, and also give the impression that we are not well prepared and lack of confidence to express ourselves.
3. Rate/Pace
Rate is the number of words that one speaks per minute. It varies person to person and from 80 to 250 words/min. The normal rate is 120 to 150 words/min. If the speech is too slow and monotonous, the speaker is most likely to be considered a dull speaker. If the speech is too fast, listeners do not get enough time to grasp message.

4. Pitch
Pitch refers to the number of vibrations of our voice per second. The rise and fall of the voice conveys various emotions. ‘Thank you’ is such a phrase. The low pitch expresses sadness, shock, dullness, guilt, etc. while the high pitch expresses excitement, joy, anger.

5. Articulation
Speaker should be careful not to slop, slur, chop, truncate, or omit sounds between words or sentences. If all the sounds are not uttered properly, the flow of understanding gets interrupted.

6. Pronunciation
Pronunciation requires us to speak out sounds in way that is generally accepted. We follow British Received Pronunciation. One should be careful enough to pronounce individual sounds along with word stress. Whenever there is confusion in pronouncing, always consult a good dictionary and try to pronounce it accordingly.

7. Pauses
A pause is a short silence flanked by words. It helps the listener reflect on the message and digest it accordingly. It also help speaker glide from one thought to another. Being too self-conscious may make the process look artificial.

8. Intonation
It is the rising and the falling of the tone in voice while speaking.

For example: This is my uncle’s house.

This is my uncle’s house.
This is my uncle’s house.
This is my uncle’s house.
Question: 3 Explain importance of Interpersonal communication.

Answer:
Interpersonal communication is all about the exchange of thoughts and ideas between individuals using a variety of methods, including words, tonal variation, facial expressions, gestures, and body language. Interpersonal communication and the skills to relate with others aren’t just important for an individual, but they happen to be at the core of the success of an organization. When interpersonal communication in the workplace is effective, it makes operations more efficient and teamwork not only possible but also easier.

The ability of the key functions of a business to operate more efficiently is directly founded on the ability of the people that carry out those functions to communicate efficiently with each other. These include such functions as the resolution of conflicts, sales, and management. Ultimately, the importance of interpersonal communication in an organization cannot be overstated.

No individual can work alone. Human beings, unlike machines, cannot work without occasionally needing someone with whom to share their thoughts and feelings. We are social creatures by nature, and so we are prone to be more anxious and stressed in an isolated environment. With the right kind of interpersonal relationships, employees can even end up being more productive than they would be if they worked alone because of the synergy that comes with teamwork.

Interpersonal relationships are also important for coaching. When employees have good interpersonal relationships with each other and with the manager, they are likely to recognize good work in each other and congratulate each other for it as well as help correct each other’s mistakes. A simple pat on the back can go a long way when it comes to motivating an individual to do more and be more. Ultimately, some colleagues will cease to be mere colleagues and will eventually become mentors.

Sales are all about communication. The ability to sell is contingent upon the ability to influence others and that all ultimately boils down to the ability to communicate. There are lots of roles that sales personnel and business leaders as a whole play that are intensive in the sales aspect. These include communicating with the clients, the employees, and even each other.

While employees coming into the organization are expected to have a certain minimum level of training as evidenced by their academic qualifications, they will still have to undergo significant training while in the organization in order to be acquainted with the company operations, specific company-centric skills, and the organizational culture of the company.

In short, effective communication is the cornerstone of any successful business, and to be a good communicator, you need interpersonal skills. They are necessary for the establishment of relationships between yourself and your workmates, which leads to a mutual exchange of ideas, information and skills.
Question: 4 Explain importance of Intercultural communication.

Answer:
Intercultural communication skills are those required to communicate, or share information, with people from other cultures and social groups. While language skills may be an important part of intercultural communication, they are by no means the only requirement. Intercultural communication also requires an understanding that different cultures have different customs, standards, social mores, and even thought patterns.

The way we communicate is determined strongly by the culture we are groomed in. There are several aspects of communication which differ from culture to culture. Such differences may determine how loud or low we talk; the amount of emotions we express in various situations; the use of avoidance of silence; the prevalence or absence of a particular non-verbal or verbal peculiarity and a series of defining signal which we may emit through our manners, facial expressions, posture, eye contact, tone, and pitch of our speech.

These days, companies are doing business more and more in a global context. The people that matter in any business including the suppliers, the clients, and the employees may belong to different culture and may even be located in foreign countries. The need for effective and clear intercultural communication is becoming vital in securing success in today’s global workplace. Greater understanding of intercultural differences, etiquette, protocol, and communication will certainly lead to a much higher probability of achieving business goals.

To increase the value and marketability of your company and of yourself, it’s important to adopt the mindset of someone who knows how to navigate the industry and understand different worldviews. Intercultural communication training is one of the best ways to accomplish this and can be achieved through a variety of international studies graduate programs. The more individuals adjust and adapt with cultural sensitivity and intelligence to the needs of the environment, the more companies will find exactly what they’re looking for—a culturally competent and sought-after business professional.