

## COMMUNICATION

### What is Communication?

#### Communication Definition

- The process of sending, receiving, understanding & exchanging information from one party to another. In other words, sharing of meanings. It can be personal, group or mass

### Why Communication is important in business activities?

- ✓ Exchange information in a trade transaction
- ✓ To develop employer-employee relationships
- ✓ For sales promotion activities
- ✓ To manage capital & human resources
- ✓ To make correct & instant decisions
- ✓ To obtain advice for business operations

### Why Communication is important for social activities?

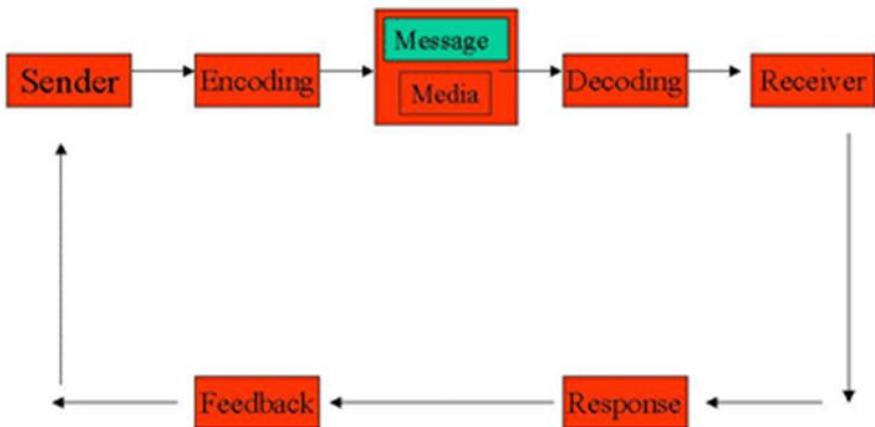
- ✓ For exchange of info between persons
- ✓ For entertainment purposes
- ✓ To provide advice
- ✓ To express feelings
- ✓ To follow accepted code of conduct
- ✓ To make a speech

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## What are the elements of the Communication process?

<b>Sender</b>	The person who starts to send the message such as speaker, writer, typist etc
<b>Message</b>	The information sent by the sender to the receiver, which he intends to exchange
<b>Channel</b>	What is the mode used to exchange information & how it takes place such as TV, newspaper
<b>Encoding</b>	The process of converting the information into a message in way the channel can send
<b>Receiver</b>	The person to whom the message was sent such as listener, reader, viewer etc
<b>Decoding</b>	The process of converting the message received from the channel into information
<b>Response</b>	The reaction (act) of the receiver to the message such as excited, surprised, sad, emotional, furious
<b>Feedback</b>	The sender receiving of the response of the receiver. It confirms the receipt & understanding of the message sent



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## What is Effective Communication?

### Effective Communication

- An Effective Communication is a communication between two or more persons wherein the intended message is successfully delivered, received & understood.

In other words, the communication is said to be effective when all the parties (sender & receiver) in the communication, assign similar meanings to the message & listen carefully to what all have been said & make the sender feel heard and understood.

## What are the characteristics & qualities of effective communication?

- ✓ Correctness
- ✓ Briefness
- ✓ Completeness
- ✓ Clarity
- ✓ Politeness
- ✓ Certainty
- ✓ Consideration
- ✓ Cost
- ✓ Speed
- ✓ Confidentiality
- ✓ Safety
- ✓ Availability
- ✓ Relevancy

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## **What are the factors determining effective communication?**

- ✓ Easy to use
- ✓ Ability to access information
- ✓ Efficiency of the user
- ✓ Privacy & security
- ✓ Interaction between organizations
- ✓ Interaction between persons

## **What are the barriers for effective communication?**

- ✓ Lack of knowledge regarding latest communication methods
- ✓ Problems in the use of communication equipment
- ✓ Use of out dated communication systems
- ✓ Barriers in the process of explanation & presentation
- ✓ Weaknesses in the communication plans
- ✓ Language problems, knowledge & attitudes
- ✓ Barriers in the external environment
- ✓ Physical errors & issues
- ✓ Information overloading

## **What are the steps that can be taken minimize those barriers for effective communication?**

- ✓ Using simple language
- ✓ Reducing or even eliminating noise
- ✓ Engage in active listening
- ✓ Use body language
- ✓ Adopt a simple organization hierarchy / structure
- ✓ Select a proper media
- ✓ Avoid information overloading
- ✓ Use of advanced technology
- ✓ Setting up law preventing misuse of equipment

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## What are the factors to be considered when preparing a message?

- ✓ The best channel to send
- ✓ The nature, type & location of the person
- ✓ The cost of sending
- ✓ Ability of the receiver to understand
- ✓ Be specific on the point
- ✓ The speed of sending & receiving
- ✓ What to include & what not to

## What are the ways of communication?

Way	Group	Technology	Examples
<b>Verbal</b>	Internal	Electronic	Intercom
		Non-electronic	Face to face interviews, conferences, internal meetings
	External	Electronic	Telephone, mobile phones, loud speakers, voice mail
		Non-electronic	Bell, siren, public meetings, press conference
<b>Written</b>	Internal	Electronic	Electronic notice board, E-mail
		Non-electronic	Memos, notices, notice boards, reports
	External	Electronic	Fax, E-mail, electronic notice boards, SMS, IM's
		Non-electronic	Letters, newspapers, magazines, banners, posters, gazettes
<b>Signs Symbols</b>	Internal	Electronic	Electronic bell, internal warning signals

# Communication

voice noise		Non-electronic	Bell, road signs, map depicting the location, directional foot prints
	External	Electronic	Warning sirens, color lights, ambulance siren
		Non-electronic	Packing symbols, railway and road signals, signs used for deaf, decisions of sports umpires, body movements of traffic officers

## How can we classify communication systems?

<b>Area / Sector</b>	<ul style="list-style-type: none"> <li>• Internal Communication</li> <li>• External Communication</li> </ul>
<b>Channel</b>	<ul style="list-style-type: none"> <li>• Verbal</li> <li>• Written</li> <li>• Signs &amp; Symbols</li> </ul>
<b>Organization Structure</b>	<ul style="list-style-type: none"> <li>• Formal Communication</li> <li>• Informal Communication</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• Electronic Communication</li> <li>• Non-electronic Communication</li> </ul>

## What is Internal Communication?

### Internal Communication

- This is the communication that takes place between parties within the organization

Ex- Meetings, Notice board, Memos, Letters, Intercom, Telephone, Circulars, Intranet, Email, Announcements, Reports, Conferences, Bell & siren, Interviews Signs & symbols

# Communication

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## What is External Communication?

### External Communication

- This is the communication that takes place between the business & parties outside the organization

Ex- Letters, Email, Telephone, Magazines, Fax, Courier, Gazette, Loud speakers, Catalogues, Extranet, Internet, TV, Radio, Posters, Package signs, Newspapers

## What is Verbal Communication?

### Verbal Communication

- This is the communication that takes place between persons by exchange of words spoken from mouth. Aka sharing of information between individuals by using speech

Ex- Meetings, Speech, Discussions, Telephone conversation, Interviews, Intercom, Loud speaker

## What is Non-verbal Communication?

### Non-verbal Communication

- This is the communication through sending & receiving wordless cues.

Ex- body language, Distance, appearance, paralanguage, touch, use of time, eye contact, frequency of glances, patterns of fixation, pupil dilation, and blink rate

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## What are the advantages & disadvantages of Verbal Communication?

Advantages	Disadvantages
<ul style="list-style-type: none"><li>✓ Meeting of both sender &amp; receiver (Being connected)</li><li>✓ Can provide information very quickly</li><li>✓ Can provide info in detail (with explanation)</li><li>✓ Can receive instant feedback</li><li>✓ Can use body movements &amp; expressions to make it effective</li><li>✓ Unclear areas can be cleared instantly</li><li>✓ Higher level of flexibility</li><li>✓ Can adjust according to the situation</li><li>✓ Can present info with confidentiality</li></ul>	<ul style="list-style-type: none"><li>✓ Problems with the language used</li><li>✓ Speech disabilities of both parties</li><li>✓ Mostly no evidence of communication</li><li>✓ Can be informal due to being spontaneous &amp; lack of prior preparation</li><li>✓ Can transmit different meanings</li><li>✓ Can transmit wrong meanings</li><li>✓ Message may alter according to the situation</li><li>✓ May not suit many requirements</li></ul>

## What is Written Communication?

### Written Communication

- This is the communication that takes place between parties that involves words written in paper or otherwise

Ex- Email, Memo, Reports, Notices, Circulars, Letters, Magazines, Posters, Newspapers, Notice board, Banners, Fax, Written Announcement



# Communication

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## What are the advantages & disadvantages of Written Communication?

Advantages	Disadvantages
✓ Can present the info with prior preparation	✓ Barriers in writing the language
✓ Can do a proof reading before presentation	✓ Lack of knowledge in appropriate words to used
✓ Ability to rectify errors before in advance	✓ Lack of writing knowledge (Alphabet)
✓ Have evidence of the message transmitted	✓ Lack of knowledge on a specific format used
✓ Can provide in detail info with explanations	✓ Certain words being difficult to understand
✓ Can use graphs, charts, diagrams etc	✓ Not suitable when there is an urgency
✓ Can highlight important areas	✓ Lack of facilities to present & deliver
✓ Can ensure confidentiality	✓ Certain costs being involved
✓ Being the most preferred & accurate	
✓ Can make copies & send to multiple parties	

## What is Sign, Signal & Symbol Communication?

### Sign & Symbol Communication

- This is the communication that takes place between parties that involves Objects, parts of objects, pictures, print, actions, gestures, signs or otherwise

# Communication

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Ex- Packing symbols, Road signs, Behavior / Movement signs, Bell, Sirens, Gun shots, Road signs, Dress codes

## **What are the advantages & disadvantages of Sign & Symbol Communication?**

Advantages	Disadvantages
✓ Able to communicate info simply & easily	✓ Problems in communicating to visually impaired persons
✓ Higher level of info accuracy	✓ Signs can be manipulated overtime
✓ Easy to understand	✓ Difficult to understand certain signs
✓ Uses less space & capacity	✓ Requires prior knowledge
✓ Doesn't require advanced knowledge	

## **What are the instances where Sign, Signal & Symbol communication are used?**

- ✓ To inform start time, interval time & finish time in an organization
- ✓ For packaging purposes
- ✓ For distribution purposes
- ✓ To control vehicles & passengers
- ✓ To use by ambulances, police cars & fire trucks
- ✓ In printing notes & coins
- ✓ To communicate info to drivers & passengers

## **What are the factors considered by a business when selecting a communication medium?**

- ✓ Cost
- ✓ Coverage
- ✓ Suitability
- ✓ Easy to use
- ✓ Target audience

# Communication

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- ✓ Speed
- ✓ Trustworthiness
- ✓ What competitors use

## What are the reasons for the popularity in use of mobile phones?

- ✓ Can carry it to any location
- ✓ Easy to use
- ✓ Reduction in cost
- ✓ Increased mobile service providers
- ✓ Reduction in prices of mobile phones
- ✓ Ability to have live communications with persons
- ✓ Can browse the internet
- ✓ Can use to take & send pictures

## What is E-mail?

### E-mail

- This is the process of sending messages between computers & devices through the internet. Here both computers are identified by their email addresses

## What are the advantages & disadvantages of E-mail?

Advantages	Disadvantages
<ul style="list-style-type: none"><li>✓ Low cost</li><li>✓ Can send message fast &amp; instantly</li><li>✓ Can send one message to multiple parties at a time</li></ul>	<ul style="list-style-type: none"><li>✓ Creates physical isolation among persons</li><li>✓ No face to face meeting</li><li>✓ Heavy dependency of internet</li></ul>

# Communication

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✓ Higher level of safety	✓ Effect of computer viruses
✓ Reduction in usage in paper	✓ One way communication
✓ Can receive delivery notice	✓ Risk of being hacked
✓ Can send large volumes of information in one message	✓ Problems with language
✓ Can send multimedia	✓ Requires internet facilities
✓ Can store for later retrieval	✓ Requires computer knowledge

## What is Electronic Communication?

### E-Communication

- This is the process of sending & receiving messages between persons using a method based on science & technology

Ex- Email, Fax, IM, Internet, Intranet, Extranet, pagers, mobile phones, satellite communication etc

## What are the new trends in communication in Sri Lanka?

- ✓ Involvement of private sector in TV, radio, telephone etc
- ✓ Increase usage in internet, social media & IM's
- ✓ Increased usage in paid TV
- ✓ Increased usage in mobile phones
- ✓ Drop in usage of postal services
- ✓ Set up of TRCSL (Telecommunication Regulatory Commission of Sri Lanka) to monitor & control the telecommunication industry & its stakeholders

# Communication

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## **What is GPS (Global Positioning System)?**

Global Positioning System: an electronic system using a network of satellites to indicate on a computerized receiver the position of a vehicle, ship, person, etc.

GPS (Global Positioning System) is a "constellation" of approximately 30 well-spaced satellites that orbit the Earth and make it possible for people with ground receivers to pinpoint their geographic location. The location accuracy is anywhere from 100 to 10 meters for most equipment. Accuracy can be pinpointed to within one (1) meter with special military-approved equipment. GPS equipment is widely used in science and has now become sufficiently low-cost so that almost anyone can own a GPS receiver.

The GPS is owned and operated by the U.S. Department of Defense but is available for general use around the world.

## **What are the advantages of using GPS?**

- ✓ Can identify the shortest & easiest route to the destination
- ✓ Can predict the time taken to the destination
- ✓ Can get an estimate on the cost of production
- ✓ Can get the exact location of the subject
- ✓ Easy to communicate the location & directions
- ✓ Low probability of getting lost

## **Questions – Past Papers**

The following questions are from the past papers which should be answered as per the marks allocated for each;

Year	MCQ's & Short answer	Writing Questions
2000		
2001		

## Communication

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2002		
2003		
2004		
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2008		
2009		
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2020		
Total		

Note - This is simply a Revision tutorial with suggested questions for the students of Mind-ventures Educational Services only & not allowed unauthorized referencing, extractions, usage etc by external parties. Mind-ventures believe in ethical teaching practices at all times.

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