

DEVELOPING EFFECTIVE COMMUNICATION SKILLS



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- ❖ Communication is the key to achieve all our goals.
- ❖ Communication is much more of an art than a science

WHAT DOES COMMUNICATION MEAN?

- ❖ “The exchanging of information by speaking, writing, or using some other medium”
- ❖ The process of understanding and sharing information, ideas and opinions by word of mouth.
- ❖ The exchange of thoughts and ideas can be had by gestures, signs, signals, speech or writing.

WHY IS COMMUNICATION IMPORTANT

- ❖ Important for *expressing* information, behavior and our feelings and thoughts.
- ❖ Helps to *understand* and *respond* to other's feelings, thoughts, knowledge and behavior.



BASICS OF COMMUNICATION

- ❖ Communication is simply a two way process of exchanging ideas, information or transmitting verbal and non-verbal messages.

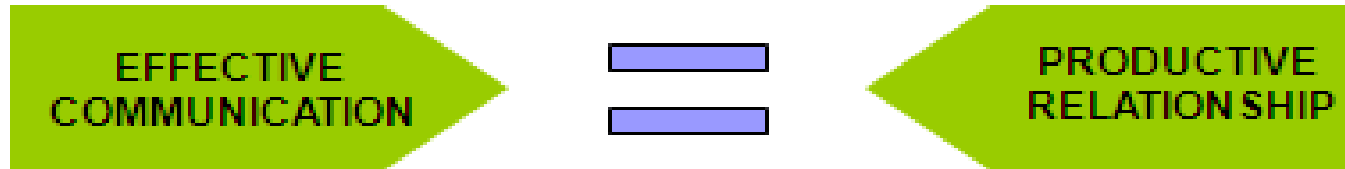


BASICS OF EFFECTIVE COMMUNICATION

- ❖ It matters not so much *what* you say as it does *how* you say it.
- ❖ Your communication style is a SET of various behaviors and methods of relaying information that impact all facets of life.

- ❖ Learning all communication styles is important in order to avoid communicating in less effective ways.
- ❖ People are not difficult. They only seem difficult to the extent that *we* do not have the skills to deal with what they bring to the table. It is our lack of knowledge that makes the situation difficult.

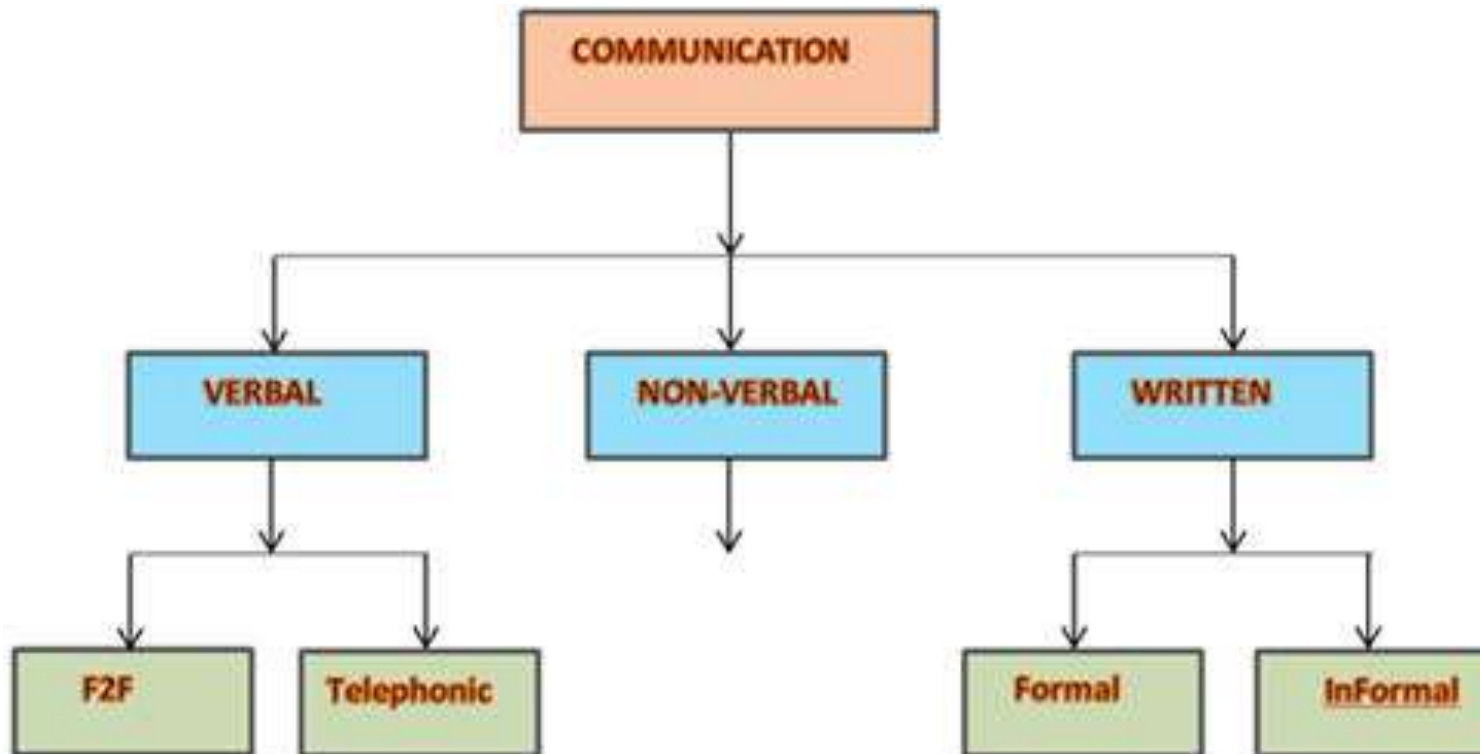
EFFECTIVE COMMUNICATION



We communicate to...

- ❖ Get information
- ❖ Motivate
- ❖ Praise
- ❖ Get feedback
- ❖ Sell
- ❖ Greet

FORMS OF COMMUNICATION

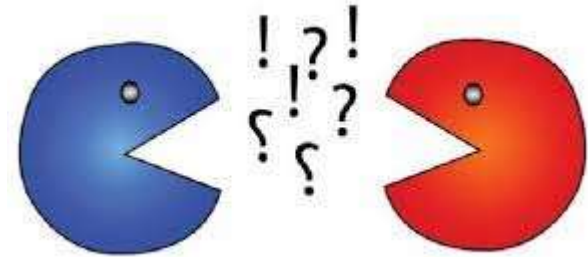


VERBAL COMMUNICATION



- ❖ Use of words, numbers and symbols
- ❖ Tone, pitch, quality and rate of speech carries more weight than the words
- ❖ The latter convey the emotions and meaning, regardless of the content of the message.

ORAL COMMUNICATION



- ❖ “Spoken rather than written, verbal”
- ❖ “Relating to the mouth”
- ❖ Oral communication is the process of understanding and sharing information, ideas and opinions by word of mouth

Oral communication can be either:

1. Informal

2. Formal

- Examples of informal oral communication:

❖ Face-to-face conversations, telephone conversation, discussions at business meetings.

- Examples of formal oral communication:

❖ Presentations at business meetings, classroom lectures

IMPORTANCE OF ORAL COMMUNICATION

- ❖ Improve your own academic performance
- ❖ Increase your employment options
- ❖ Helps to develop good human relations with others.

NON-VERBAL COMMUNICATION

- ❖ Facial expressions
- ❖ Eye contact, pupil dilation
- ❖ Gestures
- ❖ Body language and posture
- ❖ Proximity and touch

Most of our communication is **non-verbal**

FACIAL EXPRESSION

Your face can show many feelings



EYE CONTACT

- ❖ Maintaining appropriate eye contact when speaking with others helps communication



GESTURES

- ❖ Also convey meanings
- ❖ Be mindful of cultural differences



Waving

Making a fist

Thumbs up

Pointing

Nodding

Yawning



BODY LANGUAGE

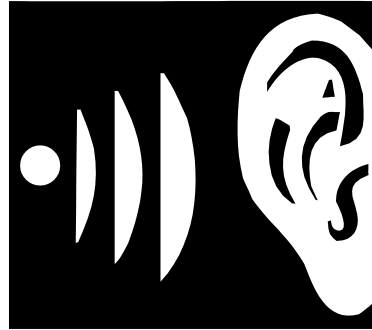
- ❖ A great deal of your (true) message can be communicated by your body use and posture
- ❖ To work effectively with others you need to read body language and ensure you are not conveying the wrong signals



THE COMMUNICATION EQUATION

What you hear

- ❖ Tone of voice
- ❖ Vocal clarity
- ❖ Verbal expressiveness



40% of the message

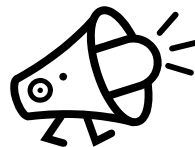
What you see or feel

- ❖ Facial expression
- ❖ Dress and grooming
- ❖ Posture
- ❖ Eye contact
- ❖ Touch
- ❖ Gesture



50% of the message

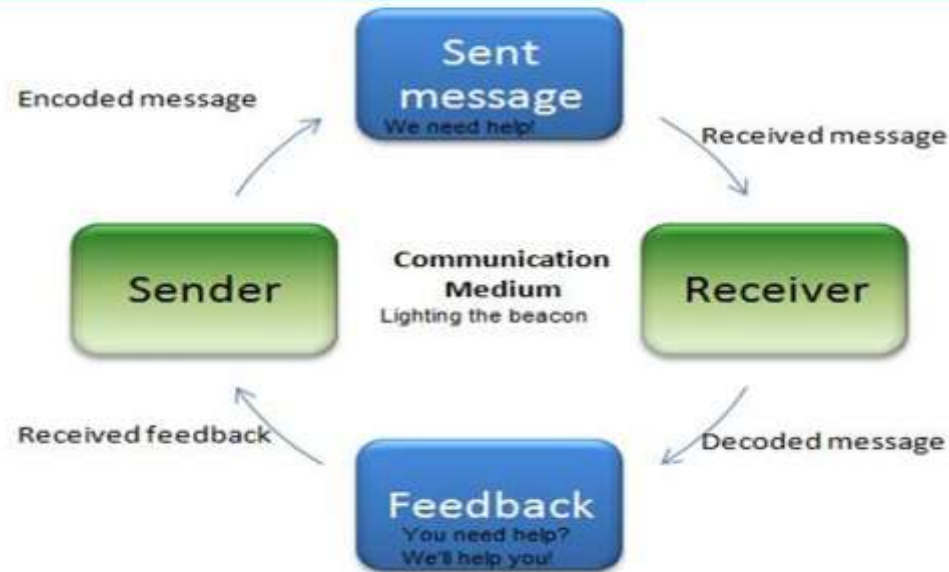
○ WORDS ...



10% of the message!

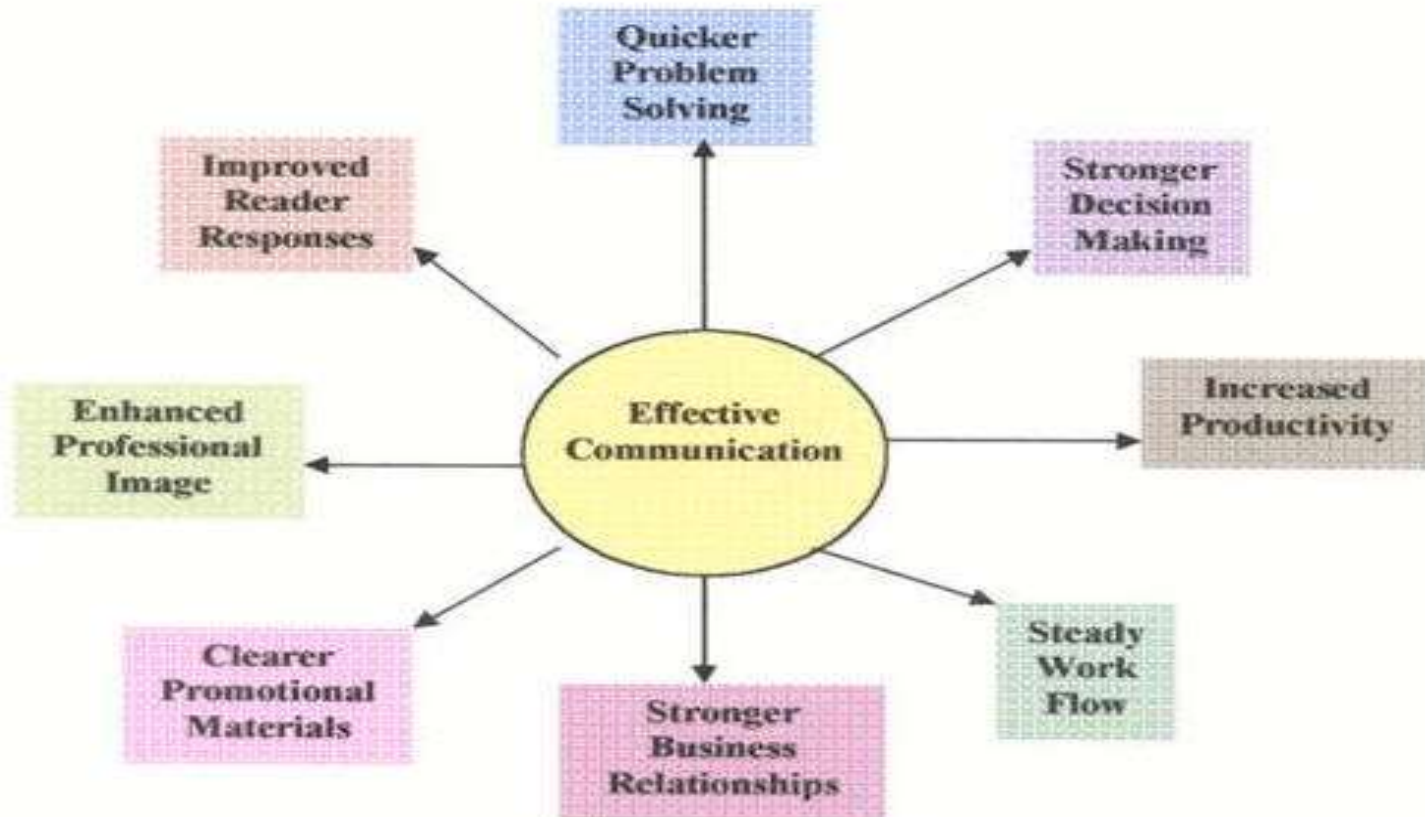


Communication Process

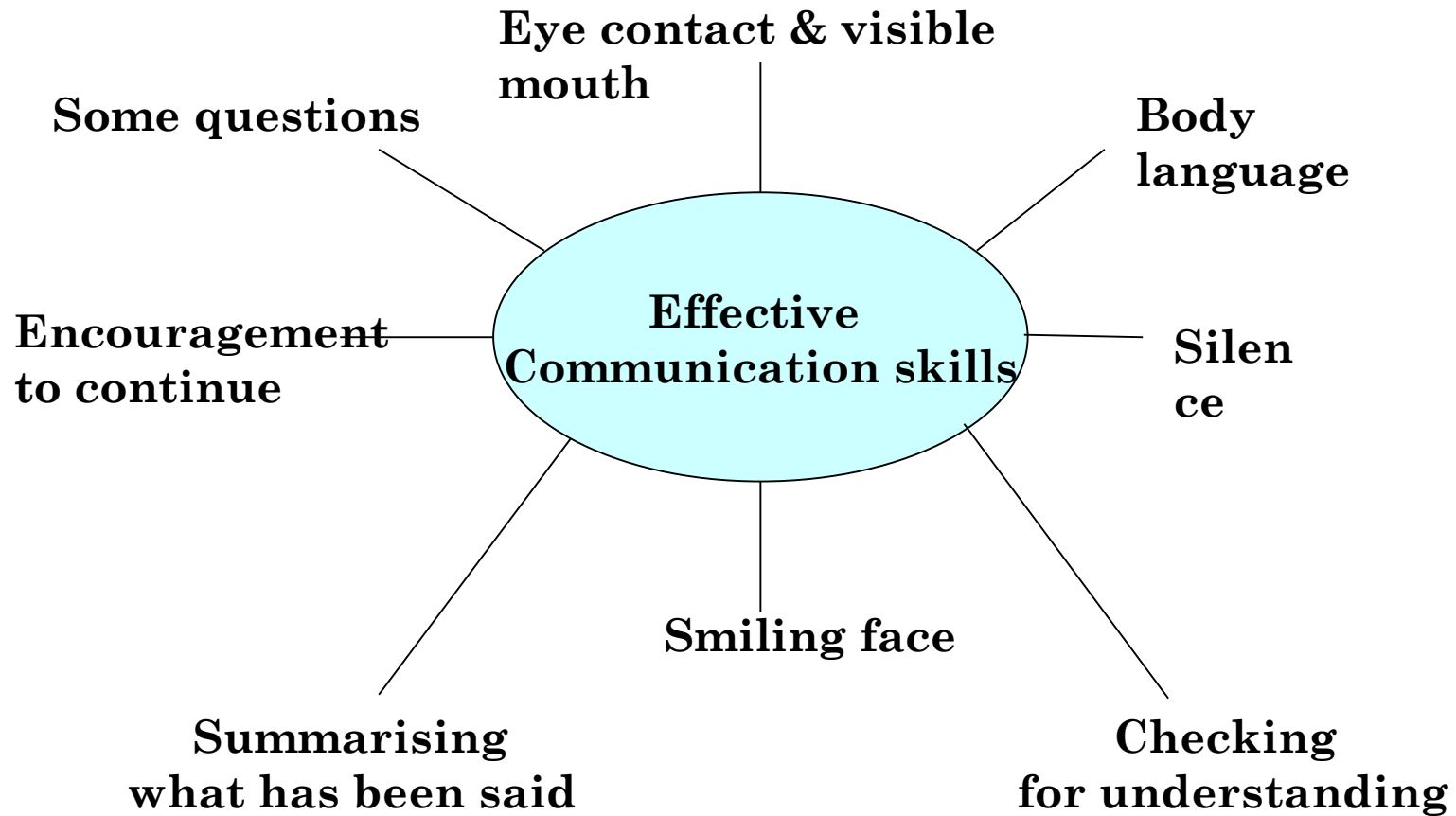


- ❖ The sender first develops an idea, which is composed into a message and then transmitted to the other party, who interprets the message and receives meaning.
- ❖ Developing a message is known as ENCODING
- ❖ Interpreting the message is referred to as DECODING

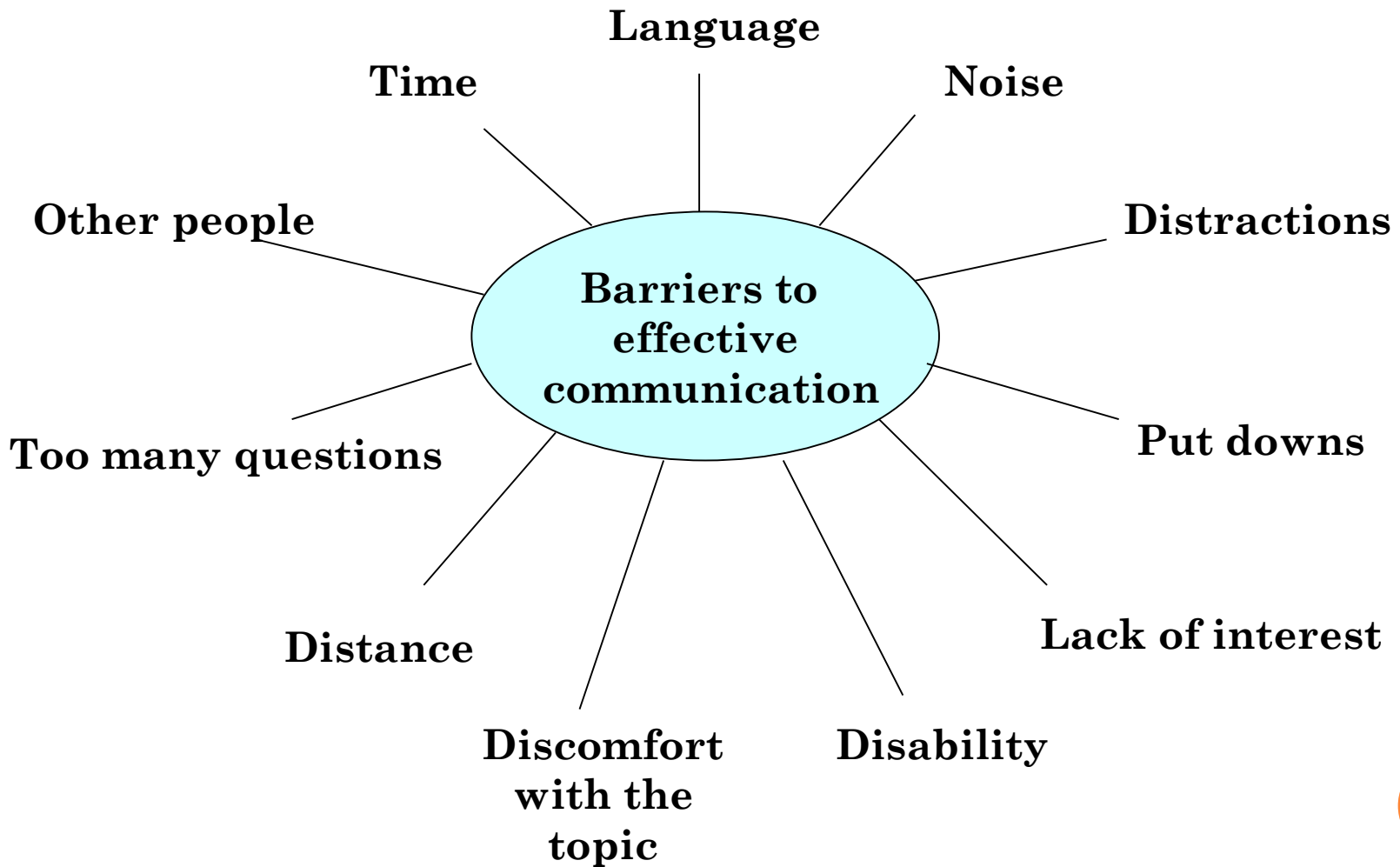
ADVANTAGES OF EFFECTIVE COMMUNICATION



EFFECTIVE COMMUNICATION SKILLS



BARRIERS TO EFFECTIVE COMMUNICATION



HOW TO ACHIEVE EFFECTIVE COMMUNICATION

- ❖ Communication is a skill that requires PRACTICE!
- ❖ Carefully prepare and present your message
- ❖ Stay alert for any signs that your audience are mis-interpreting the message

1. Know what you want to say and

why. Understand clearly the purpose and intent of your message. Know to whom you are communicating and why.

2. How will you say it? We're all aware by now, that it's not always what you say, but how you say it that counts. Begin by making eye contact. You inspire trust and confidence when you look a person in the eyes when you speak. Second, be aware of your body language since it can say as much, or more, than your words.. Make sure you speak in a cooperative, non-adversarial tone. Be nonjudgmental.

SOME OTHER TIPS

- To obtain a better command of the English language (or any other language), expand your vocabulary by reading and writing more.
- Practice your listening skills. Be considerate of other speakers by waiting until they are done before stating your views
- Learn to understand by being open-minded and making an effort to see things from another's perspective.
- Avoid trying to communicate when in an emotional state. You lose objectivity and may say something inappropriate or regrettable.

THE ART OF LISTENING

“If we were supposed to talk more than listen, we would have been given two mouths and one ear.”

-Mark Twain

LISTENING SKILLS

- ❖ It is the most important aspect in Human Communication.
- ❖ The Listening process constitutes five elements
 - Hearing
 - Attending
 - Understanding
 - Responding
 - Remembering

SPEAKING ACTIVITY

For and against

- ❖ A speaker has 30 seconds to talk 'for' a topic and then another 30 seconds to speak 'against' it.

The topics are:

1. Money can buy you happiness.
2. Smoking cigarettes should be banned.
3. Fashion is important.

TEST YOURSELF:

- ❖ **When I think of communicating with someone, I generally focus on the...?**
 - a. Correctness of speech
 - b. Content
 - c. 'how' and the 'what' of the presentation

TEST YOURSELF:

- ❖ **The ability to communicate effectively is...?**
 - a. A learned behaviour
 - b. An acquired behaviour
 - c. A causal behaviour

FUNNY COMMUNICATION

- “Dad, I’m hungry.”
- “Hello hungry, I’m Dad.”
- “Dad I’m serious.”
- “I thought you were hungry.”
- “You are kidding me.”
- “No,I’m dad.”



CONCLUSION

- ❖ Communications plays such a big part in our lives today. It is hard to think of a single activity that we engage in that doesn't involve communications in some way.
- ❖ In our busy world, we sometimes forget just how important communications are to our success, relationships, and, ultimately, happiness in life. But, indeed, communications does play a major role in achieving all of our goals.



**EVERY ENDING IS REAL
JUST A NEW BEGINNING**

Thank You!