

GOVT. PG COLLEGE FOR WOMEN, GANDHINAGAR, JAMMU

SUBJECT: INTEGRATED CORE FOR BOTANY AND ZOOLOGY

SEM.: 2

TITLE: COMMUNICATION ENGLISH

CODE : 0ENGAECC01

UNIT 2

LANGUAGE OF COMMUNICATION

(I) VERBAL AND NON- VERBAL COMMUNICATION

- **VERBAL COMMUNICATION** : Communication can be verbal or non- verbal. When exchange of thoughts, ideas, feelings and emotions takes place through words spoken or written, communication is known as verbal communication.

- **NON- VERBAL COMMUNICATION** : When we transmit ideas, thoughts, feeling and emotions without the use of words, the communication is called non- verbal communication.

(II) BARRIERS TO COMMUNICATION

There are two types of barriers to communication- internal and external.

- **INTERNAL BARRIERS**: These are fatigue, poor listening skills, attitude towards the sender or the information, lack of interest in the message, fear, mistrust,

past experiences, negative attitude, problems at home, lack of common experiences, and emotions.

- **EXTERNAL BARRIERS:** These include noise, distractions, e-mail not working, bad phone connection, time of the day; sender used too many technical words for the audience, and environment.

(III) STRATEGIES TOWARDS EFFECTIVE COMMUNICATION SKILLS

Strategies to overcome barriers to communication : some of the strategies that can be helpful in overcoming barriers to communication are:

- The choice of the medium of communication has to be a judicious one. It should be such as is easily accessible to the receiver. While encoding a message, such a medium proves to be quite helpful.
- Message must be worded carefully and in a manner that is easy to understand. Wording should be clear, precise and lucid with no ambiguity of meaning.
- In consideration of cultural plurality within and outside our country, we have to be culturally sensitive to the receivers so that the language ceases to be offensive or hurtful.
- Use of jargon or difficult words can hamper free flow of communication and correct understanding of information. Hence jargon as well as difficult words must be avoided.

(IV) INTRA PERSONAL, INTER PERSONAL AND GROUP COMMUNICATION

A. INTRA PERSONAL COMMUNICATION

- This form of communication takes place within a person's own self. It is therefore termed as intra personal communication.
- It implies or suggests individual contemplation, meditation and reflection.
- This type of communication is also believed to include communication with the divine as well as with the spirits in the form of rites, rituals and prayers.

B. INTER PERSONAL COMMUNICATION

- Interpersonal communication refers to the kind of communication where two or more people are provided with the means of interaction with one another and are able to exchange information with the use of different mediums of communication.
- Interpersonal communication can be direct or mediated, depending on whether the sender and the receiver of the information in the process of communication use media such as telephone or email.

C. GROUP COMMUNICATION

- Group discussion has become an integral part of corporate sector.
- Group discussion is even considered as a stage in selection process of an interview.
- It is considered as an activity that gives opportunities to all the participants to express their ideas.

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