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## **Q#1: What is Communication, explain in detail all the types?**

**Ans:**

### **Communication**

- COMMUNICATION means sharing of ideas between two or more people providing the satisfaction to each in common.
- Communication is the process of sending and receiving messages.

### **Types of Communication**

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affect communication. So, there are variety of types of communication.

*Types of communication based on the communication channels used are:*

- 1) Verbal Communication.
- 2) Nonverbal Communication.

### **Verbal Communication**

- Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey.
- In verbal communication remember the acronym

“K-I-S-S”

(keep It Short and Simple).

- When we talk to others, we assume that others understand what we are saying because we know what we are saying. But this is not the case. Usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in delivering the right meaning.

*Verbal Communication is further divided into:*

- i) Oral Communication
- ii) Written Communication

**i) Oral Communication:**

In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influenced by pitch, volume, speed and clarity of speaking.

- It brings quick feedback.
- In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.
- Benefits of oral communication is less expensive and saves money as no stationary or gadgets are required.
- Oral communication is very useful for some secret and confidential matters.

**ii) Written Communication:**

- In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo and text message etc.
- Message, in written communication, is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used.
- Written Communication is most common form of communication being used in business. So, it is considered core among business skills.
- Messages can be edited and revised many time before it is actually sent.
- Written communication provide record for every message sent and can be saved for later study.
- A written message enables receiver to fully understand it and send appropriate feedback.
- The information and messages that are preserved can be verified easily. If there arises any misunderstanding any party can easily verify the information.

## **Non-verbal Communication**

- Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker.
- Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflects the situation more accurately than verbal messages.
- Sometimes nonverbal response contradicts verbal communication and hence affect the effectiveness of message.

### **Types of non-verbal communication:**

- Voice Tone,
  - Volume,
  - Facial expressions,
  - Gestures,
  - Postures
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### **Q#2: Elaborate Skimming and Scanning in the light of reading?**

**Ans:**

#### **Skimming**

- The technique you use when you're going through a newspaper or magazine: you read quickly to get the main points, and skip over the detail. It's useful to skim:
- To preview a passage before you read it in detail
- To refresh your understanding of a passage after you've read it in detail.
- Use skimming when you're trying to decide if a book in the library or bookshop is right for you.

#### **How to Skim?**

- Read the title.
- Read the introduction or the first paragraph.
- Read the first sentence of every other paragraph.
- Read any headings and sub-headings.
- Notice any pictures, charts, or graphs.
- Notice any italicized or boldface words or phrases.
- Read the summary or last paragraph.

## Examples

- The Newspaper (quickly to get the general news of the day)
- Magazines (quickly to discover which articles you would like to read in more detail)
- Business and Travel Brochures (quickly to get informed)

## Scanning

- Scanning is used to find a particular piece of information. Run your eyes over the text looking for the specific piece of information you need.
- Use scanning on schedules, meeting plans, etc. in order to find the specific details you require. If you see words or phrases that you don't understand, don't worry when scanning.

## How to Scan?

- State the specific information you are looking for.
- Try to anticipate how the answer will appear and what clues you might use to help you locate the answer. For example, if you were looking for a certain date, you would quickly read the paragraph looking only for numbers.
- Use headings and any other aids that will help you identify which sections might contain the information you are looking for.
- Selectively read and skip through sections of the passage.

## Examples

- The "What's on TV" section of your newspaper.
  - A train / airplane schedule
  - A conference guide
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### **Q#3: What are the 7 C's of Communication, explain all of them?**

#### **Ans:**

To have an effective communication, the communicator needs to implement the seven Cs which causes to make the reader or listener understood along with feedback easily.

**Note:** The Seven Cs should be used in both written and oral communication.

Since each word begins with the letter "C", that is why named 7Cs.

They are;

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy
- Correctness

### **1. Completeness**

A message is said to be complete if it contains all the facts that the receiver needs to respond you. It should convey all facts required by the audience.

#### **How to make a message complete?**

Three facts should be kept in mind for making a complete message.

- a). Provide all necessary information.
- b). Answer all questions asked.
- c). Give something extra if needed.

### **2. Conciseness**

- Conciseness means using fewest words to convey message.
- Conciseness is a necessity for effective communication.

### **How to make a message concise?**

- a) Use one-word substitutions for phrase,
- b) Omit unnecessary Expressions.
- c) Avoid “There” sentence openers.
- d) Include only relative materials.
- e) Omit “which” and “that” clauses whenever possible.
- f) Omit unnecessary prepositions.

### **3. Consideration**

- Consideration means preparing the message according to the receiver’s mind or writing every letter with your reader in mind.
- If you write message according to receiver’s point of view, your message will be considered.
- Effective communication must take the audience into consideration, i.e, the audience’s view points, background, mind-set, education level, etc.

### **4. Concreteness**

- Means that a message is specific, definite and exactly related to the point.
  - If a message lacks these qualities, it will be vague and general.
  - To achieve concreteness, denotative words will be used instead of connotative words.
- 1) Use specific facts and figures,
  - 2) Put active verbs in a sentence,

### **5. Clarity**

- Means conveying the message clearly so that the receiver will understand what you are trying to convey.
- So choose precise, concrete and familiar words.
- Clarity is achieved if you use familiar and conversational words.

### **How to make a message clear?**

- a) Use simple words
- b) Use effective sentences

## 6. Courtesy

- Courtesy means keeping polite behavior during communication. Courtesy also means replying promptly to all letters.
- Is a quality that enables a request to be refused without killing all hope of future business?
- It is politeness that grows out of respect and concern for others.

### How to get courtesy in the message?

- a) Be tactful,
- b) Be appreciative,
- c) Choose nondiscriminatory expressions,

## 7. Correctness

- The correctness principles is more than proper grammar, punctuation and spelling.
  - Mistakes are never intentional , however they can spoil our image
  - Errors in the messages fall in the following categories.
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- Mistakes in names, figures, facts and words
  - Mistakes in Punctuation and capitalization
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### Q#4: Define and differentiate Letter and Memo?

Ans:

#### Letter

- A business letter can be defined as the form of written communication that contains a long message, addressed to the party external to the organization, i.e. supplier, customer, manufacturer or client.
- It starts with a salutation, written professionally in the third person and has a complementary close with a signature.
- The letter is printed, typed or written on the letterhead paper, which contains the details of the company like name, address, logo, etc.



- As business letters serve as evidence for both the parties concerned, so it needs to be polite, courteous and respectful to gain immediate response.

## **Memo**

- The memo is short for the memorandum, which means a note or record for any use in future. It is a short message used as a means of informal communication within the organization, for transmitting information in writing.
- It may be titled as interoffice communication, office memorandum, or interoffice correspondence, rather than a memorandum.
- The primary objective of memos is to disseminate business policies, procedures or related official business.
- These are written in one to all perspective and can serve different purposes like conveying news, directions and information to multiple recipients, calling people to action or meeting.

## **Differences between Letter and Memos**

- 1) The memo can be defined as a short message, written informally to communicate certain information to the members of the organization. Conversely, letters can be understood as a means of a verbal communication containing a brief message addressed to a party external to the business.
  - 2) A memo uses informal tone and is straight to the point. On the other extreme, letters are very formal and contain lots of information.
  - 3) When it comes to length, letters are lengthier in comparison to the memo.
  - 4) There is no requirement of a signature in the memo, as it is used within the organization. However, the letter is to be duly signed by the one who sends it.
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**Q#5: Give a brief definition of vocabulary, also explain the types of Vocabulary.**

**Ans:**

## **Vocabulary**

- A vocabulary, also known as a word stock or word-stock, is a set of familiar words within a person's language. A vocabulary, usually developed with age, serves as a useful and fundamental tool for communication and acquiring knowledge. Acquiring an extensive vocabulary is one of the largest challenges in learning a second language.
- You can define vocabulary as “a set of words used in a specific language”.
- It comprises of all the words that you understand when you read or write something or listen to someone speak.
- That is, our vocabulary consists of all the words that we understand, feel, or comprehend in the correct context.
- Hence, the more effort you put in to understand the meaning of a word, the stronger your vocabulary grows.

## **Types of Vocabulary**

Let's discuss the four types of vocabulary in detail;

### **1. Listening Vocabulary**

- This type of vocabulary refers to the words we hear and comprehend. Fetuses in the womb can perceive sound when their age is sixteen weeks.
- Moreover, babies keep on listening to various words when they are awake and thus we grow up listening to different words, thereby learning so many words throughout our lives.
- In our adulthood, most of us can identify and comprehend almost 50000 words. Children who are deaf are exposed to visual listening as they are exposed to sign language.
- But in this case, the number of words developed is far less than a normal child's secondary listening vocabulary.
- The words we hear and understand. Starting in the womb, fetuses can detect sounds as early as 16 weeks.
- Furthermore, babies are listening during all their waking hours – and we continue to learn new words this way all of our lives.

- By the time we reach adulthood, most of us will recognize and understand close to 50,000 words. (Stahl, 1999; Tompkins, 2005) Children who are completely deaf do not get exposed to a listening vocabulary.
- Instead, if they have signing models at home or school, they will be exposed to a “visual” listening vocabulary. The amount of words modeled is much less than a hearing child’s incidental listening vocabulary.

## **2. Speaking Vocabulary**

- Speaking Vocabulary refers to the words we speak. Our speaking vocabulary is restricted.
- Most of the adults use almost 5000 to 10000 words for communication (for conversation and giving instructions).
- The number of words used in this case is far less than listening vocabulary, the reason being the level of comfort in usage.
- The words we use when we speak. Our speaking vocabulary is relatively limited: Most adults use a mere 5,000 to 10,000 words for all their conversations and instructions.
- This number is much less than our listening vocabulary most likely due to ease of use.

## **3. Reading Vocabulary**

- This vocabulary refers to the words we recognize when we read any text.
- We read and understand many words, but we do not use them in speaking vocabulary. If a person is a reader then this type of vocabulary happens to be the second largest vocabulary.
- Needless to say, vocabulary grows with reading.
- The words we understand when we read text. We can read and understand many words that we do not use in our speaking vocabulary.
- This is the 2nd largest vocabulary IF you are a reader. If you are not a reader, you can not “grow” your vocabulary.

## 4. Writing Vocabulary

- This type of vocabulary represents those words which we regain while writing to express ourselves.
  - It is very easy to explain ourselves verbally by using facial expressions and modulation of voice, but using the same words for communicating the same concept or thought through writing is not that easy. Our writing vocabulary is intensely affected by the words we can spell.
  - The words we can retrieve when we write to express ourselves.
  - We generally find it easier to explain ourselves orally, using facial expression and intonation to help get our ideas across, then to find just the right words to communicate the same ideas in writing.
  - Our writing vocabulary is strongly influenced by the words we can spell.
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