

## **Communication skills –synopsis**

### **1. Listening**

Communication is a process of passing information and understanding from one person to another.

Importance of Business Communication

Persuasion is one of the factors of marketing communications.

Communication creates a meeting of minds and improves industrial relations. It helps to develop mutual co-operation and understanding thereby improving industrial productivity. Communication is indispensable for every organization to develop and maintain reputation or goodwill with its customers, investors, dealers, suppliers etc.

Listening

Listening is an active process by which we make sense of, assess, and respond to what we hear. The listening process involves five stages: receiving, understanding, evaluating, remembering, and responding

### **7 types of listening skills**

#### **1. Informational listening**

When you want to learn something, you'll use informational listening to understand and retain information.

#### **2. Discriminative listening**

You use this type of listening before you even know how to understand words. Instead of relying on words, discriminative

listening uses tone of voice, verbal cues, and other changes in sound.

### **3. Biased listening**

Biased listening is also known as selective listening. Someone who uses biased listening will only listen for information that they specifically want to hear.

### **4. Sympathetic listening**

Sympathetic listening is driven by emotion.

Instead of focusing on the message spoken through words, the listener focuses on the feelings and emotions of the speaker.

### **5. Comprehensive listening**

Unlike discriminative listening, comprehensive listening requires language skills. This type of listening is usually developed in early childhood. People use comprehensive listening to understand what someone is saying using words.

### **6. Empathetic or therapeutic listening**

Empathetic listening is useful to help you see from other people's perspectives. Using this type of listening, you can try to understand someone else's point of view as they're speaking. You can also try to imagine yourself in the other person's shoes.

### **7. Critical listening**

Critical listening is crucial when problem-solving at work.

Barriers to listening

## **1. Physical and Environmental Barriers**

The most obvious obstacle to effective listening is anything that physically makes it difficult to hear what is being said. This might be too much distance between the speakers, excessive external noise, or physical obstructions blocking sound from traveling between individuals.

## **2. Cultural Barriers**

When people have different backgrounds religiously, ethnically, culturally, or otherwise, it can create cultural barriers that make it difficult to listen effectively.

## **3. Emotional and Psychological Barriers**

Is the mental noise that emerges from our mood and energy level.

## **4. Physiological Barriers**

If a person is suffering from an injury, an illness, or bodily stress, it can get in the way of their ability to hear and process what is being said.

## **5. Language Barriers**

Language barriers can also emerge within the same language if the parties involved are from different regions or cultures and use expressions unknown to each other.

## **6. Making Assumptions**

A person might be biased against another individual and assume they hold certain beliefs even though they haven't gotten to know them.

## **7. Too Much Information**

If a person doesn't seem to be actively listening it's possible that they've reached their limit in terms of new information, and they're decreasingly able to be present and focused on what's being said.

### **8. Tone of Voice**

The tone that a person uses to speak can also create barriers to effective listening

### **9. Speed of Speech**

When someone is talking too fast, it can be challenging for listeners to keep up with the conversation.

## **2. Speaking**

Speaking skills are defined as the skills which allow us to communicate effectively. They give us the ability to convey information verbally and in a way that the listener can understand.

Speaking is an interactive process where information is shared, and if necessary, acted upon by the listener. So, it's important to develop both speaking and listening skills in order to communicate effectively.

## **The four elements of speaking skills**

**Vocabulary:** To develop our speaking skills, we first need to know the right words. Vocabulary development begins when we are infants, as we learn to describe the world around us and communicate our needs.

## Grammar:

Grammar includes lots of important areas for spoken language such as an understanding of tenses and the correct way to structure sentences. Grammar helps us to convey information in a way that the listener will recognize and understand.

## Pronunciation:

Understanding how to correctly pronounce words is another important element of speaking skills. We learn how to pronounce words by listening to those around us, such as our parents, friends and teachers. Pronunciation varies from country to country, and even city to city!

A lot of this comes from phonemic awareness.

## Fluency:

Fluency is the ability to hear words and understand them straight away.

Practice makes perfect when it comes to developing English speaking skills. Listening to English, understanding grammar and reading can all help slightly, but they're never going to improve English speaking skills to the extent it is possible. Your class need to actually speak

Here are some helpful tips on how to develop English speaking skills:

Learn new vocabulary in phrases

Focus on pronunciation.

practice self-talk.

### 3. Reading

**Reading skill** is the ability to derive meaning from a written text. This means that a person with this skill can make sense of the written information.

#### **There are four types of reading skills.**

**Skimming** is a technique that allows you to quickly read through a text and pick out the main ideas. This is a useful skill when you need to get an overview of a text or when you're looking for specific information.

**Scanning** is a technique that allows you to quickly read through a text and find specific information. This is a useful skill when you need to find specific information in a text.

**Intensive** reading is a technique that allows you to read a text slowly and carefully in order to understand all the details and nuances. This is a useful skill when you need to understand a text in depth.

**Extensive** reading/Speed reading is a technique that allows you to read a text quickly. This is a useful skill when you need to read a lot of information in a short amount of time.

## SQ3R Reading Method

SQ3R is a reading comprehension method named for its five steps: survey, question, read, recite, and review.

Q3R SQ3R is a Reading/Study formula designed to help process and increase retention of written information. It consists of the following five steps.

S = SURVEY. Scan the piece of writing to establish its purpose and get the main ideas.

Look for: Titles and Headings – Indicate the main topics and concepts being developed. • Pictures, questions, bold or italicized print – emphasize important information • Introduction and conclusion – May give the topics being covered as well as the purpose. First and • last sentences in paragraphs • Footnotes •

Q = QUESTION Write questions to give purpose and improve concentration. This aids comprehension. Turn main headings and pictures into questions. Jot down questions that you may have as you survey the material.

R = READ Search for answers to your questions. Make notes and highlight main ideas that support the concept.

R = RECITE Reciting helps to put the information into your long-term memory. Put what you have learned into your own words.

**R = REVIEW** It is important to review the material to understand and remember it. Did you answer all of the questions and understand the information? Reviewing each time you study will eliminate the need to “cram” for a test

#### **TIPS FOR READING**

1. Make reading exciting by visualizing what you're reading.
2. Interact with the text by asking questions about the information you are reading.
3. When reading long pieces, try to divide the article into smaller portions and read it.
4. Highlighting important information helps you remember better and also revisit it.
5. Have reading goals because one of the ways to improve reading is to practice.

#### **4. Writing**

Writing skills are the skills you use to write effectively and succinctly. Writing skills don't just include the physical act of writing. Skills like research, planning and outlining, editing, revising, spelling and grammar, and organization are critical components of the writing process.

#### **Types of written communication**

##### **1. Formal communication**



In the corporate arena, formal written communication is the backbone of professional interactions. This type of writing demands precision, clarity, and adherence to established norms. Written communication in the workplace encompasses emails, memos, reports, and official documents. These documents serve as a lasting record of decisions, proposals, and agreements, emphasizing the need for accuracy and professionalism.

Examples of formal written communication include:

- **Formal business emails:** These messages are structured, concise, and adhere to a specific etiquette. For instance, sending a well-constructed email to a prospective client introducing your company's services demonstrates effective formal communication. The tone should remain respectful and informative, reflecting the sender's professionalism.
- **Office memos:** Memos serve as succinct internal communication tools within organizations. These documents address specific topics, provide instructions, or announce updates. An example of formal communication through a memo is when a department head distributes a memo outlining the upcoming changes to company policies.
- **Business reports:** Reports are comprehensive documents that analyze data, present findings, and offer recommendations. A formal business report might involve an in-depth analysis of market trends, financial performance, or project outcomes. Such reports are meticulously structured, featuring headings, subheadings, and references. A quarterly financial report submitted to company stakeholders is an example of formal written communication in the form of a report. The language employed is precise and backed by evidence, maintaining an authoritative tone.

## 2. Informal communication

Stepping away from corporate rigidity, informal written communication captures the casual essence of everyday life. Informal communication embraces text messages, social media posts, and personal letters. It encourages self-expression and authenticity, enabling individuals to communicate in a more relaxed and relatable manner. Balancing the informal tone while maintaining appropriate communication standards is essential in this type of communication. Some examples of informal communication are:

- **Text messages:** Text messages are characterized by their casual tone, use of abbreviations, and emojis. The language used is relaxed and often mirrors spoken language, fostering a sense of familiarity and ease.
- **Social media posts:** From Facebook statuses to Twitter updates and Instagram captions, these informal writing opportunities allow you to express yourself freely. The language is personal, engaging, and may include humor or personal anecdotes that boost your personal brand.
- **Personal letters:** Although originally rather formal, personal letters have transitioned into the realm of informality. Letters written to friends or family members often showcase a mix of personal anecdotes, emotions, and everyday language. The language is warm, reflective of personal connections, and might include elements of nostalgia or shared experiences.

## 3. Academic writing

Within educational institutions, academic writing reigns as the conduit of knowledge dissemination. This type of writing includes essays, research papers, and presentations. Academic

writing upholds a formal tone, requiring proper citation and adherence to established formats. The objective is to convey complex concepts coherently and objectively, fostering critical thinking and intellectual growth. Here are a few examples of academic writing:

- **Essays:** Essays are fundamental forms of academic writing that require students to analyze and present arguments on specific topics. The essay is structured with an introduction, body paragraphs, and a conclusion, all aimed at conveying a well-organized argument supported by evidence.
- **Research papers:** Research papers dive deeper into specific subjects, often requiring extensive investigation and citation of sources. They should be organized with specific sections such as an introduction, literature review, methodology, findings, and conclusion. This type of academic writing focuses on presenting original insights backed by thorough research.
- **Presentations:** While presentations involve spoken communication, their accompanying slides often feature written content. Academic presentations might include a slide deck explaining the findings of a research study. Each slide contains concise written points that support the speaker's verbal explanations. Effective academic presentation writing ensures clarity and conciseness, to aid the audience's understanding.

#### 4. Creative writing

Creative writing introduces a touch of artistry to written communication. Poetry, short stories, and blog posts exemplify this style. Creative writing explores the depths of human imagination, invoking emotions and vivid imagery. This type of writing encourages personal flair, allowing individuals to

experiment with language, style, and narrative structure. While the examples of creative writing are vast, we'd like to share a few examples with you.

- **Poetry:** Poetry is an artistic form of written communication that emphasizes rhythm, imagery, and emotions. In such works, words are carefully chosen to evoke feelings and paint vivid mental pictures, allowing readers to experience a heightened emotional connection.
- **Short stories:** Short stories are concise narratives that capture a moment, an emotion, or a complete tale in a limited space. An example of creative writing as a short story could be a suspenseful narrative that unfolds over a few pages, engaging readers with its characters, plot twists, and resolution. Creative short stories often explore themes of human nature and provide a glimpse into unique worlds or experiences.
- **Novels:** Novels stand as an epitome of creative writing, offering a more extensive canvas for storytelling. Novels delve deep into emotions, relationships, and the complexities of human existence, allowing readers to immerse themselves in fictional realms with remarkable depth.

#### **Tips for improving your written communication skills**

**Clarity:** Clarity is arguably the cornerstone of good writing. It ensures your message is understood by eliminating ambiguity, confusion, and misinterpretation.

**Understand your audience:** It's critical to consider who will be reading what you write.

**Grammar and spelling:** Maintaining proper grammar and spelling reflects professionalism and attention to detail.

## **5. Digital literacy.**

**Digital literacy** is an individual's ability to find, evaluate, and communicate information using typing or digital media platforms. It is a combination of both technical and cognitive abilities in using information and communication technologies to create, evaluate, and share information.<sup>[1]</sup>

Digital literacy skills continue to develop with the rapid advancements of artificial intelligence (AI) technologies in the 21st century. AI technologies are designed to simulate human intelligence through the use of complex systems such as machine learning algorithms, natural language processing, and robotics. As the field advances and transforms aspects of everyday life such as education, workplaces, and public services, individuals must develop the skills to appropriately understand and use these tools.

Common elements of these frameworks include:

- **Know and understand:** know the basic functions of AI and how to use AI applications
- **Use and apply:** applying AI knowledge, concepts and applications in different scenarios
- **Evaluate and create:** higher-order thinking skills (e.g., evaluate, appraise, predict, design)
- **Ethical issues:** considering fairness, accountability, transparency, and safety with AI

Digital literacy is necessary for the correct use of various digital platforms. Digital literacy can also prevent people from being taken advantage of online, as photo manipulation, E-mail frauds and phishing often can fool the digitally illiterate, costing victims money and making them vulnerable to identity theft.<sup>[30]</sup> However, those using technology and the internet to commit these manipulations and fraudulent acts possess the digital literacy abilities to fool victims by

understanding the technical trends and consistencies; it becomes important to be digitally literate to always think one step ahead when utilizing the digital world.

The emergence of social media has paved the way for people to communicate and connect with one another in new and different ways

Websites like Facebook and Twitter, (now X), as well as personal websites and blogs, have enabled a new type of journalism that is subjective, personal, and "represents a global conversation that is connected through its community of readers."<sup>[1]</sup>

### Applications of digital literacy

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Educators have also turned to social media platforms to communicate and share ideas with one another.

#### **In the workforce**

In the modern world employees are expected to be digitally literate, having full digital competence. Those who are digitally literate are more likely to be economically secure, as many jobs require a working knowledge of computers and the Internet to perform basic tasks.

## **6. Use of social media**

**Social media** are interactive technologies that facilitate the creation, sharing and aggregation of content, ideas, interests, and other forms of expression through virtual communities and networks.<sup>[1][2]</sup> Social media refers to new forms of media that involve interactive participation.

there are some common features:<sup>[2]</sup>

1. Social media are interactive Web 2.0 Internet-based applications.<sup>[2][5][6]</sup>

2. User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions—is the lifeblood of social media.<sup>[2][5]</sup>
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.<sup>[2][7]</sup>
4. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

Social media platforms are often divided into six categories: social networking, social bookmarking, social news, media sharing, microblogging, and online forums.

These diverse platforms serve a vast range of purposes and user interests. Some appeal to hobbyists, others to people in their work lives. People use them to find others across the globe who share their political or other views. Entertainers use social media to engage with fans, politicians with voters, charities with donors. Governments often turn to social media to convey vital information during emergencies.

For businesses, social media has become a key marketing tool. Companies use it to find and engage with customers, drive sales through advertising and promotion, identify fast-moving consumer trends, provide customer service or support, and collect data on users, sometimes surreptitiously.

Internet users age 16 to 64 worldwide spent a daily average of 2 hours and 31 minutes on social media as of late 2022, according to DataReportal, which adds that "social media now accounts for its greatest ever share of total online time, with almost four in every 10 minutes spent online now attributable to social media activities.

These were the most widely used social media providers as of January 2023, according to DataReportal:

1. Facebook (2.96 billion users)



2. YouTube (2.51 billion users)
3. WhatsApp (2 billion users)
4. Instagram (2 billion users)
5. WeChat (1.31 billion users)
6. TikTok (1.05 billion users)
7. Facebook Messenger (931 million users).

Social media marketing is the use of social networks as a sales and marketing tool. Companies with products or services to promote can go beyond traditional advertising to build an online presence and engage directly with their customers.

## **7. Non verbal communication**

**Nonverbal communication**, transfer of information from one person to another without the use of words or spoken language. Nonverbal communication can occur in a variety of ways, including through facial expressions, gestures, and body posture or position.

Nonverbal Communication Types

1. Facial expressions. Facial are responsible for a huge proportion of nonverbal communication.
2. Gestures. Deliberate movements and signals are an important way to communicate meaning without words.
3. Paralinguistics. This form of nonverbal communication includes factors such as tone of voice, loudness, inflection, and pitch.
4. Body language Posture and movement can also provide a great deal of information.
5. Proxemics or personal space The amount of personal space needed when having a casual conversation with another person can vary between 18 inches and four feet. The personal



distance needed when speaking to a crowd of people is usually around 10 to 12 feet.

6. Eye gaze, haptics (touch) The eyes play a role in nonverbal communication, with such things as looking, staring, and blinking being important cues. Touch can be used to communicate affection, familiarity, sympathy, and other emotions.
7. Appearance Our choice of clothing, hairstyle, and other appearance factors are also considered a means of nonverbal communication.
8. Artifacts (objects and images) Objects and images are also tools that can be used to communicate nonverbally.