

NIOS lesson adaptation project

by  **Embrace** The power within you! Volunteers

(A community initiative of Harchan Foundation Trust)

CHAPTER -7

COMMUNICATION SERVICES

This project is aimed at supporting children with different needs. Information provided is adapted to the best of knowledge by the volunteers. For complete information please refer to the NIOS resources in <https://www.nios.ac.in/online-course-material/secondary-courses.aspx>.

KWL Chart

What you know (before lesson)	What you will learn	What you learnt
	Definition of communication	
	State the elements of the communication process	
	Explain the importance of communication in business	
	Identify the types of communication	
	Describe different means of communication	
	Explain barriers of communication	

Meanings

Sender : The person who sends the message.

Receiver : The person who receives the message.

Message : Subject matter of communication which may contain facts, ideas, feelings or thoughts.

Feedback : Receiver's response or reaction or reply to the message, which is directed towards the sender.

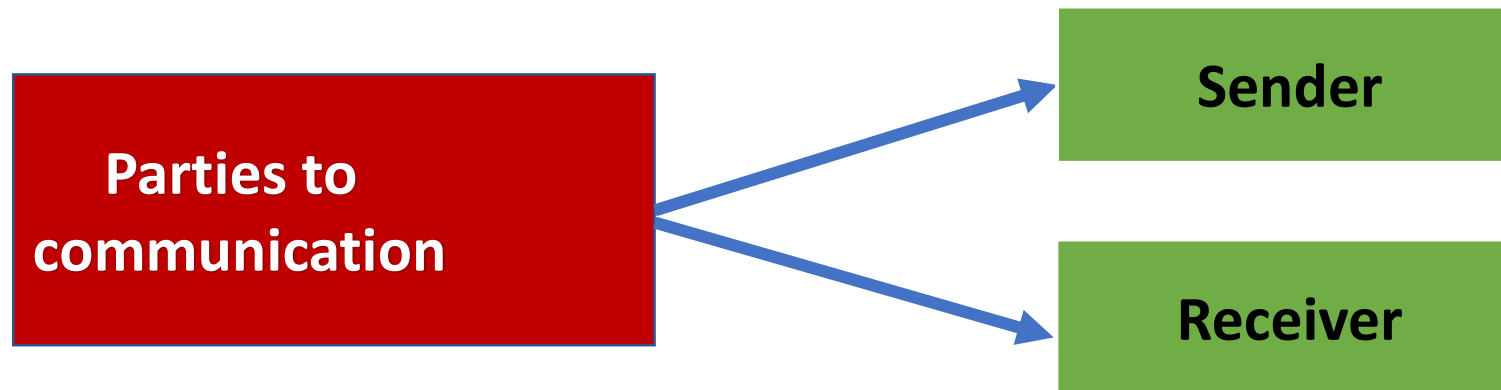
Conference: Meeting of people for consultation or discussion regarding any common issues.

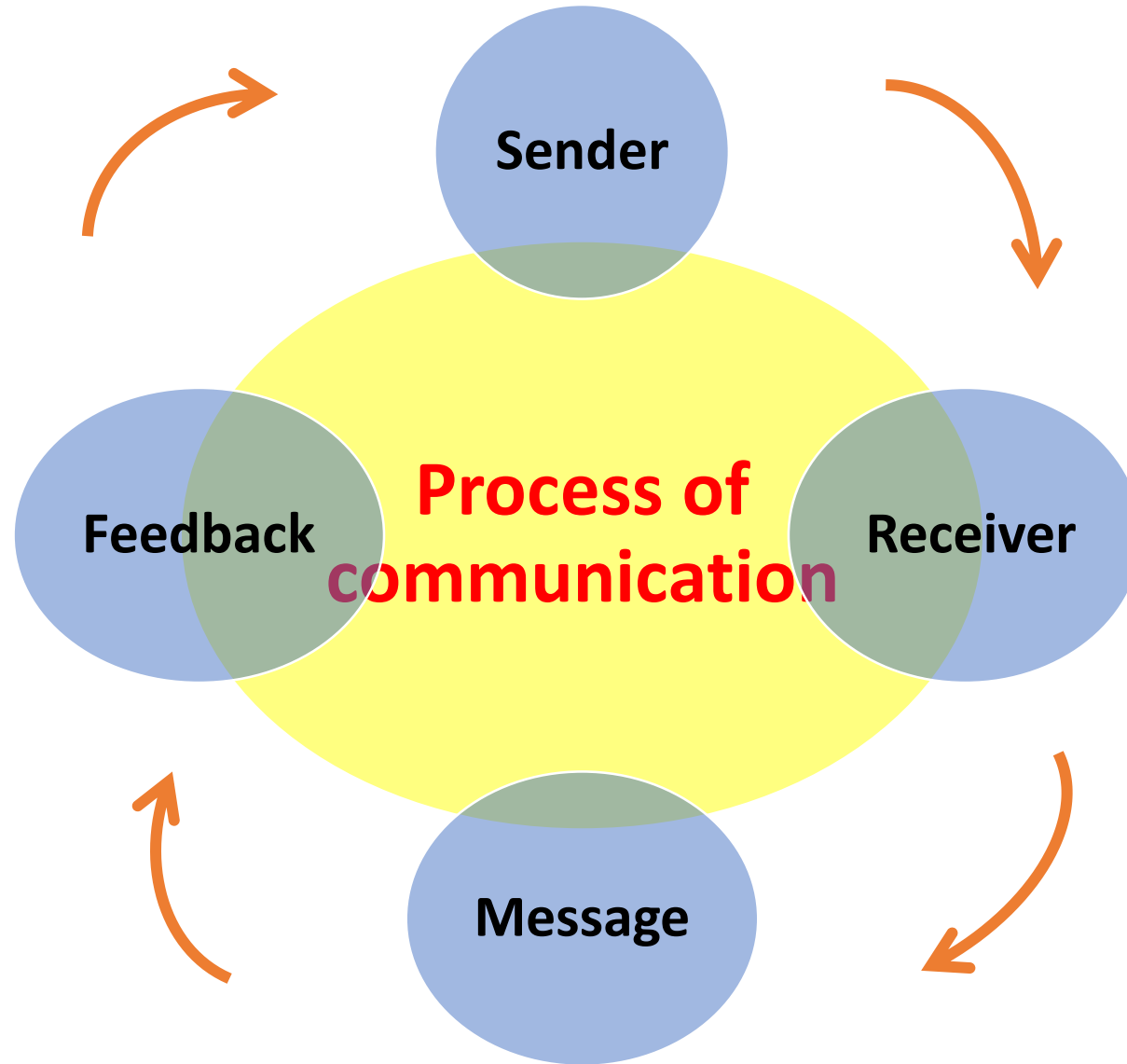
Communication

“A **process** of sharing facts, ideas, opinions, thoughts and information through speech, writing, gestures or symbols between two or more persons”

Process of communication

- ❑ The process of communication **always contains** messages, which are to be transmitted between the parties
- ❑ The process of communication is said to be complete when the receiver understands the message and responds to it.





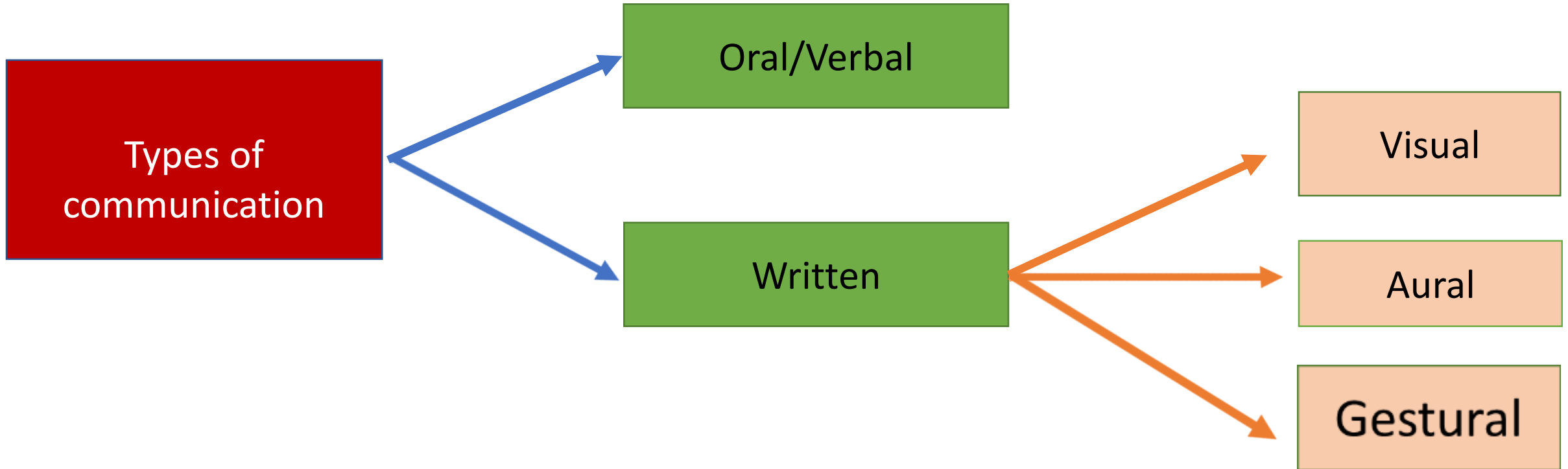
Means of communication

- ❑ For sending the message to the receiver or to get the feedback from the receiver we need a **medium or means of communication**.
- ❑ It **carries** the message to the receiver and brings the feedback from the receiver.

IMPORTANCE OF COMMUNICATION

1. To **express facts, figures and ideas**.
2. **Means of controlling** operations, **coordinating** the activities of departments and employees and **motivating** personnel.
3. To **link** between the firm, its suppliers and customers.
4. **Helps** business to operate **efficiently**, as well as **creates** a good public image.
5. **Educates** people, **widens** their knowledge and **broadens** their outlook.
6. To **overcome** the barriers of language and personal contact.
7. To **know about** new discoveries, new techniques, new products etc.
8. To **take advantage** of achievements made by others

TYPES OF COMMUNICATION



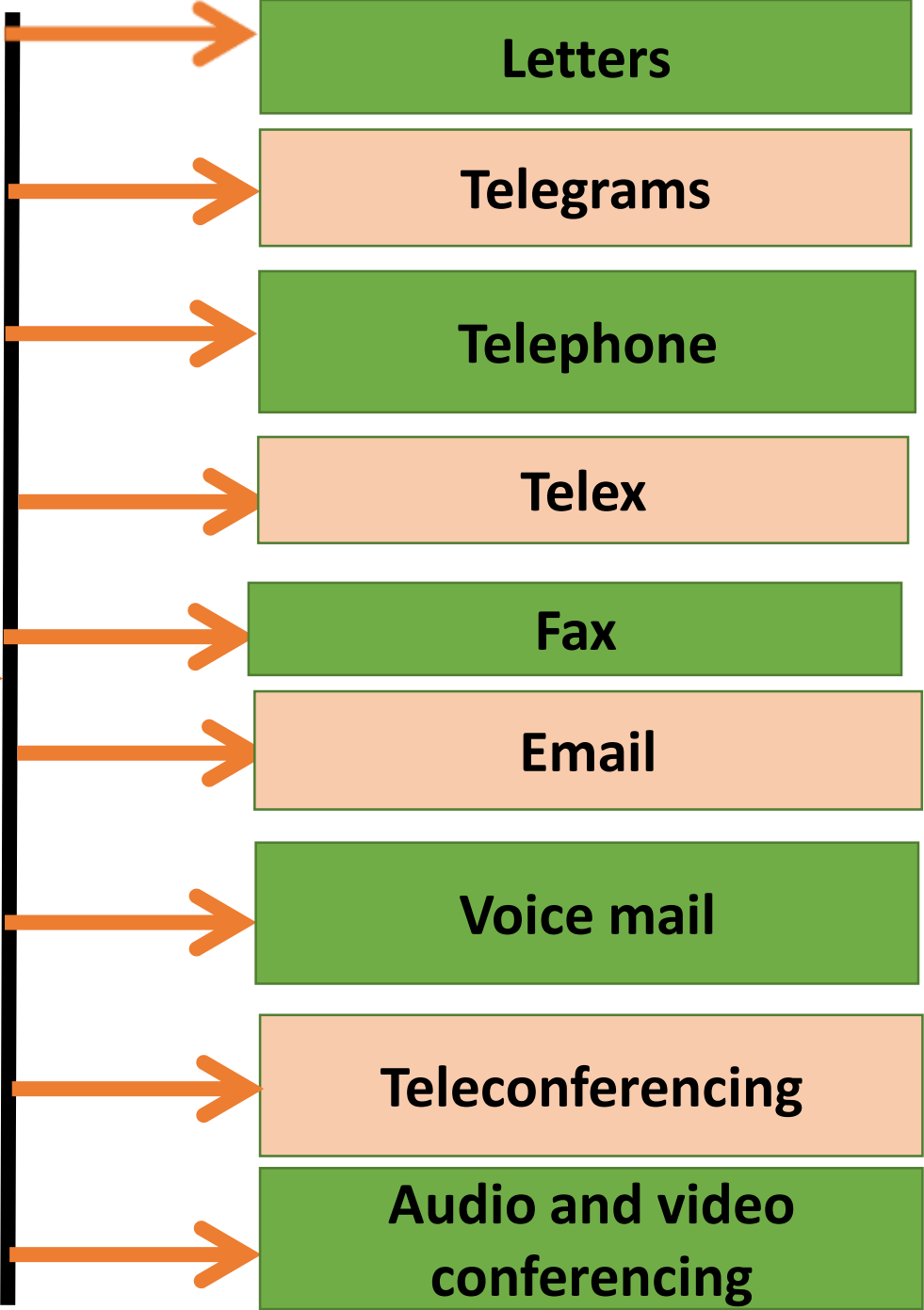
Oral/Verbal communication

- ❑ Communication with the **help** of **words** known as **Oral/Verbal** communication is made through words spoken.
- ❑ It may be in the **form** of lectures, meetings, group discussions, conferences, telephonic conversations, radio message etc.

Written Communication

- ❑ Message is passed through **written words** in the **form of** letters, memos, circulars, notices, reports, manuals, magazines, handbooks, etc.
- ❑ May be **'Visual', 'Aural', or 'Gestural'**
- ❑ When we look pictures, graphs, symbols, diagrams, traffic policeman showing the stop sign, a teacher showing a chart etc. some message is conveyed. All these are different forms of **written(visual) communication**.
- ❑ Communication with the **help of sounds** is called **'aural' communication**. Bells, whistles, buzzers, horns etc. are few examples of aural communication.
- ❑ Communication through the **use of various parts of the human body**, or through **body language** is termed as **'gestural'** communication.

**MEANS OF
COMMUNICATION**



Letters



- ☐ Letters are a **written form of communication**.
- ☐ These are **sent or received** by others.
- ☐ They are **delivered** to the receivers through **special messenger, post offices or private couriers**.
- ☐ This method is **used** when **face-to-face communication** is **difficult**
- ☐ It **helps** in keeping a **record of the communication**.
- ☐ The **cost involved** is **low**.

Telegram



- ❑ It is a form of **written communication** by which messages can be sent **quickly** to distant places.
- ❑ It is generally **used** when there is an **emergency** of communicating any important message.
- ❑ This message is transmitted **much faster** than ordinary postal mail.
- ❑ On payment of **specific charge**, we send our message through telegrams in **all telegraph offices**.
- ❑ Telegraphic messages are written **in brief**, because charges are payable on the basis of **number of words** used in writing the message **including** the address of the receiver and sender's name.

- ❑ Telegrams can be **sent** as **ordinary or express**.
- ❑ Express telegrams **travel faster** than ordinary telegrams, so **extra charge** are paid.
- ❑ To **send** telegrams to **foreign countries** **cablegrams** are used.
- ❑ Telegrams can **also** be sent by using **telephone**, which is called as **phonogram**. By ringing up the telegraph office through a telephone, the message can be recorded and later the telegraph office transmits the message to the receiver.

Telephone



- ❑ Telephone is a form of **oral communication**. It is used for **internal and external** business communications.
- ❑ **Long distance communication** is made by **STD** (Subscriber Trunk Dialling) while **international communication** can be made through **ISD** (International Subscriber Dialling) facilities.
- ❑ Telephone **helps** in **instant contact** between the parties to communications.
- ❑ In business firms as well as government and private offices **automatic switchboards** known as **private automatic branch exchange (PABX)** are installed to make internal as well as external communication.

- ❑ **Mobile phones** give an access to the receiver at any time, anywhere.
- ❑ By using few features like **Short Messaging Services (SMS)**, **Multi Media Messaging Services (MMS)** etc., written messages can be sent to the receivers.
- ❑ Both **private as well as government** organizations **provide** both the services.



Telex



- ❑ Telex is a means of **printed communication** using **Teleprinter**.
- ❑ Teleprinters consists of **machines** installed at different places which are **connected** to a central exchange **through** cable.
- ❑ In each machine a **standard keyboard** is fitted.
- ❑ Any **message typed** by using these keyboards at **one end** is **automatically typed** at the **other end**. Hence **instant transmission** is possible.

Fax



- ❑ Fax is an **electronic device** which can **send instant handwritten or printed messages** like letters, diagrams, graphs, sketches, etc. This is used as a means of **written communication** in **business**.
- ❑ By using **telephone lines** this machine sends the **exact copy** of the document to **another** fax machine at the **receiving end**.
- ❑ For **sending** any message, the documents on which message, diagram or drawing is typed or drawn **has to be put** in the fax machine and the fax number (a telephone number) of the other party should be dialled.
- ❑ Then the fax machine at the **receiving end** will instantly produce the **replica** of the message.

Advantage and disadvantage of Fax

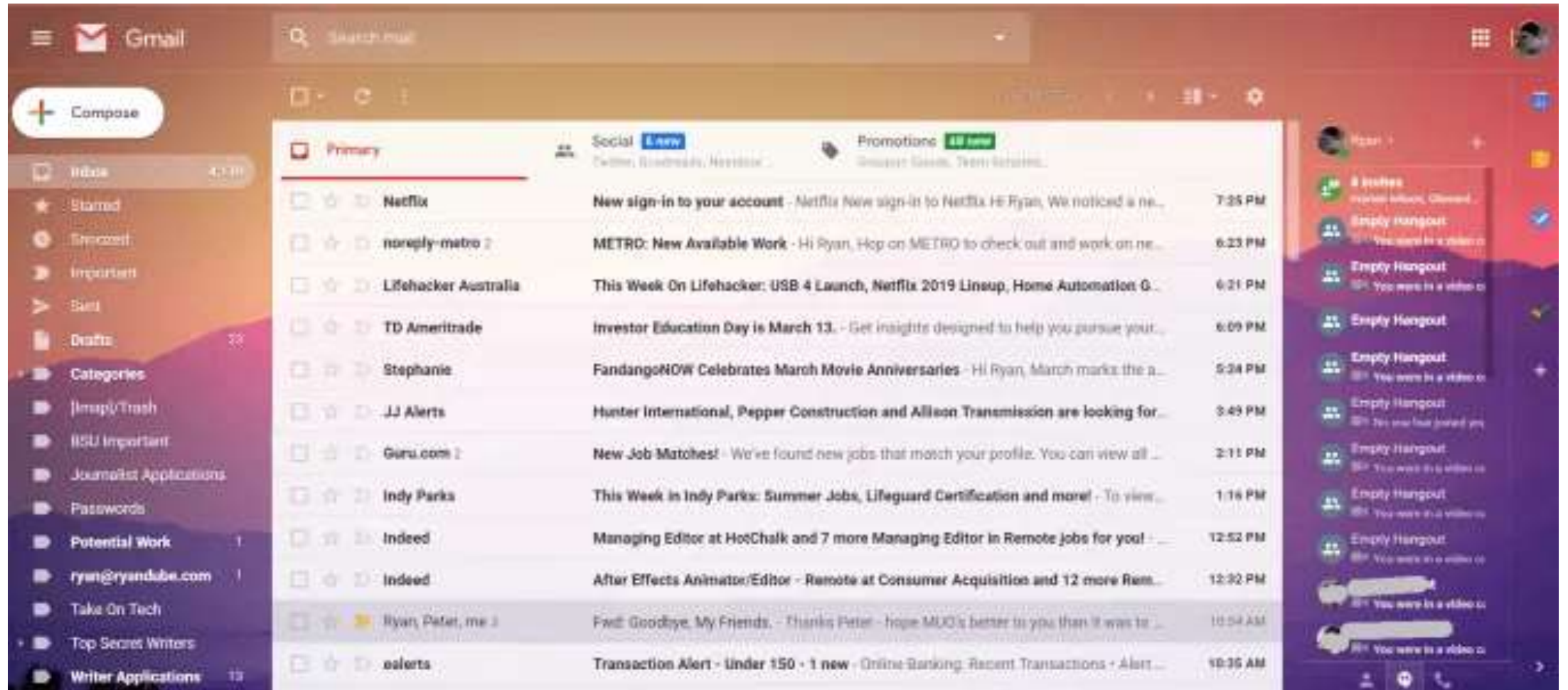
Advantages of Fax system

- ☐ Easy to operate.
- ☐ Instant transmission of message over any distance.
- ☐ Can record each and every communication.

Disadvantages of fax system

- ☐ It can accept document only up to a standard size.

E-mail



- ❑ Electronic mail is a **modern** means of communication. This makes use of **electronic methods** of **transmitting and receiving information**.
- ❑ With the help of internet, we can open an e-mail account in their name from any ISP (Internet Service Provider).
- ❑ Then letters, messages, pictures or sounds can be sent through their computer to the e-mail accounts of other individuals.
- ❑ The information is communicated **audio visually** and the process is **extremely fast**.

Voice mail



- ❑ Voice mail is a **computer-based system** of communication.
- ❑ It is **used** for **receiving and responding** to incoming telephone calls.
- ❑ It **records and stores** telephone messages through computer memory.
- ❑ We can get the **required information** by **dialling** the voice mail number followed by the instructions of the computer.
- ❑ The receivers can get the message from the **machines at their own convenience**.

Teleconferencing



- ❑ Teleconferencing is a system through which **people interact** with **each other** **without physically sitting** in front of others.
- ❑ People can **hear** the voice and **see** the picture of others and also **respond** to their queries who are in different countries.
- ❑ It **requires** the use of **modern electronic devices** like telephone, computers, television etc.
- ❑ For every teleconferencing a **central controlling unit** is required that facilitates the entire process of communication.

Types of Teleconferencing

Audio conferencing	Video conferencing
Participants listen to the voice and respond immediately sitting at different places.	Participants of the conference can listen and also see the picture of each other while talking themselves.
People may listen to the voice through radio or television and put their queries by using telephone.	Participants can listen to the voice and see the picture of the persons sitting in the studio/participants at both the ends are able to listen to the voice and see the picture of each other while talking amongst themselves.

BARRIERS TO COMMUNICATION

Acronym: BC IM RU 2S

1. **B**adly Expressed Message
2. **C**omplex Organization Structure
3. **I**nattention
4. **M**utual Distrust
5. **R**esistance to Change
6. **U**nclarified Assumptions
7. **S**creening or Filtering
8. **S**tatus and Position

Badly Expressed Message:

- ❑ **Lack** of inadequate vocabulary, inappropriate language, clarity and precision leads to unnecessary clarifications, errors and misunderstanding.
- ❑ The **language or semantic** problem may also occur because different people **interpret** the same words or symbols differently.
- ❑ This is due to **difference** in their education, perception and background.
- ❑ This semantic barrier can be **overcome** by broadening by **understanding** the mind of other persons.

Complex Organization Structure:

- ❑ An organization structure involving **long chain** of command is a major barrier to effective communication.
- ❑ Communication may **break down** at various levels of supervision.
- ❑ Management must **improve** the organization structure to remove this barrier.

Inattention:

- ❑ When we **fail** to read bulletins, notices, minutes and reports without any attention.
- ❑ These errors of judgment make communication **ineffective**.
- ❑ When one person **doesn't have** the tendency of non-listening then there may be lack of motivation to communicate due to poor facilities or delay in transmission

Mutual Distrust:

- ❑ **Effective communication** is **impossible** when there is lack of confidence and mutual understanding between two people.
- ❑ **Ill-considered judgment** or **illogical decisions** may lead to **delay** in action.
- ❑ One should **create an atmosphere** of mutual trust and confidence to enable people to appreciate each others point of view.

Resistance to Change:

- ☐ When the communication involves a change it affects others.
- ☐ The message may not be taken seriously.
- ☐ **Changes affect** different people differently and one may take
- ☐ Time to think through the full meaning of a message.
- ☐ One should **provide** sufficient time and assistance to enable others to adjust themselves to change.

Unclarified Assumptions:

- ❑ When the **assumptions** in a message is **not clarified**, then there will be misunderstanding between the sender and the receiver of the message.
- ❑ The unclarified assumptions will spoil their relationship.

Screening or Filtering:

- ❑ **Successive** transmissions of the same message may become less accurate because of its **filtration**.
- ❑ At **each level** the message is **screened** by the **receiver** and only such **information** is passed to the sender.
- ❑ This **premature evaluation** of the communication **misleads** the message.
- ❑ One should **listen and understand** the other persons attitude **to avoid** filtering of information.

Status and Position :

- ❑ The **barrier** created by differences in status or position and fear can be **removed** through a **two-way** flow of information throughout the organization

List of Volunteers

Embrace-NIOS lesson adaptation project

(A community initiative of Harchan Foundation Trust)

Mentors (Volunteers) : Banu Arjun, Hema Bhatia, Indumathi , Kalpana Sankar, Priya Balasubramanian, Renu Goyal, Sowmya Srikumar, Viraja.

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"volunteers don't necessarily have the time, they just have the **HEART**."

~ elizabeth andrew

Thank You
Volunteers.

A small branch with several pink flowers and green leaves, positioned diagonally in the top right corner of the image.

Picture Credit

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