

# **NIOS lesson adaptation project**

**By EMBRACE Volunteers**

(A community initiative of Harchan Foundation Trust)

## **Chapter 7** **COMMUNICATION SERVICES** (Printable Version)

- **Simplified Lesson**
- **Previous Year Questions with Answers**
- **Terminal Questions**

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>.

## LESSON 7

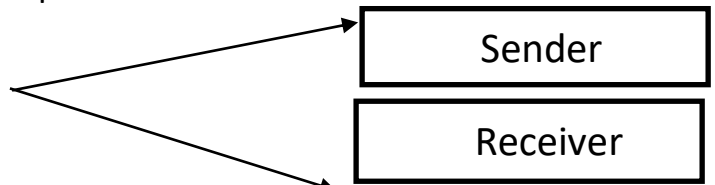
### COMMUNICATION SERVICES

#### 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
- Parties to communication
- 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. It is used to express facts, figures and ideas.
2. It is used within the firm as a means of controlling its operations,
3. It provides important external links between the firm, its suppliers and customers.
4. Communication helps business to operate efficiently, as well as creates a good public image.
5. Communication educates people, widens their knowledge and broadens their outlook.
6. It tries to overcome the barriers of language and personal contact.
7. It helps people to know about new discoveries, new techniques, new products etc.
8. Due to communication more and more people are able 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**

- In Written communication, message is passed through written words in the form of letters, memos, circulars, notices, reports, manuals, magazines, handbooks, etc.
- Written communication 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.

### **Telegrams**

- 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 is 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 Dialing) while international communication can be made through ISD (International Subscriber Dialing) 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 anytime, 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.
- Tele printers consist 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 dialed.

- 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.

### **Email**

- 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 dialing 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.

| <b>Audio conferencing</b>  | <b>Video conferencing</b>   |
|--|---|
| 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. |

### **Types of teleconferencing**

## **BARRIERS TO COMMUNICATION**

Acronym: **BCIM RU 2S**

- 1. Badly Expressed Message**
- 2. Complex Organization Structure**
- 3. Inattention**
- 4. Mutual Distrust**
- 5. Resistance to Change**
- 6. Unc clarified Assumptions**
- 7. Screening or Filtering**

### **1. 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.

### **2. 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.

### **3. 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.

#### **4. 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 other point of view.

#### **5. 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.

#### **6. Unc clarified Assumptions:**

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

#### **7. 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.

#### **7. 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

## **PREVIOUS YEARS QUESTIONS**

**1. Following means of communication provides a means of printed communication using teleprinters. Identify it.**

1. Fax
2. E-mail
3. Voice-mail
4. **Telex**

**2. A peon ringing a bell in the school is an example of**

- A. Verbal Communication
- B. Visual Communication
- C. **Aural Communication**
- D. Gestural Communication

**3. This is an electronic device that enables instant transmission of any matter, which may be handwritten or printed like letters, diagrams, graphs,**

- A. **Fax**
- B. Voicemail
- C. Telephone
- D. Audio-conferencing

**4. Communication needs to be effective. But there are several barriers that block the communication. Explain any such five barriers to effective communication.**

Barriers to effective communication are

**1. 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.

**2. 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.



### **3. 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

### **4. 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 other point of view.

### **5. 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.

## **5. Explain teleconferencing and audio conferencing as important means of Communication?**

|   |  |
|---|--|
| <b>Participants listen to the voice and respond immediately sitting at different places.</b>                | <b>Participants of the conference can listen and also see the picture of each other while talking themselves.</b>  |
| <b>People may listen to the voice through radio or television and put their queries by using telephone.</b> | <b>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.</b> |

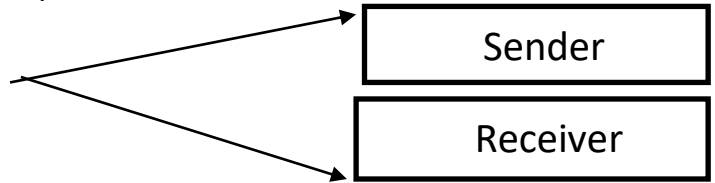
## **6. Define communication and explain the elements of the process of communication**

### **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
- Parties to communication
- The process of communication is said to be complete when the receiver understands the message and responds to it.



## **TERMINAL QUESTIONS**

### **1. Define ‘communication’ in about 20 words.**

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

### **2. Name the elements of the communication process.**

**Ans:** ‘**Communication Process**’ includes the following elements:

Sender – The person who sends the message. Also known as the source.

Receiver – The person who receives the message

Message – Subject matter of communication which contains facts, ideas, feelings or thoughts.

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

### **3. What is meant by Business Communication?**

**Ans:** Business persons share their business information with employees, suppliers, customers, distributors, Government, banks, insurance companies, etc. This sharing of information regarding business activities and their results is known as business communication.

### **4. “Letters are the best means of communication”. Do you agree with this statement? Give reason.**

**Ans:** Yes, I agree. It helps in keeping a record of the communication. The cost involved is low in this means of communication.

### **5. Give a short description of Voice Mail in about two sentences.**

- Voice mail is a **computer-based system** of communication and is **used for receiving and responding** to incoming telephone calls.

- It **records and stores** telephone messages through computer memory and the receivers can get the message from the **machines at their own convenience**.

**6. Explain the meaning of ‘verbal communication’.**

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

**7. Give any four points highlighting importance of communication in business.**

- It is used to **express facts, figures and ideas**.
- It is used within the firm as a **means of controlling** its operations, **coordinating** the activities of departments and employees and **motivating** personnel.
- It provides important **external links** between the firm, its suppliers and customers.
- Communication **helps** business to operate **efficiently**, as well as **creates** a good public image.

**8. “Telephone is a very popular form of oral communication”. Do you agree? Give reasons.**

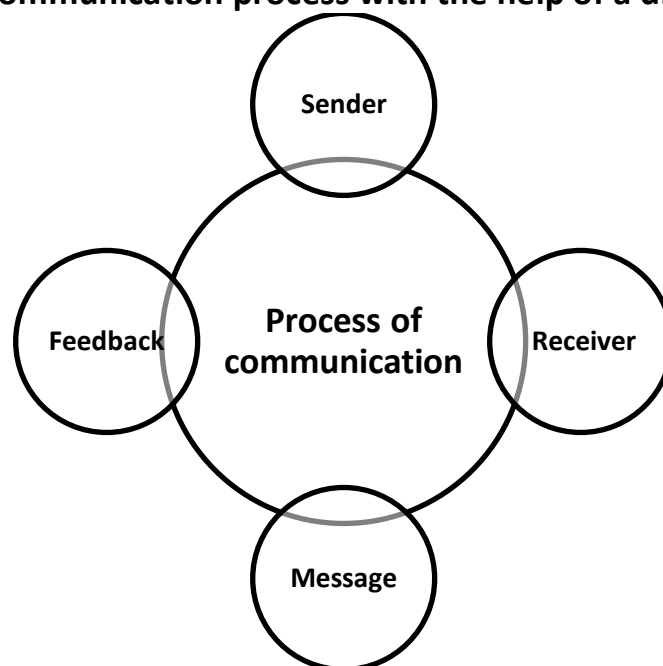
- Yes, I agree because telephone **helps** in **instant contact** and **Mobile phones** give an access to the receiver at anytime, anywhere between the parties to communications.

**9. Differentiate between Verbal and Non-Verbal communication.**

| Verbal communication  | Non-Verbal Communication  |
|---|---|
| <ul style="list-style-type: none"> <li>• Verbal communication is made through words, either spoken or written</li> <li>• Communication through spoken words is known as <b>oral</b> communication.</li> </ul> <p>Example: lectures, meetings, group discussions, conferences, telephonic conversations, radio message etc.</p> <ul style="list-style-type: none"> <li>• In <b>written</b> communication, message is transmitted through written words.</li> </ul> | <p>Non-verbal communication are ‘Visual’, ‘Aural’ or ‘Gestural’</p> <ul style="list-style-type: none"> <li>• When we look into some pictures, graphs, symbols, diagrams etc. some message is conveyed to us. These are different forms of <b>written (visual)</b> communication.</li> </ul> <p>Example: The traffic policeman showing the stop sign, a teacher showing a chart</p> <ul style="list-style-type: none"> <li>• Communication with the</li> </ul> |

|  |  |
|--|--|
| <p>Example: letters, memos, circulars, notices, reports, manuals, magazines, handbooks, etc.</p> | <p>help of sounds is called <b>'aural'</b> communication.<br/>Example, the bell used in schools, siren used in factories</p> <ul style="list-style-type: none"> <li>• Communication through the use of various parts of the human body, or through body language is called as <b>'gestural'</b> communication.</li> </ul> <p>Example: Saluting our national flag, motionless position during the singing of national anthem, waving of hands, nodding of head, showing anger on face, etc.</p> |
|--|--|

**10. Illustrate the communication process with the help of a diagram.**



**11. Explain the meaning of communication and its process.**

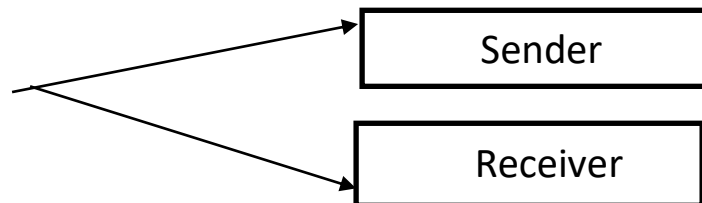
#### **Communication**

“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

- Parties to communication



- The process of communication is said to be complete when the receiver understands the message and responds to it.

## 12. State the different types of Non-verbal communication.

Non-verbal communications are 'Visual', 'Aural' or 'Gestural'

- When we look into some pictures, graphs, symbols, diagrams etc. some message is conveyed to us. These are different forms of **written (visual)** communication.

Example: The traffic policeman showing the stop sign, a teacher showing a chart

- Communication with the help of sounds is called '**aural**' communication.

Example, the bell used in schools, siren used in factories

- Communication through the use of various parts of the human body, or through body language is called as '**gestural**' communication.

Example: Saluting our national flag, motionless position during the singing of national anthem, waving of hands, nodding of head, showing anger on face, etc.

## 13. "E-mail is the fastest method of transmitting written messages".

**Explain.**

**Ans:** Email also termed as electronic mail is a short process of communicating written messages on computer through Internet. It is the fastest mode of communication of message online. Even large message to a wide group can be sent easily on the click of a mouse-mails are stored permanently in mailbox and can be viewed in future period of time. It is also very cheap as compared to other mode of transmitting written messages.

## 14. You are an exporter and you want to mail an exact copy of a quotation to an importer in USA. Which means of communication would you use and why?

Fax is instant way to communicate because instant transmission of message over any distance is possible. Exact copy of letters, diagrams, graphs, sketches etc. can be sent using the phone one fax machine sends exact copy to another fax machine. The document has to be put in the machine. Fax number of the other party has to be dialed. Very easy to operate.