

STUDY MATERIAL
FOR STUDENTS OF BE I/IV
SUBJECT: ENGLISH THEORY
PREPARED BY DEPARTMENT OF ENGLISH
MUFFAKHAM JAH COLLEGE OF ENGINEERING AND TECHNOLOGY

CONTENTS

- Role and importance of communication
- Process of communication
- Interpersonal communication
- Letter writing
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ROLE AND IMPORTANCE OF COMMUNICATION

The word communication is derived from the Latin words '*communicare*' and '*communis*'. '*Communicare*' means to share, to impart i.e. giving and sharing information. '*Communis*' means common.

Communication plays a key role in the formal, informal, social, academic or professional situation. It is a dynamic interactive process of sharing our ideas, thoughts, values and feelings with others. It involves active speaking, listening and observing. It is of great significance and plays a vital role in the success of a person in all aspects of his life. It serves as a foundation for all types of practices.

Communication may be verbal, written and through gestures or body language. Good communication skills are required to convey messages meaningfully to others. It has power to create interest, stimulate action and achieve agreement. It is essential for agreement in everyday life and helps in delegating duties, motivating others, demonstrating leadership qualities, training and counseling. Effective communication is a critical skill which helps in the overall development of a student worker or citizen. It is very important to learn and practice these skills to become a successful communicator. Effective communication skills include written and oral presentations which contribute to build a successful career.

Communication is a two way process. It is the transmission of information from sender to receiver, here an idea is coded either in words or in signs or symbols. An idea which is abstract is brought to life through the speaker's ability to express his ideas in a concrete way. It has to be positive and pleasant. The inability to communicate with others creates a plethora (i.e. a large number) of problems. Circumstances and surroundings play a vital role in determining the success or failure of communication, failure in communication between sender and receiver results in communication gap, misunderstanding or distortion of meaning. Such intermediaries or disturbances change the message and prevent them from reaching the receiver, these are called barriers. Barriers can appear at any point of time and they hamper the flow of thoughts in the process of communication. The barriers may be of two types internal and external. Poor listening, lack of interest, fear, noise etc may result in communication breakdown, and waste time and energy. Effective communication exists between two persons when the receiver interprets the message in the way the sender intended it. Thus appropriate measures must be taken quickly to identify and solve such problems and remove the barriers in every stage of communication process.

Language skills: Oral or written communication involves four important language skills namely listening, speaking, reading and writing. The skills help a person to be successful in his/her general, academic and professional pursuits.

1. Listening: Listening plays a vital role in oral communication. The response of the receiver largely depends on the receiver's ability to understand and appreciate the speaker's perspective. The quality and quantity of listening along with quick, efficient and imaginative listening techniques help people to be successful in oral communication. Thus listening plays an important role in analyzing a problem understanding and decision making.

<i>Eg: General (situations)</i>	<i>Academic (situations)</i>	<i>Professional (situations)</i>
Casual/formal conversation discussion	Lectures Professional	Interaction and discussions
Social interaction	Seminars	Workshops, Meetings
Public speeches	Academic discussions	Conferences

2. Speaking: Effective speaking skills help a person to be active in oral communicative process. They enhance the chances of the person's professional growth and survival. Oral communication is a tool of professional and business interaction person must be able to use appropriate grammatical and textual forms fluently, effectively and confidently. Effective speaking skills are required to express opinions, comments and criticism, ask questions, provide clarifications, seek and give suggestions in various situations like meetings, conferences, G.Ds, interviews, seminars, workshops etc.

3. Reading: Reading plays a crucial role in effective communication. Comprehension of a text requires basic understanding and familiarity with the terms, words, phrases and features for writing. It includes receiving and interpreting information. Example:

<i>General</i>	<i>Academic</i>	<i>Professional</i>
News papers	Text books	Business reports
Magazines	Journals	Notices, Circulars
Letters	Lecture notes	E-mail messages

4. Writing: Effective writing skills are important for student and professionals in all fields to survive and excel in their pursuits. Example:

<i>Eg: General</i>	<i>Academic</i>	<i>Professional</i>
Personal letters	Lecture notes	Technical reports
Notes	Writing examination	Business proposal
General articles	Project reports	Job application.
	Thesis	

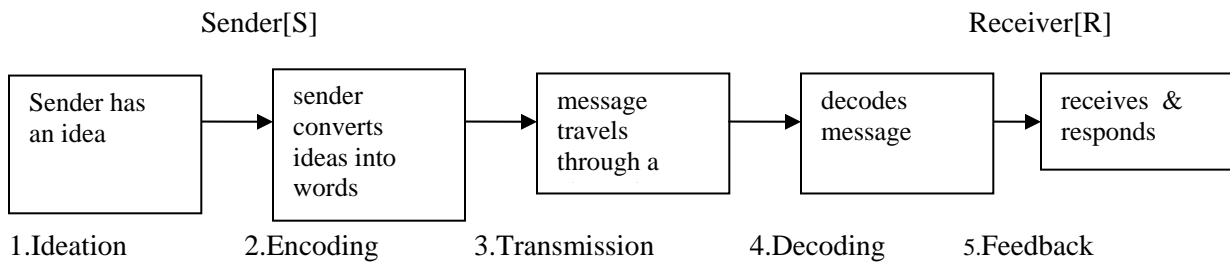
The important components of effective communication are

*Accuracy *Clarity *Friendliness *Honesty *Precision *Self confidence and self esteem

Thus effective communication is a critical skill which helps the speaker to convey the message clearly and unambiguously.

PROCESS OF COMMUNICATION

Communication is a multi dimensional interactive process of sharing common set of signs, symbols and a language from one person to another person. The two communication agents sender[S] and receiver[R] have reciprocal influence on each other. The process of communication is dynamic and exists as a flow through a series of steps. The term process indicates a condition of flux and change and takes place in five steps. The following flow chart shows the important elements stage wise.



1. Ideation: The sender has an idea and presents the specific message determined by his knowledge, experience, and abilities. The message may be logical or emotional depending on the purpose and context.

2. Encoding: The sender encodes the idea into the message. Encoding is based on the purpose of communication and the relationship between the sender and the receiver. It involves

- (i) Selecting a suitable language
 - (ii) Selecting a medium of communication i.e. speaking, writing or non-verbal form
 - (iii) Selecting an appropriate communication
- Eg. face to face, interpersonal or group communication

3. Transmission : the message travels through a channel or medium. The channel must be free from interference or noise for good communication. The message reaches the receiver without disturbance if the right time, right place and right method is chosen. Messages are conveyed through different channels.

- (i) Verbal channel: It includes face to face meetings, telephonic conversations, video conferencing etc.
- (ii) Written channel: It includes letters, E-mails, memos, reports etc.

4. Decoding: The message is converted into the thought through proper understanding and interpretation. The receiver assigns the meaning to a message from his knowledge and experience. Effective decoding avoids misinterpretation of message, breakdown or confusion. Successful decoding is possible only from careful and active efforts to comprehend the message.

5. Response/Feedback: This is the last stage in the process of communication. It helps the sender to know that the message was received and understood. The receiver's response acknowledges whether the message was accepted or rejected. The feedback may be verbal or non-verbal.

Thus, the success of encoding depends partly on the ability to convey information clearly and simply and also on the ability to anticipate and eliminate sources of confusion. However, the use of poor verbal and body language, lengthy and disorganized messages create confusion and misunderstanding and therefore should be avoided.

INTERPERSONAL COMMUNICATION

Interpersonal communication is defined as speaking and listening in alternation and thinking concurrently. It is the process of interacting with another person and mutually influencing each other, usually for the purpose of managing relationships. It is strongly influenced by the person's intrapersonal communication.

The main factors that influence our communication behaviour are

1. Communication Skills

There are four verbal communication skills

- a. Speaking and writing-encoding skills
- b. Listening and writing- decoding skills
- c. There is another skill crucial to both encoding and decoding and that is thought or reasoning and competence in dealing with emotion or feeling. This is intrapersonal.

Language skill affects a person's ability to analyse one's own purposes and intentions and the ability to express oneself. They involve knowing and applying grammar, knowing and using a broad vocabulary, knowing and applying the conventions of the language and adapting the use of language to the audience. Our communication skills deficiencies also limit the ideas that are available to us and limit our ability to think.

2. Attitudes

a. Attitudes towards self. We all have a certain idea about our self; what we think of our self affects our communication with others.

b. Attitude towards subject matter. Interest and prejudice play a role in our attitude to certain subjects

c. Attitude towards receiver. Our opinion of the receiver's intelligence and ability to understand affects the way we formulate the message. We formulate messages differently for less intelligent and intelligent

3. Knowledge level: Our communication is affected by our knowledge of

1. Subject matter- A person who knows nothing about a particular subject may omit the one important detail that might help others in understanding that particular subject/topic

2. Channels of communication A person who does not about other communication channels may fail to keep pace with other modes of communication and as a result fail in communicating appropriately using the exact medium.

3. The Receiver-If the person who sends message does not know about the target audience, the message will be less suitably formulated. In order to tailor the message to the knowledge and needs of the receiver, the source must have knowledge of the receiver.

4. Socio cultural factors

Everyone is influenced by ones position in a socio cultural system. These affect all aspects of communication like our choice of words; the meanings we attach to particular words; our purposes for communicating; our choice of receivers; the channels of communication etc.

Skills needed for inter personal communication

Knowledge of one's own attitudes

Many persons are not aware of the attitudes that they have. If you are aware of an attitude that might arouse hostility in a particular receiver, you are likely to take care to hide that attitude. But if you are unaware of the attitude, you will not try to hide it and your communication may fail in spite of your other communication skills.

Clarity in speech and writing:It takes practice to be clear in ones purpose and ideas and to state them clearly. It comes with practice. Learn to develop a pleasant, cheerful, congenial way of speaking. Pleasant appearance and friendly body language is a great advantage. Make eye contact; vary the voice to avoid a monotone; be brief and to the point; ask questions

Self control:Gaining self control takes time and patient practice. A great deal of self confidence is required to remain cool and composed when your views are attacked. Should practice the ability to maintain peace and keep silent till one reaches the right moment to speak. This will help the interpersonal communication to be more effective and also in saving a great deal of energy.

Effective listening:A broad mind to tolerate various styles of speaking, thorough knowledge of the topic of conversation, genuine desire to reach a satisfactory conclusion, will help in exercising listening skills. A listener will never impose his/her own frame of reference on everything and talks about his /her own needs and experiences. It frustrates the other person and leaves the other persons needs and experiences unconsidered. A good listener

concentrates on the speaker's line of interest, tries to understand the speaker's framework and uses nouns and verbs in the same constructions and in the same tenses, and uses the terminology. This wins the goodwill of the other party.

Non-Verbal Behaviour

Ability to sense the feelings behind the words from the body language develops with practice. One must listen with the eyes as well as the ears. And, we need to be aware that our own body language is being watched by others.

Feedback

Interpersonal communication can go on usefully only when both the parties clarify their points of view. Relationships between the persons are important for any group effort, and communication forms the relationships. Style and manner of communication are the basis of relationships and good feeling. Feedback on emotional reaction of the other person helps to achieve the most suitable style. In face to face communication, we can catch glimpses of the feelings of the receiver from the expression on the face.

Style of asking questions

The style and way of asking questions can be cultivated. Questions can make people uncomfortable. Questions must be asked for clarification in a non-threatening tone, showing genuine desire to understand better. Questions asked in an inquisitorial manner can make the other person withdraw from the conversation or feel hostile.

Assertiveness

It is, in fact, self controlled, conscious and cultivated behaviour. An aggressive person is demanding and domineering while a passive person is neither over-bearing nor timid. Stating one's wishes directly and honestly while taking other's into account, is being assertive. When both persons are assertive, they respect each other, listen to each other and seek a mutually beneficial conclusion. Being assertive achieves "win-win" results in most situations.

Non-Offensive Way of Expressing Disagreement

It is easy to become aggressive if you disagree with someone's statement. A positively assertive person has an effective way to respond when disagreeing with someone. It is more effective to first summarise or restate the other's point of view and then state one's own position without attacking. This involves careful and attentive listening

Effective Summarising

It is important to summarise the previous speaker's view, especially when one disagrees with it. Summarising must be done in one's own words; it is a restatement without any comment and must be spoken in an objective tone and manner without indicating any opposition by tone of voice or facial expression. It demonstrates that you have understood the statements and also helps to be objective and clear.

Memorable Closure

Ending a communication event on a pleasant note is always beneficial for relationships. The main points and conclusions should be summarized. If there are any unsettled issues they are also mentioned and may be scheduled for another dialogue. Pleasant closing remarks, expression of thanks and farewell greeting paves the way for further communication.

LETTER WRITING

Letter is written to different people for different purposes in different styles. Some of them are Formal and Informal.

Informal letter: The letter you write to friends and dear ones are called personal letter such letter expresses matters that are personal- your health and home, your feelings, and your thoughts, your concern for people and things around.

Letter to a friend

Mumbai
20 April 2010

Dear Mary,

Congratulations! I have just heard that you have got a good job. I bet you are delighted well done! I want to come and meet you but I will be going away for a week to Delhi for work. Anyway, good luck in your new job.

Best wishes.

Jane

.....
Letter of complaints

We write letters to people in order to communicate something the tone of the formal letter is distant, some formal letters are business letters such as letters of enquiry, orders, complaints and replies to these. Letters you write on official matters to superiors in your job and letter of appreciation and also formal letters.

The opening should be clear, state the problem clearly in detail and suggest a specific solution. It should have correctness, clarity, conciseness and courtesy.

Sample complaint letter

Letter head

Date.....

Name and address of the recipient.....

Salutation (dear sir /madam)

Subject....

Opening (a direct statement making the problem clear).....

Body (direct expression with facts).....

Closing (request for appropriate action and close the letter with expression of good will).....

Yours faithfully

Signature

Name

Enclosure...

Example -Letter of complaint

AQAR Ltd.

17, S.D. Road, Secunderabad

22-04-10

The Proprietor

Soft Tech Computers Ltd

Road no 3,

Banjara hills.

Dear Sir,

Sub: error in the invoice

I called Soft Tech Computer to place an order for 35 desk top computers but we received 25 systems along with an invoice (see the enclosure) when contacted your sales executive said it wasn't their fault as they sent only the number of systems I had requested for.

Please correct this error in the invoice and send the remaining 10 systems. Please look into the matter.I shall greatly appreciate your cooperation in this regard.

Yours faithfully
Mr. Ravi kumar

Enclosure: invoice

Reply to letter of complaint: Be truthful, frank and reply completely. Focus on the issues and solutions.

Letter head (address)

Date.....

Name and address of the recipient.....

Ref.....

Salutation (dear sir /madam)

Opening.....

Main content

Closing.....

Yours faithfully
Name

Sample letter of enquiry:

Letter head (address)

Date

From address...

Salutation (dear Sir/Madam)

Subject...

Introduction

Main content.....

Conclusion.....

Thanking you

Your faithfully
Signature

Ahmed and Ahmed Company

Road no -3

Banjara Hills, Hyderabad.

22-04-10

English & Soft Skills Consultant

Ameerpet

Hyderabad.

Dear Sir,

Sub: Enquiry about course on Soft Skills

I am writing to enquire if your consultancy could offer a course on Soft Skills for our employees. I saw your advertisement in Times of India on 20th April 2010 about your Soft Skills course. We think that the course content mentioned in the advertisement might be suitable for us. I would like to know if it is possible for you to offer a 3 week training course starting latest by 1st May 2010 for a group of twenty.

Could you send us some information about the teaching staff and the possible schedule for this course?

I am looking forward to receive your reply

Yours faithfully

Raj Mehra

Managing director

Reply to enquiry letter

English & Soft Skills Consultant

Ameerpet
Hyderabad

23-04-10

Ahmed and Ahmed Company

Road no -3

Banjara hills

Hyderabad.

Dear Sir,

Sub: Course on Soft Skills

With reference to your request (letter dated 22-04 2010) I would like to inform you that we would be glad to offer a course on Soft Skills to your Employees. We would like you to know that it is possible for us to offer a 3 week course starting from 1st May, for a group of twenty. We would like you to come to our office this week at your convenience to discuss the course components, duration of each session and fee-structure and other details.

I look forward to meeting you

Yours faith fully

Harish kumar

Director

OUR OWN CIVILIZATION by CEM Joad

CEM JOAD was an English philosopher, broadcasting personality and prominent British intellectual. He possessed the talent of explaining and discussing diverse topics in an easily comprehensible manner.

This essay is an extract from “The Story of Civilization’. In this essay he states the merits and demerits of civilization.

PRAISE OF OUR CIVILIZATION: The first and foremost achievement of modern civilization is that it has been able to bring order and safety. Nobody can be oppressed or abused either verbally or physically. In disputes, right has taken the place of might. Everybody has an access to law and can approach the law courts for justice.

He compares order and safety to air we breathe in order to survive. He states that order and safety are crucial for our existence. The higher activities of man cannot be pursued without order and safety. Thus it is a great achievement of our civilization that today civilized men can live a life free from fear of violence.

Secondly, men today are also largely free from fear of pain. Due to the use of anesthetics illness is no longer the terrible thing it used to be. However, being healthy is not synonymous with being civilized but without good health it is difficult to enjoy or achieve anything. People now enjoy better health and greater life expectancy.

Thirdly, our civilization is more secure than any earlier ones. This is because it is vast and widely spread. Previous civilizations like Babylon and Assyria were destroyed because vigorous but uncivilized people attacked and destroyed them. This was the fate of Babylon and Assyria, Greece and Rome.

Today modern civilization is far flung and spreads over Europe, America, Australasia and great parts of Asia and Africa. Due to its powers of destruction, it is unlikely that any uncivilized people could prevail against this (modern) civilization.

The author then points out the benefits of Globalization. The world has become a single place instead of a lot of separate places shut off from one another. There is a mutual exchange of goods, services, culture and technology, trade and commerce has greatly benefited mankind.

Previously nations of the world were like closed boxes with no communication but with the advent of technology, they are able to communicate with each other. Now the world has become like a single whole, a unity. There is no danger of any unknown people breaking upon our civilization. The danger comes rather from within, it is the danger from among ourselves. This brings us to our defects.

DEFECTS OF OUR CIVILIZATION: In a democratic set up, men are equal before the law. They possess the right to decide how and by whom they shall be governed. In this type of democratic setup there should be a proper and equal distribution of goods and services, health and resources. Unfortunately we have an unbalanced economy. A part of the population have an access to all the luxuries and comforts of life. On the other hand a vast majority of the population doesn't have an access to the basic necessities of life. They live in pitiable conditions. This is the greatest defect of our civilization. Until every one gets a share of necessary and delightful things, our civilization cannot be considered as perfect.

Another great danger comes from war. Any war that starts anywhere is more likely to spread everywhere. Now every country possesses nuclear weapons. These weapons have the potential to bring about a catastrophe. Each country is frightened of the other. Hence they are spending a large amount of money in manufacturing nuclear weapons. The only way to bring about peace in the world is by setting up a form of world government. The United Nations and the League of Nations came into being to bring the quarrelling nations to peace. Neither organization has had much success. However the chief hope of the world depends upon our ability to set up some form of world government.

Another great defect of our civilization is that it does not know what to do with its knowledge. Man has become very powerful by acquiring knowledge but it is being misused. Man has invented many machines but is not able to manage them. Machines are supposed to serve man but man has become so dependent on them that they have become his masters. Machines were supposed to save man's energy and time but man is spending the time and energy thus saved, in inventing more and better machines.

The author makes it clear that machines themselves are not civilization but aids to civilization. The writer concludes the essay by stating that civilization means making and writing beautiful things, thinking freely, living rightly and maintaining justice equally between man and man. Now, man has more time, more energy, less to fear and less to fight against except for the dangers he has himself created. If man uses the time and energy saved by the machines to create beautiful things, to find out more about the universe, to remove the causes of quarrels between nations, to discover ways to prevent poverty, then our civilization would undoubtedly be the greatest and the most lasting that there has ever been.

THE SECRET OF WORK by Swami Vivekananda

NARENDRANATH DUTT, later known as Swami Vivekananda was born in 1863. He died in 1902, However, during his short life he propagated the teachings of his guru Ramakrishna Paramahansa.

He is also known for his philosophical works. The Secret of Work is an extract from his Karma Yoga and is a remarkable notion of non-attachment to work.

The central theme of the essay is that any work done with a selfish motive will hold man's soul in bondage.

At the outset, the author states the factors responsible for miseries in the world. Man's

Ignorance and selfish nature leads to a life of misery. Man should be spiritually strong and acquire knowledge. Physical help cannot put an end to misery. Until man's nature changes misery and sorrows will continue in the world.

The author then points out that every man should work incessantly because nobody can be at rest all the time. Every work whether good or bad will have some effect. But we cannot stop working. The writer then explains his views about the effect of good and bad actions and thoughts on the subconscious mind. If a man continuously does good action and think good thoughts, then it will leave good impressions on his sub-conscious mind. He uses the simile of a lake to convey his idea. In this way he will acquire a good character and develop a strong tendency to do good. Such a man is safe for ever. Any kind of evil will have no effect on him. At this point; he introduces the simile of a tortoise to convey his point. The man who acquires a good character can be compared to a tortoise which is safe inside its shell. Bad actions done by man should be counteracted by good actions. His will subdues the evil effect of bad actions on the subconscious mind.

The writer then talks about nonattachment to work. We should not be attached to either good or bad. Attachment enslaves man's soul and he works like a drudge. Working with attachment will lead to bondage. Thus good action should be like a free offering to the world. Man should work with freedom inspired by love. He also states that man should work like a master and not like a slave.

The writer then talks about liberation i.e. working with full freedom without being attached either to good or bad. He uses two similes that of a gold chain and an iron chain. The chain symbolizes bondage. And bondage is miserable. He also uses the simile of a thorn to convey his point. The writer then talks about existence, knowledge and bliss. One leads to the other. The writer concludes the essay by giving the example of a lotus leaf, which remains unaffected by water. Similarly a man who acquires the tendency to do good and develops a good character will remain pure even in a crowded and sinful city.

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