

School of Liberal Education

COMMUNICATION SKILLS

Semester: V

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Lecture 5

Essentials of Communication

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Organizations today are information rich. They are also increasingly “high-tech.” But, we always need to remember that people still drive the system. And if people are to work together well and commit their mutual talents and energies to create high performance organizations, they must excel at interpersonal communication.

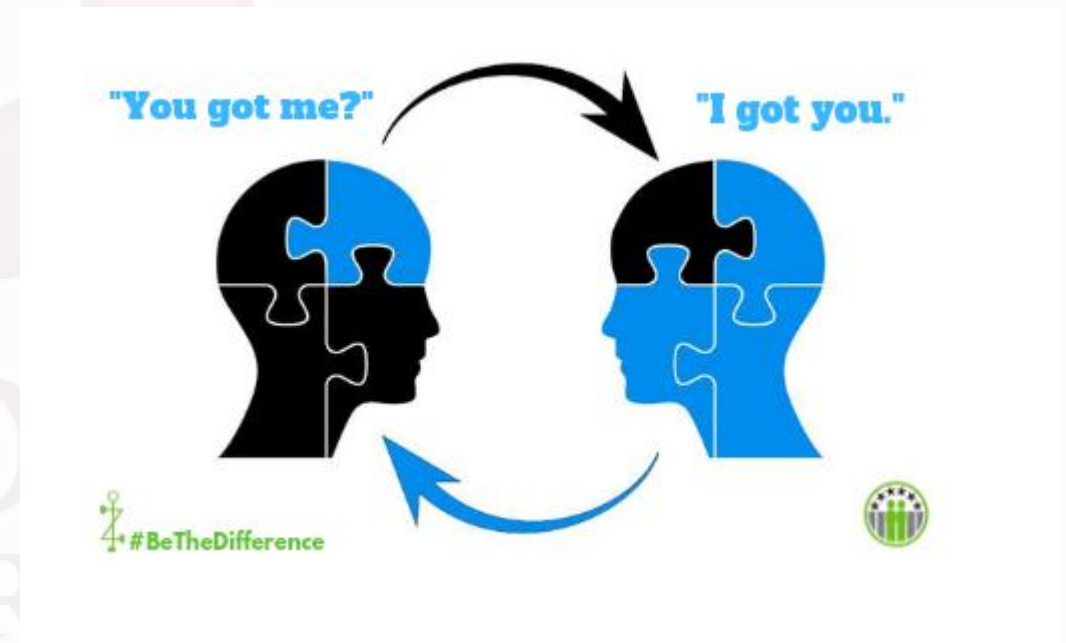
Effective and Efficient Communication

When people communicate with one another, at least two important things are at issue. One is the accuracy of the communication—an issue of effectiveness; the other is its cost—an issue of efficiency.

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Effective Communication

- Effective communication occurs when the intended meaning of the source and the perceived meaning of the receiver are virtually the same.
- Although this should be the goal in any communication, it is not always achieved.
- Opportunities to offer feedback and ask questions are important ways of increasing the effectiveness of communication.



Efficient Communication

Efficient communication occurs at minimum cost in terms of resources expended.



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Efficient Communication

For example, Time is an important resource. Picture your instructor taking the time to communicate individually with each student in your class about the course subject matter. It would be virtually impossible to do so. Even if it were possible, it would be very costly in terms of time.

People at work often choose not to visit one another personally to communicate messages. Instead, they rely on the efficiency of written memos, posted bulletins, group meetings, E-mail, or voice-mail.



Effective ways to Communicate

The following actions have been observed in teams with effective communications skills.

- Provide information when asked.
- Repeat, as necessary, to ensure communication is accurately received.
- Use standard terminology when communicating information.
- Request and provide clarification when needed.
- Ensure statements are direct and unambiguous.



Effective ways to Communicate

- Inform the appropriate individuals when the mission or plans change.
- Communicate all information needed by those individuals or teams external to the team.
- Use nonverbal communication appropriately.
- Use proper order when communicating information.



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Thank You

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