



Amar Shaheed Baba Ajit Singh Jujhar Singh Memorial

COLLEGE OF PHARMACY

(An Autonomous College)

BELA (Ropar) Punjab



Name of Unit	Basic Listening Skills
Subject Name	Communication skills
Subject Code	BP105T
Class	B.Pharma 1 ST semester
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Learning Outcomes of Unit-3

LO	Learning Outcome (LO)	Course Outcome Code
LO1	Students will learn about basic listening skills	BP105T.3
LO2	Students will learn about effective written communication.	BP105T.3
LO3	Students will learn about how to write effectively.	BP105T.3

Module Content Table

S. No.	Topic
1	Introductionand self-awareness.
2	Active listening
3	Listening in difficult situations
4	When and when not to use written communication.
5	Formal communication.
6	Organization of the message.

Listening is the ability to accurately receive and interpret messages in the communication process.

Listening is the key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. As a result, communication breaks down and the sender of the message can easily become frustrated or irritated.

Listening is Not the Same as Hearing

Hearing refers to the sounds that enter your ears. It is a physical process that, provided you do not have any hearing problems, happens automatically.

Listening, however, requires more than that: it requires focus and concentrated effort, both mental and sometimes physical as well.

Active listening is a skill that can be acquired and developed with practice. However, active listening can be difficult to master and will, therefore, take time and **patience** to develop.

'Active listening' means, as its name suggests, actively listening. That is fully concentrating on what is being said rather than just passively 'hearing' the message of the speaker.

Active listening involves listening with all senses. As well as giving full attention to the speaker, it is important that the 'active listener' is also 'seen' to be listening - otherwise the speaker may conclude that what they are talking about is uninteresting to the listener.

Interest can be conveyed to the speaker by using both verbal and non-verbal messages such as maintaining eye contact, nodding your head and smiling, agreeing by saying 'Yes' or simply 'Mmm hmm' to encourage them to continue. By providing this 'feedback' the person speaking will usually feel more at ease and therefore communicate more easily, openly and honestly.

Becoming an Active Listener

1. Pay Attention. Give the speaker your undivided attention, and acknowledge the message. ...
2. Show That You're **Listening**. Use your own body language and gestures to show that you are engaged.
3. Provide Feedback.
4. Defer Judgment.
5. Respond Appropriately

Listening in difficult situations

- Ask them to speak clearly and naturally, but to not shout or exaggerate their pronunciation. Speaking slowly helps to improve comprehension a lot.
- If you don't understand it the first time, just ask them to repeat or rephrase what they said.
- Ask them to move closer to you, or you can move closer to them.
- If you can't see their face or gestures because it's too dark, ask to move to an area with good lighting.
- If someone is eating, smoking, or covering their face while talking to you, just ask them to stop while they're talking.
- If you're in a noisy situation, like a room where a TV is turned on in the background, move to another room if possible.
- If there's a loud noise that you know will be over soon, like having a loud truck drive by, just wait for it to end and then get back to your conversation.
- If the information is important, like directions to somewhere specific, ask to have them written down as well.
- Concentration is important but tiring. Don't be afraid of taking regular breaks, and if you return to a group conversation just ask someone to sum up the main parts of what was said while you were away.

Effective Written Communication

Good written communication depends on the audience, the topic, your purpose in communicating, and other factors. However, all effective written communication has some characteristics in common:

- **Connection** - Good written communication forms a connection between the reader and the writer.
- **Clarity** - Effective written communication is clear and easy to understand.
- **Cause** - The cause or reason for writing needs to be clear to both the writer and the reader, including any specific actions you need from your audience.
- **Conciseness** - Good written communication sticks to the point and doesn't meander around or include lots of extraneous information.
- **Correctness** - To be effective, the written communication should use the correct tone, inoffensive language, and appropriate grammar.

Written Communication is More Effective, When-

Although people spend more time in oral communication, written communication is more effective under the following circumstances:

Conveying Complex Information

When the sender wants to convey complex information, written communication serves better than oral communication. Having the written document, the receiver can read it repeatedly until he/she understands the entire message.

Need for Permanent Record

Written communication is preferable when a permanent record is needed for future reference.

Communicating with Large Audience

When the audiences are large in number and geographically dispersed, written communication is fruitful there.

The sender can communicate repeatedly with the same written document or information sheet.

Less Need for Interaction with Audience

Written communication is also suitable when immediate interaction with the audience is either unimportant or undesirable.

Maintaining Uniformity of Application

When any message is to be applied uniformly at different places, the sender should prefer written communication instead of oral communication.

Written communication should not be used in following situations-

- **Expensive:** Written communication is comparatively expensive. For this communication paper, pen, ink, typewriter, computer and a large number of employees are needed.
- **Time consuming:** Written communication takes time to communicate with others. It is a time consuming media. It costs the valuable time of both the writer and the reader.
- **Red-Taoism:** Red-Taoism is one of the most disadvantages of written communication. It means to take time for approval of a project.
- **Useless for illiterate person:** If message receiver is illiterate, written communication is quite impossible. This is major disadvantage written communication.

- **Difficult to maintain secrecy:** It is an unexpected medium to keep business secrecy. Secrecy is not always possible to maintain through written communication. Because here needs to discuss everything in black and white.
- **Lack of flexibility:** Since writing documents cannot be changed easily at any time. Lack of flexibility is one of the most important limitations of written communication.
- **Delay in response:** It takes much time to get a response from the message receiver; prompt response is not possible in case of written communication that is possible in oral communication.
- **Delay in decision making:** Written communication takes much time to communicate with all the parties concerned. So the decision maker cannot take decisions quickly.
- **Cost in record keeping:** It is very difficult and expensive to keep all the records in written communication.
- **Complex words:** Sometimes the writer uses complex words in writing a message. It becomes difficult to meaning out to the reader. So the objectives of the communication may lose.
- **Lack of direct relation:** If there is no direct relation between the writer and the reader, writer communication cannot help to establish a direct relation between them.
- **Other:** Prompt feedback is impossible, Slowness, Bureaucratic attitude, Understanding problem between boos and subordinates, lack in quick clarification and correction, formality problem, lack of personal intimacy, etc.

Formal communication refers to interchange of information officially. The flow of communication is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way. This is also known as 'Through Proper Channel Communication.'

Following are the chief characteristics of the formal communication:

(1) Written and Oral:

Formal communication can both be written and oral. Daily works are handled through oral communication, while the policy matters require written communication.

(2) Formal Relations:

This communication is adopted among those employees where formal relations have been established by the organization. The sender and the receiver have some sort of organizational relations.

(3) Prescribed Path:

The communication has to pass through a definite channel while moving from one person to another. For example, to convey the feelings of a worker to the manager, the foreman's help has to be sought.

(4) Organizational Message:

This channel is concerned with the authorized organizational messages only and the personal messages are out of its jurisdiction.

(5) Deliberate Effort:

This channel of communication is not established automatically but effort has to be made for its creation. It is decided keeping in view the objectives of the organization.

Advantages

The formal communication has the following advantages:

(1) Maintenance of Authority of the Officers:

Formal communication maintains constant relations among the superiors and the subordinates as a result of whom the dignity of the line superiors is maintained. Consequently, it is convenient to control the subordinates and fix their responsibility which is absolutely needed for effective and successful control.

(2) Clear and Effective Communication:

In formal communication, there is a direct contact among the managers and the subordinates. Both understand the capability, habits, feelings, etc. of one another. Managers know as to when and under which conditions their subordinates need information. In this way, this communication is capable of making available timely information. Hence, it is clear and effective.

(3) Orderly Flow of Information:

The information has to pass through a definite route from one person to another. Hence, the flow of information is systematic.

(4) Easy Knowledge of Source of Information:

In this type of communication, the source of each information can be easily located.

Limitations

Following are the disadvantages or limitations of the formal communication:

(1) Overload of Work:

In a modern business organization much information, many messages and other things have to be communicated. Under formal communication, they are routed through a definite channel and this

consumes much of the time of the superiors and thus some other important works are left unattended.

(2) Distortion of Information:

This method can be a hindrance in the flow of information. Sometimes the distance between the sender and the receiver is so big that the information has to pass through many hands and by the time it reaches the receiver it is distorted. Thus it fails to serve its purpose.

(3) Indifferent Officers:

The officers do not pay much attention to the suggestions and complaints of the subordinates. In such a case a subordinate may come lose his faith in the effectiveness of communication.

How to Make Your Writing Communicate Effectively

Effective writing allows the reader to thoroughly understand everything you are saying. This is not always easy to do. Here are a few tips that will help you:

1. Know Your Goal and State It Clearly

Do you want the reader to do something for you, or are you merely passing along information? Do you want a response from the reader, or do you want him to take action? Effective written communication has a clear purpose, and that purpose is communicated to the reader. Explain in clear terms what you want the reader to do.

2. Use the Correct Tone for Your Purpose

Tone can help your writing be more effective. Certain forms of communication, like memorandums and proposals, need a formal tone. Writing to someone you know well would need a more informal tone. The kind of tone depends on the audience and purpose of the writing.

3. Keep Language Simple

Do not overuse clichés, jargon, and expressions or try to impress with big words. This can make the reader work harder, and you want to make it easy to understand what you're saying.

4. Stay on Topic and Keep It Concise

Effective written communication stays on topic. Avoid information that is not relevant. Clarity is the key. Less is more when it comes to length. Keep sentences and paragraphs short and concise, since long, complicated sentences will slow the reader down. Leave out words that do not contribute to the main focus of the communication.

5. Use Active Voice

Using an active voice will strengthen your writing. It's easier to understand sentences that are written in the active voice. An active example is "I caught the ball," and a passive example is "The ball was caught by me." Active voice will engage the reader and keep his or her attention.

6. Have Someone Proofread Your Writing

Good grammar and punctuation are very important. It is a good idea to have someone else proofread your writing before you send it. If you cannot do that, then try reading it out loud.

Long answer questions:

1. Write the types of listening in detail.(10)
2. What is effective writtencommunication? Explain in detail. (5)

Short answer questions:

1. How can one become an active listener?(5)
2. Differentiate between active and passive listening. (5)

Very Short answer questions:

1. Define the term active listening.(2)
2. What is formal communication?(2)
3. What is effective writtencommunication?(2)