

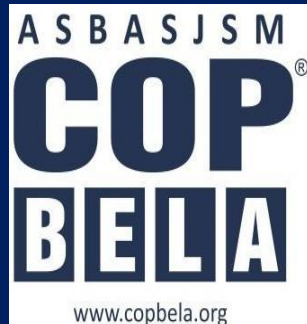


Amar Shaheed Baba Ajit Singh Jujhar Singh Memorial

COLLEGE OF PHARMACY

(An Autonomous College)

BELA (Ropar) Punjab



| Name of Unit | Elements of Communication |
|--------------------|-----------------------------------|
| Subject Name | Communication skills |
| Subject Code | BP105T |
| Module No. | 2 |
| Class | B.Pharma 1 ST semester |
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Learning Outcomes of Unit-2

| LO | Learning Outcome (LO) | Course Outcome Code |
|-----|--|---------------------|
| LO1 | Students will learn about the elements of communication | BP105T.2 |
| LO2 | Students will learn about the face to face communication - tone of voice, body language. | BP105T.2 |
| LO3 | Students will learn about verbal communication. | BP105T.2 |
| LO4 | Students will learn about the physical communication. | BP105T.2 |
| LO5 | Students will learn about communication styles | BP105T.2 |
| LO6 | Students will learn about the communication styles matrix | BP105T.2 |

Module Content Table

| S .no | Topic |
|-------|--|
| 1 | Introductionto elements of communication. |
| 2 | Face to face communication -tone of voice, body language (nonverbal communication) |
| 3 | Verbal communication |
| 4 | Physical communication |
| 5 | The communication styles matrix with example |

ELEMENTS

FACE TO FACE COMMUNICATION

Face-to-face communication is the distinction of being able to see the other party or parties in a conversation. It allows for a better exchange of information since both speaker and listener are able to see and interpret body language and facial expressions. Face-to-face communication doesn't have to be done by people in the same physical space; the benefits can also be achieved over a video conference call or a more informal video chat.

Tone

Friendly people make us feel good. Grouchy people upset us. The difference between the two is tone. Tone includes volume, emotion, and emphasis. Just listen to people talk in a language you do not speak. You can tell if they are friends or competitors simply by tone. When you are at work, always adopt a friendly and congenial tone.

Body Language (Nonverbal communication)

Body language cues include **eye contact, facial expressions, posture, gestures, and touch.**

It is critical to remember that **cultural differences** influence body language signals and their interpretation. What may be obvious in one culture can mean something different in another culture. Eye contact is a common example. In American majority culture, we are taught that looking people in the eye is a form of respect. In some eastern cultures, the opposite is true: looking at a person full in the face can be considered rude and disrespectful.

Verbal Communication

Definition: The **Verbal Communication** is a type of oral communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations, and conversations.

The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation. In the case of the verbal communication, the feedback is immediate since there are a simultaneous transmission and receipt of the message by the sender and receiver respectively.

The sender must keep his speech tone high and clearly audible to all and must design the subject matter keeping the target audience in mind. The sender should always cross check with the receiver to ensure that the message is understood in absolutely the same way as it was intended. Such communication is more prone to errors as sometimes the words are not sufficient to express the feelings and emotions of a person. The success of the verbal communication depends not only on the speaking ability of an individual but also on the listening skills. How effectively an

individual listens to the subject matter decides the effectiveness of the communication. The verbal communication is applicable in both the formal and informal kind of situations.

Physical communication

Non-verbal communication is also termed as physical communication. It is a form of communication where symbols, signs and gestures are used. Unlike verbal communication which involves the use of sound and the ear for hearing, physical communication involves the use of the eyes for seeing and other parts of the body for gesturing.

Everyone possesses some form of physical communication skills. These include our body posture when speaking, eye contact, facial expressions, touch etc. Even little children know that nodding the head means yes and shaking the head means no. Aside these and some very common gestures, there is more to physical communication skills.

Communication Styles

Effective communication is essential to a happy and productive work environment. The people within a workplace of any size need to feel that there are strong lines of communication that exist within the organization. Managers and employees should be allowed to speak to each other and receive information from each other in useful and supportive ways.

A communication style is the way we share information with others. Although we may like to think that we say exactly what we mean and are understood and well received, that may not always be the case. How well our messages come across can depend on the style of communication we use.

DIRECT

Gets to the bottom line

- Speaks forcefully
- Maintains eye contact
- Presents position strongly

SPIRITED

- Persuasive
- Is a good story-teller
- Focuses on the big picture
- Uses motivational speech

CONSIDERATE

- Listens well
- Is a good counselor
- Uses supportive language
- Builds trust

SYSTEMATIC

- Presents precisely
- Focus on facts
- Efficient on speech
- Well organized workplace

Based on these styles, how do you think misunderstandings could occur? For example, the systematic communicator focuses on facts. How might they have clarity issues with those with the spirited style who focuses on the big picture?

To ensure effective communication, don't assume your message was accurately interpreted – ask for a recap of what was “heard”.

Long answer questions:

1. Elaborate the systematic communication style with example. (10)
2. What are the elements of communication ? Explain in detail.(10)

Short answer questions:

3. What are communication styles of matrix? (5)
4. Differentiate between face to face and oral communication.(5)

Very short answer questions:

5. Define verbal communication.(2)
6. What is body language? (2)
7. What is physical communication?(2)
8. What is face to face communication?(2)