

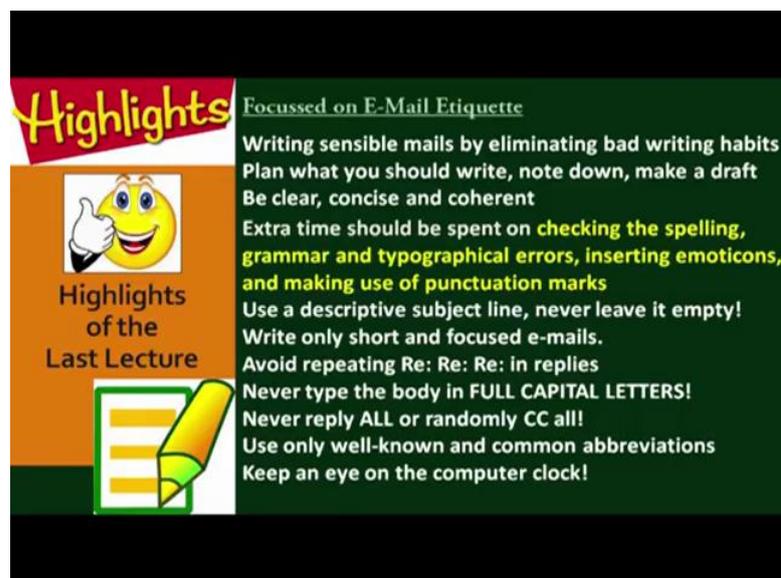
**Developing Soft Skills and Personality**  
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**Lecture - 31**  
**Communication Skills: Effective Communication**

Hello, welcome back to each and every 1 who is been doing this course, now for the past 6 weeks. This the sixth week we have started module number 1 of week 6 and this is the thirty first lecture of this MOOC, NPTEL course on developing soft skills and personality. I am Ravichandran from the department of the humanities of IIT Kanpur; I have being giving you this course for the past 6 weeks.

Now in the sixth week, I am completely going to focus on communication skills which, if you remember I said is a very integral of part of soft skills and some people invariably think that communication skills actually mean soft skills, but I would rather consider communication skills as a very core area of soft skills because soft skills is going beyond what we normally consider as communication skills and in this module we will particularly focus on effective communication.

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**Highlights**

**Focused on E-Mail Etiquette**

- Writing sensible mails by eliminating bad writing habits
- Plan what you should write, note down, make a draft
- Be clear, concise and coherent
- Extra time should be spent on **checking the spelling, grammar and typographical errors, inserting emoticons, and making use of punctuation marks**
- Use a descriptive subject line, never leave it empty!
- Write only short and focused e-mails.
- Avoid repeating Re: Re: Re: in replies
- Never type the body in **FULL CAPITAL LETTERS!**
- Never reply ALL or randomly CC all!
- Use only well-known and common abbreviations
- Keep an eye on the computer clock!

So, normally you think about communication, but I want you to focus on effective communication. Now before we start like I said do all the time, let see what I did in the last lecture and I will give you a quick highlight, in the last lecture and the last week that

was completely on technology and communication. I concluded the last lecture with a focus on the email etiquette, and I suggested to you that it is very important to write sensible mails by eliminating bad writing habits in order to do that you need to plan what you should write well in advance, you need to note down the points you need to make a draft you should be clear concise and coherent, and you should spend extra time on checking the spelling, grammatical mistakes and typographical errors. You can insert emoticons to give a kind of feeling, you can emote your words, and they should also make use of punctuation marks.

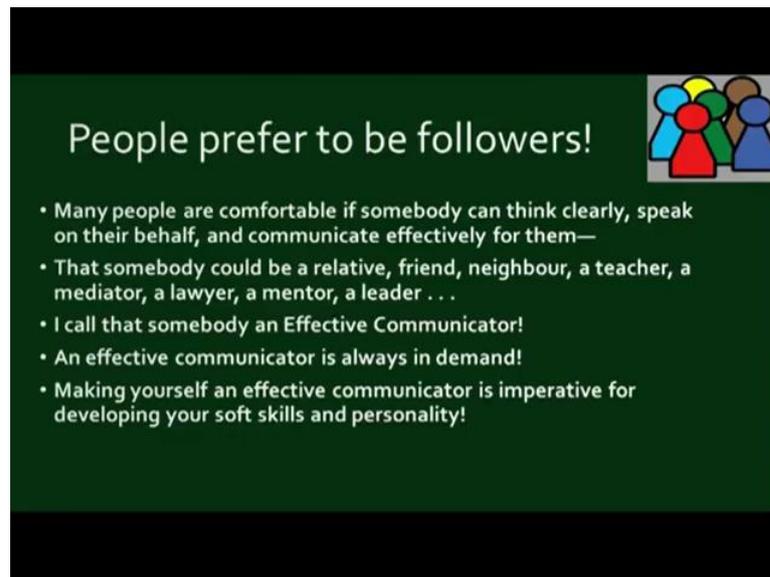
So, that people understand the idea clearly in terms of separating them in sentences, use a descriptive subject line because subject line always reveals the kind of person that you are, and never leave it empty to give no subject. Whenever you write an email write only short and focused emails and when you replace somebody you respect the person to whom you are replying do not use the automated re: re: re: in replies you break the circuit by putting a new subject there at the same time when you replied do not inadvertently press reply all and send to many people randomly and send CC to so, many people use only well known and common abbreviations, if at all you are going to use abbreviations, but in a formal email I would rather say even avoid abbreviations last, but not the least I said that keep an eye on the computer clock because your clock indicates the time that is in the past, and then you are asking for people to meet you or you are planning to invite people for some action that is going to happening in future. People get confused and then they are not able to actually make it to the event in the appointment.

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Now, starting with our new week, new lecture in this I look at this I said this entire module is going to be on effective communication, why should we learn effective communication? Why cannot we just communicate and not effective communication. The basic principle about an effective communicator is that an effective communicator will emerge as a natural leader. This means he who communicates will always lead and the person who effectively communicates will be a very popular and very powerful leader. Often you will find that people who are not that educated, but they are very effective in communication. So, they are able to lead people who are even very highly educated.

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**People prefer to be followers!**

- Many people are comfortable if somebody can think clearly, speak on their behalf, and communicate effectively for them—
- That somebody could be a relative, friend, neighbour, a teacher, a mediator, a lawyer, a mentor, a leader . . .
- I call that somebody an Effective Communicator!
- An effective communicator is always in demand!
- Making yourself an effective communicator is imperative for developing your soft skills and personality!



Now, look at another aspect of communication that is to do with human tendency, human nature generally people prefer to be followers. Remember I told you in the previous module where we talked about habits, I said that generally people were inherently lazy. So, what many people will do many people are comfortable, if somebody can think clearly speak on the behalf and communicate effectively for them. In fact, if somebody will think speak and act on their behalf, they are very happy and often they go to that somebody who could be a relative a friend, a neighbor, a teacher, a mediator, a lawyer, a mentor or a leader.

Now, I call that somebody and effective communicator actually people approach that somebody because that somebody is an effective communicator, and an effective communicator is always in demand. Make yourself and effective communicator that is the imperative goal that is the most important aspect of developing your soft skills and personality and keep that as a very main objective for you now before we go to effective communication what is the significance of communication as search. If you look at all successful people whether it is a leader whether it is a manger or a teacher or any professional it depends on the ability to communicate communication failures if you look at it are very costly often.

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## Significance of Communication

- The success of a leader, manager, teacher, or any professional depends on their **ability to communicate**.
- Communication failures are costly (leads to ill-feeling among workers, causes strikes, affects productivity).
- People will give their best only if the communicated message is clear to them.

Communication failures lead to ill feeling among workers in companies it can cause strikes and it can effects productivity people will give their best only if the communicated message is clear to them.

So, if you are at a higher level and if you are combining some workers below you there are sub ordinates you have to convey effectively the message. So, that they are able to understand you and they are able to give their best only if you are able to do that.

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## *Just think about this...*

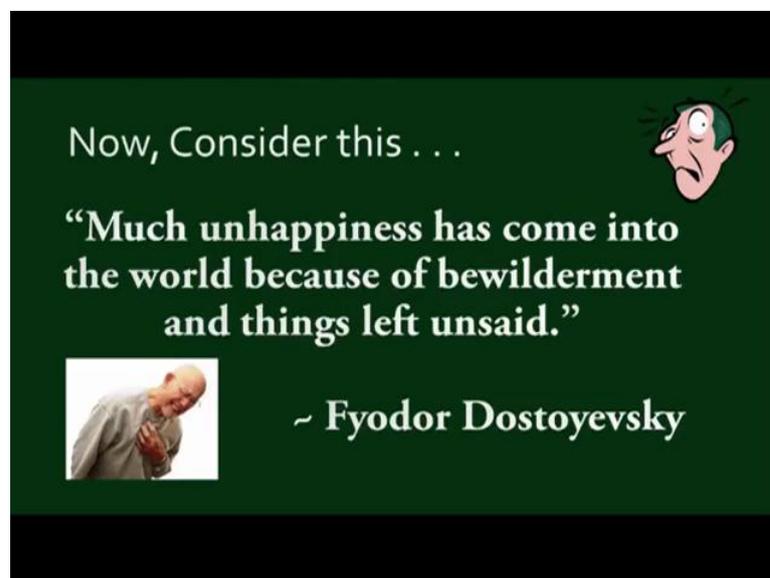
*"Half the world is filled with people who have something to say and cannot say it and the other half, of people who have nothing to say and keep on saying it"*



*~ Robert Frost*

Now, think about this it is a famous quotation from Robert Frost it goes like this, “Half the world is filled with people who have something to say and cannot say it and the other half, of people who have nothing to say and keep on saying it”. So, this means the world is divided into 2 people according to this poet Robert Frost that one group of people who have really some meaning full things something purpose full to communicate, but they do not know how to communicate it, and the rest of the people they have nothing to say they have no ideas, but they keep on saying it, because they know how to say it. Although they do not know what they are saying what they are talking about they do it now this another famous novelist who say something.

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Now, Consider this . . .

**“Much unhappiness has come into the world because of bewilderment and things left unsaid.”**

~ Fyodor Dostoyevsky

Similar to this it is Fyoder Dostoyivsky a very famous Russian story teller novelist and consider the quotation from him he says, “Much unhappiness has come into the world because of bewilderment and things left unsaid”. So, in the previous quotation the poet was referring to half of the people who have something to say, but they are not able to say it and now the very famous experienced master novelist says that much unhappiness actually comes to the world comes to human beings because of confusion and things left unsaid they are not able to say it. So, many things are buried within the heart they are not able to articulate correctly they are not able to convey it effectively.

Now, this is a very interesting factor about communication because, it implies your happiness depends on how effectively you are able to communicate to put it in a simple

manner you will not have any stress, you will not have any worry you will be very happy and successful. If you are able to spell out, if you are able to tell clearly what are you feel in your heart what are your mind things, if you are able to express that coherently clearly effectively to people you are completely free your mind is free your heart is free and it is not stressed so. In fact, the novelist is trying to point out that we get unduly stressed because we are not able to communicate what we have within us.

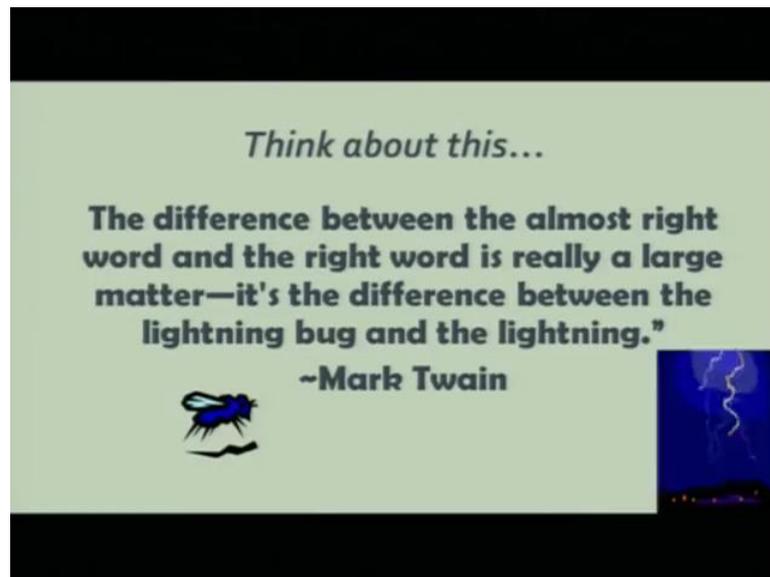
So, 1 aspect of happiness is your ability to communicate and communicate effectively and lay down all the burden leave it other people to respond to it.

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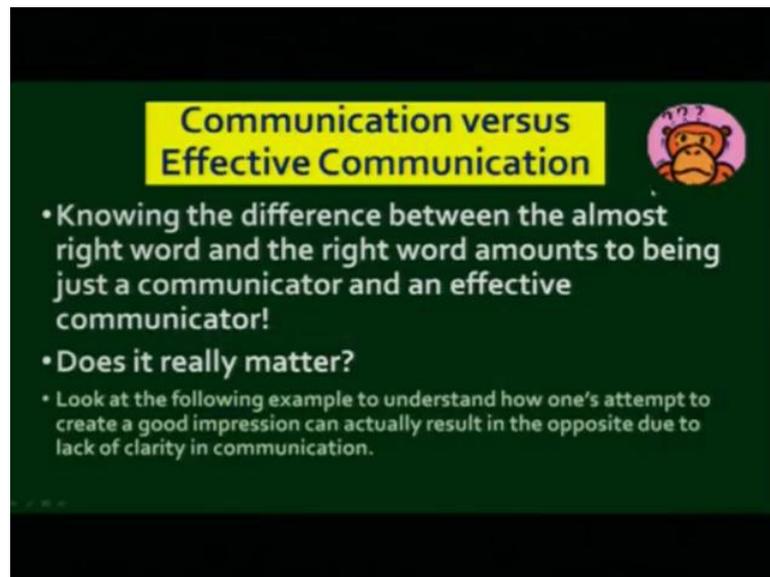
Now, look at communication from other perspective all of us communicate the world as shrunk into a global village as we disusing when, we talked about technology and communication and now you can connect at the touch of a button to anybody anywhere in the world communication as become. So, easy it is like a breeze any time any how anywhere you can talk to anybody, but is it always effective the answer is a big no most of the times it is ineffective.

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And then think about this it is again from a famous novelist Mark Twain and he puts the emphasis between communication and effective communication he says; “the difference between the almost right word and the right word, the difference between the almost right words on the right word is really a large matter. So, people think that right word and a synonym. So, we can synonym if you do not know the right word, but he says that a large matter it is a big difference he says it is a difference between the lighting bug and the lighting. So, lighting bug is the small bug that emits light and most of us a played with a bug during our childhood we take it put it in a bottle and then, in darkness we see the fun in the bug emitting light, but then lightning you can see the power you can see the effect. And when, I said lighting bug and lighting it is huge difference and that is what mark twain says is between the almost right word and the right word it is between a communicator and then effective communicator.

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**Communication versus Effective Communication**

- Knowing the difference between the almost right word and the right word amounts to being just a communicator and an effective communicator!
- Does it really matter?
- Look at the following example to understand how one's attempt to create a good impression can actually result in the opposite due to lack of clarity in communication.

So, that you should keep in your mind communication versus effective communication know knowing the difference between this 2, that is the almost right word. And the right word amounts being to just a communicator and an effective communicator, now you might be asking me sir does it really matter as strong I communicate with people as long as I am able to say something to somebody and the person can actually here. What I am saying should I bother about this does it really matter now instead of answering, I am going to show one example in which a guy wanted to create a good impression, but actually it resulted in the opposite due to lack of clarity in communication and it is between the right word and the almost right word.

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Now, look at this guy wanted to impress the girl and then, he wanted to come and tell her that he writes something about chromosomes about genes, and he wanted to share to this to the girl and he wanted to impress her and he wanted her to become his friend. So, he came running from the library and then, he just told her hey do you know that your father genes can give you diabetes. So, what he meant was the chromosome genes that actually give diabetes due to hereditary.

Now, the girl was wondering she thought about the jeans that one wears as a dress. So, she said stupid I do not wear my father jeans. So, how will I get diabetes? So, you can understand the communication gap the guy actually wanted to impress the girl showing that he is a very smart one, but it worked out in the opposite manner she concluded that this guy is really stupid because, he is thinking that if I wear my father jeans, I will get diabetes. How stupid is this guy. So, this simple example will illustrate to you why it is important to be an effective communicator and not just a communicator of information or ideas communication you should understand is a very complex interactive process.

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Communication—A Complex Interactive Process

- Involves shared assumptions and unspoken agreement between individuals
- So frequent errors and misunderstandings are quite possible!



Now, look at the picture that, I have given here it looks like it is a lab or school room class room scenario in which the teacher as ask the girl to describe about one flower. Now as the girl is trying to describe this flower look at how people understand it, how they try to understand? May be the teacher as asked her to explain it by just not telling the exact word not telling the exact name of flower, but she is trying to use give clues. So, they have to find out the word the name. So, if you look t it people can think as remotely as something like a ship something like octopus something like a fish cat aero plane no way it is related to this the only clues is to 1 the guy who is smiling and sitting at the corner and assuming that it is a tree. So, other than that you will find only animals and other things which nothing to do with a flower.

So, communication is a complex interactive process. So, when you interact it involves shad assumptions when the unspoken agreement between individuals we presume we assume. So, many things and that assumptions and presumptions are to be checked, if you do not check and clarify. So, then there will be errors and misunderstandings are quite possible and sometimes it will be very costly because like once you cross it is very difficult to reset it so, easily.

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So, effective communication overall why it is important and why should you have it? Effective communication is your ability to cause the intended and desired response. So, when you communicate when you want something you intend to get something back and you want a desired response from the other person and you should get it, if you are an effective communicator you will get it effective communication indicates your ability to influence people it is not just sharing ideas.

But you are able to influence people their ideas and thought patterns which means their thinking itself and those patterns which actually govern their actions. So, I am trying my best to use my communication skills to sort of influence your thinking undo your learning and then help you to relearn, new things change your thought patterns and then try to govern your actions, but the effectiveness depends on how much you have observed it and how much you are able to change it. So, over all if you become an effective communicator effective communication will give you sustain success in all walks of life because you are free you are happy when, you are communicate and get whatever you want and then ultimately success is all about getting what you want in life peace freedom happiness and where ever you go will be able to get it.

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**We communicate 24 X 7**

- Communication has become the basis of our lives; it surrounds us, protects us, changes us, reveals us, identifies us, makes us happy, makes us sad . . .
- We are permeated by all media of communication
- Communication: An exchange of ideas, thoughts and feelings between two or more entities.
- We communicate our thoughts and feelings to family, friends, co-workers, and relatives every hour of every day!
- *We cannot stop communicating!*

*But do we communicate effectively?*



Now, come back to communication the other aspect of communication we communicate 24 into 7. So, we communicate nonstop because communication is become the basis of our lives it surrounds us protects us changes us reveals us identifies us makes us happy makes us sad we are permeated by all media communication. So, today there is nowhere to hide. So, media will chase you where ever you are and communication by simple definition it is an exchange of ideas thoughts and feelings between two or more entities, leaving beings two or more human beings, I said entities because sometimes even you can communicate effectively with even what we think us animals and which do not speak to us, but then you can communicate verbally non verbally with your pet dog with your pet cat. So, even dolphins for example, interact with human beings.

So, two or more entities even people believe that there are some human beings who you, who even communicate with plants and plants also try to communicate they feel happy when the gardener or when the owner of the house goes and then pours water and then I have seen people talking to trees get a communicate. So, communication basically is a change of ideas, but for our course when we are talking about communication, we are much concerned about human communication that is the interaction and exchange of ideas and thoughts between two human beings we communicate our thoughts and feelings to family friends co workers and even neighbors every hour of every day, but there is not a single minute where we think of stopping communication we do it all the time, but the question is do we communicate effectively.

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And the again the answer is almost 60 to 70 percent of the time we do not.

Now, let us look another example of ineffective communication. So, that you understand why effective communication is important. Now here is a person who is making an order to somebody in a restaurant and then he says hello please deliver a spicy chicken. So, what he wanted was he was hungry and he wanted to have a spicy chicken. Now it is a big restaurant they can give anything you want and then they are also dealers with so, many other items. So, by the time he waited for some time and then it was delivered when it was delivered after the delivery he was. So, u had and then he have to call back the people and tell them what happened what happen was instead of giving a spicy chicken, they gave a spiky hen spiky you know like for the taste. So, much of a chilies and other masala items are put spicy. So, it is indicating spike like thing on the head of the hen or cock. So, he completely was bewilder disturbed when, he saw that in the delivery they have given a live on when he was hungry he was asking for spicy chicken.

Now, if you go back to our telephone communication you know how to sort it with re: easily. If your effective listeners one of would have actually asked the receiver would have actually asked you want spicy or spiky could you clear it and then the other person at this end could a actually even spelt it he could have said SPICY, spiky I want to eat it I want to cooked, one see should I make it clear, but as I said why did not he do that because he always go with presumed assumptions we go with lot of assumptions and

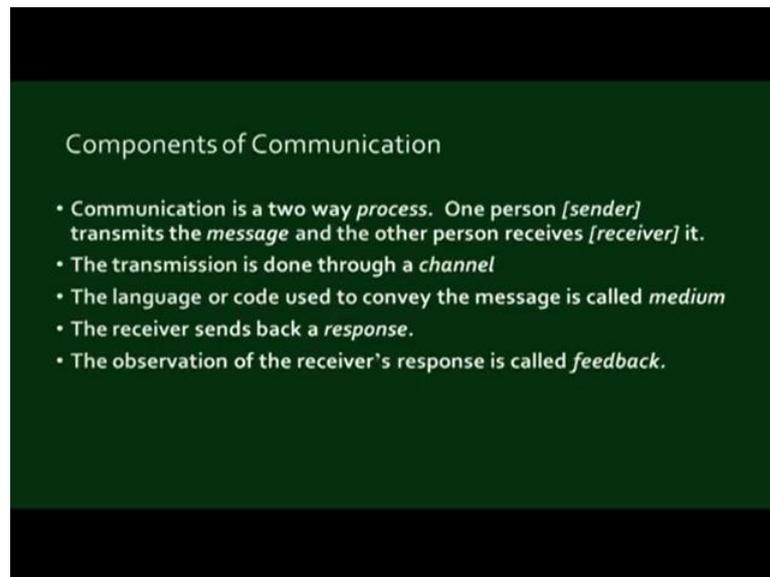
then we take communication for granted. So, effect of ineffective communication misunderstanding and it did not convey the indent message here.

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Now, look at this quotation from another famous dramatist George Bernard Shaw, he says that; the single biggest problem in communication is the illusion that it has taken place. As it happened in the previous example that I have gave the person who order for the spicy chicken was in the illusion that he has communicated effectively and most of the time even like teachers, when they teach there with the illusion that everything has been thought it is only when, the students giving feedback they realized how much has been received effectively. So, the single biggest problem in communication is the illusion that it has taken place.

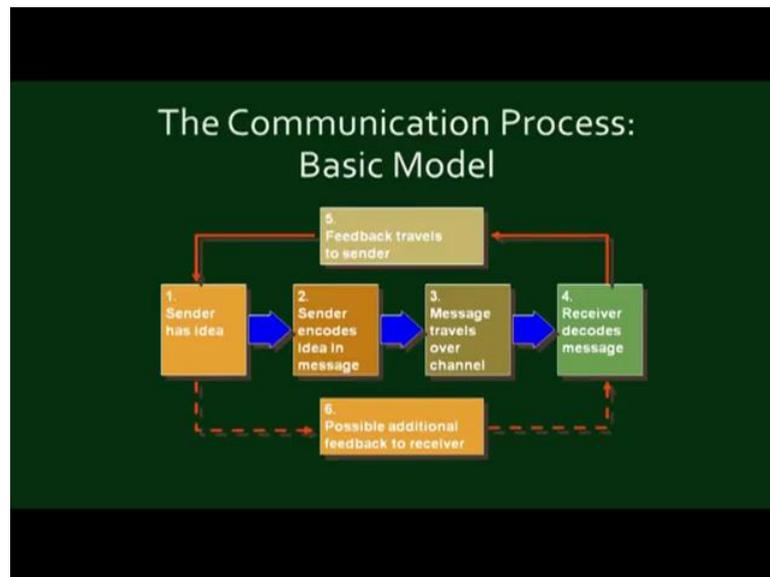
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Now, before we go to understanding how you can become effective communicators understand the basic components of communication. Communication is a two way process one person that is the sender, is the one who is first important person he or she transmits the message to the other person who receives it minimum you need 2 people for the communication loop to be completed the transmission is done through a channel the language or code used to convey the message is called medium. The receiver sends back a response the observation of the receiver's response is called feedback.

Now, the channel for example, can be power point I am using video. So, the mode in which it is conveyed to you the medium can be verbal language can pictured and then the way you respond so, either by nodding your head smiling or asking question or appearing in exams. So, they all show that you are giving a response and then the observation of the receiver's response is called feedback.

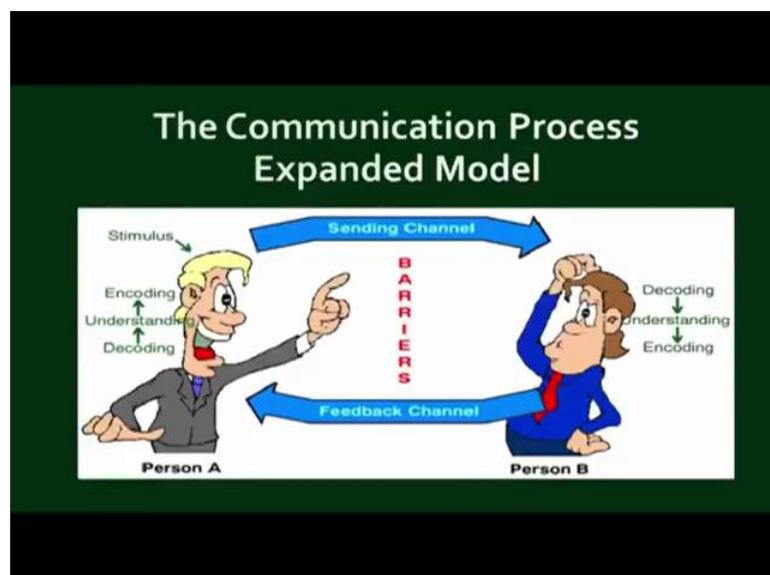
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Now, look at the communication process basic model it is the first one the sender has idea and then, the sender encodes idea in message and then the message travels over channel and then the receiver decodes the message and after decoding the receiver sends feedback and it travels to the sender.

Now, the sender once he receives properly the communication loop is complete the sender may a sent possible additional feed back to receiver. So, this is the basic model of communication.

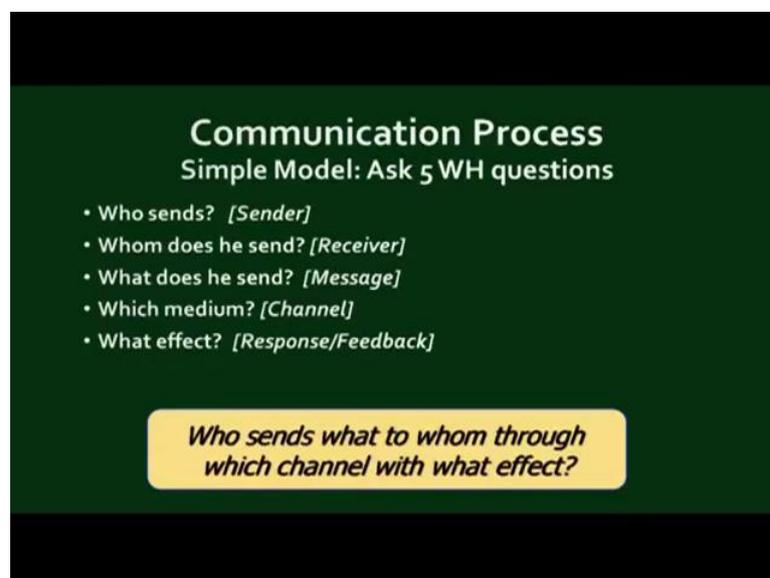
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But you can also understand the communication process in the expanded model, where 2, 3 items are added 1 is the stimulus part there is an external motivation or an internal thinking that is stimulating this person and then the encoding and decoding involves an understanding and then, the person is using a channel and sending it and then there is again decoding understanding encoding, but in between there are also barriers in the expanded one.

So, in the coming lectures we will be looking at the barriers but right now, you understand that in the expanded model barriers are added and stimulus is another thing that is added and understanding is also added.

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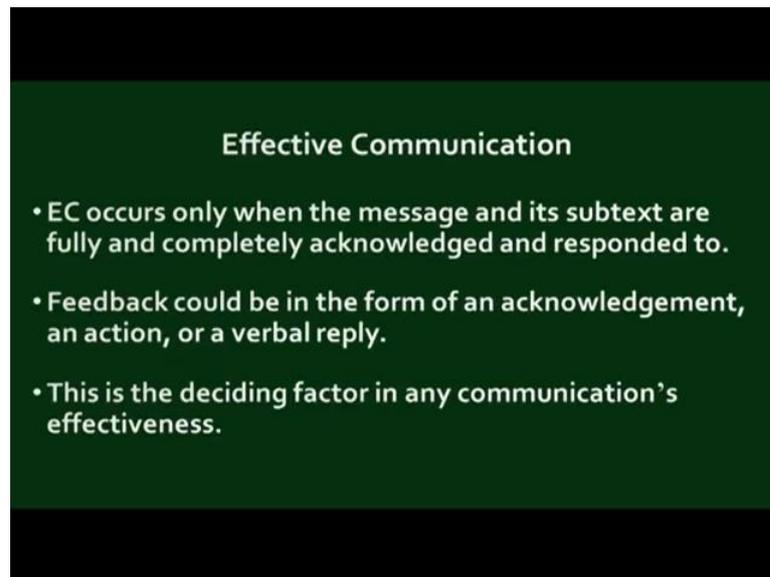
**Communication Process**  
Simple Model: Ask 5 WH questions

- Who sends? [*Sender*]
- Whom does he send? [*Receiver*]
- What does he send? [*Message*]
- Which medium? [*Channel*]
- What effect? [*Response/Feedback*]

*Who sends what to whom through which channel with what effect?*

A simple way to remember this communication process if you ask 5 wh questions; who sends; is the sender whom does he send is the receiver? What does he send? Is the message which medium that is channel or how does he send that is channel, what effect is he sending? That is response or feedback, if you ask the question in a simple manner who sends? What to, whom, through which channel with what effect that is the communication process that, if you care each and every point of communication you will become an effective communicator.

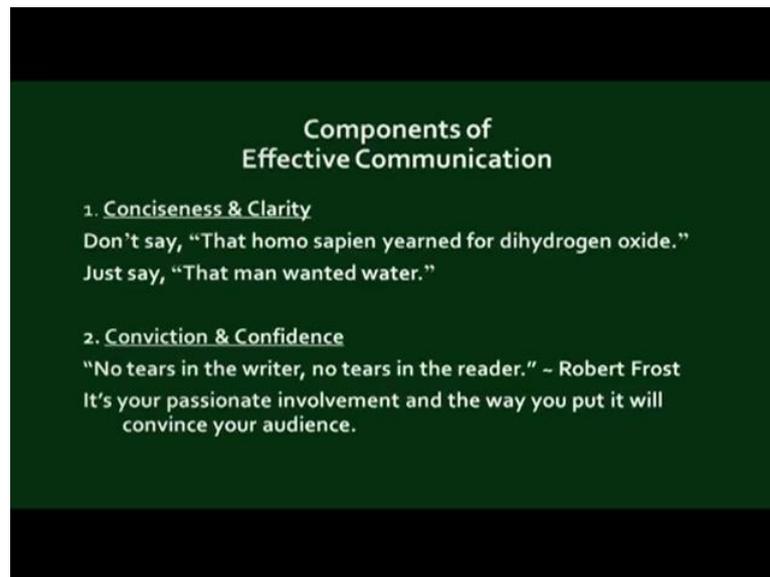
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Now, effective communication occurs only when the message and its subtext are fully and completely acknowledged and responded to by an effective communicator; obviously, you have to be a very active listener you have to be a whole body listener you have to watch the subtext the inner the communication that is, said and the idea that is remaining unsaid you should be able to grasp what is told to you what is not told to you often a lady says no, but actually she might be feeling that if you press it little more I would say yes. So, that grasping the part in which the other person is retaining some part the subtext saying 1 thing, but actually indicating something else.

So, acknowledging that responding that we will make you an effective communicator feedback could be in the form of an acknowledgment and action or verbal reply, but looking at this part is the deciding factor in any communication's effectiveness, looking at the subtext looking at the whole body involvement in communication not missing any aspect of communication whether it is verbal or non verbal.

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Now what components you should keep in mind? If you want to become an effective communicator this perhaps is the most important part of this lecture and pay more attention to this there are 5 components. I am going to describe basically the first one is conciseness and clarity which means, be concise do not use more words and be clear that is you should be simple and you should be clear example, Do not say, "That Homo Sapien yearned for dihydrogen oxide," and you can just say, "That man wanted water." second point second component second element of effective communication is conviction and confidence before I explain look at the code from Robert Frost he says that no tears in the writer no tears in the reader what he means by this is that when a writer writes a poem if the writer cannot actually feel moved with the poem, if the writer cannot actually cry at the end of the poem then she cannot expect the reader to cry after reading her poem some good directors good actors whenever they watch their show the performance their movie they move to tears and then they are the first audience.

So, conviction and confidence, if you have the conviction if you have the involvement and automatically you will be able to convey that with confidence. It is your passionate involvement and the way you put it will convince your audience, if you are not involved you cannot make your audience involved and it is important to make your audience involved in effective communication. So, you should all take all pains to make it effective the third component is showing genuineness and interest that is showing enthusiasm.

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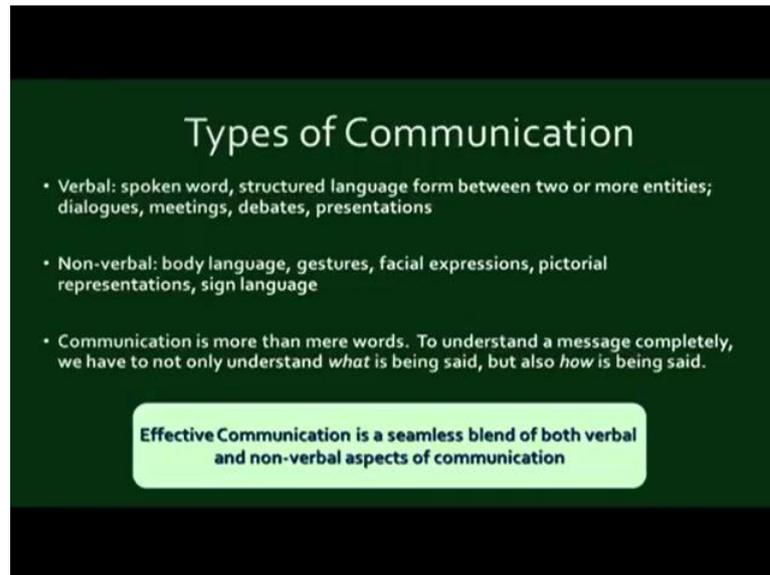


So, be genuinely interested in the subject matter to cause enthusiastic response from your receiver, if you know that the subject is really interesting to you only then you will be able to cause enthusiasm in your readers, but you yourself is not convince that the subject is interesting enough you will really boring your audience to death.

So, the next component should be keep in mind is empathy and timing sense empathy you already know is feeling to the other person that is respecting your audience and giving respect to their time the utility of time. Whenever you are in communication remember even in email I said respect their time. So, any communication I will keep telling you that respect the time of the audience try to minimize. So, treat the audience with courtesy and politeness be sensitivity to the utility of their time, male listening to you a worthwhile experience whenever you are in communication they should get a feeling that; I listen to this person and this blended ideas wonderful ideas said to me in a very effective manner I can remember it I would like to listen to this person again it should be a worthwhile experience people should not regret why they came contact with you why they come to communicate with you the last, but not least component of the effective communication is being brief that is brevity and effectiveness they go hand in hand brevity is the soul of wit according to Shakespeare what you meant is being brief is really indicating your ability to be intelligent.

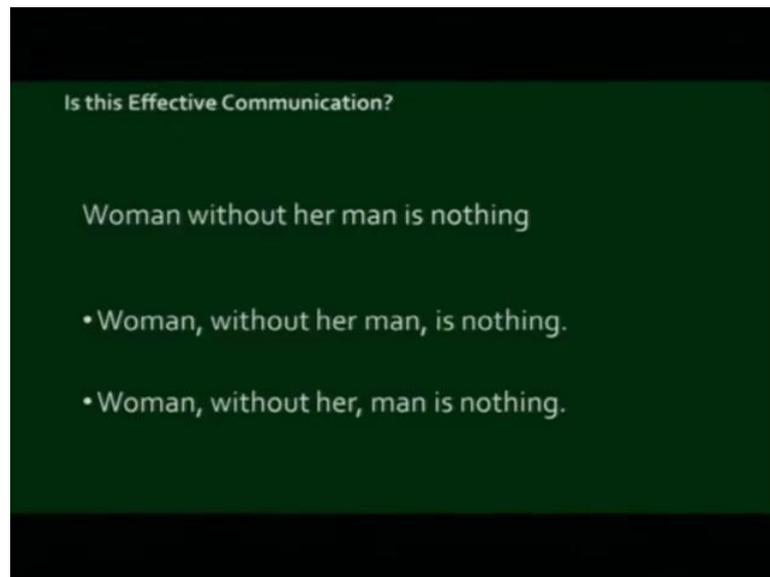
So, you should be as brief as possible that is you should make it short keep it short your communication if you want to heighten effectiveness in your communication even if you remember in the email. I told you that, if you make lengthy email nobody will be interested in reading you have to make it short and effective. So, that brevity is about that being brief and then effective.

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I already started telling you about types of communication without specifying that by this time you have understood that basically we have 2 types of communication, the verbal that involves the spoken word the structured language form between two or more entities dialogues meetings debates presentations. They are all in the verbal form and using a verbal form of communication. Now, but I am also using a non verbal form. So, that is body language gestures facial expressions pictorial representations, I am using PPT pictures sign language sometimes, I am using my hand to indicate something to you communication is more than mere words if you understand that it is not just verbal to understand a message completely we have to not only understand what is being said, but also how is being said in the tone in the intimation the implication. So, those things we should not think verbal communication is more important than non verbal or the vice-versa effective communication is a seam less blend of both verbal and non verbal aspect of communication it is a very appropriate blend, it is a perfect mix and you should be able to do both not only master one.

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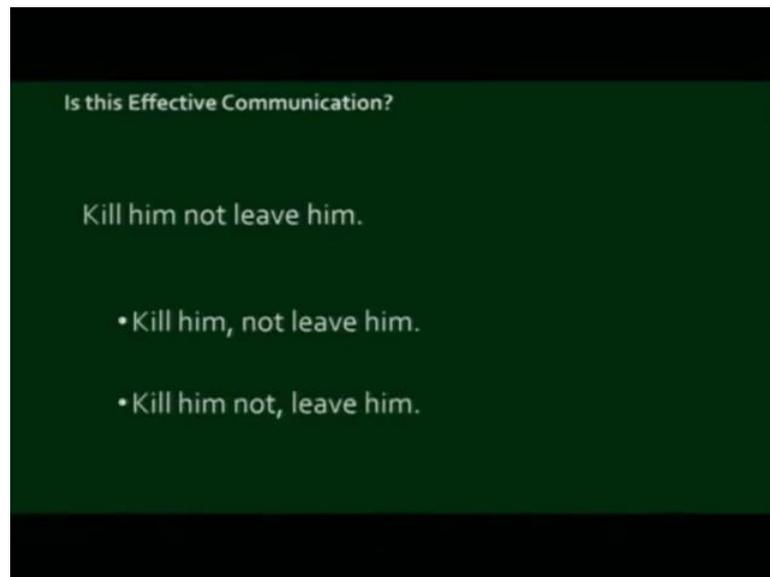


Now, before I conclude let me ask you some questions which will also explain to you through the examples whether they are effective communication or not suppose, you write something like this without any punctuation marks is this effective communication woman without her man is nothing; obviously, know because it is becoming very ambiguous depending on the place where you put comma the meaning can actually change look at this. If you put comma after woman, woman without her man is nothing. So, this means any woman without her man father brother husband son neighbor colleague boss.

So, without her man it says is nothing completely gives a male centered view, but if you change the comma put it in a different place, that is with after without her the meaning completely changes and becomes the opposite woman without her man is nothing. So, this means any woman whether it is mother or sister or wife or friend again boss.

Now, without here man is nothing, we see how the meaning changes depending on the use of punctuation marks and then, you need to be effective in communication depending on what is your indented meaning.

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And what is the effect you want to create look at the other example again if you write like this kill him, not leave him is this effective communication. No because again it can mean two things and it happened in the life of a minister who, was very good and then the co ministers felt jealous of him and then poison the mind of king and they gave negative impression about this person and the king actually thought that he will kill this fellow. Finally, because of this ministers, but he did not want that to happen before he sent him to the nearby king and then he sent a message through a soldier and then the king looked at the message and then he read the message like this.

But actually by the time the king sent the message he sent another person and then he was not using any punctuation mark, but he meant something else he came to know that actually the ministers is true and then loyal and then he wanted him to be spared, but the king read this meaning he thought kill him not leave him. So, he himself took this word and cut off the head of this person, but what the king actually wanted at a latest stage was this meaning he wanted the other king not to kill him and leave him free kill him not leave him was the request, but it was understood as the other way round.

So, you can understand how ineffective communication can cause, grievance can lead to the level of making a person lose his precious life can cause strife and then unnecessary burden on people who are involved in effective communication failure. So, avoid this and then use the components which I discussed about effective communication.

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We will look at more aspects of communication in the coming lectures, but before I conclude I just want you to take a look at this quotation from Tony Robbins. It says the way we communicate with others and with ourselves, the way we communicate with others that is interpersonal communication and with ourselves that is intrapersonal within us ultimately determines the quality of our lives. So, it is the effectiveness in which you communicate that will heighten the quality of our life.

So, I wish that you increase this effective level in your communication and try to increase the quality of your life also. Wish you all success and then I am very happy that you are watching this video.

Thank you. So, much and have a nice day.