



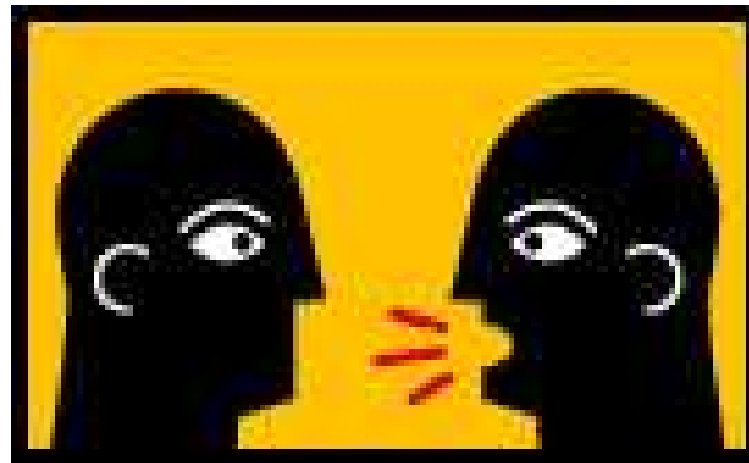
SNS COLLEGE OF ENGINEERING
Kurumbapalayam (Po), Coimbatore – 641 107
AN AUTONOMOUS INSTITUTION



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Introduction to...

COMMUNICATION





What is Communication?





What is Communication?
The process of sending
and receiving
messages.



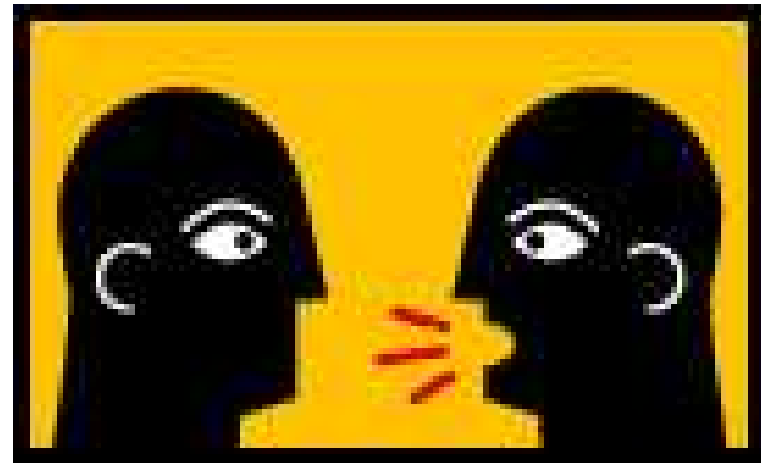


Types of Communication



Types of Communication

Verbal: Communication through writing and speaking.





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Nonverbal: the impact of gestures, gaze, expressions, and other symbols capable of substituting for words & conveying information.





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Verbal: Communication through writing and speaking.

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Parts of Communication

(Consists of 5 parts)

Sender: Transmits the message

Message: Verbal and/or Nonverbal

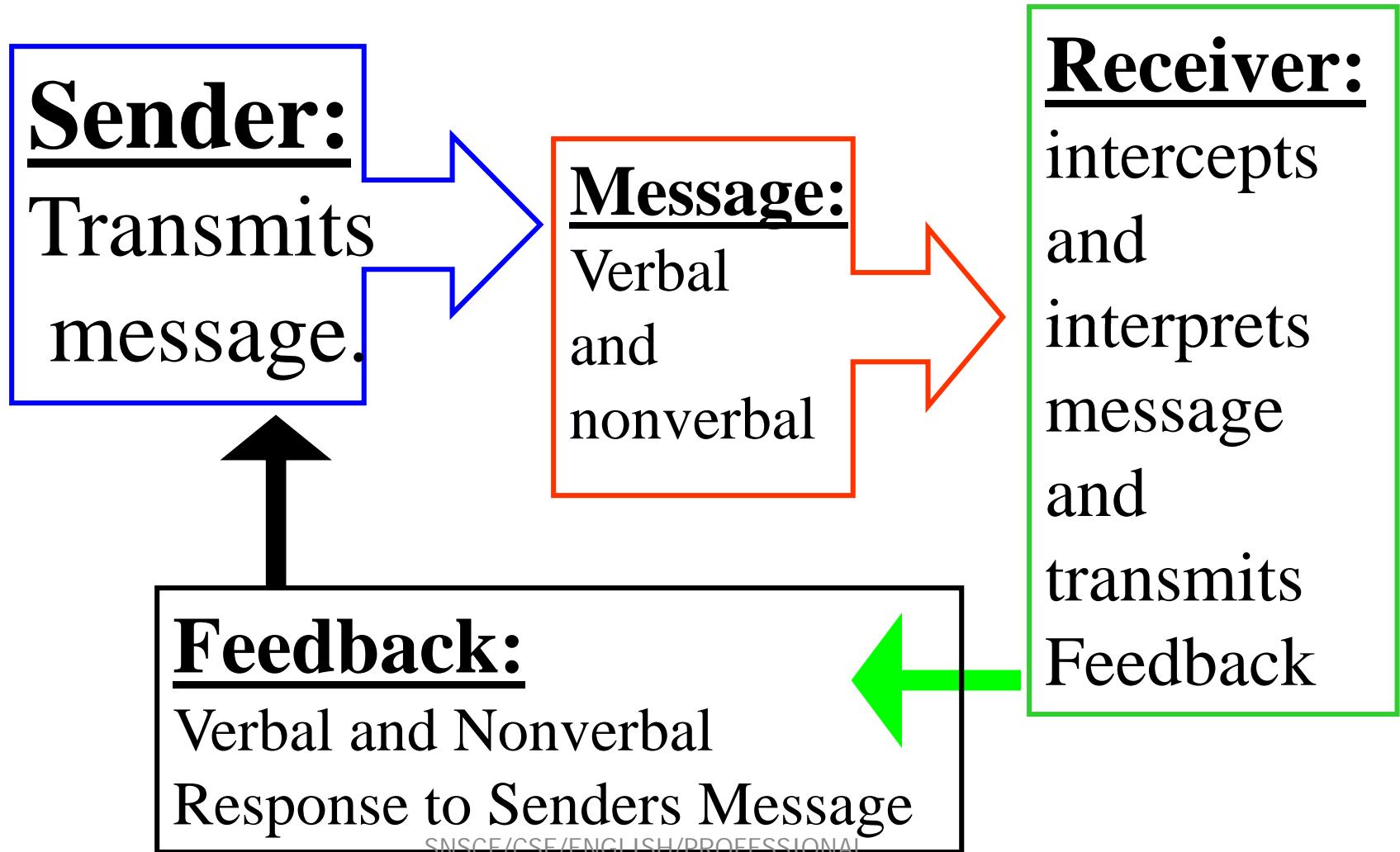
Receiver: Person who intercepts and decodes the message sent.

Feedback: Includes reaction/response that receiver gives to message sent.

Interference: Anything that gets in the way of the above components communication.



The Communication Process





Three types of Interference



Three types of Interference

Physical Noise: exterior/environmental sounds that distract

Psychological Noise: thoughts or feelings that distract

Semantic Noise: caused by negative feelings toward the speaker or the subject



Two Types of Settings in Communication



Two Types of Communication

1. Informal Settings: where most of your communication occurs; casual, unstructured situations

Examples:

Thank you

- Talking with family and friends



Two Types of Settings in Communication

- 1. Informal Settings: where most of your communication occurs; casual, unstructured situations**
- 2. Formal Settings- situations you can prepare for ahead of time, sometimes allow you to affect the ideas and feelings of people in a variety of settings.**



Two Types of Settings in Communication

1. Informal Settings: where most of your communication occurs; casual, unstructured situations

Examples:

- Talking with family and friends
- Giving instructions
- Asking directions
- Giving and receiving information in class
- Introducing people, etc.



Two Types of Settings in Communication

2. Formal Settings- situations you can prepare for ahead of time, sometimes allow you to affect the ideas and feelings of people in a variety of settings.

Examples:

- Public Speaking
- Interviews
- Banquets
- Church



4 Levels of Communication

1. Intrapersonal Communication: Talking to yourself.
2. Interpersonal Communication: one to one communication, small group.
3. Person to Person/Group Communication:
Public Speaking.
4. Mass Media: Usually uses technology to communicate to masses of people.
(i.e. broadcasting, newspaper, internet, etc.)



Good speakers should...

- Make eye contact
- Stand tall and sure
- Speak clearly, use language well
- Adapt to their audience
- Tone of voice is keeping with your message
- Use nonverbal to emphasize and enhance
- Be organized
- KNOW what you're talking about
- Listen carefully





Thank you