Communicate with Impact

ENGLISH & BUSINESS COMMUNICATION

Introduction

- What is Communication ?

  A transactional process that involves the exchange of ideas, information, feelings, attitudes, beliefs and impressions

- What are the 4C's of Communication ?

  Clear - easy to understand

  Concise-brief and to the point

  Correct-accurate

  Complete –all necessary information

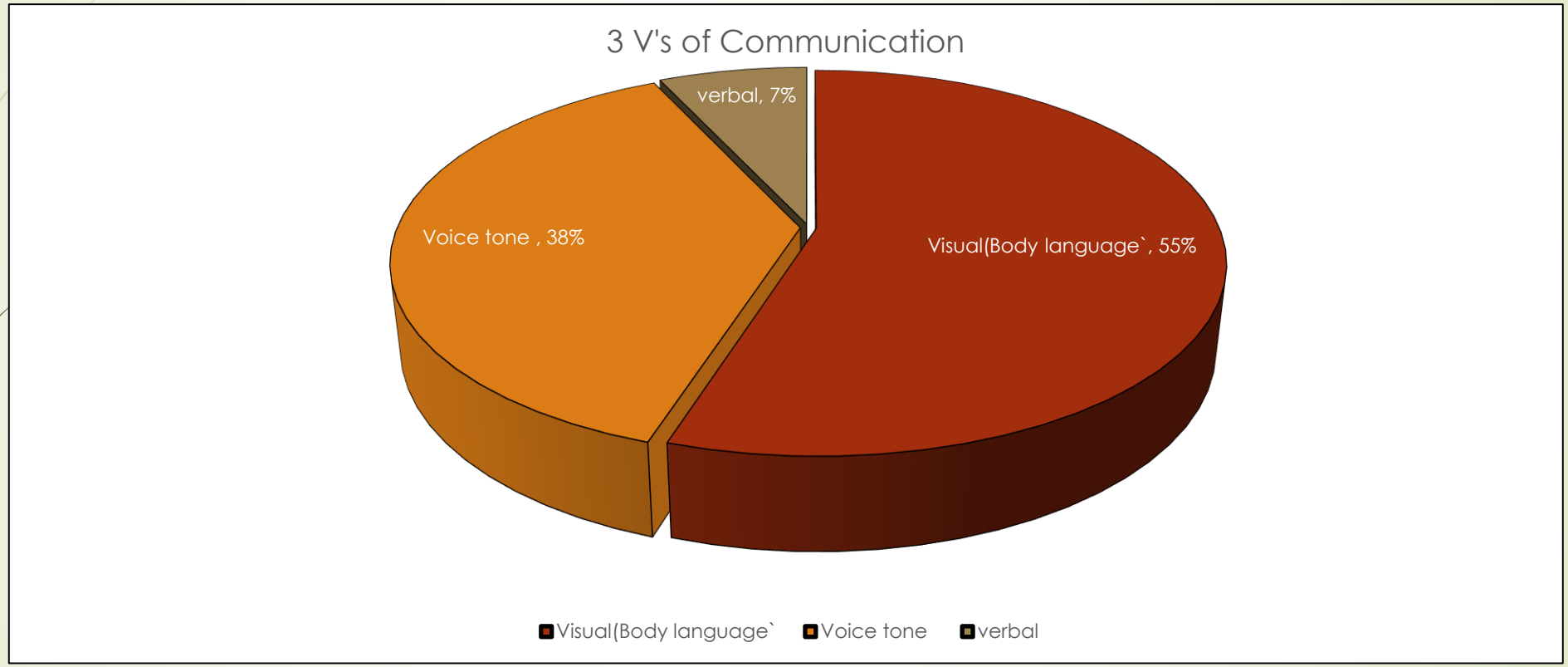
Key Communication skills

4 Key Skill areas to work upon in this Training program

- Speaking & Pronunciation-Fluency, clarity ,accent neutrality
- Listening – Understanding spoken English
- Reading & Comprehension
- Writing & Grammar

Video

Albert Mehrabian's Rule



7-38-55 rule which states that when communicating feelings & attitudes only 7% is conveyed through words ,38% through tone of voice & 55 % though body language(visual)

Vocal & verbal elements : Tone

- TONE : Tone is the “emotion” the voice expresses-happy , sad ,sarcastic ,firm, doubtful etc.

Say the sentence happily

Answer :I am **so excited** (high pitch)

Say the sentence as sarcasm

Answer : I am (low) so excited (low pitch)

Vocal & verbal elements :Rate of Speech

- Rate of speech is the pace of speaking .
- Very high pace will make the speech difficult to understand ,too slow will make it tedious or boring

Vocal & verbal elements :Pitch

- The “shrillness” to the “base” characteristics
- When agitated ,anxious or angry voice tends to become high pitched or shrill
- Men generally have low pitch due to a comparatively larger larynx

Vocal & verbal elements :word stress

- Stress is the emphasis on each word (not necessarily increase in the volume). It changes the meaning of the sentence .

1.**He's** giving this car to me

Meaning : He is the one giving the car ,nobody else .

2.He's **giving** this car to me

Meaning : He is giving ,not lending

3.He's giving this **car** to me

Meaning :Car is being given ,not anything else .

4.He is giving this car to **me**

Meaning : I am getting the car ,nobody else

Vocal and Verbal element : Volume

- Loudness of our voice should be adjusted according to the size of audience .
- Some speakers wrongly believe only way to sound convincing is to speak louder
- On the other hand ,speaking too softly in a group can signal low confidence
- Volume becomes higher in the state of anger or anxiety

Vocal or verbal elements :Pause

- Pauses have to be at the right moment .
- A pause can be highly effective in emphasizing the upcoming subject and in gaining listeners attention
- Arbitrary pauses spoil the speech and can be distracting
- It is important for a speaker to carefully monitor pauses .
- Read the following sentence

Let me tell you something. I really like this exercise

Let me. Tell you. something. I really like this exercise .

Verbal and vocal elements: Vocabulary

- Good communication is not about many words or complex words–It is about using the right words

Any word can have 2 meanings

- Denotative : This is the " literal" meaning of the word . For example

  "blue" refers to color

- Connotative : This is the "suggestive" meaning of the word –refers to judgement, feeling or perception about that word . " Blue " also sadness or depression as in "feeling blue "

The common vocabulary mistakes :

- Using wrong words e.g. "He is a **big** man" instead of " he is an **influential** man"
- Using offensive words (ignoring 'connotative' meaning) .for e.g. " People from that community are misers instead of " people from that community look for value-for-money being very skilled business people
- Using incorrect order of words which confuse the listener e.g. " You are looking beautiful **today**" V/s "**Today** ,you are looking beautiful "(later may not be received as a compliment)

Task for Assessment

Task 1

- Watch Video to observe verbal & vocal elements in speech .
- Make 1 minute video
- Read News in Studio(Imitate the News Anchor)
- Focus on Verbal and vocal elements