

Core Course I
ORAL COMMUNICATION PRACTICE
Code Contact Hrs/week Credit Semester
FEN1B01 6 4 1

Aims

To develop confidence to respond in English during situation where the use of English is imperative. To develop fluency in actual conversation in the English language. To develop the speech skills necessary for confident and intelligent participation in group discussion and to make formal, perhaps extempore speeches in English. To develop the skills related to teamwork and to take up team leader roles in society as well as in future workplace.

Objectives

On completion of the course:

The students should have better speaking and listening skills. They shall be intelligible in their own speech and shall have acquired the listening skills to comprehend and adequately respond to the English spoken in different parts of the world.

Course Outline

Module I: Communication- theory

Communication- Brief History of Human Communication-Meaning- Importance and Process- Characteristics of Communication-Objectives –Types of Communication-Verbal & Non-Verbal Communication- Models of Communication and Modelling: Linear Model & Transactional Model- Communication Competence.

Module II: Situational Conversation Practice

(Written Assignments should be given from this module)

Organizing Activities in the Class as a planned programme involving students in compeering, anchoring, event management etc. Team leaders and teams to be allotted specific duties in organizing each activity as a full fledged programme with proper compeer, a welcome speech, vote of thanks.

Module III: Communication for Specific Purposes (Formal)

Specific Activities

1. Seminar
 - a) Pair presentation.
 - b) Single presentation.
 - c) Question answer sessions- feed back after each seminar. (Duration- 5 minutes)

2. Read aloud sessions

a) Mock TV news Reading.

b) Recitation of a poem/ Introducing a writer/ Reading a story or article with expression.

c) Enacting of different scenes from any of the Shakespearean Plays

d) Preparing and presenting short skits of social relevance.

3. Delivery of Formal prepared Speech

a) Extempore

b) Debates

Module IV: Developing Discussion Skills

Specific Activities

1. Peer Teaching

2. Mock Press Conference (Mock Interview with one student as a famous personality, being interviewed by the whole class as members of the press)

3. Group Discussion- Theory and Practice
(Controlled, guided, free)

4. Cookery Demonstration/ Sports Commentary

Module I: Communication- theory

Communication- Brief History of Human Communication-Meaning- Importance and Process- Characteristics of Communication-Objectives –Types of Communication-Verbal & Non-Verbal Communication- Models of Communication and Modelling: Linear Model & Transactional Model- Communication Competence.

Communication

“Communication” is a word that we often hear or talk about. Many great men have described the word communication in a variety of ways. Here are a few definitions for the word Communication.

Wikipedia, one among the famous electronic Encyclopedias available defines Communication as:

“Communication (from Latin "*communis*", meaning to share) is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior.”

Oxford dictionary, another prominent source of information defines it as “the imparting or exchanging of information by speaking, writing, or using some other medium”

Another free online dictionary Merriam-Webster.com considers Communication as “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Each person can interpret the word communication according to his/her wish. To make it more clear, here is an example of what is meant by communication.

A gentleman orders a coffee in a crowded cafe. A young woman in line behind him gives a dry, withering look at the naughty youngster who is pulling her handbag, from the radio blares an advertisement for a one-day sale at the mall. At a nearby table, a deaf couple signs to each other, while a teenager in the corner busily texts a friend on his cell phone. These situations all have one thing in common. They all involve communication.

Thus to communicate means ‘to make common’ or ‘to make known’, and it includes verbal, non-verbal and electronic means of human interaction. People are said to be in communication when they discuss some matter, or when they talk on telephone, or when they exchange information through letters. Human beings can’t

avoid this factor of communication since we convey our messages in one form or another. Communication is a vast field for study, because it is always related to humans and everything related to humans are complex. Study of communication is also related to sociology, psychology, philosophy, political science, linguistics, history and it goes on... Scholars who study communication analyze the development of communication skills in humans and theorize about how communication can be made more effective.

Even though animals do communicate within themselves, communication is a word that is primarily related to humans. The reason behind it is that, human communication is purely based on situations, and this keeps on changing from time to time. Which means communication does not have a specific pattern. What differentiates human communication from animal communication is the ability of human beings to coin new sentences according to the situations. While considering animal communication on other hand, they follow a pattern of communication methods.

Humans convey information through a variety of methods: speaking, telephones, email, blogs, TV, art, hand gestures, facial expressions, body language and even social contexts. Communication can occur instantaneously in closed, intimate settings or over great periods of time in large public forums, like the Internet. However, all forms of communication require the same basic elements: a speaker or sender of information, a message, and an audience or recipient. The sender and recipient must also share a common language or means of understanding each other for communication to be successful. As such, a study of communication often examines the development and structure of language too.

Since communication is human, it should be said that communication is the lifeline of any relationship. You all might have heard this sentence much before. Without proper communication people find themselves in a deteriorating relationship really without a good cause. There are number of methods through which we communicate. Right from the beginning of human civilisation, the use of rocks to scrawl on walls and depict images is an example of human communication. As years progressed, writing came up as a medium, inland letters became popular, later telephones revolutionised the field of communication. In this century, there are many ways through which we communicate; email, internet, social networking, cell phones, newspapers, radio, television, magazine., the list goes on.

The act of communicating draws on several interpersonal and intrapersonal skills. These include speaking, listening, observing, questioning, processing, analyzing and evaluating. Recipients of a message must be able to identify the sender's intent, take into account the message's context, resolve any misunderstandings, accurately decode the information and decide how to act on it. Such skills are essential to learning, forming healthy relationships, creating a sense of community and achieving success in the workplace.

In today's globalized, media-driven world, communication studies have become more relevant and exciting than ever. Web developers seek new, inventive ways to draw Internet users to their websites. Public policy writers debate society's most pressing issues. Through linguistics, computer scientists are developing programming languages that may someday allow humans to interact directly with computers. Students who earn degrees in communication often hold highly influential positions as journalists, editors, university professors, public relations officers, marketing consultants, speech writers, filmmakers, motivational speakers and political campaign managers. To communicate is to shape the world.

Origin of language

Language is the ability of human beings for acquiring and using complex systems of communication. Study about the origin and development of language is always interesting and it has been a branch of science termed Linguistics. When and where did language originate is a question that many of our well known linguists have been searching for many years. The study about the origin of language has sent linguists back to twenty sixth dynasty in Egypt and the first recorded language experiment conducted by a Pharaoh named Psammetichus I. Otto Jespersen in 1921 recorded that "The genesis of language is not sought to be in the prosaic, but in the poetic side of life; the source of speech is not gloomy seriousness, but merry play and youthful hilarity. . ." Even though Jespersen's opinion that human language originated while 'Homo sapiens' were actually enjoying themselves is one among the speculation regarding the origin of language. At the same time, the experiment done by the Egyptian king with two newborn babies who were accompanied with goats and a mute shepherd resulted in pronouncement of word 'bekos' meaning 'bread'. This evidently draws into a conclusion whether humans belong to the company of other humans or not, language has come into existence ever since the origin and development of human

beings, which is another question for discussions and debates. Since everyone who researches about language has got their own opinion and theories about origin of language, there are umpteen numbers of theories both serious and trivial. Following are some of the theories developed parallel to language study. The Bow-Wow Theory, The Ding-Ding Theory, The Pooh-Pooh Theory, The Yo-he-ho Theory, The Ta-Ta Theory, The La-La Theory.

Communication is human

It should be said that human communication represents a human activity which consists in transferring information – mostly very important and meaningful information for all communication partners that participate in a conversation, dialogue, discussion, talk or general communication round. In order to have the possibility to communicate it is important to have something to talk about, one or more recipients as well as a sender who conveys the respective information or message. In this context it has to be mentioned that the recipient or recipients do not have to be present in order that the communication can occur. Fact is, however, that communication can proceed at every time and space – no matter if one recipient is in Austria, the second one in Germany and the third one in India. In other words: It is possible to communicate across any distance considering both space and time.

Why Is Communication Important?

Human beings are social animals who are connected to each other. Which means relationships are based on communication which in turn means communication is really important, depending on the context and quality? It may seem moot to say so, but communication alone is not in itself a good thing. In fact, the quality of communication is the most important point. Having said that, communication is important for a variety of reasons. It limits misunderstanding, ensures accuracy, as well as the maintenance and survival of business, social, family and romantic relationships. Without proper communication people find themselves in a deteriorating relationship without real cause. Lack of communication can itself become the problem and push people away from each other creating a breakup, or blow up, based on a symptom with no root cause. On a more general level, communication is essential so that people actually know what is going on. In a social relationship this is important so people can keep in touch,

or even arrange a meeting with each other to have fun. A business relationship depends upon communication for coordination as well as development of a project. Finally, communication is important on a grander scale because it has been essential for human development.

Many theories about the success or failure of different civilizations concentrate heavily on the development of writing as a medium for long distance and accurate communication and organization, in order for the level of development necessary for economic or military success. In terms of evolution, the use and application of symbolic thought is one of the defining features that distinguish humans from other animals on the planet. Essentially, the ability to understand the arbitrary association between a symbol, whether it is a word or a picture, and the meaning it represents allows for continued and increasing cultural, technological as well as scientific and religious growth as we pass on information from one generation to another through various mediums of communication.

Around 500 years ago, most of the western world could not read or write and this was a problem. It hindered communication and without the use of the internet or cell phones, communication across large areas was slim. Priests were educated, they read the newspapers and made announcements to the masses. The issue with this was that they could pretend that the newspapers had anything in and the people would believe and follow. This would hinder freedom of thought and speech - therefore a lack of communication resulted in a lack of freedom. We now communicate on such a large scale and this is ever growing. Communication is necessary for a number of purposes including social, political and economical factors.

Communication as a process

Meaning of the word communication can be summarised as the transmission of a message from a sender to a receiver in an understandable form. It has been proven that poor communication reduces quality, weakens productivity, and eventually leads to anger and a lack of trust among individuals. The communication process is made up of four key components. Those components include encoding medium of transmission decoding and feedback. There are also two other factors in the process, and those two factors are present in the form of the sender and the receiver. The communication process begins with the sender and ends with the receiver.

The communication process is triggered when the sender makes a conscious or an unconscious decision to share the message with another person. A sender is a person who initiates the process of communication by rendering a message. Or in other words, anyone who wishes to convey a thought, an idea, or a concept to the audience is known as a sender. The sender may be a speaker, writer or someone who merely gestures. The sender's experiences, attitudes, knowledge, skill, perceptions, and culture influence the message.

The first step the sender does is the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas or concepts. This process translates the ideas or concepts into the coded message that will be communicated. The symbols can take on numerous forms such as, languages, words, or gestures. These symbols are used to encode ideas into messages that others can understand. When encoding a message, the sender has to begin by deciding what he/she wants to transmit. This decision by the sender is based on what he/she believes about the receiver's knowledge and assumptions, along with what additional information he/she wants the receiver to have. It is important for the sender to use symbols that are familiar to the intended receiver. A good way for the sender to improve encoding their message is to mentally visualize the communication from the receiver's point of view.

i) Message

Next component in communication process is the message. In its most common meaning, message is an object in communication. In terms of communication science, message is the information sent from a source to a receiver. In case of human beings, communication can be of two types; Verbal communication and Non-verbal communication.

ii) Medium

What comes next as component in communication is the medium. Medium can be defined as a channel or system of communication through which the sender sends a message to the receiver. So, there are different mediums through which communication happens. Basically, these mediums are classified into four categories, which are written, verbal, non-verbal and visual.

Types of communication

i) Written

Communication can occur through a written medium. This medium includes newspapers, magazines, brochures, letters, cards and notes. Print media is not confined to words physically printed on paper but may include emails, text messages and online articles. This type of communication can be used to advertise, talk to another individual or to the general public. Print mediums are considered nonverbal communications.

ii) Visual

Communication can be conveyed through visual means. Mediums that classify as visual include three different types of signs. The first type of sign is an icon. Icons closely resemble the person or thing they symbolize. Examples of icons are photographs or maps in relation to a person or area of land. Another sign is known as an index, which is a sign that represents something through a causal relationship -- like smoke is to fire. The most well-known sign is known as a symbol. Symbols must be learned because they represent something without any relationship to the item being represented. An example of this is a yellow triangle meaning yield.

The above mentioned types of communications too have their own advantages and disadvantages. Also they have many names for each form of communication. For instance, verbal and nonverbal communication can be included in other broad branch name called as 'face to face communication'. The visual communication is also known as social media communication. In conclusion, each medium of communication should be strategically chosen according to the message the sender ought to transmit.

iii) Intrapersonal Communication

Intrapersonal Communication is the most basic of the communication contexts or levels. It occurs when an individual sends and receives messages internally. We spend most of our time thinking. Our thought process is nothing but intrapersonal communication where one person sends messages and the same person receives them. Intrapersonal communication involves our intellect as well as our physical and emotional sensations. The way we communicate with ourselves reflects the various aspects the self-physical, emotional, intellectual and social. It also reflects our habits, roles, attitudes, beliefs and values. Intrapersonal communication is not just a level of communication; it is in fact the very basis of

all communication. While participating in the higher levels of communication like interpersonal communication, group communication, and mass communication, we also indulge intrapersonal communication. And it takes place every moment that we are alive.

To understand intrapersonal communication, we need to understand ourselves. At the physical or physiological level or what is called the 'physical self', we have our bodily parts, the various systems that perform the bodily functions like digestion, breathing, circulation, elimination of bodily wastes, etc. also there are the five senses that help us receive external stimuli. Then there is processing of stimuli-both external and internal.

Next there is the 'emotional self' which prompts our emotional responses-as in case of our responses to stimuli like fright, flight and fight, etc. our 'intellectual self' involves mental actions or behavior like word and sentence formation, use of comparison, use of logic and reasoning, problem solving, and decision making, etc.

iv) Interpersonal communication

Interpersonal communication (dyadic communication) is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

When two or more people are in the same place and are aware of each other's presence, then communication is taking place, no matter how subtle or unintentional. Without speech, an observer may be using cues of posture, facial expression, and dress to form an impression of the other's role, emotional state, personality and/or intentions. Although no communication may be intended, people receive messages through such forms of non-verbal behaviour.

v) Communication in small groups

Small group communication is, of course, the communication that is carried out within a small group. A small group is generally defined as a group that consists of at least three members or a maximum of around twelve to fifteen members. A group that has just two members or more than fifteen members would not come in the category of a small group. A small group may be a professional group, an educational group or a social group. The members belonging to it will have a common bond or interest or goal that brings them together. Even though the

number of members is less in a small group, effective communication between them is still important.

vi) Public communication

It usually means communication that isn't for a particular group. Which means, if you post a comment over the message which can be accessed by anyone, that too becomes public communication? If you say something in a public setting, where a lot of people could gain access to it that is public communication. Public communications denotes communications between persons as equals. It is the receipt and exchange of messages, ideas and opinions. Means of public communications evolved over time with the development of technology and mediums of communications. Likewise, public opinions, policies and ideas evolved as society's attitudes and opinions changed. However, the exchange or transaction of ideas remains constant; people respond and react within public groups, thereby contributing to and shaping public discourse.

vii) Mass communication

Ordinarily transmitting information to many persons is known as mass communication. But such a definition is not adequate enough to express what mass communication intended is really for. It is true that mass communication involves a large number of persons. But that is not all. Actually mass communication is a process through which a message is extensively circulated among the persons who are far away from the source. Viewed in this sense, group communication and public communication involving many persons cannot be classified as mass communication, because the speaker and the audience here are not thus separated from each other by a great distance. What is needed for mass communication to take place is a large number of heterogeneous audiences, encompassing vast boundaries of space as well as some intermediary channels through which a message can be sent to the destination. Sydney Head (1976) suggests that the term mass communication must imply at least five things:

1. Relatively large audience
2. Fairly undifferentiated audience composition
3. Some form of message reproduction
4. Rapid distribution and delivery.
5. Low unit cost to the customers.

Another definition of the term, and perhaps the most common one, refers to an academic study of how messages are relayed to large groups of people

instantaneously. This area of study, most often referred to as mass comm, is offered at many colleges and universities worldwide as an area of study, and some colleges teach nothing but mass comm. Due to its pertinence to all people around the world, mass comm. is becoming more popular and may offer graduates careers in various countries worldwide.

The term mass communication was coined in the 1920s, with the advent of nationwide radio networks, newspapers, and magazines, which were circulated among the general public. The distribution of information to a wide range of people remains the main function of mass communications, even today. Mass communications are widely used, primarily because it is a rewarding exercise which may award a person or company with brand and name recognition, instantly increasing credibility. Commonly used units for analysis of mass communications are the messages, medium for communication, and the audience for whom the message is intended.

viii) Verbal

Verbal communication is the oldest and most studied form of communication. This form of communication includes the spoken word. Verbal communication mediums include conversations, speeches, telephone calls, commercials and movies. In order for verbal communication mediums to be effective, the person or group using verbal communication must speak the same language as the audience. Without speaking the same language, meaning is lost without being able to understand what is being said.

ix) Nonverbal

Nonverbal communication mediums appeal to the five senses to get a message across. Examples of nonverbal communication mediums are dance, sign language, symbolism and music without lyrics. Nonverbal communication also can be conveyed through body language, tone of voice, demeanor, actions and facial expressions. It is believed that between 65 percent and 90 percent of human communication is done through body language and facial expressions. The effectiveness of different types of nonverbal mediums to communicate depend on culture and circumstance as well as any verbal communication that is associated with it.

Models of communication and Modelling – Linear model of communication Transactional model

What is a Model

A model is widely used to depict any idea, thought or a concept in a simpler way through diagrams, pictorial representations etc. Models go a long way in making the understanding of any concept easy and clear. Through a model one can easily understand a process and draw conclusions from it. In simpler words a model makes the learning simple. The basic flow of communication can be seen in the diagram below. In this flow, the sender sends a message to the receiver and then they share the feedback on the communication process.

The methods of communication too need to be carefully considered before you decide on which method to use for your purposes. Not all communication methods work for all transactions.

Different Communication Models

Linear model (Lasswell formula of communication)

Harold Dwight Lasswell, the American political scientist states that a convenient way to describe an act of communication is to answer the following questions

Who

Says What

In Which Channel

To Whom

With what effect.

This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

- Surveillance of the environment
- Correlation of components of society
- Cultural transmission between generation

Lasswell's model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component who refers the research area called “Control Analysis”,
Says what refers to “Content Analysis”,
In which channel refers to “Media Analysis”,
To Whom refers to “Audience Analysis”
With What Effect refers to “Effect Analysis”

Transactional model

In the transactional model, two people communicate with multiple messages through multiple channels and with parallel messages. As with other models, the messages may be distorted and the people may be distracted, resulting in misunderstanding that fuels and hinders the model.

Example;

Hi there!

Well hello, how are you?

What are you up to, today?

I'm just going to work. What about you?

We often speak in a transactional way, where we exchange messages. In doing so we may also be exchanging value to one another, for example in a greeting where each person gives the other a sense of comfort through a defined transactional ritual. The actual transaction can be highly dependent on context. For example the transactions between people at home are often quite different between those at work or on the street.

Communication competence

The term “communicative competence” is comprised of two words, the combination of which means “competence to communicate”. Competence is one of the most controversial terms in the field of general and applied linguistics. Its introduction to linguistic discourse has been generally associated with Chomsky. Canale and Swain (1980) and Canale (1983) understood communicative competence as a synthesis of an underlying system of knowledge and skill needed for communication. In their concept of communicative competence, knowledge refers to the (conscious or unconscious) knowledge of an individual about language and about other aspects of language use. According to them, there are

three types of knowledge: knowledge of underlying grammatical principles, knowledge of how to use language in a social context in order to fulfil communicative functions and knowledge of how to combine utterances and communicative functions with respect to discourse principles. In addition, their concept of skill refers to how an individual can use the knowledge in actual communication.

Later, Spitzberg (1988) defined communication competence as "the ability to interact well with others" (p.68). He explains, "the term 'well' refers to accuracy, clarity, comprehensibility, coherence, expertise, effectiveness and appropriateness" (p. 68). A much more complete operationalization is provided by Friedrich (1994) when he suggests that communication competence is best understood as "a situational ability to set realistic and appropriate goals and to maximize their achievement by using knowledge of self, other, context, and communication theory to generate adaptive communication performances." Note that communicative competence is dependent on the context in which the interaction takes place. Communication which is successful with one group in one situation, may not be perceived as competent with a different group in another situation. McCroskey (1982) attempts to clarify the importance of competence when he writes, "The domain of communicative competence includes learning what are the available means (available strategies), how they have been employed in various situations in the past, and being able to determine which ones have the highest probability of success in a given situation

Communicative competence is made up of four competence areas:

- Linguistic
- Sociolinguistic
- Discourse and
- Strategic.

Linguistic competence is learning how to use the grammar, syntax, and vocabulary of a language. Linguistic competence asks: What words do I use? How do I put them into phrases and sentences?

Sociolinguistic competence is learning how to use and respond to language appropriately, given the setting, the topic, and the relationships among the people communicating. Sociolinguistic competence asks: Which words and phrases fit this

setting and this topic? How can I express a specific attitude (courtesy, authority, friendliness, respect) when I need to? How do I know what attitude another person is expressing?

Discourse competence is studying how to interpret the larger context and how to construct longer stretches of language so that the parts make up a coherent whole. Discourse competence asks: How are words, phrases and sentences put together to create conversations, speeches, email messages, newspaper articles?

Strategic competence understands how to recognize and repair communication breakdowns, how to work around gaps in one's knowledge of the language, and how to learn more about the language and in the context. Strategic competence asks: How do I know when I've misunderstood or when someone has misunderstood me? What do I say then? How can I express my ideas if I don't know the name of something or the right verb form to use?

Linguistic competence is achieving knowledge about how to use the grammar, syntax, and vocabulary of a language. Linguistic competence asks: What words do I use? How do I put them into phrases and sentences?

Competent communicators attempt to align themselves with each other's goals and methods to produce a smooth, productive, and often enjoyable dialogue.
