

COMMUNICATION SKILLS

THIRD EDITION

The Third Edition of *Communication Skills* has been designed to meet the diverse needs of the learners in the fields of Engineering, Science, Management, Arts, Commerce, Mass Communication and Journalism, and also for candidates appearing in various competitive exams. Containing exhaustive content with multiple examples, illustrations, and exercises, the book aims at equipping readers with an ability to use English in their oral and written communication with confidence, clarity, and accuracy. Written with a precise understanding of the challenges that young professionals encounter in the global work scenario, the book would be highly useful for readers to enhance their professional communication skills.

New to the Third Edition

New Chapters

- Intercultural Communication and Global Readiness
- Common Errors and Grammatical Inconsistencies in English
- Vocabulary for Competitive Exams
- English Grammar and Usage for Competitive Exams
- Nature and Style of Effective Professional Writing
- Professional Communication through Social Media

Salient Features

- Practice tests and chapter-end exercises
- Updated passages and examples from real-life scenario
- Sample memos, reports, proposals, résumés and more
- Interactive features such as audio recordings of conversations and listening exercises that can be accessed through QR codes

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Supplementary Digital Support

- Professional Skills Modules
- Video Files
- Flashcard Glossary
- PowerPoint Slides
- Audio Clips
- Additional Reading Material



Access through
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COMMUNICATION SKILLS

KUMAR
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THIRD
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THIRD EDITION

Reviews
SKILLS SPEAK MEDIA
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READING COMPREHENSION
SKILLS REPORT PHONETICS
ADVANCE VOCABULARY
COMMUNICATION
listen NETWORK SENDER TALK PARAGRAPH BUSINESS
INTERCULTURAL COMMUNICATION LAYOUT & STYLE
JOB INTERVIEWS
ENGLISH FOR
COMPETITIVE EXAMS
PUBLIC SPEECHES

QR CODES INSIDE

SUPPLEMENTARY
DIGITAL SUPPORT

Social Media
Communication

Global Job Readiness

**COMMUNICATION
SKILLS**

SANJAY KUMAR | PUSHP LATA

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COMMUNICATION SKILLS

THIRD EDITION

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Dedicated
to all those who aspire to sculpt in time
through the words they speak and write

From the Authors' Desk

As we stand at the cusp of a rapidly evolving global landscape, the need for effective communication skills is being felt all the more intensely than ever before. It is in view of this that the third edition of our book *Communication Skills* has been designed to meet the variegated needs of the learner. Containing exhaustive content with multiple examples, illustrations, practice tests, and exercises, the book aims at empowering learners and equipping them with an ability to use English in their oral and written communication with confidence, clarity, and accuracy. Written with a precise understanding of the challenges that learners encounter, as for many of them, English is mostly the second or the third language in our country; the book endeavours to help our graduating youth navigate successfully the demanding needs and complex intricacies of modern professional life.

Written in consonance with the New Education Policy (NEP), and the latest syllabi prescribed in universities across the country, the book attempts to cover the entire gamut of communication in English—its shades, shapes, colours, and nuances. Though primarily meant to be a textbook for the undergraduate students of engineering, arts, science, and commerce, the book will also serve as a reference guide for engineers, managers, scientists, teachers, trainees, administrative officers, and other professionals who need to use English as a tool for communicating with others in a professional environment.

Highlights from the Third Edition

Learning Outcomes

After reading this chapter, you will be able to:

- understand the importance of communication in professional world
- familiarize yourself with the features of successful professional communication
- identify the key functions of communication in professional organizations
- get acquainted with different types, forms, and flow of communication in an organization
- understand and overcome barriers to effective communication

Learning Outcomes

Learning Outcomes at the beginning of each chapter are meant to help the learner anticipate the content and its application in real-life situations.

Some chapters also open on an interesting vignette, anecdote, or quotation which further sets the tone for the chapter.

Intercultural Communication and Global Readiness

2

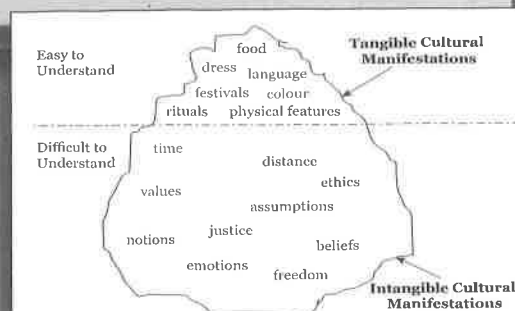


Fig. 2.2 Iceberg Model of Culture

New Chapter

The chapter on *Intercultural Communication and Global Readiness* is meant to help the young learners navigate the diverse cultural contexts with sensitivity and professional acumen. In the second edition, the topic had been broached, whereas this edition provides deeper understanding of cultural nuances and intends to foster in the learner the requisite intercultural competence with more examples and exercises.

New Chapter

The chapter on *Common Errors and Grammatical Inconsistencies in English* equips learners with an ability to identify and rectify errors. Drawing the reader's attention to the common errors in English and suggesting their appropriate alternatives, the chapter helps the learner brush-up their basic understanding of grammatical norms, conventions, and collocations; provides them with ample practice opportunities; and cultivates in them an awareness to avoid common pitfalls while speaking and writing in English.

Common Errors and Grammatical Inconsistencies in English

7

- One of the major **challenge** [challenges] that the management would face is to find a replacement for the present Unit Chief.
- None of the **brother** [brothers] know how to run the business.
- None of the **issue** [issues] raised by the production unit were worth paying attention to.
- Either of the bank **official** [officials] needs to be there.

PART III ENGLISH FOR COMPETITIVE EXAMS

Vocabulary for Competitive Exams

9

9.5 In the following sentences, choose the word from the options to substitute the given words and phrases:

1. A person who eats too much
(a) teetotaller (b) glutton (c) ambivalent (d) omnipotent
2. An outdated machinery
(a) ancient (b) pre-historic (c) antediluvian (d) obsolete
3. A disease that affects a large number of people in a specific area, not found in other places
(a) epidemic (b) pandemic (c) endemic (d) omnivorous
4. A speech act performed by the character when alone on stage
(a) epilogue (b) prologue (c) monologue (d) soliloquy

New Chapter

The new chapter on *Vocabulary for Competitive Exams* underscores its critical role in professional success. This chapter recognizes the pivotal role that vocabulary plays in competitive exams and offers conceptual clarity and practical guidance through exercises and explanatory answers on different aspects of vocabulary, such as synonyms, antonyms, one-word substitution, words often confused, analogies, sentence completion, phrasal verbs, and idiomatic expressions.

English Grammar and Usage for Competitive Exams

10

Each of the sentences in the exercise that follow have been marked and underlined in different parts as A, B, C, and D one of which contains an error. Mark that part as your answer. In case there is no error in any of the parts, mark E as your answer:

10.1

1. One of my friend will be joining the party by late evening. No Error
A B C D E
2. I always find the atmosphere in the markets of Old Delhi to be much more vibrant than New Delhi.
A B C D
3. If I would have known that you were in the hospital, I would have come earlier.
A B C D
4. I have told you about the problem; now its upto you to decide how to sort it out.
A B C D

New Chapter

Competence in English, not possible without accuracy in how we speak and write, not only enhances one's employability across various sectors, but also serves as a prerequisite for numerous competitive exams, such as PTE, IELTS, TOEFL, SAT, CAT, GRE, NDA, CDS, Bank Probationary Officers' Exam, Railway Board Examination, UPSC, and SSC. Therefore, this chapter has been specifically designed to help students develop a solid grasp of English language, and answer correctly the types of questions on spotting errors, sentence correction, sentence completion, jumbled paragraph, and fill-in the blanks, that are generally asked in competitive exams.

PART IX WRITING SKILLS FOR PROFESSIONAL ADVANCEMENT

Nature and Style of Effective Professional Writing

25

to the fact they are in the last semester and are about to complete their degree. Since the increased fee is not likely to hit their pocket for a long time, they seem to be least concerned about this issue. Further, nearly half of the students are getting scholarships from the university which comfortably sets off the impact of the fee hike for them. The highest level of response from the fourth year students brings to the fore their concern about the fee hike. It also subtly reflects their dissatisfaction at not getting placed at a higher package. It may be recalled here that the pay packages offered to our students by the recruiting companies have only been

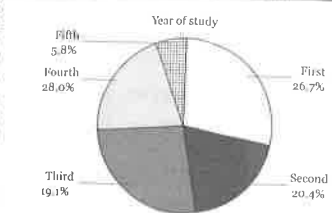


Fig. 25.2 Distribution of the year of study of the respondents

New Chapter

This chapter on *Nature and Style of Professional Writing* is meant to help the learner develop a clear, concise, objective, direct, and precise style. The examples and exercises are meant to help young graduates inculcate features of effective writing style so as to help them compose professional documents, such as business reports, emails, letters, proposals, company blogs, and research articles effectively.

New Chapter

The newly added chapter on *Professional Communication Through Social Media* explores the evolving landscape of digital communication in professional settings. It delves into strategies for crafting effective messages for variegated social media platforms while maintaining a professional tone, and leveraging social media for networking and branding purposes. The chapter also addresses ethical considerations, privacy concerns, and best practices for engaging with colleagues and clients online.

Professional Communication through Social Media

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28.1 FACTORS THAT MAKE SOCIAL MEDIA SO POPULAR

Backed by digital communication, social media is possibly the easiest and quickest medium to reach out to the vast expanse of humanity across the globe. Using its multiple platforms, people of every country, community, caste, creed, and culture can connect to whoever they wish to and meet anywhere in the world without wasting any of their time on travelling or much of their money in reaching out to others.

For instance, an NGO working in the direction of stopping food wastage in weddings and social functions can achieve their objective by spreading awareness about donating the leftover food rather than throwing it in the dustbin, with the help of some social media platforms such as WhatsApp, YouTube, Instagram, X, and so on. Similarly, an organization working on the revival of some language imperiled to become obsolete under the duress of other dominant languages around, can effectively seek efforts and support from the votaries of that language within the masses through any of the social media platforms. Availability of multiple apps operated through different social media channels facilitate easy dissemination of message at a lightning pace and elicits eager

Warm, Persuasive, and User-Friendly Style

Expanded through insightful analysis and interspersed with real-life examples, this book offers to the learner an immersive experience into the choice of apt vocabulary, nuanced expressions, and chiseled phrases needed in the diversely distinct communicative tasks. Delving into the intricacies of compelling reports, persuasive sales letters, captivating speeches, coherent paragraphs, engaging book, film, and match reviews, and dynamic Just a Minutes (JAMs), each chapter meticulously dissects the unique requirements and distinct styles needed for effective communication in variegated contexts. From the structured precision demanded by essays to the artful persuasion required in group discussions and job interviews; and from the captivating style of debates to the spontaneity of conversations, this book equips you with the competence to excel in each of your communicative endeavours. With a perfect blend of theory and its application in real-life scenarios, this comprehensive resource will empower you to master communication in different aspects of your personal, social, and professional life ensuring that your message resonates powerfully with your audience.



Mandelia Institute of Technology and Research, Timarpur
Inter-office Memorandum

Date: May 30, 2024
From: D. P. Kaushik, Unit Chief, Women Development Centre
To: Firoj Ahmad Abbas, Director, Research Programs
Subject: Commendation of Anjani Kumari Singh regarding her performance on Women Development Project (WDP)

The purpose of this report is to formally commend Anjani Kumari Singh for her exceptional contribution.

University Of Liberal Arts
Chandigarh

10 June, 2024
The Dean - Administration
University of Liberal Arts Chandigarh
Subject: Request for approval of travel expenses for the UGC major research project.

Dear Sir

It is to inform you that the Mid-Term Presentation of our UGC Major Research Project entitled, "Transforming

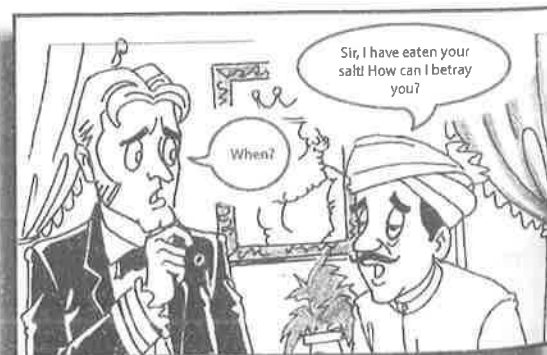
Apex Builders, Delhi
Progress Report

Date: _____

Name of the work or project _____
Total work to be completed _____
Work completed till date _____
Work to be completed _____
Possible date for completion _____

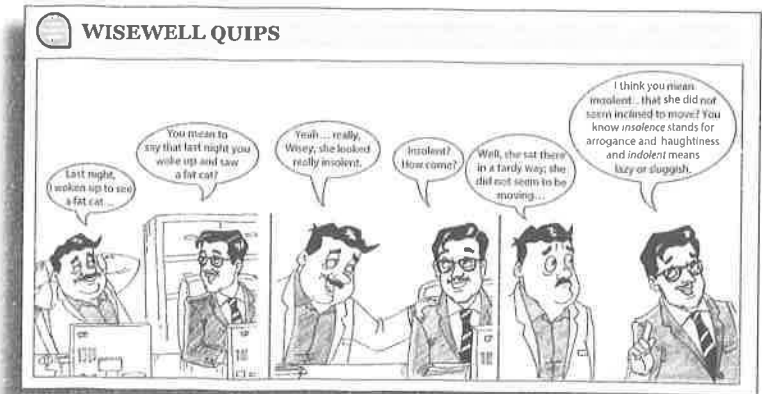
Illustrations, Images, and Sketches

The illustrations, images, and sketches interspersed in the chapters render the book livelier and the task of reading interesting. Besides adding a dash of humour, they also highlight some common mistakes made while speaking in English.



Wisewell Quips

Carrying on from the earlier editions, the interesting pair of Mr Wisewell and Madcap will continue to entertain as well as help us notice and avoid common errors in English through their humorous and interesting conversations.



PRACTICE TEST

6.1 Choose the correct subject-verb combinations in the following sentences:

1. It is obvious that everything is/are fine.
2. The majority of professionals in our country is/are well-trained.
3. Either James or his brothers has/have written the mail.
4. The jury has/have decided to hear the case at an early date.
5. That they are fools is/are known to everyone.
6. A lot of Indians have/has raised the issue of colour discrimination.
7. None of the reports are/is worth consideration.

Practice Tests

Since language and communication skills can only be acquired by using the concepts learnt in our everyday listening, speaking, reading and writing tasks, the book provides ample amount of practice through multiple exercises within the chapter in the form of Practice Tests.

Exercises

Different kinds of review questions, such as concept review questions and critical thinking questions, enumerated at the end of the chapter, aim at testing readers on their comprehensive understanding of the topic.

EXERCISES

Concept Review Questions

1. What do you mean by group discussion (GD)? Why is a GD so important for university students and professionals?
2. What are the major differences between a debate and a GD? Also discuss the different types of GDs that are used in the selection procedure.
3. Discuss the personality traits of participants that are evaluated in a GD.
4. What do you mean by group dynamics? While participating in a GD, what aspects of group dynamics will you keep in mind? Discuss in detail.
5. What are the different leadership styles that may emerge during a GD? Discuss in detail.
6. Read and prepare arguments for the following topics:
 - (a) There is no right or wrong in life.
 - (b) Peace cannot be attained through violent means.
 - (c) Children of today are not the same as those of yesteryears.

RECAPITULATION

- A greater understanding of intercultural differences, etiquette, protocol, communication practices, and insinuations conveyed through the verbal and non-verbal cues employed in vital for keeping us ready for the rapidly changing dynamics of the professional world.
- For developing cultural sensitivity, it is important to observe a few key aspects of other cultures, such as the treatment of time, relationships, gifting etiquette, belief systems, and their festivals.
- On one hand, we need to overcome our prejudices and ethnocentrism, and on the other, learn to be more open, flexible, adaptive, and respectful to other cultures in order to be interculturally intelligent and competent.
- Like intercultural skills, creative and critical thinking skills also need to be developed in the process of professional grooming.
- For equipping oneself with creative and critical thinking skills, one needs to address the issues and challenges with a fresh perspective and with proper analysis of the pros and cons of the possible solutions without ignoring the financial or administrative constraints of the organization.

Recapitulation

The recapitulation at the end of each chapter revisits all the important points discussed in the chapter making way for a quick revision before exams.

Other Salient Features

In addition to the highlighted features in the previous pages, this edition of the book also offers:

- ✓ practice oriented and user-friendly content
- ✓ figures, tables, graphs, and questionnaires for effective elucidation
- ✓ warm and interactive style
- ✓ examples from real-life scenario
- ✓ extended exercises, and
- ✓ cloze tests
- ✓ note and notebook icons, magnifying glass icon, sidebars, and catchy pointers to draw the reader's attention

to ensure regular engagement of the reader and improve their overall learning experience with the book. Our emphasis on conceptual clarity as well as practical application of the concepts learnt combined with an engaging style, makes way for effortless learning for our students. Further, it ensures that learners not only grasp foundational principles but also cultivate the requisite competence to make the best of this book as a useful learning resource.

Supplementary Digital Support

The following Online Resources are available to support the faculty and students using this text.

- PowerPoint Slides highlight important pointers in the book
- Flashcard Glossary includes assessment and exercises for practice
- Videos on group discussions, job interviews, professional presentations, consonants, and vowels
- Audio clips related to effective conversations and phonetics
- Additional Reading Material for additional knowledge and information such as:
 - Art of Negotiation
 - Sample Business Report
 - Research Paper Writing
 - Technical Proposals
 - Itinerary Writing
 - Inter-office Memorandum (Memo)
 - Circulars
 - Advertising
 - Notice, Agenda, and Minute

 **Note** The Additional Reading Material too emphasizes the value of developing effective professional communication skills that are critical while envisioning a successful career

Welcome to the third edition – let's make the best use of this book by going through the content conscientiously and attempting the exercises and practice material with avid interest and passionate involvement so that this edition of the book helps you translate your dreams into reality.

As always, we would be delighted to receive your queries, comments, observations, suggestions, and feedback on this edition of our book so as to help us live up to your expectations in future too.

Look forward to receiving your valuable feedback at drarorasanjay@gmail.com.

Sanjay Kumar
Pushp Lata

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PART I FUNDAMENTALS OF COMMUNICATION

Communication: An Overview

1

Learning Outcomes

After reading this chapter, you will be able to:

- understand the importance of communication in professional world
- familiarize yourself with the features of successful professional communication
- identify the key functions of communication in professional organizations
- get acquainted with different types, forms, and flow of communication in an organization
- understand and overcome barriers to effective communication

Effective Communication is Vital to Professional Fortunes

Tasty Buds, Greater Kailash, New Delhi is a famous fast-food chain. Since the opening of its first outlet in Delhi three years back, five more outlets of *Tasty Buds* have come up in other parts of the city. Customers walking in at a *Tasty Buds* outlet are received with a smile, entertained courteously, and explained the highlights of different food items listed in an aesthetically designed menu. Those who visit *Tasty Buds* appreciate the prompt services and suave manners of the attending staff. 'Everyone around seemed so much willing to serve you,' was how Mr Parsanna, who recently visited *Tasty Buds*, quipped. On the other hand, *Hot & Sweet*, another restaurant that opened almost four years back and operates in the same locality, is struggling hopelessly. Customers often complain about the indifferent attitude of waiters. 'They have named it *Hot & Sweet*, but nobody is sweet there, and nothing is served hot; waiters keep you waiting before paying you any attention and when they do, they speak to you as though they were the bosses around! You feel so unwelcomed there,' said Mrs Suhasini Roy, who recently dined at *Hot & Sweet*.

What do you think is the fate of these two food outlets? Would both these eateries grow equally in terms of success and popularity? We seriously doubt it because *Tasty Buds* is likely to grow with passage of time, while *Hot & Sweet* seems to be on its way out.

The case in discussion highlights the deterministic power of communication in the professional world. In an age where one has to either communicate or collapse, communication holds the key to the growth of an organization. The system that fails to recognize the need for an effective communication, struggles to sustain itself in the long run.

Let's learn why it is so.