

**LECTURE NOTES ON COMMUNICATIVE
ENGLISH**

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Complaint Letter

You are Arjun Mehar of 40- NK Pura, Karol Bagh, Delhi. Last week, you bought a mobile phone from 'The Mobile Point', 40D, Nehru Plaza, New Delhi. The mobile phone developed a problem within a few days of its purchase. Write a complaint letter to the dealer giving details of the nature of the problem and asking him/her to rectify the defect or replace the phone.

40, NK Pura

Karol Bagh

New Delhi

26 March 20XX

The Mobile Point

40D, Nehru Plaza

New Delhi

Sub: Defective Mobile Phone

Sir

I am a resident of NK Pura, Karol Bagh, New Delhi. I purchased a Samsung mobile phone from The Mobile Point on 19th March, 20XX, vide cash memo No. 190319/18. I am sorry to say that the mobile phone developed a problem within a few days of its purchase. The sound system is quite irritating. The camera doesn't give a clear and deep impression. I feel cheated to have such a defective mobile phone after spending more than fifteen thousand rupees. It is quite unfortunate that even after sending two reminders, you have shown no urgency to rectify the defects or replace the defective mobile set at the earliest. I hope you will do the needful within a week. I am sure you will not compel/ (force) me to knock the doors of the Consumer Court for this unpleasant lapse of time on your part.

Yours sincerely

Arjun Mehar

Letter of Placing Order

When a buyer needs to order some goods, he writes an order letter to the seller.

In the recent staff meeting, a decision was taken to place an order with M/s ASP Book Depot, Park Road, Delhi, for the supply of books for the school library. As the librarian, Lord ABV Public School, Panipat, place an order for the supply of the books.

Librarian,
ABV Public School
Panipat

March 5, 2020

The Manager
M/s ASP Book Depot
Park Road,
Delhi.

Subject: Ordering books

Sir

Our school has been buying books from you for the last ten years. This year also I have been asked to place an order for the following titles to enrich our school library.

1. Oxford Concise English Dictionary 5 pieces
2. English Made Easy by RK Jain 6 pieces
3. John's Modern English Usage 4 pieces
4. Fundamentals of Economics by TR Jain 10 pieces

5. Speeches of Vivekananda compiled by Tulsi 6 pieces

6. My Experiments with Truth by MK Gandhi 6 pieces

7. Basics of Commerce by Arvind 12 pieces

The books should be of latest edition/ print. Defective books will be returned at your cost. We expect a maximum discount on the published prices. You may send the bill along with the supply to enable us to make the payment within a week. The payment will be made through cheque.

We will appreciate if we receive the consignment in ten days' time. The order shall stand cancelled in case the order is not executed as per the stipulated time.

Yours sincerely

Rajesh

Librarian

Reply to order

Depot New Road,

Delhi

April 9, 20xx

The Librarian

ABV Public School

Panipat.

Subject: Execution of order

Sir

Thanks for the order dated April 5, 20xx for the supply of some books. The consignment will be as per your expectations. We are dispatching the latest editions. We assure you of our best services and the books are being sent after a thorough check. Your order will be executed within the stipulated time.

Yours sincerely,

Rajan Sharma

Letter of Enquiry

A letter of enquiry helps a person to have information like some course or job inquiry, prices of services and products, terms and orders or working agreements etc.

Letter of enquiry to a company, asking for information about one of their products. Invent all necessary names etc.

CAB Club, Royal Garden,

New Delhi-11

March 05, 2020

ABD Sports Co.,

14, Lawrence Road,

Delhi

Subject: Information regarding Badminton Rackets

Sir,

Our Sports Club wants to purchase a few badminton rackets. I understand that these are manufactured by your firm.

I visited a couple of showrooms to have a better idea of its price and features. What came in as a surprise was that it is not available in this city as yet. As you might understand that I am really excited about your brand, more so because we have a match to participate and I would love to try this out the same.

I should be pleased to receive the particulars of the varieties produced by you, their prices and the term of trade and delivery conditions.

Yours faithfully,

N. Bhalla,

Secretary

Cancellation of the Order

Write a letter to a firm, cancelling your order as it has not been executed in time.

ABS Company Ltd.

137, ACD Garden Street

New Delhi

3rd, March, 2020

M/s Plastic Leaders

33, Jimna Road

Kolkata.

Subject: About cancellation of the order.

Sir,

We had placed an order No. 30/92/G.I. dated 10 January, to your concern for the supply of some plastic goods. We had asked you to deliver the given goods up to 29th January, positively. But we are sorry to say that our order has not been executed. The time factor makes a lot of difference. If the supplies are irregular, we have to suffer. And we have to purchase the required goods immediately from other sources. As the given date of the delivery of goods has already expired, please cancel our order.

Yours sincerely,

Ram Mehera,

General Manager.

Application to the School Principal for : Improvement in School Library

Write a letter to the Principal of your school, requesting to bring about some improvements in the school library.

D, Hudson Lanes

New Delhi

2nd May, 20XX

The Principal

St Marks School

Rohini, New Delhi

Subject - Improvement in School Library

Sir/Madam,

As the president of the Student Council, I would like to bring to your attention, the unsatisfactory condition of the school library. It is really a matter of great distress that, the bookshelves are covered with dust and the books are also in a very bad condition. Most of the books which are required by us, are either unavailable or have very few copies, insufficient for us. Sufficient seating and proper reading facilities are also absent.

We have brought the matter to the attention of the librarian to the above problems, but nothing has been done so far. We request you to look into the matter and take the necessary steps to make the library useful for us.

Yours obediently

Sunita Dev

(President, Student Council)

Write a letter to the librarian requesting her to issue you duplicate card as you have lost the original one.

The Librarian

St. Joseph Convent School

New Delhi

12th April 2020

Subject: **Regarding the issue of duplicate identity card**

Sir

I regret to inform you that my original identity; card has been lost. I study in (Class/year) (Name). Because of missing of the identity card, I am facing several inconveniences. I am unable to get permission into the library, reading room and the journal section. Therefore, I request you to issue a duplicate identity card. I herewith furnish a copy of my, passport size photograph.

Thanking you

Yours obediently

Raunak

READING COMPREHENSION

Meaning Reading comprehension is the ability to process text, understand its meaning and to integrate with what the reader already knows. Fundamental skills required in efficient reading comprehension are knowing meaning of words, ability to understand meaning of a word from discourse context, ability to follow organization of passage and to identify antecedents and references in it, ability to draw inferences from a passage about its contents, ability to draw main thought of a passage, ability to answer questions answered in a passage, ability to determine writer's purpose, intent and point of view, and draw inferences about the writer. In our everyday life, if we talk of life in its most standardized form, we have a lot of reading to do. This includes reading from newspaper, text books, books, articles, journals, notes and so many. Reading does not mean reading words and sentences simply for the purpose of identifying them. Understanding comprehending and remembering are some of the features without which reading keeps no meaning. In this reading section we will, therefore go through a couple of passages which have been carefully framed to make a student well acquainted with the skills of reading.

Skills of Reading:

1. Skimming and Scanning: Skimming is a task of finding out the important details of a written text without giving a close reading to it. The word _skimming 'is derived from _skum 'implying the thick layer floating on liquid. Similarly, by skimming a text we take out all the key points out of it in one look. But scanning is not overlooking - it searches for those details which are not apparent on the surface. Scanning skill operates in the manner a scanner takes the photos of what is not seen on the ground.

2. Inference and Evaluation: Inferential and evaluative analysis of the text relates more to close reading. A reader, here, examines the text to find out what the written text conveys and how it can be accessed. This is some kind of an analytical task done by the reader.

3. Note-making: Note-making means converting an extensive text into a brief form that can be easily digested, remembered and reproduced. Brevity and clarity are two important features of a note. When we read or listen to something, we may not remember each and every bit of it. Many relevant details may slip away from our memory. Such a slip of memory facilitates the need to make of what we read or listen. Making a note of a speech is something like jotting down important points quickly while listening and later on making a fare copy of it. But making a note of a reading comprehension observes a more detail and systematic procedure.

Process of Making a Note:

Always a close reading is demanded before making a note. By skimming and scanning we get all the important points of it. In a simpler way if one desire to attempt on note- making, the steps below would be of much help.

- ☐ Read the passage closely without missing a single detail.
- ☐ Make a list of important words with their meanings.
- ☐ Make a list of relevant details that you have picked up by skimming and scanning

briefly.

□ Trace out them or the key point. This would provide you with the main idea of the text. The point that you have picked up by the task of skimming and scanning would serve as supporting points to this main idea better known as topic statement.

USE OF SYNONYMS AND ANTONYMS

Synonyms

Synonyms are different words having identical meaning.

List of Synonyms

Abandon: leave, forsake, relinquish, surrender

Abhor: hate, despise abominate, scorn

Brilliant: luminous, glowing effulgent

Callous: unfeeling, indifferent, insensible

Delusion: illusion, fallacy, error, specter

Ebb: recede, wane, lessen, sink

Erotic: amorous, amatory, lustful

Eternal: everlasting, endless, perpetual

Indolent: idle, sluggish, slothful

Noisy: booming, chaotic, loud

Antonyms

An antonym is just the opposite of synonym. It conveys a word that has a meaning contrary to the given word.

Antonym List

Base : noble

Benevolent : malevolent

Deductive: inductive

Ebb : tide

Epilogue : prologue

Hyperbole : understatement

Oblate : prolate

Port : starboard

Ventral : dorsal

Broad : Narrow

Accept : Reject

ELE MENTS OF COMMUNICATION-----

Introduction to Communication—

Meaning ,Definition and Concept

Language is a very peculiar gift of the Almighty to this human civilization and this language basically serves as the

major medium to communicate. The very word communication has been derived from the root word "Communicare" which means "to share". Hence, communication means the act of conveying one's thoughts, feelings, and emotions to others. Man is a social animal and without social interaction human civilization will come to a standstill position. For the development of society and to maintain social interaction communication is highly necessary. There are certain rules and regulations that are to be followed for an effective communication. That means one has to follow the linguistics principles and grammatical rules for a right kind of communication.

DEFINITIONS-----

According to William Scott- "Communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals."

Fred G. Meyer says, "Communication is the intercourse by words, letters, or messages."

Keith Davies defines communication as "the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between the people. By using the bridge, a person can safely cross the bridge of misunderstanding."

Good Communication and Bad Communication-----

Good communication is a process of exchanging ideas, thoughts, knowledge and information. In simple words it is nothing but the presentation of views by the sender in a way best understood by the receiver.

In effective communication or good communication only exchanging of information is not sufficient. It's about understanding the emotions and intentions behind the information.

Good communication is an important skill that requires certain principles. Learning those skills deepen one's connection with others and build greater trust and respect, improve teamwork and social and mental health. Good communication requires certain skills.

Those are---

- 1) To be a good listener
- 2) Focusing on the speaker fully.
- 3) Avoiding interrupting elements.
- 4) Provide feedback.
- 5) Respect the person and his opinions.
- 6) Pay attention to the non-verbal signals.
- 7) Avoid giving negative body language.

Bad Communication----

Bad communication restricts the flow of information; ideas from one side sometimes from both the sides. Bad communication elevates tension and undermines the confidence level of the sender. The action remains also incomplete due to bad communication. As the sender sometimes fails to convey the message properly due to semantic, physical, psychological barriers the receiver on the other hand may also suffer from such problems leading to create misunderstanding, non-clarity in the process of communication.

To avoid bad communication the sender and receiver should develop certain skills. Bad communication may be caused by certain reasons such as

- 1) Objectives are not clear
- 2) Poor leadership
- 3) Cultural diversity in the workplace.
- 4) Demoralized employees.
- 5) Personal issues and challenges of speaker.

PROCESS OF COMMUNICATION

Communication is generally known as the process of sending and receiving information.

Exchange of meaning

is the nucleus of the communication process. Communication is always result oriented and interactive. To make the communication process effective the following components are highly necessary

- 1) The sender and the receiver.

- 2) Presence of an idea in the mind of the speaker.

- 3) Willingness of the sender to share his ideas.

- 4) Selection of a suitable medium or channel as a vehicle to his ideas.

- 5) The receiver and the sender have a common language intelligible to both of them.

- 6) The sender expects the receiver to act in a desired way.

- 7) Willingness of the receiver to listen and understand the ideas shared by the sender.

The process of communication not only involves a set of verbal words but also includes a huge number of nonverbal elements which attach more information to the spoken or written words.

FACTORS RESPONSIBLE FOR COMMUNICATION PROCESS

The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. Within an organization it takes place upward, downward and laterally. Process of communication consists of certain steps where each step constitutes the essentials of an effective communication.

SENDER

The first factor or the first element involves in the process of communication process is sender. He is the foundation stone of the process. A sender is generally a person or a group or an organization who has an idea or information which he wants to communicate to the others. The sender therefore is the initiator of the message that needs to be transmitted.

Communication cannot take place until the sender has an idea and a wish to communicate it with others. The idea also depends upon the context and purpose of the situation. The sender should have a clear-cut knowledge regarding the idea or information. The lack of clarity creates semantic noise in both the sender and the receiver.

MESSAGE

It is the second factor involving in the communication process. It is the information conveyed by words as in speech and writing, signs and symbols, depending upon the situations and the importance of the information desired to be sent. However, the message is seldom delivered exactly as it is a mere indicative of meaning and much depends upon the receiver's own perception.

ENCODING

The process of translating the meaning of message into suitable words, symbols or gestures is known as encoding. The

sender puts the message into a series of symbols, pictures, or words which will be communicated to the intended receiver

. Encoding is an important step in the communication process as the wrong and inappropriate encoding may defeat the true intent of the communication process. For example, manager may write in an authoritative tone to his subordinate while he will use a respectable tone for his higher authority.

CHANNEL

Channel refers to the way or mode the message flows. The method or vehicle used to send the message is called channel. The message may be oral or Written or it may be transmitted through a memorandum, a computer, telephone, cell phone, apps, or television. Since each channel has its advantages and disadvantages the choice of proper selection of the channel is paramount for effective communication.

RECEIVER

Receiver is a person or a group for whom the message is meant for. The receiver is as significant factor as the sender is. Any negligence on the part of the receiver may make the communication process ineffective. The extent to which the receiver interprets the message depends on his/her knowledge of the subject matter of the message, experience, trust, and relationship with the sender.

DECODING

Decoding refers to the conversion of the sent message into his/her own intelligible language by the receiver. He gets the message and attaches meaning to it. It is a very complex and dynamic process. Sometimes the receiver may not get the same message as the sender wished to send due to inappropriate decoding. In our day today life we often explain our points as "I didn't mean that." Or "You have misunderstood me" or "I didn't intend to say that" etc. These things occur due to defective decoding.

FEEDBACK

Feedback is the ultimate aspect of the communication process. Through feedback the sender acknowledges how far his message has been understood by the receiver as it is the response of the receiver to his message. It is the final and last step in the process of communication. Feedback enhances the effectiveness of the communication as it permits the sender to know the efficacy of his message. Analysis of the feedback helps to improve future messages.

NOISE

It is the obstruction that is caused by the sender, message, or receiver during the process of communication. Noise is the unwanted signals which interfere in the communication process leading to the message getting altered. In radio it is called static and in Television it is called as snow.

There are two main kinds of noise.

1) EXTERNAL NOISE OR PHYSIOLOGICAL NOISE

2) INTERNAL NOISE OR PSYCHOLOGICAL NOISE

The external noise is produced by the external sources. Such kind of noise cannot be completely eliminated. The best way to avoid the external noise is to avoid the place or situation. The examples of this type of noise are

- A) Atmospheric noise (due to irregularities of atmosphere)
- b) Extra-terrestrial noise (solar noise, cosmic noise)
- c) Industrial noise

INTERNAL NOISE

The absentminded receiver decodes the message differently. As expected by the sender the receiver due to different factors comprehend the message in other ways. Here the desired effect of communication is not produced.

The process of communication can be explained in a diagram.

COMMUNICATION MODEL

ONE WAY COMMUNICATION MODEL

One way communication model is a one-way traffic, where the flow of ideas is restricted to one side that is sender's side. In this type of communication sender delivers a message to a receiver but nothing flows back to the sender. Reading the printed materials like book, newspaper etc. are one way communication process. Here the information moves in one direction because time and space separate the sender and the receiver. Information flowing from Television and radio is also, the example of one-way communication. The sender uses one way communication to inform, entertain, or command the audience.

SENDER

MESSAGE

ENCODING

CHANNEL

NOTICE

RECEIVER

DECODING

FEEDBACK

SENDER MESSAGE RECEIVER

This is the model of one way communication.

TWO WAY COMMUNICATION MODEL

Two way communication is a form of transmission in which both the sender and the receiver involved to transmit information. In this model of communication both the sender and the receiver play a great role. After sending the message the sender waits for the desired effect from the receiver and receiver also actively reciprocate to him in the form of feedback. The receiver then plays the role of sender and the transmission of information goes on. In the classroom when both the teacher and students participate in teaching-learning process, it becomes a two way communication.

PROFESSIONAL COMMUNICATION

MEANING OF PROFESSIONAL COMMUNICATION

Professional communication refers to the oral, written, visual and digital forms of delivering information in a workplace. Effective professional communication is guided by professional ethics. From meetings and presentations to memos and emails to marketing materials and annual reports in business communication, it's essential to take a professional, formal, civil tone to make the best impression on the audience. Business organizations always deal with people both within and outside the organization. The employees of the organization need to be guided about policies, aims and objectives of the company. To obtain the aims and objectives of the company the employees have to

SENDER

MESSAGE

RECEIVER

FEED BACK

MESSAGE

RECEIVER SENDER

RESPONSE

OR FEED

BACK

FEED BACK

communicate with each other within and beyond the organization. By becoming an active listener, asking for feedback and

learning from others one can develop his professional communication skill.

A set of hierarchical line of authority is established in accompany to regulate the flow of information.

DIAGRAM OF AN ORGANIZATIONAL STRUCTURE-----

Chairman CEO President Managing Director

BOARD OF DIRECTORS

Governing Body

Vice Presidents

Administrative heads

Of departments

Heads of Individual Sections

General Manager

Manager of various

Departments

Assistant Manager

Supervisors

Front liners

Trainers

Types of professional communication

Professional communication can be categorized into two types Formal Communication

Informal Communication

Formal communication can further be classified into three types 1) Upward Communication

2) Downward Communication

3) Parallel Communication

FORMAL COMMUNICATION---

The communication process which is deliberately designed by the management to control the flow of information is known as formal communication. Formal communication are guided by

certain rules and code of conducts. It follows a proper predefined channel of communication and is deliberately controlled. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a specific way. So, it is also known as “Through proper channel communication”.

UPWARD COMMUNICATION

Upward communication is the flow of information from the front-line employees to managers, supervisors and directors. It helps the employees to express their requirements, ideas and feelings. Managers of the business organizations have to receive information continually from the levels below them to know about the progress of works. It occurs when the information flows upper, the hierarchy from subordinates to the superiors. Media of these types of communication are meetings, suggestions, direct letters, direct communications etc. They should provide adequate resources and chances to the employees to come forward with their suggestions and in this regard certain praise and reward is expected from employees. That should be provided as that serves as the booster for the employees.

Downward Communication

It takes time to messages to go down the organization and then up the organization and then back down again. This means that feedback can be slow resulting in problems, especially in a dynamic environment.

IV] Interpretation Of Problem -----

Downward Communication presents interpretation problems because of the distortion effect and the slow feedback for message clarification. Sometimes the management has to revise their decisions in short intervals of time. In this complex and competitive business world management produces a bulk of messages resulting confusion among employees.

INFORMAL COMMUNICATION

Informal communication is the casual and unofficial form of communication where the information is exchanged spontaneously between two or more persons without following the prescribed rules of the organization. The informal communication network that exists in a workplace is often termed as “the grapevine” communication. This is called so because it is very difficult to define the end of the communication. The grapevine is an unofficial channel of communication. It has no formal structure but very effective in conveying information, such as up and down the chain of command. The communication moves in all different directions according to which employees know each other well. Due to the interconnected network structure of the grapevine, information flows quickly between individuals and can rapidly spread across an organization. Such communications arise out of social relations that an individual creates with others on the basis of common interest, likes and dislikes. It exists side by side with the formal communication network.

NON-VERBAL COMMUNICATION

Non-verbal communication is the non-linguistic transmission of information through gesture postures, facial expressions other paralinguistic features. This form of communication is characterized by multiple channels and linguistic features. It is observed that 70 percent of human communication is non-verbal communication.

The study of non-verbal communication started in 1872 with the publication of "The Expression Of Emotion of Men and Animals" by Charles Darwin. Charles Darwin started to study the interactions between animals and concluded that animals also communicate through gestures and postures.

Proper non-verbal communication makes a normal vocal communication more attractive and effective. These expressions can put people at ease, build trust and draw others towards you or can offend, confuse and undermine what you are trying to say. Even someone is silent he is still communicating non-verbally.

When the non-verbal signals match up with the words somebody is saying they increase trust, clarity; if they fail they can generate tension, mistrust and confusion.

There are mainly seven types of non-verbal communication

- 1] Paralinguistics
- 2] kinesics ----
- I] Facial Expression
- II] Gestures
- III] Eye- behavior
- 3] Postures and Body language
- 4] Proxemics
- 5] Eye Gaze
- 6] Haptics
- 7] Appearance

PROXEMICS

Anthropologist Edward T. Hall is attributed all the credit for his study of human use of space within the context of culture.

In his book THE HIDDEN DIMENSION (1966) he has developed his concept of space. We all need a physical space

although that need differs depending on the culture, situation, and the closeness of relationship.

Beside physical space we

have certain speculations and preservative ideas about mental space. We want to be free both physically and mentally

and that space if gets affected or intruded it creates dissatisfaction and irritation. Just as body movements and facial

expressions can communicate a great deal of non verbal information, so can this physical space between individuals. In

today's multicultural society, it is important to consider the range of non-verbal codes as expressed in different ethnic

groups. People feel offensive when someone violates an appropriate space distance. The study of space distance in relation

to one's situation is called as PROXEMICS. This is the theory of non-verbal communication that explains how people

perceive and use space to achieve communication goals. There are four kinds of space zones.

Those are –Intimate Space,

Personal Space, Social Space and Public Space.

1)INTIMATE SPACE—

Intimate space ranges from 15 cm to 45 cm. This level of physical distance often indicates a closer relationship or greater comfort between individuals. It usually occurs during intimate contact such as hugging, whispering or touching. Entering the intimate space of another person with whom we don't have a close relationship is extremely disturbing. This kind of space distance is shared by our parents lovers, children, best friends etc.

2)PERSONAL SPACE—

The distance ranges from 46cm to 122cm. Physical distance at this level usually occurs between people who are family members or friends. The closer the people can comfortably stand while interacting can be an indicator of the level of intimacy in their relationship. At this distance it is easy to see other person's expressions and eye movements as well as their overall body language. Handshaking can occur within the bounds of personal distance.

3)SOCIAL SPACE—

The distance ranging from 1.2 m to 3.7 m is known as social distance. This level of physical distance is often used with individuals who are acquaintances like milkman, electricians, plumber coming to our houses. This is the normal distance for impersonal business. For example, working together in the same room or a co-worker whom you see several times in a week. At a social distance, speech needs to be louder and eye contact should be proper.

4)PUBLIC SPACE—

Physical distance of 3.7 m to 7.6m is known as public distance. Distance at this level is often used in public speaking situations. Talking in front of a class full of students or giving a presentation at work station are good example of such distance. At such distance non-verbal communication in a large basis play a great role. Subtle facial expressions are lost at such a distance so, clear hand gestures are often used as a substitute.