



**JECRC Foundation**



**JAIPUR ENGINEERING COLLEGE  
AND RESEARCH CENTRE**

## JAIPUR ENGINEERING COLLEGE AND RESEARCH CENTRE

Year & Sem –B. Tech I year, Sem.-I

Subject – Communication Skills

Unit – 1st

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Designation - Assistant Professor

Department - English and Humanities

# VISSION AND MISSION OF INSTITUTE

**To become a renowned centre of outcome based learning, and work towards academic, professional, cultural and social enrichment of the lives of individuals and communities.**

# MISSION OF INSTITUTE

- ❖ **Focus on evaluation of learning outcomes and motivate students to inculcate research aptitude by project based learning.**
- ❖ **Identify, based on informed perception of Indian, regional and global needs, the areas of focus and provide platform to gain knowledge and solutions.**
- ❖ **Offer opportunities for interaction between academia and industry.**
- ❖ **Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders may emerge.**

# COURSE OUTCOMES

Upon the successful completion of the course, the students will be:

CO-1.Able to express themselves better and use English for communicating in an effective manner both professionally and in real life situations .

CO-2-Able to write formal letters ,reports and proposals ,as well as speak fluently through correct usage of the various parts of speech.

CO-3.Able to get an exposure to the culture ,values, ethics and social norms reflected in the prose and poetry of authors from around the world and respond accordingly coupled with their imagination.

## Lecture Plan (12 Week)

S. No.	Unit Name	Topic	Lecture Required	Total Lectures	Proposed Date	Actual Date/Taken
1.	Communication	Meaning, Importance and Cycle	1	1		
		Media and Types of Communication	1	2		
		Formal Channels	1	3		
		Informal Channels	1	4		
		Barriers to Communication	1	5		
		Overcoming Barriers	1	6		
		Division of Human Communication and Methods to Improve Interpersonal Communication	1	7		
		Qualities of Good Communication	1	8		
	Revision	1	9			

# INTRODUCTION TO SYLLABUS

# CONTENTS (TO BE COVERED)

## Communication:

- Meaning, Importance and Cycle of Communication.
- Media and Types of Communication.
- Verbal and Non-Verbal Communication.
- Barriers to communication.
- Formal and Informal Channels of Communication (Corporate Communication).
- Divisions of Human Communication and Methods to improve Interpersonal Communication.
- Qualities of good communication.

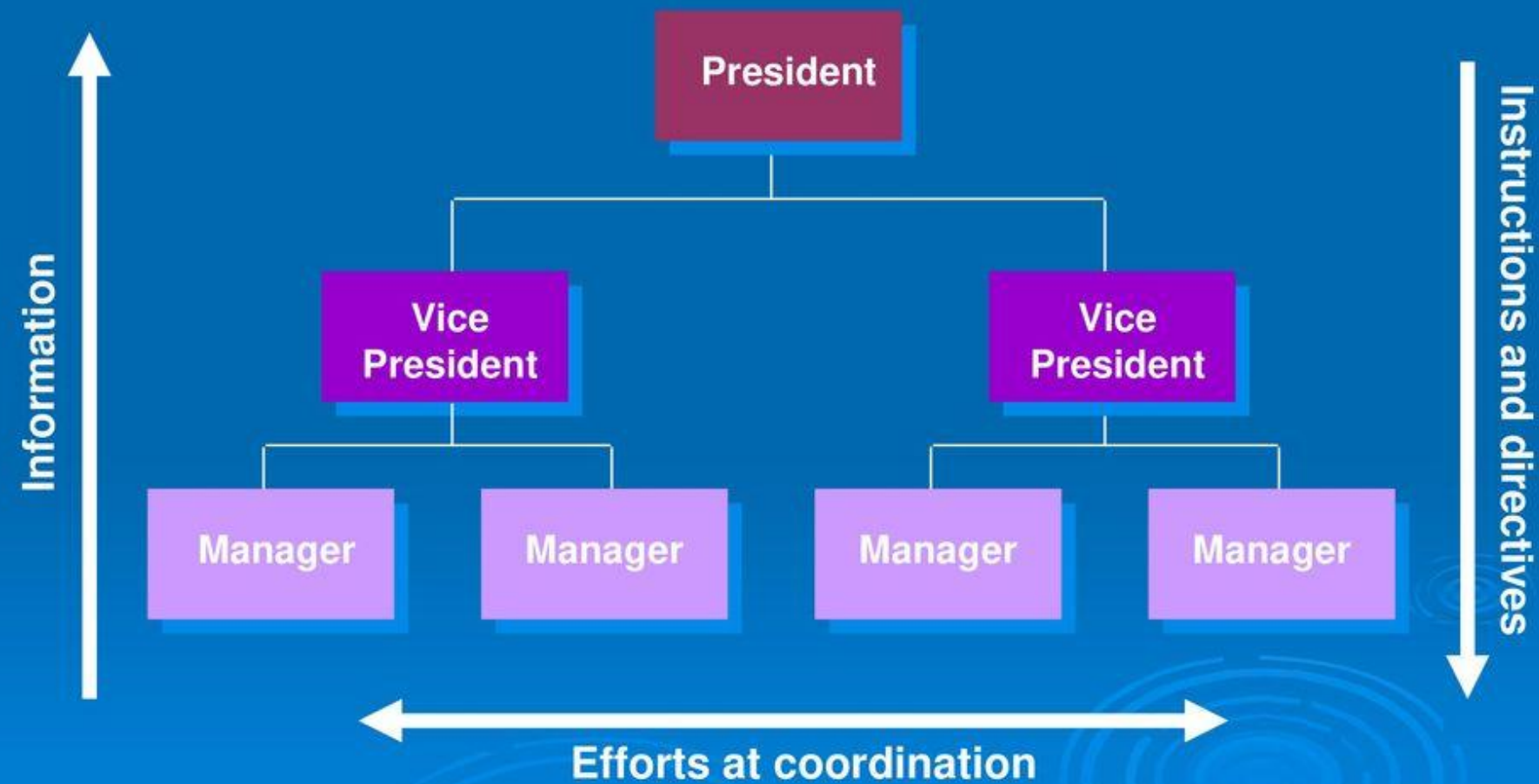
# Formal and Informal Channels of Communication



# Formal Communication

- the process of sharing official information with others who need to know it,
- according to the prescribed patterns depicted in an organization chart

# Formal Communication

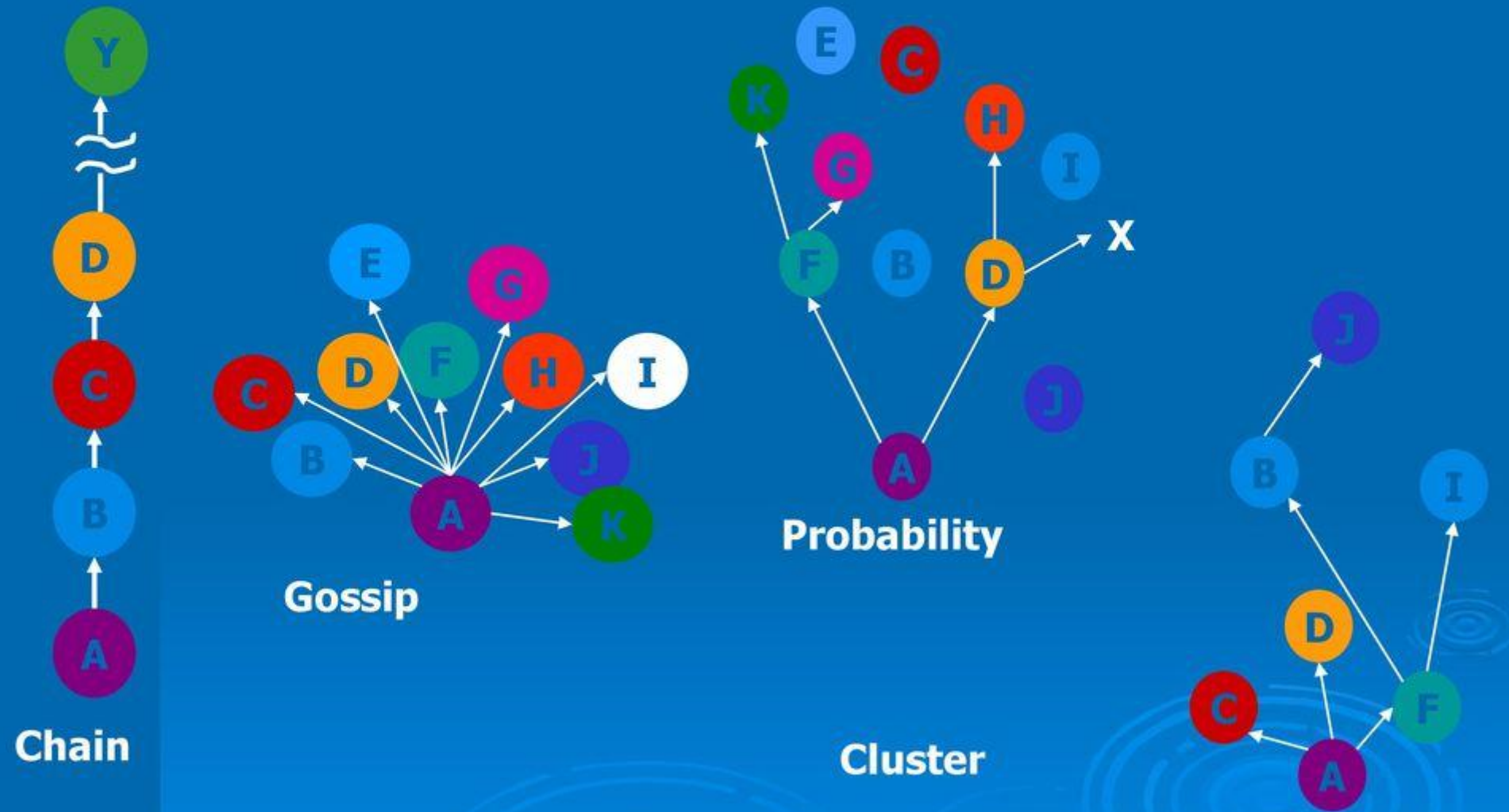




# Informal Communication

- information shared without any formally imposed obligations or restrictions
- *if an organization's formal communication represents its skeleton, its informal communication constitutes its central nervous system*
- An organization's informal channels of communication, based mainly on friendship or acquaintance
- origin: American Civil War [grapevine telegraphs]

# Informal Networks





# “Grapevine”

- a secret means of spreading or receiving information
- the informal transmission of (unofficial) information, gossip or rumor from person-to-person
- a rumor: unfounded report; hearsay

# Grapevine Characteristics

- oral → mostly undocumented
- open to change
- fast (hours instead of days)
- crossing organizational boundaries



# Positive Aspects of the Grapevine

- social function
- reduction of anxiety
- release mechanism for stress
- identification of pending problems
- early warning system for organizational change
- vehicle for creating a common organizational culture
- desired information can be circulated quickly to a large group of subordinates (inofficially!)

# LECTURE CONTENTS WITH A BLEND OF NPTEL CONTENTS

- <https://nptel.ac.in/courses/109/104/109104031/>
- <https://www.youtube.com/watch?v=QSLIttMmaLk>
- [https://www.youtube.com/watch?v=CQ6D\\_bxZyxg](https://www.youtube.com/watch?v=CQ6D_bxZyxg)



# References

- Adler, R. B. & Rodman, G. 2006. *Understanding Human Communication*. 9<sup>th</sup> Ed. Oxford: Oxford University Press
- De Vito, J. A. 2014. *Human Communication. The Basic Course*. 12<sup>th</sup> Ed. Essex: Pearson
- Pearson et al., 2013. *Human Communication*. 6<sup>th</sup> Ed. Singapore: McGraw Hill



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*Thank  
you!*