Topic: **COMMUNICATION SKILLS**

BA PART III, 7th PAPER, By: Dr. AMARJEET KUMAR, Home Science
Department, Rohtas Mahila College, Sasaram.
Email ID: amarjeetkumar011@gmail.com.

Successful Communication

Involves six elements - **communicator** (who) sending a useful **message** (what) through proper **channels** (how), effectively **treated** to an appropriate **audience** (whom) to evoke the desired **response** (effect).

That is who says what to whom, how and with what effect: I. A good communicator should

1. know his audience well.

2. know his message well.

3. know the different channels that can be used.

II. A good message must be.

1. clear simple and understandable

2. significant and need based

3. appropriate and applicable.

III. Treatment of message helps in

1. organizing the subject matter

2. relating the message to suit the audience

3. avoiding any misinterpretation.

IV. Channels of communication are the physical bridges between the sender and the receiver of messages

1. Channel will depend on the size of the audience- individual/ group/mass.

2. Channel used will depend upon the skills of the communicator and the audience knowledge.

3. Channel chosen will depend on the message to be conveyed.

V. The audience

1. may consist of one person or many or mass.

2. homogenous or heterogenous

3. highly motivated and actively participate

4. communication process

VI Audience Response

1. reaction of the audience to the message they received.

2. can be verbal or non-verbal.

3. is important to make the communication process complete.

The choice of a channel or method of communication, also m called **Teaching Methods**, generally depends on the **number of people** (audience) location or the place where communication is taking place, time available for communication and the skills of the communicator. In any communication process, how you communicate is very important since this determines the effect or impact of the process. The important **channels of communication are the teaching methods and the use of audio/visual aids.**

TEACHING METHODS

Teaching methods are classified into:

1. Individual methods
2. Group methods
3. Mass methods

Individual Methods: This method is followed or chosen when the number of people to be contacted are few, are conveniently located, close to the communicator and sufficient time is available for communication. In this, individual attention can be given.

Group Methods: A group may be defined as an aggregate of small number of people. This method is adopted when it is necessary to communicate with a group of people simultaneously and who are located not far off from the communicator, and reasonably good time is available for communication. Individual attention is difficult and may not be possible.

Mass Methods: This method is followed where a large and widely dispersed heterogeneous audience is to be communicated within a short time. There is no personal contact in this method.

Classification of Teaching methods

A. Individual

1. Farm and home visits.

2. Personal interviews.

3. Letters and phone calls.

B. Group

1. Demonstrations.

2. Group discussions.

3. Exhibitions.

4. Field trips.

5. Camps.

6. Lecture method.

C. Mass

1. Print Media

2. Radio

3. Television

4. Cinema

5. Documentary

6. Use of Computers

Classification of audio / visual aids

Audio aids

1. Tape recorder

2. Public address system

3. Telephone

Visual aids (Non-projected aids)

1. Chalkboard

2. Bulletin board

3. Pictures and photographs

4. Flannel graph, flash cards, flip charts

5. Posters

6. Diagram, map, chart, graph

7. Specimen, models

(Project aids)

1. Slide projector

2. Film strip projector

3. Opaque projector

4. Overhead projector

Audio - Visual Aids (Nonprojected)

1. Folk Arts

2. Puppetry

3. Drama

(Projected)

1. Cinema

2. Documentary

3. Video

The teaching methods and audio/visual aids mentioned above are the formal techniques. But if we have to communicate to the illiterate mass then the informal/nonformal methods have to be used.