

GUEST LECTURE ON BUSINESS COMMUNICATION

START THE LECTURE WITH ASKING THE STUDENTS WHAT THEY KNOW ABOUT BUSINESS COMMUNICATION & PREPARE A COMMUNICATION CROSSWORD BASED UPON THE ANSWERS STUDENTS GIVE.

DEFINATION OF COMMUNICATION: COMMUNICATION IS EXCHANGE OF THOUGHTS, FEELINGS, ATTITUDES & IDEAS THROUGH EXCHANGE OF VERBAL AND NONVERBAL SYMBOLS.

DEFINATION OF BUSINESS COMMUNICATION: SHARING OF INFORMATION WITHIN AND OUTSIDE THE BUSINESS IS BUSINESS COMMUNICATION.

COMMUNICATION ICEBREAKER: ASK THE STUDENTS TO STAND IN A CIRCLE. THE FIRST STUDENT STARTS THE GAME BY SAYING ALOUD HIS/HER NAME, FAVOURITE PASSTIME/HOBBY AND WHERE WOULD HE/SHE REALLY LIKE TO BE AT THIS VERY MOMENT IF NOT THE LECTURE HALL. HE/SHE IS FOLLOWED BY THE SECOND STUDENT WHO REPEATS WHAT THE FIRST STUDENT SAID AND ALSO HIS OWN. LIKE WISE THE GAME GETS OVER AT THE LAST STUDENTS REPEATING ALL WHAT HE HAS HEARD STARTING FROM THE FIRST STUDENT TILL HIS OWN.

CONCLUSION FROM THIS GAME:

1. THIS GAME TEACHES THE STUDENTS THE COMMUNICATION PROCESS MODEL.

SENDER----* ENCODING MESSAGE----*- MESSAGE CHANNEL----*
DECODINGMESSAGE---*RECEIVER

2. IT ALSO HIGHLIGHTS THE LISTENING SKILLS, VERBAL AND NON VERBAL LISTENING, THE LAWS OF REMEMBERING, AND THE BARRIERS OF COMUNICATION.

3. WE SPEND APPROXIMATELY 70% OF OUR TIME COMMUNICATING WITH OTHERS OF WHICH WE SPEND: 16% READING, 9% WRITTING, 30% TALKING AND 45% LISTENING.

THE LISTENING ASPECT OF COMMUNICATION:

- LISTENING DILEMMA: WE SPEAK AT THE RATE OF 150 WORDS PER MINUTE & WE CAN HEAR AT THE RATE OF 1000 WORDS PER MINUTE. THIS GIVES US A LOT OF EXTRA TIME. WHAT DO WE DO IN THIS TIME?
- EVALUATE YOUR LISTENING SKILLS WITH THE LISTENING QUESTIONNAIRE:

WHEN LISTENING TO THE OTHER PERSON, I...	ALWAYS (1PT)	USUALLY (2PTS)	OFTEN (3PTS)	RARELY (4PTS)	NEVER (5PTS)
GET DISTRACTED					
LISTEN ONLY TO FACTS					
INTERRUPT					
ASSUME THE OTHER PERSON ALREDY KNOWS					
PREJUDGE					
TONE OUT					
IGNORE NONVERBAL CLUES					
TOTAL		+	+	+	+

SCORING: 31-35 POINTS- EFFECTIVE LISTENER

21-30 POINTS- GOOD LISTENER

14-20 POINTS- NOT SO GOOD LISTENER

13 POINTS- HUH?

- LISTENING TIPS:

PARAPHRASE: MESSAGE TO SPEAKER IN ORDER TO CONFIRM YOUR UNDERSTANDING

REPEAT: THE MESSAGE TO HELP YOU REMEMBER WHAT WAS SAID

PROBE: FOR MISSING INFORMATION

CLARIFY: ANY POINTS THAT YOU MIGHT NOT COMPLETELY UNDERSTAND

REMEMBER: IMPORTANT POINTS FOR FUTURE APPLICATION.

READ TO THE STUDENTS WAS THE TRAIN STORY AND THEY HAD TO ANSWER A QUESTION ASKED AT THE END OF THE STORY.

THE TRAIN STORY

A TRAIN LEAVES THE STATION WITH 3 PASSENGERS AND STOPS AT LONDON & 5 MORE GET ON. IT NEXT STOPS AT ALBANY AND 2 PASSENGERS GET OFF. NEXT STOP IS PLEASANTVILLE AND 23 NEW PASSENGERS GET ON BOARD. THE TRAIN MAKES ITS NEXT STOP AT DALLAS WHERE 21 GET OFF AND NONE GETS ON. THE TRAIN CHUGS ALONG UNTIL IT REACHES HOLLYWOOD WHERE 3 MORE PASSENGERS GET ON. THE NEXT STOPS ARE BUFFALO WHERE 3 GET ON AND 4 GET OFF, MOOSEHEAD WHERE NOONE GETS ON AND OFF. AND CLARKSBURG WHERE 24 PASSENGERS GET ON BOARD. THE TRAIN REACHES THE END OF THE ROUTE IN LOS ANGELES WHERE EVERYONE GETS OFF.

QUESTION: HOW MANY STOPS DID THE TRAIN MAKE?

CONCLUSION: HERE THE ASSUMPTION WHILE LISTENING TO THE STORY WITH MOST PEOPLE COMES OUT TO BE, HOW MANY PASSENGERS COULD HAVE GOT IN OR OUT. HENCE IN ANY KIND OF COMMUNICATION ALWAYS FIRST LISTEN TO THE ENTIRE CONVERSATION AND THEN RESPOND.

3 LEVELS OF COMMUNICATION

FOLLOWING ARE THE 3 LEVELS OF COMMUNICATION:

1. VOCABULARY 7%
2. VOICE INFLECTIONS 38%
3. NON VERBAL BEHAVIOUR 55%

NON VERBAL LISTENING TEST:

ANSWER THE QUESTIONS IN GROUPS

1. WHAT DOES THE TERM NON VERBAL COMMUNICATION MEAN?
2. GIVE 3 EXAMPLES OF POSITIVE AND NEGATIVE NON VERBAL COMMUNICATION.
3. RANK ORDER FROM THE MOST INFLUENTIAL TO LEAST THE FOLLOWING FORMS OF NON VERBAL COMMUNICATION AS BEST INDICATORS OF WHAT A PERSON MAY ACTUALLY BE COMMUNICATING TO YOU:
 - . BODY POSTURING
 - . POSITION OF ARMS AND HANDS
 - . EYE CONTACT
4. HOW MUCH OF MEANING OF SPOKEN STATEMENT COMES FROM THE ACTUAL WORDS SPOKEN:
 - . 75%
 - . 20%
 - . 7%
5. IF SOMEONE SPEAKS IN A MONOTONE, WHAT DOES IT MEAN AND WHAT INFLUENCE DOES THIS HAVE ON HIS/HER COMMUNICATION? SHOW WITH THE HELP OF A SMALL PLAY.
6. 'VOCAL VARIETY' MEANS WHICH OF THE FOLLOWING?
 - A. TRAVELLING COMEDY SHOWS OF 1920'S
 - B. THE ABILITY OF SPEAKER TO USE INFLECTIONS AND PITCH
 - C. THE ABILITY OF SPEAKER TO USE BREATHING TECHNIQUES AND DOO IMPERSONATIONS.
7. DURING A MEETING BETWEEN YOU AND A CO-WORKER, HE/SHE MOVES A CHAIR FROM BEHIND A DESK AND ASKS YOU TO SIT DOWN TO DISCUSS. YOU COULD INTERPRET THIS NON VERBAL COMMUNICATION TO MEAN:
 - A. HE/SHE IS TRYING TO CONCLUDE THIS MEETING QUICKLY
 - B. HE/SHE IS DISTRACTED

- c. HE/SHE IS READY TO LISTEN TO YOU ATTENTIVELY.
- 8. WHEN A PERSON CROSSES HIS/HER ARMS DURING A CONVERSATION THIS IS AN INDICATION THAT:
 - A. THE PERSON MAY NOT BE IN AGREEMENT.
 - B. THE PERSON IS TOTALLY SUPPORTIVE OF OTHER PERSONS VIEWS AND OPINIONS.
- 9. NON VERBAL COMMUNICATION SKILLS ARE IMPORTANT TO BE A GOOD COMMUNICATOR.
TRUE OR FALSE.

#READING TEST: ASK THE STUDENTS TO READ IT. WHAT THEY READ IS 'A WALK IN THE PARK'. THE ACTUAL SENTENCE IS 'A WALK IN THE THE PARK'.

CONCLUSION: HOW EASILY WE OFTEN IGNORE INFORMATION THAT IS CLEARLY RIGHT IN FRONT OF US.

A WALK IN THE THE PARK

DR KASTURI SONALKAR
(B.D.S.,M.H.A.
, DIETITICS & NUTRITION)