

Communicative English (Generic English)

First Year

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प्रकाशक : मध्यप्रदेश हिन्दी ग्रन्थ अकादमी,
रवीन्द्रनाथ ठाकुर मार्ग, बानगंगा,
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ISBN : 978-9394032-21-7

संस्करण : प्रथम 2022

मूल्य : 80.00 (अस्सी) रुपये मात्र

कंपोजिंग : बालाजी ग्राफिक्स, भोपाल.

मुद्रक : श्रेया ऑफसेट, भोपाल (म.प्र.)

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Unit - 1

Communication

What is communication :

The basic difference between human beings and all other animals on this earth is that human beings share their ideas, emotions, feelings, plans, messages or information directly through the medium of language or indirectly through posture, signs, symbols or even through silence. This is called Communication. It is an active process in which minimum two persons are required where the first person (the sender) encodes written or spoken text and it is decoded by the second person (the receiver) who after understanding clearly the idea of the sender, either accepts it or rejects it. In this way, the process of communication is reciprocal and needs the involvement of both the sender and the receiver's attention of the information being shared by them. The English word 'communication' took its origin from the Latin word, *communicatio* or *communicare*, which means 'to share'. Thus, the need of sharing becomes the basis of communication.

Man, being a social animal always desires to share his feelings and ideas with fellow beings and also expects that he should be listened by them patiently and carefully and the process should end in effective interaction between them. The process of communication is not simply passing on the information or message but a serious affair which involves not just words, but the use of all our senses, face to face dialogue, facial expressions, body language and ability to listen with patience, all contribute to the conveying messages and information between people.

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We know that we are living in a world where the blow of a sword would have less effect than the blow of a word. The effect of a word is mightier than the physical ones. Words, both written and spoken have acquired a significantly crucial and an almost decisive force in contemporary times. Since the beginning of human life the overall growth of a person depends on the effective communication. In the early age, the teachings and behaviour of parents are communicated to the child and in later stage he/she communicates with his/her fellow beings, thus the process continues throughout one's life.

The progress of any man, group, society and nation depends on the clarity of conception on the part of communicator and ability to understand the communication on the part of the receiver. Even a small gap in the process worsens the situation and will result in ineffective communication or miscommunication. In modern times, we are facing this situation in all aspects of the society. Parents-child relationship, husband-wife relationships, politician-public relationship, corporate-worker relationship and teacher-student relationship or the relationship between the friends are at stake and suffering due to lacks in communication.

Proper communication whether in words, books-magazines or emails can inspire, elevate and encourage the receiver or reader but it can also confuse and exasperate properly. In her book on punctuation Lynne Truss, invites us to compare the following two sentences in which the meaning is altered just by rearranging a comma; 'A woman, without her man, is nothing' and 'A woman: without her, man is nothing.'

Sharing of ideas is essential for human beings. It has made our materialistic life very rich but in the socio-political scenario, we are still struggling to reach to a satisfactory place because of ineffective communication. We can enrich our relationships and feel contented nationally and internationally just by being true to communication, by observing the nature and rules of communication. Communication thus, is vital to the survival, sustenance and growth of a society or organization.

Nature of Communication :

1. It involves at least two persons (a) The addressor (b) The addressee.
2. There should be a message in communication.
3. It may be written, oral or gestural.
4. Communication is a two way process.
5. Primary purpose of communication is to motivate a response
6. The channel : The medium through which the message travels e.g., Letter, telephone, email etc.
7. It flows up and down and also from side to side.
8. The code : The language of the message, e.g., English, French, Hindi etc.

Elements of communication :

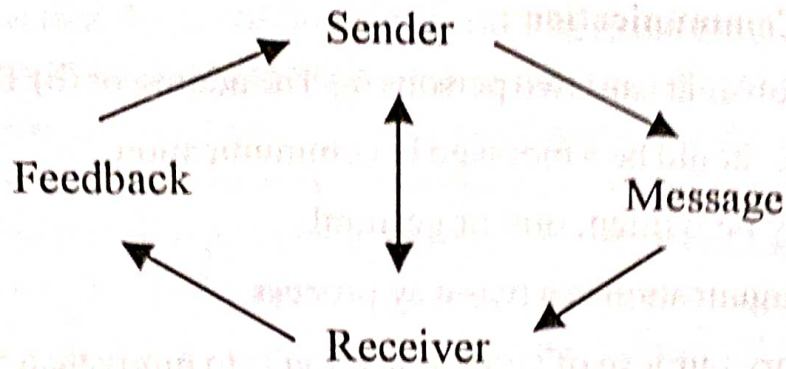
1. Communicator
2. Communicatee (receiver)
3. Message
4. Communication channel
5. Response or feedback

Process of Communication

1.1 The Communication Process

Communication is a process whereby information is encoded, channelled and sent by a sender to a receiver via a medium. The receiver then decodes the message and gives the sender a feedback. All forms of communication require a sender, a channel, a message, a receiver and the feedback that effectively completes the process. This process can be well understood by the following figure 1.1

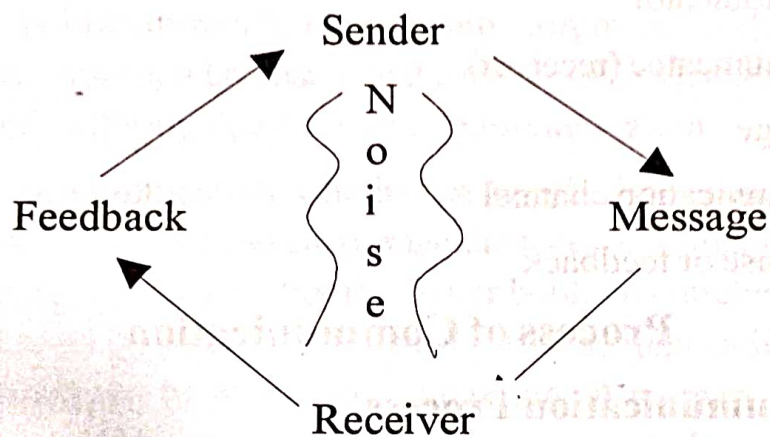
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(Figure 1.1)

1.2 Noise hinders Communication process

Sometimes there occurs a hindrance in the the Communication process which is called noise. Noise can be defined as an unplanned interference in the communicative environment, the one that causes hindrance to the transmission of the message



(Figure 1.2)

It may mainly occur due to two reasons : disturbance in the channel medium and/or some kind of error in sending the message.

Major functions of communication : The following are some major functions of communication -

1. The emotive function : It communicates the inner states and emotions, e.g., Wow, oh No!

2. **The directive function** : It gives directions to others, example - Do your homework, please.

3. **The phatic function** : Opening the channel of communication or checking that it is working, e.g., Hello! is it Registrar's office? Can you hear me, Mr Saxena?

4. **The poetic function revealing the message in the beautiful language**: It highlights the aesthetic function of language.

5. **The referential function** : It carries information.

6. **The Metalinguistic function** : Attention is focused on the code itself, Language becomes secondary. e.g., the use of both 'will' or 'shall' is correct in modern usage.

7. **The contextual function** : Creating a particular kind of context viz. The discussion is over. So Let's start reading a new chapter.

Different forms of communication

Communication may be classified into several categories on the basis of written, oral and gestural expression, depending on its flow: internal (vertical and horizontal) and external in business organisations and on formal and informal relationships.

Generally, communication is classified into the following types :

1. **Verbal communication** : Verbal communication is communication through words. Most of the time in we use this mode of communication. It stands for both oral and written words. Although written communication requires great skills on the part of the communicator because it has lasting effect in communication.

(A) **Oral Communication** : Face to face interaction between the sender and the receiver is called oral communication. In this type of communication there could be two or more than two persons who use spoken language as a medium of communication. For instance whenever we make presentations, deliver speeches, participate in group discussions, appear