

## **Unit 1: Theory of Communication**

### **Concept of Communication**

The English word 'communication' has been derived from the Latin word, 'Communicare' which means to impart or participate or to transmit. The word 'Communicare' is derived from the root 'Communis' which means to make common or to share.

Communication is 1) the activity or process of sharing or exchanging ideas, feelings, information, experience between two or more persons; 2) an act or instance of transmitting; 3) the information actually communicated by some means.

Definitions of communication:

- 1) The Oxford English Dictionary defines communication as "the action of conveying or exchanging information and ideas."
- 2) Peter Little defines communication as "the process by which information is transmitted between individuals and or organizations so that an understanding response results."
- 3) Allen Lui (Louis) defines communication as "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic process of telling, listening, understanding and responding."
- 4) Keith Davis defines communication as "Communication is the transfer of information and understanding from one person to another."

Definition of Business Communication:

William G. Scott defines business communication as "Administrative 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."

The last definition covers 4 aspects of administrative communication, as follows:

- 1) The sender's ability to transmit his own ideas accurately.
- 2) The receiver's mental ability to get the same idea as were transmitted i.e. accurate replication.
- 3) The feedback or the receiver's response.
- 4) Eliciting action which will help to achieve the goals.

The process of communication involves a series of stages:

- 1) An idea arises in the mind of the sender, which he wants to share.
- 2) The sender encodes the idea in the form of a 'message'.
- 3) The sender chooses some medium / channel to put across the message.
- 4) The receiver receives the message.

- 5) The receiver decodes – absorbs, understands, interprets the message.
- 6) The receiver sends feedback or his response.

The components or elements of the communication process are as follows:

- 1) The sender or the communicator
- 2) The message
- 3) Encoding
- 4) The medium / channel
- 5) The receiver
- 6) Decoding
- 7) Feedback
- 8) Barriers / Noise

### **Importance of feedback in the process of communication-**

Effective feedback, both positive and negative, is very helpful. Feedback is valuable information that will be used to make important decisions.

After understanding the meaning of the message, the receiver provides feedback which he 'encodes' in the form of a response/reaction/reply to the message. Feedback plays an important part in the communication process, because it is desired and expected by both the sender and the receiver. The sender wants to know whether and how his 'message' has been received, and the receiver, either consciously or unconsciously, usually provides a sign indicating that he has received the message.

It should be noted that feedback may be positive or negative. Positive feedback indicates to the sender the fact that his message has been received, understood, and accepted; and that he can proceed to the next point. Negative feedback tells the sender that his message has not been properly understood. It, therefore, functions as a corrective, as it makes the sender realize the defects or flaws in his manner

of encoding. He will, therefore, have to encode the same message in a different way, so as to enable the receiver to understand it.

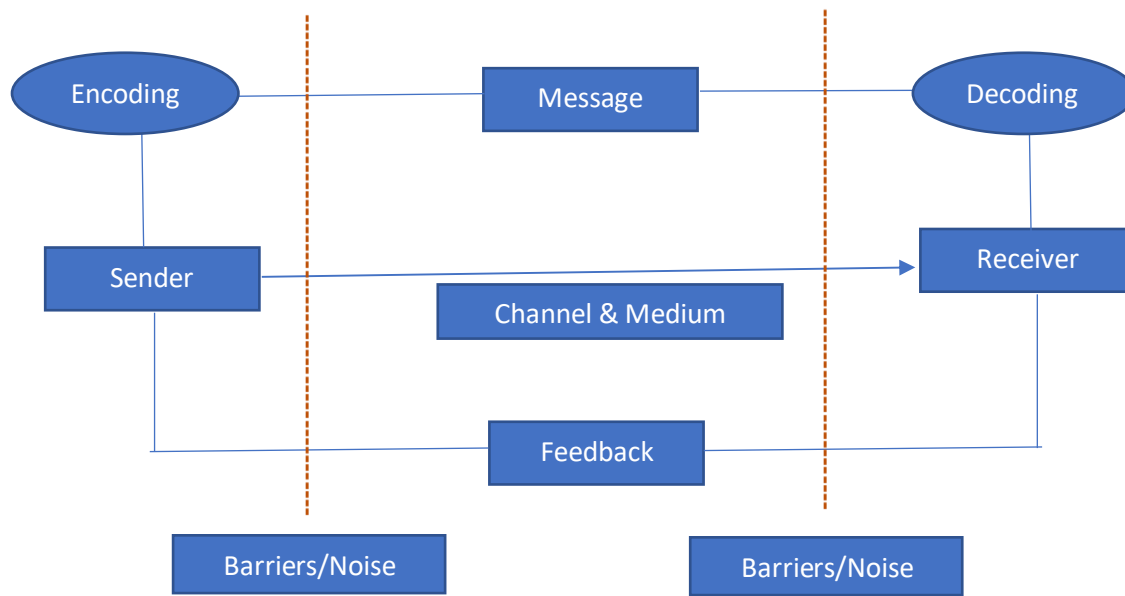
Feedback may be immediate or delayed. In the case of interpersonal communication, it is quick, as the sender is able to observe the response/reaction (e.g. a smile, nod, frown etc.) when he is conveying the message. He can also guess whether the receiver agrees or disagrees with him.

However, in the case of a letter, feedback may be delayed as the receiver will take time to reply.

Sometimes, feedback is obtained indirectly, by observing the subsequent change of behaviour on the part of the receiver.

Feedback is very important in business. It is important for the businessperson to know whether his/her clients and customers are satisfied with the products and services, or whether s/he needs to make changes. Feedback from employees is also necessary to improve the performance of an organization.

The diagrammatical representation of the communication process can be shown as follows:



**Fig. 1 Communication Cycle or Process of Communication**

How to achieve effective communication:

1. Communicate for a purpose
2. Compose message with care
3. Study the receiver
4. Select appropriate medium
5. Provide feedback
6. Act promptly on receiving feedback.

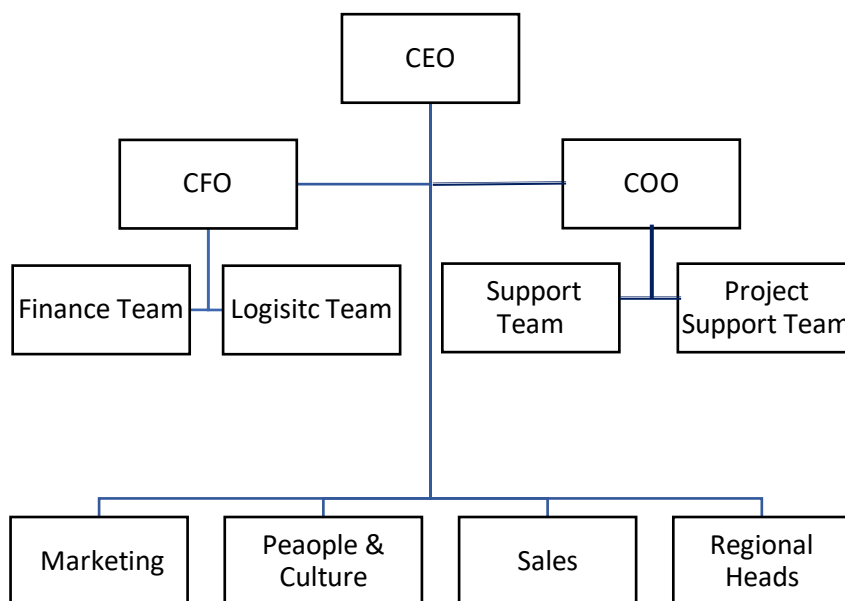
Benefits of effective communication:

1. Healthy relations
2. Better performance
3. High morale
4. Good image unity
5. Reaching final goals
6. Smooth functioning
7. Greater efficiency
8. Higher productivity
9. Effective decision-making
10. Co-operation & Co-ordination

Impact of technological advancement enabled communication : Types – Internet, Blogs, E-mail, Moodle, Social media and its advantages and disadvantages (Facebook, twitter and WhatsApp)

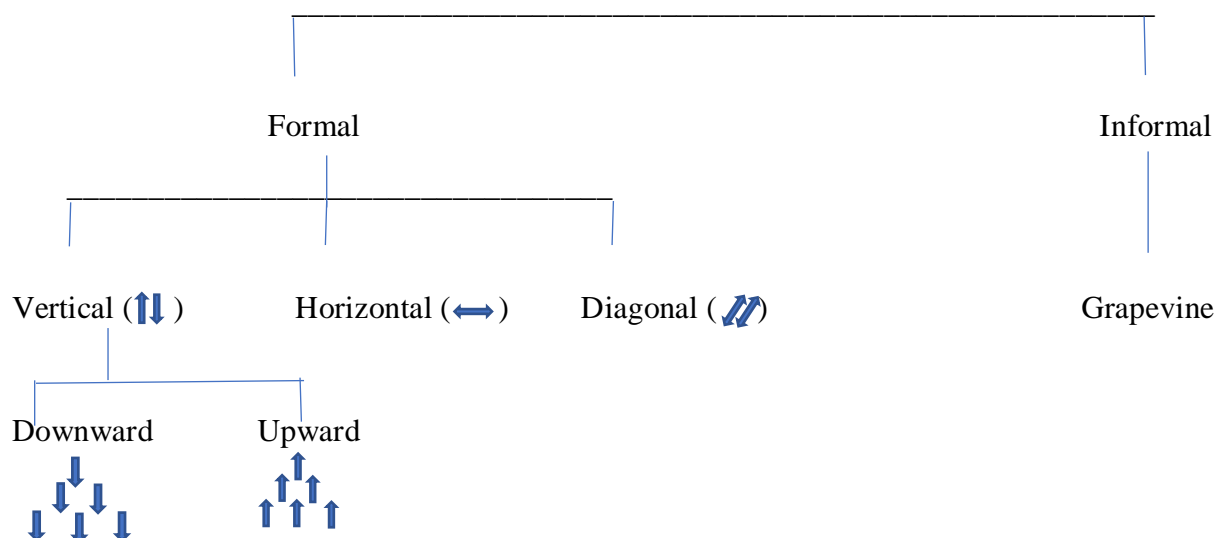
### Channels and Objectives of Communication

Every organisation has a structure.



Channels are predefined ways in the organisation using which communication travels in various directions. These channels can be divided into two types: Formal and Informal.

#### Channels



**Figure 2.3.1 Channels of communication**

## Formal Communication

Formal communication is also called as official communication.

### Downward communication:

When communication travels from upper level of the organisation to the lower levels, it is termed as downward or downstream communication channel.

#### Needed For:

1. To get the work done.
2. To prepare the workforce for challenges
3. To tackle misinformation & suspicion arising out of it
4. To create a feeling of pride & confidence in the workforce in order to motivate it and to boost its morale.
5. To transmit work ethics & the organization's culture.

<b>Advantage</b>	<b>Disadvantage</b>
Discipline	Lack of vision & arbitrary decision making can prove detrimental and harmful to the organization
Implementation of orders happen efficiently	Balance in sharing information is important
Tasks & positions can be well defined	Delay in implementation of decisions
Clarity in the minds of employees about their responsibility, avoids confusion	Oral communication leads to information loss, distraction & lack of accountability
It helps in uniting different level of authority & brings in team spirit	Absence of feedback mechanism can lead to frustration, lack of trust in authority & feel exploited

### Upward communication:

When communication travels from lower level of the organisational structure to the upper level, it is called as Upward or Upstream communication.

#### Needed for:

1. To forward employee-feedback
2. To report on official matters
3. To give voice on the difficulties, grievances, complaints, dissatisfaction, work related demands of employees
4. To invite suggestion, creativity & participation in problem solving
5. To create a sense of belonging through participation

Advantage	Disadvantage
Employees participation	Failure on the part of subordinates to take initiative & participate in the decision making
Helps to build trust, emotional bonding, understanding & cooperation between management & employees	Long line of authority, inability of the seniors to listen or to act, create barriers
Employees enthusiastic participation	Delays due to slow transmission, distortion of communication further hamper the process
Authority earns subordinates' cooperation, Employees response positively to the management's call	Employees failure to handle upwards communication

Requirements to ensure smooth flow of upward communication:

1) Chain should be start 2) Executives should be trained for excellent listening skills 3) The organizations atmosphere should be conducive

### **Vertical Communication:**

While Decisions are finally taken by the top management, there is room for employee feedback, communication, wherein the management interacts with employees, invites their participation in decision making, creates mechanisms to address their concerns without compromising on its measures of control is called vertical communication.

### **Horizontal / Lateral Communication:**

Need for:

1. To exchange official information
2. To create understanding and team spirit among members
3. To solve difficulties
4. To seek and extend co-operation
5. To save time when quick decisions have to be made

Advantage	Disadvantage
Helps in clarifying doubts, taking quick decisions & eliminating distrust	Ungoverned horizontal communication to leads to indiscipline
It brings about better coordination, builds team spirit and ensure faster implementation of decisions. It also keeps check on the grapevine	Employees tend to waste precious time arguing and debating over issues and decisions

Requirements:

1. Employee must learn to extend cooperation & work towards achieving goals
2. The authority should delegate responsibilities to subordinates in order to quicken the pace of work.

3. Horizontal Communication needs to be monitored as its uncontrolled transmission can invite problems for the organization.

### **Diagonal / Crosswise Communication Channel:**

When inter-level and inter-departmental or inter-organizational communication takes place. It is called as diagonal or crosswise communication channel.

This channel is required in the organisation for:

1. Speeds up the flow of information
2. Creates healthy work relationships
3. Brings in proper co-ordination among different sections
4. Makes problem solving easy
5. Controls distortion & dilution of message because of direct, inter leave communication

Requirements of the channel to run smoothly:

1. Organizations atmosphere should be trust & transparency
2. Proper training or orientation should be given to employees to handle diagonal communication

<b>Advantage</b>	<b>Disadvantage</b>
Speeds up the flow of information	It is likely to bypass the vertical chain of commands.
Brings in proper co-ordination among different sections	This may create doubts in the minds of bypassed superiors Creates healthy work relationships
Makes problem solving easy	It may be seen as interference
Controls distortion & dilution of message because of direct, inter level communication	It may create doubts the superior's accountability & cooperation
	Decisions thus taken may be resisted by the bypassed authority and could spoil the organization atmosphere

### **INFORMAL COMMUNICATION**

Grapevine is the plant or creeper on which grapes grow. The grapevine may grow or move in any direction with the support of its tendrils. In the same way, informal communication can move in any direction with the support of informal groups.

#### **How it is generated?**

1. People need to share & agree on important opinions & attitudes to feel that they belong to a group
2. People need to share their hopes & ambitions with superiors

3. People need to express emotions such as joy, anger, hostility etc.
4. Because of the rigidity of the formal, structure, the people feel the need to bypass —official channels for the sake of expediency in getting & giving information about performance on the job.

The various types of grapevine are:

- 1) Chain
- 2) Single strand chain
- 3) Gossip Chain
- 4) Probability Chain
- 5) Cluster Chain
- 6) Wheel
- 7) Star

Advantage	Disadvantage
Grapevine communication travels fast	It has vast reach Negative information, half-truths, personalized accounts of events, gross distortions are passed on by the sender
The content because of its immense personal appeal are readily believed.	It often leads to lack of motivation & moral of employees

Management must be aware of the power of grapevine, it can often fail the formal system, it is difficult to trace its origin & is difficult to stop or control completely.

### **Guidelines for Management**

1. Circulate information that is accurate & strengthen upward channels of communication
2. Delegate responsibility & entrust employees with specific responsibility to strengthen trust between itself & employees
3. Invite suggestion form grievance & redress cells, publishing house journals, make effective use of bulletins, notice boards & employee welfare schemes
4. Either cut the grapevine with official communication or use grapevine itself to circulate official information



## **Objectives of Communication:**

1) Information : About organization, rules, regulations, culture, products, market, research, decisions, vision, mission, goal etc.

2) Advice & Counselling: Providing guidance is yet another objective of downward communication, seniors, experts can help employees with troubleshooting & crisis management, assist them in solving problems that can forge bonds between employees & the managements.

3) Order & Instructions: Orders & instruction means is giving directions to the employees. Any authoritative communication issued by a superior in order to monitor / govern the behaviour of a junior is known as a 'order' when an order is split further to meet specific issue, it becomes instruction.

4) Suggestion: To suggest means to propose or put forward an idea for consideration both upward & downward communication. Employee participation & involvement encourage creative thinking & exposure to employee's talent. Employees feel valued & develop a sense of belonging.

5) Persuasion: Persuasion is an effort to influence the mind, belief system or attitude of a person to bring about the desired change in his / her behaviour.

4 Steps to take while persuading:

1. Identification
2. Preparing the Receiver
3. Deliver the message
4. Prompting action

Important Factor:

1. Persuader's personal character & reputation
2. Persuader must make suitable & effective emotional appeal
3. Persuader must logically present his ideas, views etc. There must be reasonable presentation of the persuaded messages.

6) Education & Training: At the management level, at the employee's level and at the level of outside public.

7) Motivation: Motivation means that inner state that energizes activates or moves and which directs or channels behaviour towards certain goal. Setting up the right kind of justice & rewards system & inviting the employee's participation in decision making can create the right kind of emotional environment

8) Raising the moral of Employees: Consequences of high moral & low morale. Management can boost the morale of its employees by giving basis infrastructural support, creating systems that reward effort, strengthening its official channels of communication,

encouraging upward communication, controlling the grapevine & taking measures to earn the trust of employees.

Certain strategies opted by MNCs to boost morale of the employees: 1. Keep employees feeling their work is more than just a job.

Everyone wants to feel that his or her work has a higher purpose. Sometimes, though, that purpose gets lost in the day-to-day grind. One of the key ways that Snagajob.com, an online job-search company, based in Glen Allen, Virginia, inspires its 126 employees is by sharing "I Got a Job!" stories that show them the value of their work. Circulated by email, the real-life stories come from grateful job seekers who recently landed a new job through the company's website.

2. Take time to creatively celebrate accomplishments.

It's natural to focus on what's ahead rather than reflect on how much has been achieved. Taking time to reflect, though, helps employees appreciate how much they have done. All departments at Acuity, a financial-services company based in Sheboygan, Wis., are asked each year to recognize their own work by providing a list of significant accomplishments of their team. The lists are reviewed by Acuity officers, who select the 100 most outstanding achievements for inclusion in a "Top 100 Accomplishments" list. The latest list was designed as a book, Acuity World Records, with the help of Guinness World Records, and given to all 831 employees.

3. Grant time off to employees to pursue projects they are passionate about.

Personal projects can provide an energizing break from regular responsibilities and can serve as a source of innovation for a company. Atlassian, a developer of collaboration software based in Sydney, encourages creativity during its "FedEx Day." During this event, all 62 employees can work on anything that excites them -- as long as it is somewhat related to Atlassian products or processes, can be completed in the allotted time, and is fun. Employees have from 2 p.m. on a Thursday until 4 p.m. Friday, giving them roughly 24 hours to deliver a project (thus the name, FedEx Day). Then at a presentation, participants show off the results of their projects. From these ideas, Atlassian has adopted more than a dozen projects, ranging from product upgrades to process improvements.

4. Mix up the company's usual way of doing things.

Departing from the customary routine of meetings and cubicle life can go a long way toward building morale. The accounting firm Ehrhardt Keefe Steiner & Hottman, based in Denver, uses the concept of neighbourhoods to shake things up. All 387 employees are organized into neighbourhoods, based on the floors or sections of floors in each office. These groups have regular get-togethers and shape the contours of meetings. For example, during an all-employee meeting day, as the firm staged a neighbourhood basketball tournament, each group came up with team names, homemade jerseys, mascots, and cheerleaders.

5. Don't forget to have fun.

For the online discounter FatWallet, based in Rockton, Ill., fun is a regular part of the schedule. Its 55 employees are invited to play in a monthly Game Day, an inhouse competition with activities ranging from Trivial Pursuit to Wii bowling matches. The

company also offers quarterly "fun" rewards when staffers achieve certain goals, such as hockey games, casino nights, or playdays at amusement parks. Team-building events have included a city scavenger hunt in Chicago and a rooftop Cubs game.

6. Train employees to develop positive attitudes.

During the height of the recession in 2009, employee morale became a big issue for 4Imprint, a maker of customized promotional products, based in Oshkosh, Wis. The company's training team decided to try to boost morale by setting up classes for the 419 employees to watch and discuss videos with inspiring themes like Lance Armstrong's comeback from cancer and the friendly culture at Southwest Airlines.

7. Offer time away from the office to do some good.

Another way to build employee morale and camaraderie is through community service. Studer Group, a Gulf Breeze, Fla.-based management consulting firm, gives its 114 employees four paid hours a month to volunteer for a charitable initiative or organization of their choice. Departments also take on volunteer projects as a group.

8. Free Yoga classes 9. Team-based commissions 10. Work/life balance is encouraged with flexible schedules. 11. on-site gym available to all employees 12. state-of-the-art office 13. extensive training programs 14. a profit-sharing plan 15. Unlimited vacation days 16. Allowing pets in the office

For example Google does the following things:

1. Google provides the surviving spouse or partner of a deceased employee 50% of their salary for the next 10 years.

2. Googlers in San Francisco and Mountain View report being able to bring their pets to work.

3. Employees in Mountain View, California, and New York City have an on-site gym.

4. They can also enjoy beer and wine in the office on Fridays.

5. Googlers get free meals and snacks in the office, which one Glassdoor reviewer called "varied and delicious." Reviewers called the food "healthy," "tasty," and even "on par with any of the top restaurants in NYC."

6. Google offers a 50% 401k match up to \$8,250.

7. New mothers get paid leave up to 22 weeks, while fathers and adoptive parents get between seven and 12 weeks of paid leave. One senior software engineer wrote the benefit "...helps create an understanding that any team member might go on leave now and again, and that this is expected and normal and okay."

8. First year engineers get 15 days of paid time off — that jumps to 20 days after three years and 25 days after five years. And anyone can take an unpaid three month leave of absence.

9) Warning & Reprimand: To warn is to inform a person of unpleasant consequences.

Management notices the misdemeanour and brings it to the notice of the concerned employee----- Oral or Soft warning ----- Warning in writing or memo----- After 2 memos are issued service of the employee is terminated.

### **Methods & Modes of Communication**

Methods of communication are of two types: Verbal (uses language) and non-verbal (does not use language).

Media: Telephone, Computer, Internet.

Methods – Verbal & Non-verbal

Verbal methods are into oral (face to face, telephonic conversation) and written (letters, e-mails, notice, agenda, report etc.)

Non-verbal methods are - body language (eye contact, facial expression, gestures, postures), silence, posters, colours, dress & grooming, maps, proxemics, graphs & charts.

Selection of methods should be based on –

1. Speed
2. Accuracy
3. Circumstances
4. Confidence and safety
5. Expenses
6. Impression
7. Feedback

Oral Communication: Oral communication is communication by means of spoken words.

Principles of oral communications:

1. Know your objective
2. Know your audience
3. Know your subject
4. Know how to use your voice
5. Know how to use body language
6. Know when to stop

Advantages:

1. Its direct & time saving
2. It saves money
3. It conveys the exact meaning of words
4. It provides immediate feedback
5. It is more persuasive in nature
6. On-the-spot additions, deletions and corrections are possible

7. Confidential messages can be communicated
8. It is informal and friendlier
9. Develop relations
10. Motivates the speaker.

Disadvantages:

1. It lacks legal validity
2. Possibility of misunderstanding
3. It lacks accountability
4. Problem of retention
5. The need for good speaking skills
6. Not always effective
7. Lacks planning
8. Diversion of subject matter

Face-to-face communication

Advantages	Disadvantages
Combination of verbal & non-verbal factors	Difficult to practice in large organizations
Immediate feedback possible	Not effective if the receiver does not pay attention
Modifications while delivering the message is possible	Not effective in large gatherings
Particularly suitable for discussions	

Written communication: Written communication is the expression of language by means of visible signs.

Advantages	Disadvantage
Reference	Time, trouble & expenses
Permanent record	Feedback is slow
Legal validity	Problem of storage
Aids memory & retention	Lacks friendliness
Accurate & organized	Unsuited to countries where illiteracy rate is high
Fixing responsibility	Problem of instant clarification
Wider reach	Problem of writers
Goodwill	Problem of communicating secret information
Less chances of misunderstanding	Suitable for lengthy messages
Corporate image	

### **Non-verbal Communication:**

Communication is the transfer of information from one person to another. Most of us spend about 75 percent of our waking hours communicating our knowledge, thoughts, and ideas to others. However, most of us fail to realize that a great deal of our communication is of a non-verbal form as opposed to the oral and written forms. Nonverbal communication includes

facial expressions, eye contact, tone of voice, body posture and motions, and positioning within groups. It may also include the way we wear our clothes or the silence we keep.

In person-to-person communications our messages are sent on two levels simultaneously. If the nonverbal cues and the spoken message are incongruous, the flow of communication is hindered. Right or wrong, the receiver of the communication tends to base the intentions of the sender on the non-verbal cues he receives.

Non-verbal communication is indirect, without words or without verbal messages. Non-verbal communication constitutes 45% of the impact of message in oral communication. The major elements of non-verbal communication can be divided into body language (Kinesics), vocal tone, space & proxemics, dress & grooming etc.

Body language:

The

1. **Eye contact** is a direct and powerful form of non-verbal communication. The superior in the organization generally maintains eye contact longer than the subordinate. The direct stare of the sender of the message conveys openness. It elicits a feeling of trust. Downward glances are generally associated with modesty. Eyes rolled upward are associated with fatigue.

2. **Facial Expressions:** A smile, frown, raised eyebrow, yawn, and sneer all convey information. Facial expressions continually change during interaction and are monitored constantly by the recipient. There is evidence that the meaning of these expressions may be similar across cultures.

3. **Gestures:** One of the most frequently observed, but least understood, cues is a hand movement. Most people use hand movements regularly when talking. While some gestures (e.g., a clenched fist) have universal meanings, most of the others are individually learned and idiosyncratic.

A gesture is an action of body, hand or head, which conveys a message. Eg: yes, no, Namaste, wait.

a. Communicating information: eg: 'V' sign, pointing finger etc.

b. Communicating information: eg: clapping indicates appreciation, fist-clenching shows aggression, face touching shows anxiety

c. Supports speech

d. Expressing self-image

4. **Posture:** The way we stand or sit, the position of the hand & head, basically how we carry ourselves. Eg. Hunched shoulders show low confidence, in emergency a person tends to sit on the edge of a chair. Posture can be used to determine a participant's degree of attention or involvement, the difference in status between communicators, and the level of fondness a person has for the other communicator. Studies investigating the impact of posture on interpersonal relationships suggest that mirror-image congruent postures, where one person's left side is parallel to the other's right side, leads to favourable perception of communicators and positive speech; a person who displays a forward lean or a decrease in a backwards lean

also signify positive sentiment during communication. Posture is understood through such indicators as direction of lean, body orientation, arm position, and body openness.

**5. Dress & grooming:** Uniforms have both a functional and a communicative purpose. This man's clothes identify him as male and a police officer; his badges and shoulder sleeve insignia give information about his job and rank. Elements such as physique, height, weight, hair, skin color, gender, odors, and clothing send nonverbal messages during interaction. 7.

**6. Proxemics:** Proxemics is the study of how people use and perceive the physical space around them. The space between the sender and the receiver of a message influences the way the message is interpreted.

The perception and use of space vary significantly across cultures and different settings within cultures. Space in nonverbal communication may be divided into four main categories: intimate, social, personal, and public space.

The term territoriality is still used in the study of proxemics to explain human behavior regarding personal space. Hargie & Dickson (2004, p. 69) identify 4 such territories:

1) Primary territory: this refers to an area that is associated with someone who has exclusive use of it. For example, a house that others cannot enter without the owner's permission. 2) Secondary territory: unlike the previous type, there is no —rightll to occupancy, but people may still feel some degree of ownership of a particular space. For example, someone may sit in the same seat on train every day and feel aggrieved if someone else sits there. 3) Public territory: this refers to an area that is available to all, but only for a set period, such as a parking space or a seat in a library. Although people have only a limited claim over that space, they often exceed that claim. For example, it was found that people take longer to leave a parking space when someone is waiting to take that space. 4) Interaction territory: this is space created by others when they are interacting. For example, when a group is talking to each other on a footpath, others will walk around the group rather than disturb it.

Space can also be divided into: a. Intimate distance, b. Personal distance c. Social distance d. Public distance

**7. Paralanguage:** Includes pitch, volume, intonation etc. The tone of voice, rate of speech, pause, accent can not only communicate but alter the meaning significantly. Researchers have found that the tone, pitch, quality of voice, and rate of speaking convey emotions that can be accurately judged regardless of the content of the message. The important thing to gain from this is that the voice is important, not just as the conveyor of the message, but as a complement to the message. As a communicator you should be sensitive to the influence of tone, pitch, and quality of your voice on the interpretation of your message by the receiver.

**8. Silence:** Silence can be a positive or negative influence in the communications process. It can provide a link between messages or sever relationships. It can create tension and uneasiness or create a peaceful situation. Silence can also be judgmental by indicating favour or disfavour - agreement or disagreement. For example, suppose a manager finds a couple of his staff members resting. If he believes these staff members are basically lazy, the idleness

conveys to him that they are "goofing off" and should be given additional assignments. If he believes these staff members are self-motivated and good workers, the idleness conveys to him that they are taking a well-deserved "break." If he is personally insecure, the idleness conveys to him that they are threatening his authority.

#### 9. Time

Time can be an indicator of status. How long will you give the staff member who wishes to speak to you? How long will you make him wait to see you? Do you maintain a schedule? Is your schedule such that your subordinates must arrange their schedules to suit yours? In a healthy organization, the manager and his subordinates use time to communicate their mutual respect to each other.

10. Visual & Auditory Signs & Signals: The word sign has been derived from the latin word signum which means mark. Signs eg. Plus, minus, multiplication, divisions, can be used in chemistry, maths, music, road signs etc. Auditory signs includes door bell, college bell, ambulance siren etc.

11. Posters: Posters are combination of verbal & non-verbal factors, because they consists of pictures as well as words. Posters have three parts namely : e. Headline : This is short but catchy slogan f. Illustration: This is the visual part consisting of pictures or photographs. g. Copy : This is the written matter, which gives necessary details.

12. Colours: Colour is a form of non-verbal communication. It is not a static energy and its meaning can change from one day to the next with any individual - it all depends on what energy they are expressing at that point in time. Every colour represents something.

#### Colour Meaning

##### Red

Red is the colour of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

##### Orange

Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

##### Yellow

Yellow is the colour of sunshine. It's associated with joy, happiness, intellect, and energy.

##### Green

Green is the colour of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

##### Blue



Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

### Purple

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.

### White

White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the colour of perfection.

### Black

Black is associated with power, elegance, formality, death, evil, and mystery.

eg. Traffic signals, Interpretation of different colours like red represents danger or is considered as auspicious in wedding, white purity or peace etc.

### Colours and Branding:

A brand's logo and visual identity will comprise a number of visual cues, such as shapes, symbols, number, and words. But the number one visual component that people remember most is colour. In fact, colour increases brand recognition by up to 80%.

When it comes to branding, the power of colour is both emotional and practical. On an emotional level, colour can affect how consumers feel when they look at a brand, while on a practical level it can help a brand stand out in the crowd. A number of studies on the relationship between colour and branding (here, here and here) reveal that up to 90% of snap judgments made about products can be based on colour alone, that colours influence how consumers view the 'personality' of the brand in question, and that the relationship between brands and colour hinges on the perceived appropriateness of the colour being the right 'fit' for the particular brand. Whether you're a designer or a business owner, it's helpful to know colour meanings and symbolism so you can make informed decisions. If you choose a colour meaning 'tranquillity' for your extreme sports brand, you might be sending the wrong message.

This is all well and good, but how do you go about choosing a colour that suits your brand? In this article, we will examine the use of colour in branding and give you an 11-color guide to help you choose the perfect one for your brand.

#### 01. Red – For Danger, Passion, Excitement & Energy

Meanings: Red has a number of different contextual associations and in branding can deliver a highly visible punch. It has the ability to rev desire; and not surprisingly when it is the colour of fire, danger, and blood on one hand; and love, sexuality and passion on the other. It is a bold, energetic and lively colour that can symbolize strength, confidence and power.

#### 02. Orange – Fresh, Youthful, Creative & Adventurous

Meanings: Blending the warmth of red and the optimism of yellow, orange communicates activity and energy. And of course, it's hard not to go past orange as the colour of, well, oranges, and all their vitamin c by-products, which immediately makes orange feel fresh and healthy. Orange is not for everyone (it

was certainly the colour of the decade in the 1970s) and can therefore tap into associations of youthfulness, creativity and adventure.

### 03. Yellow – Optimistic, Cheerful, Playful & Happy

Meanings: Being the color of sunshine, yellow puts a smile on the dial. It is the most visible color from a distance (which is why it's used for street signs) and communicates cheerfulness, friendliness, joy and energy (who doesn't need more yellow in their life?) It can also be associated with mental clarity and intellect (again, who doesn't need more yellow?) However, yellow is also a cautionary color used in life vests, police cordoning tape and hazardous areas.

### 04. Green – Natural, Vitality, Prestige & Wealth

Meanings: Green has two very common meanings that are quite paradoxical; one being nature and the environment, and the other being finance and wealth. When it comes to nature, green represents plant life and growth and is consequently used to convey being 'green' in the environmental, sustainable, organic, natural sense of the word. And of course, green is, as the saying goes, 'the colour of money' and therefore associated with wealth and stability.

### 05. Blue – Communicative, Trustworthy, Calming & Depressed

Meanings: Blue is the most universally preferred colour, perhaps for its very versatile qualities. It is a favourite colour for companies that wish to convey reliability, trustworthiness and communication (I am looking at you Facebook, Twitter and Samsung) and for expressing the authority and officialdom of organizations (oh, hey there Constable). It is also appreciated for its calming and harmonious qualities being associated with the sea and sky. However, being associated with the emotional feeling of being 'blue' it is also used to express sadness or depression.

### 06. Purple – Royalty, Majesty, Spiritual & Mysterious

Meanings: Purple is a low arousal colour. It is traditionally associated with royalty, majesty or nobility as well as having a spiritual or mysterious quality. Darker shades often represent luxury or opulence while lighter lavender shades are quite feminine, sentimental and even nostalgic.

### 07. Brown – Organic, Wholesome, Simple & Honest

Meanings: Brown gets a lot of use in this era of organic and natural food, beauty and products. Nature inspired it represents a feeling of wholesomeness, orderliness, and being grounded. It is simple, strong, durable and honest and may express that your brand has better things to care about than superfluous colour, when really... (mind trick!).

### 08. Pink – Feminine, Sentimental, Romantic & Exciting

Meanings: Pink has long been (stereotypically) associated with females and is often viewed as being 'girly'. However, like all colours, pink is quite diverse and the level of intensity can impact its meaning. Pale pink, often marketed as the official colour of little girls, represents sweetness while dusty pink can be more sentimental and light pink more romantic. At the other end of the scale, hot pink indicates youthfulness, energy, fun and excitement. A soft pink is now often referred to as 'millennial pink', for the generation's fondness for the blush tone. Soft pink interiors, graphics and more are particularly popular with Generation Y.

#### 09. Black – Sophisticated, Formal, Luxurious & Sorrowful

Meanings: While color is more likely to increase brand recognition there's no reason black—when used appropriately—can't be just as distinctive, memorable and communicative of a brand's attributes. Black is to be taken seriously. It represents power, luxury, sophistication and exclusivity on one hand; and death, evil and mystery on the other. From formality to mourning to power, black is bold, classic and not to be fooled with.

#### 10. White – Purity, Simplicity, Innocence & Minimalism

Meanings: White represents simplicity, purity, innocence and perfection. And if you had to identify one brand that has used white to convey its brand message to perfection it would have to be Apple – white represents the simplicity of the products in both their form and function. White also comes with a starkness or sterility about it, which is often used by designers to convey a minimalist aesthetic and clean, modern quality.

#### 11. Multicolour – Variety

Meanings: Of course, what about mixing multiple colours in one logo, such as Google, the Olympics and NBC? Diverse colour generally indicates variety – be it representative of people, countries, or offerings.

Color is an important consideration in your brand identity system. Colors have a significant impact on people's emotional state. They also have been shown to impact people's ability to concentrate and learn. They have a wide variety of specific mental associations. In fact, the effects are physiological, psychological, and sociological. For instance:

- Non-primary colors are more calming than primary colors.
- Blue is the most calming of the primary colors, followed closely by a lighter red.
- Test takers score higher and weight lifters lift more in blue rooms.
- Blue text increases reading retention.
- Yellow evokes cheerfulness. Houses with yellow trim or flower gardens sell faster.
- Reds and oranges encourage diners to eat quickly and leave. Red also makes food more appealing and influences people to eat more. (It is no coincidence that fast food restaurants almost always use these colours.)
- Pink enhances appetites and has been shown to calm prison inmates.
- Blue and black suppress appetites.
- Children prefer primary colours. (Notice that children's toys and books often use these colours.)

14. Maps, Graphs & Charts: h. Maps: A map is a drawing on paper that shows location, size & other features of countries. i. Line / Pie / Bar graph: present numerical or statistical data. j. Charts : are used for mounting maps & graphs for better visual effects.

## Modes of communication

1. Telephone – Telephone is a device that transmits speech at a distance through the medium of electronic waves. In 1876 telephone was invented by Alexander Graham Bell.

Types of telephones: -

1. Landline or standard telephones
2. Cellular or Mobile phones: These are wireless devices that use radio waves to transmit sounds. The two main cellular systems in operation are GSM – Global System for Mobile Communications, and CDMA – Code Division Multiple Access.
3. Satellite phones: These are used in areas where communication links are absent or destroyed.
4. Ethernet phones: There are digital phones which connect directly to a computer network.

Telephone services: 1) Networking: – This works as a base for computer network and fax transmission. 2) Teleconferencing and video conferencing: - Sounds and video are transmitted via phone lines or satellites, so that people in different places and different countries can be communicate with one another at the same time.

Telephone etiquette:

1. Speak politely, precisely, clearly, confidently. Be positive & talk friendly with a smile in voice.
2. Avoid shouting or speaking too low.
3. Listen carefully and if a part of message is not clear, politely ask for repetition.
4. While answering telephone calls, introduce yourself, your company & greet the person.
5. Before making a call, one must be mentally prepared, if need be note down points.
6. Make sure you have delivered the message completely and is understood by the receiving party.

Advantages: 1. Time saving device. 2. Immediate feedback 3. Legal validity 4. Intercom facility 5. It provides a large range of services like STD (Subscriber Trunk dialling), ISD (International Subscriber dialling), call waiting, call forwarding etc.

Disadvantages: 1. Body language cannot be communicated. 2. It is sometimes not time saving 3. Call may be made at a wrong time.

3. Computer – 1. Parts of computers – input, output, storage, processing devices. 2. What is software & hardware? 3. Uses of computer. 4. LAN, WAN, Internet. 5. Uses of Internet – Search, distant learning, E-commerce, videoconferencing, E-mail, social networking sites, cloud computing etc.