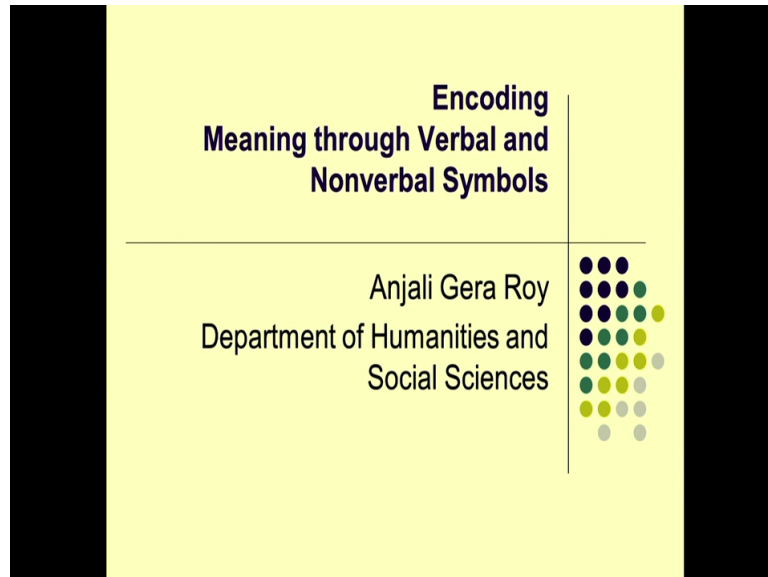


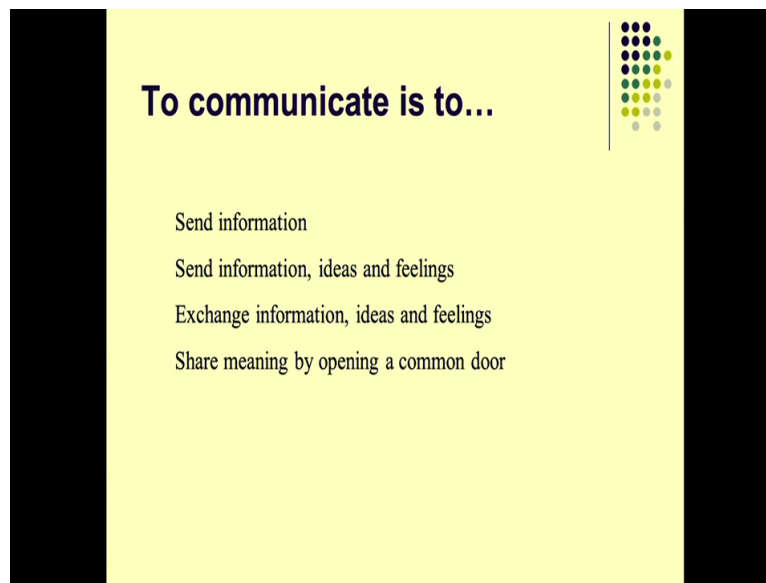
Speaking Effectively
Professor Anjali Gera Roy
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Indian Institute of Technology Kharagpur
Lecture 1
Encoding Meaning Using Verbal and Non-Verbal Symbols

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Hello and welcome again to speaking effectively. We are into the second unit of module one in which we look at encoding meaning together through verbal and non-verbal symbols. In this unit I will go into some basics of the communication process which cuts across both speaking and writing but we need to understand that in order to be able to speak effectively.

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So some of you must be already familiar with communication theory, those who are not, I will try to brush your basics or introduce you to those introduced basics to those who are not familiar with the basics of communication theory to tell you what is communication, to understand what is communication. Whether we communicate through word of mouth or become indicate through writing, what exactly is communication?

Perhaps you could guess an answer and tell me what you understand by communication. In my classroom, usually the answer is to express oneself, to share one's ideas, to exchange ideas, to exchange thoughts, to express one's thoughts. Very rarely do people say to exchange emotions or to share feelings, so together in our classroom we try to construct a definition of communication and it is this is how it looks like.

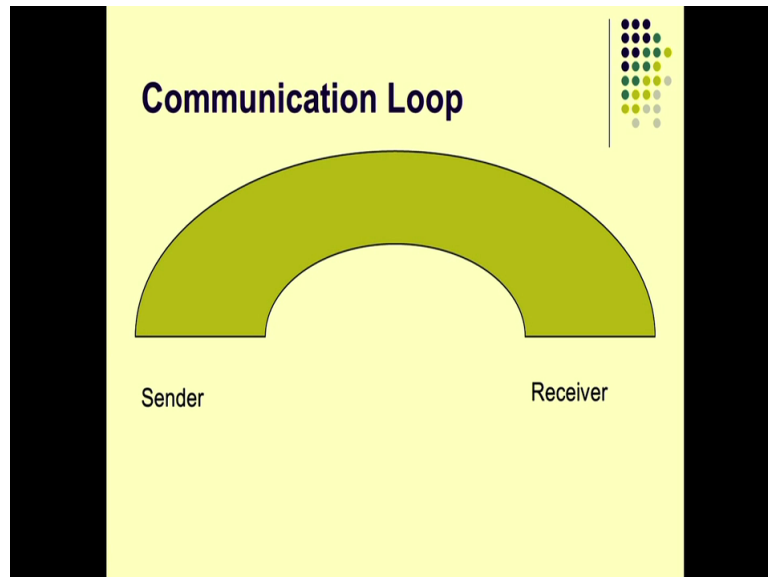
To communicate is to send information, to communicate is to send not just information, when we communicate, we not only send information but we also send ideas, feelings. We exchange, we do not send information, we exchange information, ideas and feelings and to use a better word, we do not just exchange, what we do is we share meaning by opening a common door.

We have a closed-door, we open a door and we ask the other person to share our meaning. That is what we mean by communication.

So let us arrive at a working definition of communication, to communicate is to exchange to send and receive information and umm ideas and feelings with the objective of improving understanding, that for me is the working definition of communication, to share ideas,

feelings, thoughts with the end giving and receiving feedback, with the objective of improving understanding, this is what we mean by communication.

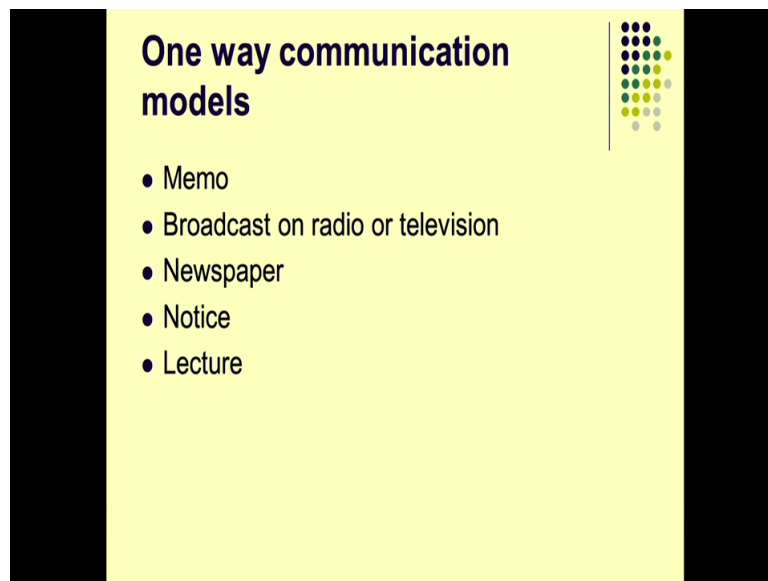
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And communication loop looks like this. In a communication situation, there is always a sender and there is a receiver, so it is a two-way process, there have to be two parties when we communicate.

Of course we can communicate with oneself like if you were talking to yourself, or if watch these Shakespearean play and you have these famous (03:56) where the speaker is talking to himself, technique which is being borrowed in, lot of tele-soaps where the characters speaking to oneself in a soliloquy.

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One way communication models

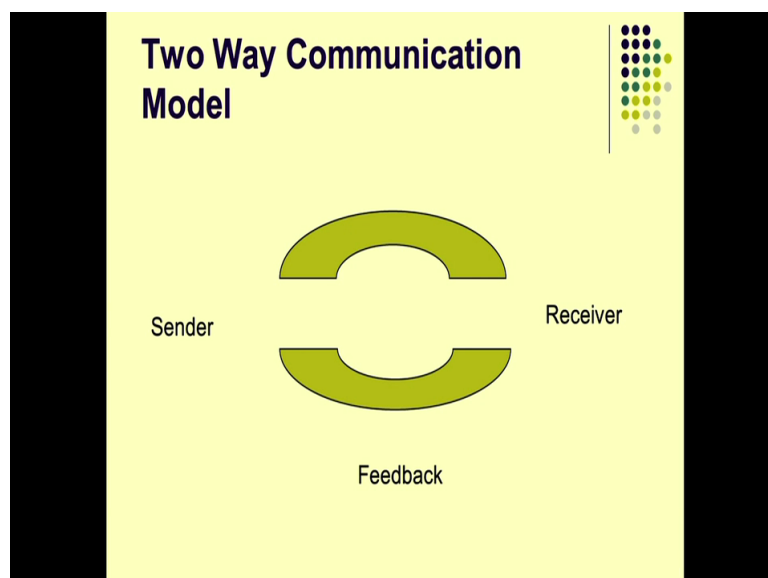
- Memo
- Broadcast on radio or television
- Newspaper
- Notice
- Lecture

The slide features a yellow background with a black border on the left and right sides. In the top right corner, there is a decorative graphic consisting of a grid of colored dots in shades of green, yellow, and grey.

We communicate with our self in our sleep when we think, when we are thinking, we communicate with our self but usually in a communication situation we have a sender and receiver. So let us look at some examples of one-way communication models, a memo, a lecture, a broadcast on radio or television, a newspaper report, a notice and the lecture like this where I cannot see you but you can see me.

An idyllic lecture would be an interactive lecture where you can ask me questions and I can speak to you, I can put questions to you but this is a one-way communication situation.

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Two Way Communication Model

Sender Receiver

Feedback

The diagram illustrates a two-way communication model. It features a yellow background with a black border on the left and right sides. In the top right corner, there is a decorative graphic consisting of a grid of colored dots in shades of green, yellow, and grey. The central part of the slide shows a diagram with two green, semi-circular shapes facing each other, forming a larger, irregular shape. The word 'Sender' is positioned to the left of the top semi-circle, and the word 'Receiver' is positioned to the right of the top semi-circle. Below the two semi-circles, the word 'Feedback' is written.

Now in a two-way communication model what we have, we have a sender, we have a receiver, so the message goes from the sender to the receiver but the communication is not complete unless the receiver gives feedback. So suppose you signal to someone and you assume the person has seen your signal. Umm, so a communication route is not complete unless the receiver gives his or her feedback.

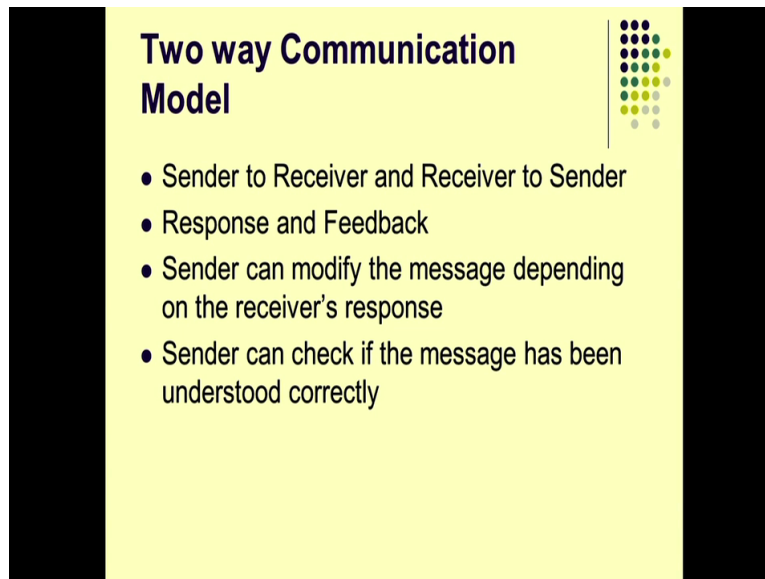
So suppose you are in a party and you smile at someone and that someone does not return your smile, then what happens? That communication is not its complete because the person who does not smile back at you when you make eye contact with them and you smile at them, that person is trying to tell you, I do not want to make friends with you.

So it is a form of feedback, it is a response but the response is not equal to a feedback because of feedback is more active. So if you smile at someone across distance at a gathering or a party, make eye contact and smiled and that person makes eye contact with you and smiles back, that is a conscious feedback. It is not just a response, it is a feedback. Now what do you do after that?

Through this encouraging feedback when the person smiles at you, you go forward, you walk across to that person and introduce yourself. So it is a two-way communication model in which the sender sends a message like you smile, the receiver returned your smile.

Like that is a feedback the receiver gave you and does not end there because it is an infinity model because the sender encouraged by the receiver carries forward that transaction and that transaction leads onto more transactions.

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A presentation slide with a yellow background and black borders on the left and right. The title "Two way Communication Model" is in bold black text at the top left. To the right of the title is a decorative graphic of a grid of colored dots in shades of blue, green, and yellow. Below the title is a bulleted list of four points.

Two way Communication Model

- Sender to Receiver and Receiver to Sender
- Response and Feedback
- Sender can modify the message depending on the receiver's response
- Sender can check if the message has been understood correctly

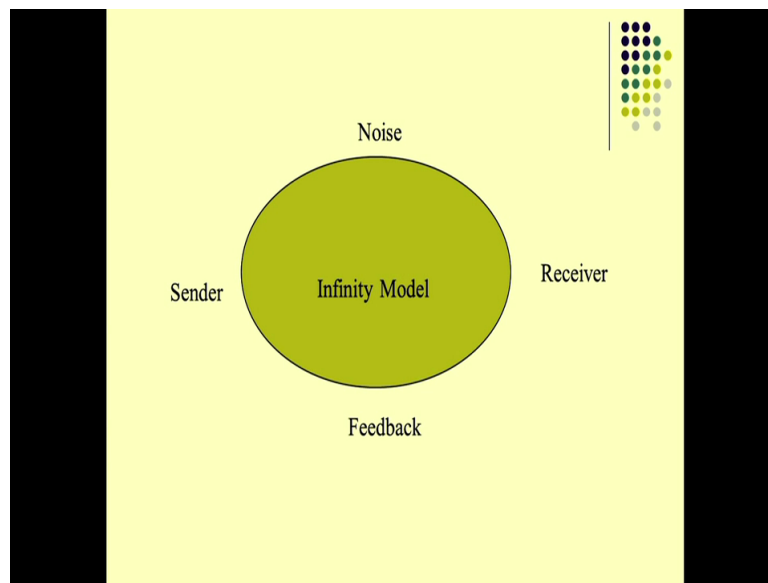
So two-way communication model has a sender to receiver and receiver to sender, which includes not just response because we cannot avoid a response like the person who did not smile at you but feedback is something you give consciously. Send that can modify the message depending upon the receiver's response. So the person who did not return your smile, you also your smile froze on your lips and you also stop smiling.

You did not have the courage to go up to that person and introduce yourself but so the feedback helps you to modify the message depending upon the receiver's response. And the sender can check if that message has been understood correctly. Now how do you check?

Suppose you tell somebody in your office, would you mind bringing me my file from my cupboard and that person may be because of the noise did not hear you or maybe that person was speaking of someone else something else, so you say, get me that file from the bottom drawer and that person does not bring it. So how do you know?

You call that person and you say, did you wait for the person's feedback, so that person says yes, I will yes sir or yes madam I will bring that file from your drover. Then you know, you can check if the person has got your understood your message correctly.

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So we look Infinity Model, as I said that one two-way process does not complete the communication. No, it leads to more transactions, so when the person smiled at you, you went forward, you walked across and greeted the person.

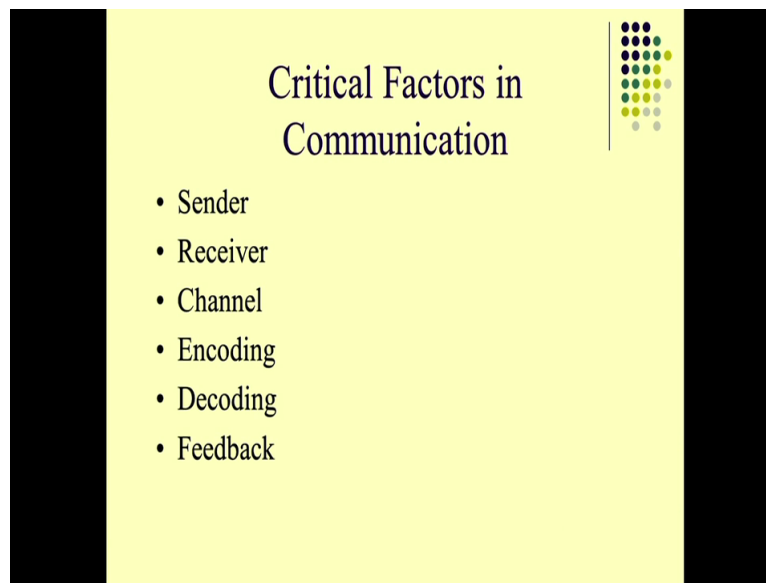
You (9:50) and then you were exchanging notes on your your background and at the by the end of the party you were planning to have dinner together somewhere or meeting on the waiting for another get-together and thinking of doing things together. So this can this is what is meant by the Infiniti model that one transaction, completion of one loop can lead to several other communication loops of this kind which can go on to infinity.

Now in the Infinity Model, in the communication model when we assume that the sender sends a message and receiver receives a message, we assume that the message has been received. But no, sometimes the message is not received.

Suppose you are, the phone line is bad or suppose you are shouting to someone in a crowd and that person cannot hear you because there is too much noise, so these kinds of obstacles or disturbances can prevent the message from reaching the receiver. This is why you need to make sure that the receiver has indeed received your message by inviting or waiting for feedback from the receiver.

Otherwise you will make an assumption error and assume that the receiver has received your message and the receiver has not actually received your message.

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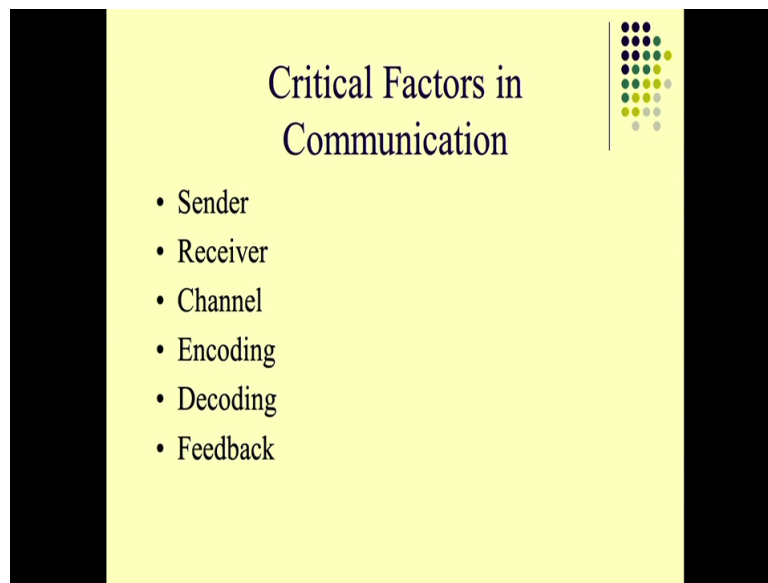
What are the (crit) critical factors in communication in addition to the sender and receiver, we have a channel and this is where speaking and writing is important. What is the channel? The channel is whether you use the spoken channel or you use the written channel, whether you communicate by speech or you communicate by writing, it can be either of them.

Whether you use an email, whether you use a telephone, whether you send in olden days we used to send telegrams, whether you send a registered letter or whether you send a letter by surface mail or you send email communication or you just send flowers, it can be any channel you can use to communicate your message.

And the channel is very important and this is what we will be focusing on during the course because the channel the channel is crucial to the difference between speaking and writing channel is crucial to the difference between speaking and writing. So have to make judicious decision whether which message we will use, which channel we will use to communicate our message.

So suppose you have a colleague, it's a professional situation where normally you send emails because emails written messages have their own value but in this situation you will just come to know that you young colleague, a new recruit to your institution has just lost a dear one, maybe somebody very close to him or her parent or a caregiver. The person has lost somebody very dear, now what would you do?

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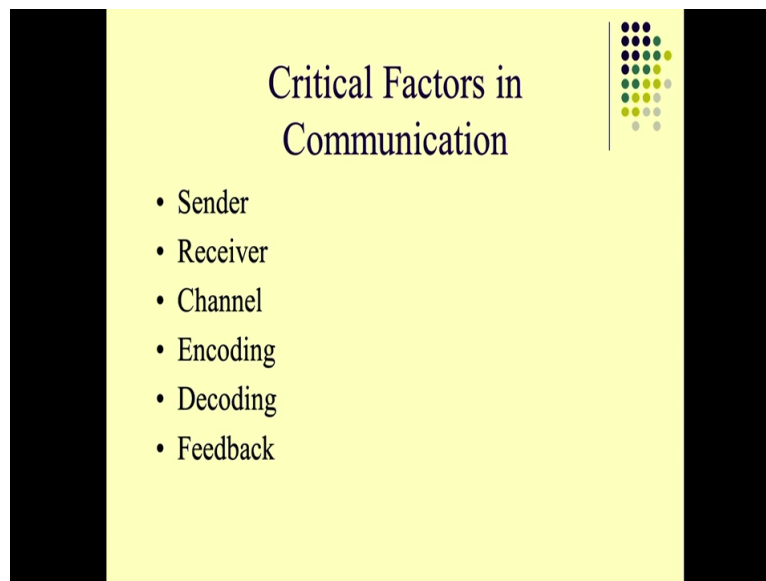


You have a choice of you have received a phone call from his family and the family has told you to break the news to your colleague. What would you do? Of course, the easiest thing is to pick up the phone, well I received a call from your father or your mother or your family member saying you know your grandfather or your uncle has passed away.

That would be one way of doing it but if you are caring who your subordinates love, you would normally not stop at making a phone call or sending an email message, if particularly you are not located very far away. You would actually go across to the person and break the news to the person very gently.

Similarly if you come to know that the colleague of yours or peer has received some major award, one way is the easiest way is to send an email or pick up the phone or send an SMS in these days but there is nothing that beats going personally across to the peer, your friend, your colleague or your subordinate or your senior and say, I am so happy to know, to congratulate him on her and to say, I am so happy to know that you have won this award.

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So now we go to the next important aspect which is encoding and decoding which is what I will be addressing in the second unit on speaking effectively, the process of encoding and decoding and giving feedback. What is encoding and what is decoding? It comes from the word code. We all know what is the word, code.

In computer speak you use the code term code in a very technical manner but even everyday persons or even ordinary in common parallels, we understand code as a secret language in which the sender and receiver can send a meaning which can be understood none other than the sender and receiver, right? So and so what is the trick in encoding a message?

You find a symbol, you find a code or a symbol which is known only to you and the receiver so that when you send the meaning, when you encode the message, the receiver is able to understand what you are saying because it is not just enough to use a verbal or non-verbal symbol to encode a message. The mean, the process is not complete unless the receiver is able to decode the message.

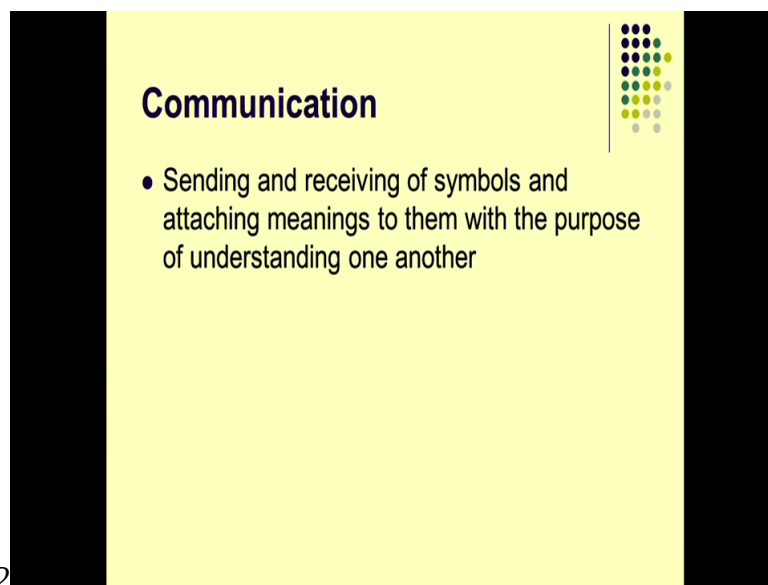
So suppose you say suppose you say that I this is a very my wife is very homely. Now what you mean is, my wife is home loving, he is a homemaker, she is house proud but the receiver is an English men, a native speaker of English where the word only means somebody who is not very good looking. So the receiver understands the when you say my wife is very pretty and very homely.

Now you are saying making contradictory statements because the receiver has understood your meaning is that your wife is a plain Jane and has nothing to do with homemaking skills

because in correct in standard English, homely means someone who is not very attractive, who is a very plain looking person. So in this case unless the receiver can in decode your message appropriately, the communication process is not complete.

Therefore if you want to know whether your message has been encoded, decoded properly by the person who has received your message, you must make sure that you have received feedback from the person. Similarly the person who is receiving your message should make sure that he or she has given their feedback.

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So if the person says, Oh you are saying that your wife is a lovely person but she is not she is not particularly physically very attractive, then you can modify your message, no she is the most beautiful woman in the world and then your English friend understands in that in India homely means home loving not clean looking.

So communication let us conclude by saying that communication in other words is the sending and receiving of symbols and attaching meanings to them with the purpose of understanding one another. And this is what I will be focusing on the rest of this unit, the sending and receiving of symbols.

Sending and receiving of symbols and attaching meaning to them, this is what I will be focusing on and the units that follow, I will be looking at different kinds of symbols, such as the verbal symbols and the non-verbal symbols. So this process of exchanging symbols which

is only half the job done because the second part of the job is to attach meanings to them. And why do we attach meanings to them? What is the ultimate goal?

The ultimate goal is to be able to understand one another. So you might be a very articulate speaker, you might be very flawless speaker, you have the you know you are professional and you are able to express yourself in English and you are you are able to impress all your listeners with your with your upper crust accent and the use of your vocabulary but what if that accent or that vocabulary turns people off?

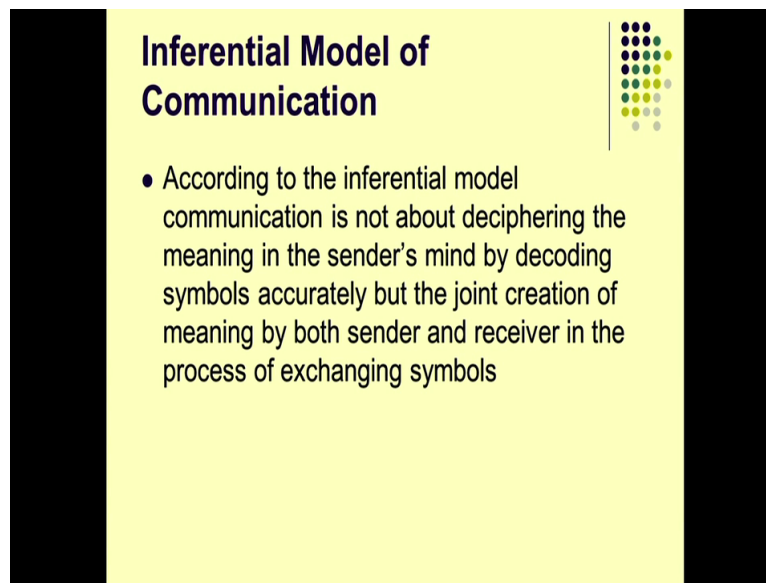
Because why, because the thing that you are placing themselves above them and trying to run them down showing that they cannot as flawless English as them, so your job is not done because instead of making friends with your colleagues and subordinates, you have turned them off because they think that you are trying to place themselves place yourselves above them, you are trying to show you are a cut above them and they are inferior to you.

Believe me, this has happened to me in my classroom of all places because most of the students we have an IIT, they are not from, many of them, several of them are not from English medium schools, they come from the vernacular medium and they are not very fluent for articulate in English.

So one of this kid was very honest when I asked them for feedback about English class and he said, I hate professors who speak correct who speak very good English because I feel nervous in their presence. So that was a very important feedback for me because this kid was trying to say, okay you speak correct English but you turn you put me off because I am scared of you and I like I like the teachers who cannot speak correct English.

So it was a very important lesson for me that just speaking correct language or speaking a language fluently and flawlessly does not mean that you are good speaker.

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Inferential Model of Communication

- According to the inferential model communication is not about deciphering the meaning in the sender's mind by decoding symbols accurately but the joint creation of meaning by both sender and receiver in the process of exchanging symbols

Because what is the objective of speaking or for writing for that matter? This to be able to improve understanding, to send and receive symbols whether verbal symbols or non-verbal symbols with the objective of improving understanding, to increase a empathy, to increase understanding of one another. So that is why I have used, it is not my model but a model called inferential model of communication.

What does the inferential model of communication say? It that communication is not about deciphering the meaning in the senders might buy decoding symbols accurately. So we are going a step further, what did I say so far? I said that communication does not take place unless the receiver assigns meaning, understands the meaning that the sender is trying to send.

So unless the reader is able to decipher or decode the meaning that the sender has sent, communication does not take place. Now I am going one step further, what am I saying now? I am saying that communication does not stop at merely decoding the meaning, you have decoded the meaning but you have to go one step further, why? Because you are actually jointly creating the meaning.

So communication is the joint creation of meaning by both sender and receiver in the process of exchanging symbols. How does this happen? So suppose you say that suppose you say that get me I am feeling tired. How you look tired, suppose you tell your colleague, you look tired and the colleague says, no I am not.

Now the message has been decoded properly, you have conveyed a meaning, you have said you look tired, the colleague is actually looking tired and that is why you have said this. But the colleague payment le retorts when he is saying, no I am not. What is the meaning, the underlying meaning that is occurring here? But you are trying to say that, maybe you are not fit enough to do work.

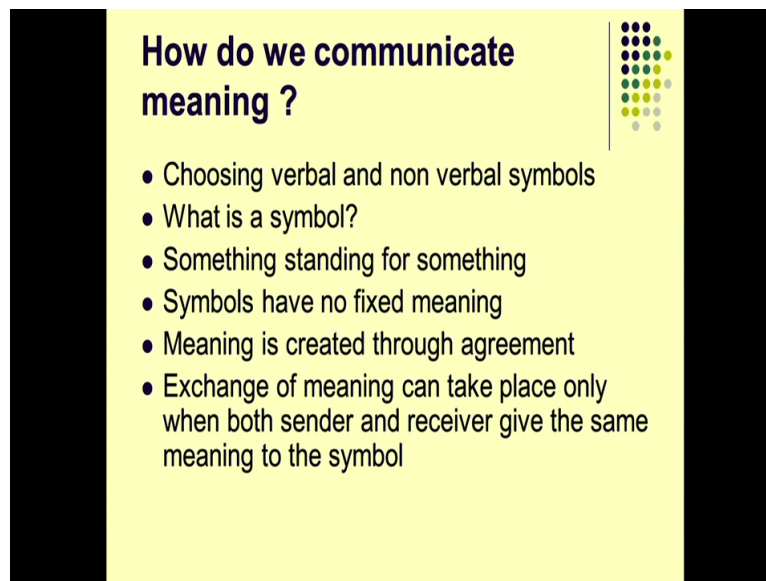
Maybe that is how the colleague reads your meaning that you are looking tired, meaning that I am not in my full form and maybe you try to say, you are actually concerned and you are trying to say that maybe you are tired and maybe you should take it easy. Whereas the colleague took it as a reflection on his or her abilities and sharply retorted by saying, no I am not.

Or say, or sharply retorted by saying, no I am not or say or sharply retorted by taking the meaning otherwise and thinking that you are not looking good. So in that case the meaning that you have given the word and the meaning that the person has given to that word.

You have given the word tired by literally saying that you look tired whereas the person who has leave the meaning has read it mean that you are casting (())(23:55) or saying that that person is not looking very good. So what happens is, the meaning that you have intended is very different from the meaning that the person understood, even though the meaning has been literally decoded.

So what do we do in the inferential model of communication? Just decoding the meaning is not enough. One has to go one step further and both the sender and the receiver have to create meaning together and this process of the joint creation of meaning by both sender and receiver, in the process of exchanging symbols, is communication. Let's look at some examples before close to see how do we communicate meaning.

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How do we communicate meaning ?

- Choosing verbal and non verbal symbols
- What is a symbol?
- Something standing for something
- Symbols have no fixed meaning
- Meaning is created through agreement
- Exchange of meaning can take place only when both sender and receiver give the same meaning to the symbol

How do we communicate meaning in general? When you want to communicate meaning, how do you communicate? When you are a baby, in fact when you first came into the world, how did you announce your arrival in the world? By (())(24:56) when you were crying you know people knew, okay the baby is here or when you are still small and not able to speak, you are hungry, how did you communicate your meaning?

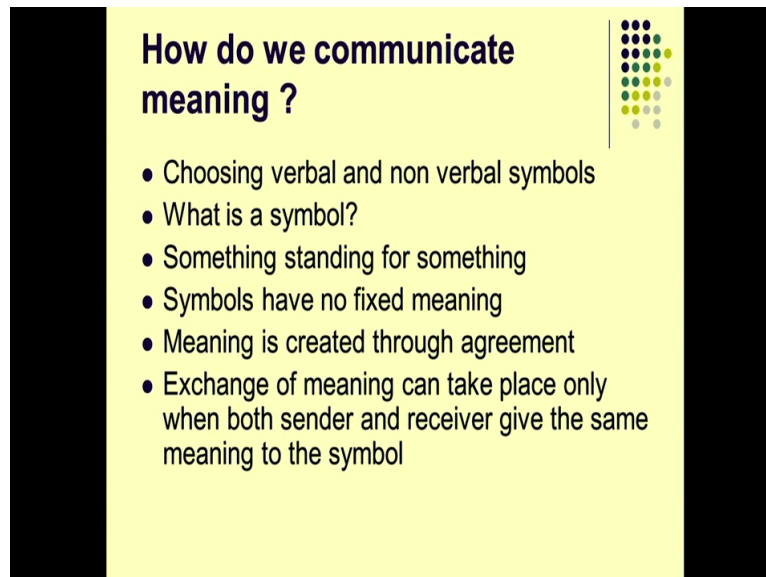
Or you were sleepy, did you meaning? You started crying and this was the coded message between you and your caregiver, may be your mother, it may be your aya or it may be someone else in your neighborhood who was your caregiver and that person could read your different kind of crying by saying oh, he is hungry or she is hungry or say no, she is sleepy, she has got a stomach ache.

So there was this coded language between you and your caregiver which means, which meant that you're different ways of crying could be not only decoded but meaning could be created by both you and your caregiver just because you worked together to create the meaning. So how do we communicate meaning? By choosing verbal or non-verbal symbols.

Like you saw that when you were not able to speak also, you were able to communicate your meaning by saying that, I am hungry by crying. So even a non-verbal symbol can be used to create meaning. Now we have a choice, when we are trying to get our meaning across, which is communication or when we are to modify it, when we are trying to create meaning together with the receiver, what do we need to do?

We need to select some symbols, we can select a verbal symbol or we can select a non-verbal symbol or we can combine the two. When we normally speak, what do we do? We use a cluster of symbols. Some of them are verbal, some of them are vocal, some of them are non-verbal, some of them are visual. We combine them to produce meaning.

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How do we communicate meaning ?

- Choosing verbal and non verbal symbols
- What is a symbol?
- Something standing for something
- Symbols have no fixed meaning
- Meaning is created through agreement
- Exchange of meaning can take place only when both sender and receiver give the same meaning to the symbol

I am using the word produced rather than exchange or can we because production means that you and the receiver have to create meaning together. And what is a symbol? That is the most important thing. What is a symbol? Symbol is something which stands for something. Say take the Statue of Liberty in New York, what does it stand for? It stands for the American values of free freedom of speech, democracy, equality, liberty and so on, right?

So it stands for something. And now what is the problem with symbols? Somebody who has not been to US or somebody who does not know who does not know what the Statue of Liberty is, who would just see it as a lady, like the figure of a lady, right. So say let us let us take the example people from different cultures to see, to understand that symbols have no fixed meaning, symbols have no fixed meaning.

For instance, let us look at a very common symbol. Like in the West, color symbols, in the West, white is the color of white is used, is a happy color because white is used in weddings and women dream of white weddings dressed in all white. Whereas in India, white is the color of mourning in most Indian societies, except in some groups where white is used in more auspicious occasions.

But in the larger part of Indian communities, white is the color of mourning. Now if someone is wearing white in India, it is assumed that the person is in mourning. Whereas in the west you wear white in our wedding, it is considered auspicious. So these color symbolism is, unless you are from that community, you will not understand that symbolism. So suppose say symbols related to class, a certain kind of a tire for instance.

They are not universal, you wear certain kind of clothes, suppose you are from that society, you know what the working classes and who are the elite classes, depending upon the way they dress. But suppose someone comes from another culture, they will not be able to tell the difference, we will just be able to describe that certain people dressed differently from certain other people.

But members of that group will be easily able to identify the class difference between the way you dress. So color, dress, all these, anything can be assembled. Color, dress, image, light, sound, anything can be assembled. And the problem with symbols is, they have no fixed meaning, their meanings keep changing. Their meanings keep changing over space and time.

Geographically and historically their meanings keep changing and that is why one symbol which meant something in one time or one place does not have the same meaning. In order for symbols to work, what do you need? That both the sender and receiver have a common knowledge of the meaning of that symbol.


So if you think white is mourning and your English friend thinks white is wedding, you will have a major confusion because you will think why like when you go to when you go to formal occasions in the West, everyone is dressed in black. Now in India Black is a color of mourning, right? So you say why are people dressed like this? Why are not they wearing white colors, that is because it is a cultural symbol.

Black is a color which is used in formal occasions, whether you are making a presentation or you are going to very formal dinner or a formal get-together, you normally wear black. Whereas in India, we avoid it, it is considered an inauspicious color and we avoid wearing color in auspicious occasions. So meaning is created through agreement. Meaning is not fixed, meaning of symbols is not fixed. We create it through agreement.

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How do we communicate meaning ?



- Choosing verbal and non verbal symbols
- What is a symbol?
- Something standing for something
- Symbols have no fixed meaning
- Meaning is created through agreement
- Exchange of meaning can take place only when both sender and receiver give the same meaning to the symbol



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What the sender means

- Kolkata
- Bars
- Chingrimaach
- Friends
- Colonial architect



And exchange of meaning can take place only when both sender and receiver give the same meaning to the symbol. So I will conclude with an example, suppose we are in Kharagpur and very often we are in the backwaters in a small provincial town and very often we get bored and we say, we miss the city like and we say let us go to Calcutta. So suppose in a group of friends, someone suggests, let us go to Calcutta this weekend, okay.

And the rest of the friends say, yes of course, let us go to Calcutta. Now it is assumed that everyone is happy that they are going to Calcutta. But what happens, once they went there once they go there, what do the guys want to do? They want to go to they want to go to a bar and get drunk and drink and what do the girls...

I am using very stereotype gender roles which is not true was just for the sake of an argument, I am illustrating it to say one group of people wants to go to want to go to Park Street and have the best food because Park Street is a famous street for food, go to bars and get drunk, or go to the nightclubs and go dancing.

Whereas there is another group of people in the same group of friends who want to go shopping to New Market which is in the adjoining area or they want to go to Goria Hut and do more traditional sari shopping there.

Or there is a third group of friends who want to go and do sightseeing and they want to go to the Victoria Memorial and they want to see the Victoria lit up at night or they go to or they want to go to the Ganges, to go to the Riverside and go on a ferry and take a you take a ride on the river Ganges in the moonlight. So everyone has a different idea of what Kolkata is, so when you say let us go to Calcutta, everyone jumps.


Let us go to Kolkata, everyone jumps and everyone has a different meaning of Kolkata in their mind. Some people are thinking I am going to shop to my heart's content. I am going to shop in Park Street, Goria Hut, New Market, Vardhan Market, Anthony Centre and whatever the malls. The other group is thinking we will go sightseeing, the third group is thinking we are going to binge on prawns and Chingrimaach and Chinese food.

And some want to just admire the colonial architecture on Park Street and what is called the White Town. In Calcutta we have the White Town which is the British town and we have the Indian town which is the Blacktown where the native people used to stay. So here we have Park Street, and there is Kwality, and there is Park Hotel in the neighbor-hood, and there is the Oxford bookshop and if you go inside, you can go dancing in tantra.

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What the receiver understands


- Kolkata
- Crowds
- Rabindrasangit
- Shopping



But the other person, the receiver when they said okay, let us go to Calcutta, let us go to Kolkata, they say they thought they will go to Sham Bazaar and have the Pantua which is available in a very famous shop in Sham Bazaar and they thought they will go and buy Tangai Sarees in Sham Bazaar or they would go to Kali Ghat and buy all the souvenirs from Kali Ghat and go to the temple.

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Creating Meaning Together



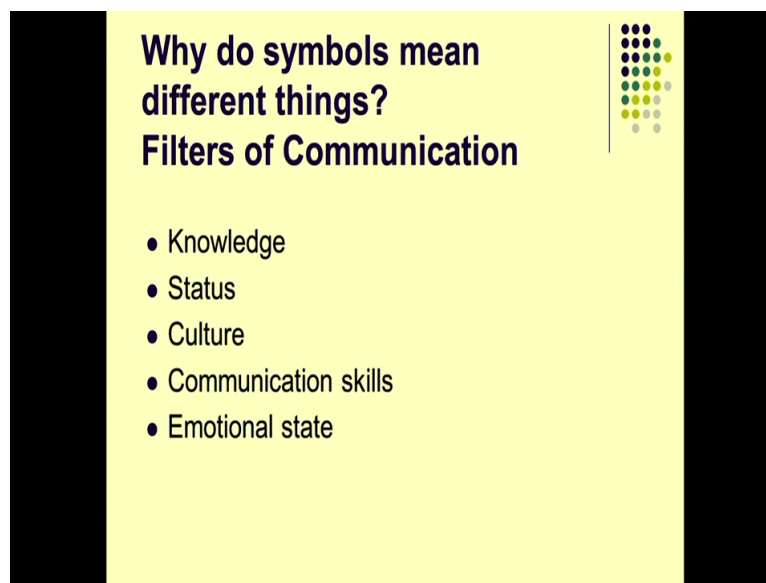
So Kolkata for some is Kraus, for others it is Rabindrasangit, for the third group it is shopping but what we need to do to be able to communicate is to create meaning together by asking and giving feedback. You say, oh yes, I just want to walk down Vidyasagar Setu, so

then the sender says oh I cannot get to Park Street, we will be going to Vidyasagar Setu and these women and these men will be just walking down Vidyasagar Setu.

The other person says, oh I want to go to Park Circus and I want to go to I want to get into a tram, so you say, oh hell with my dancing all night, I will be doing tram rides. And the third person says, I want to go inside Victoria Memorial and check out the museum and the archives. So what you need to do is, check with each person what you meant and what they understood by the same so that there is clarity.

There may not be agreement but there is clarity that when you when you said you want to go to Kolkata, you wanted to paint the town White town red, go to all the bars, get drunk, go partying all night, whereas your friends wanted to go shopping. So why do we why do some symbols mean different things? Because of the filters of communication.

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Why do symbols mean different things?
Filters of Communication

- Knowledge
- Status
- Culture
- Communication skills
- Emotional state

We defer according to our knowledge, status, culture, common occasion skills and emotional states. That is why each of us assigns a different meaning to the same symbols. From this we will move onto encoding through words.