# INTRODUCTION TO COMMUNICATION

### **DEFINITION OF COMMUNICATION**

Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver -G. Brown.

# 2. "Communication is the intercourse by words, letters or messages"- Fred G. Meyer.

We can now proceed to define communication from what we have seen above. To define means to give the precise and exact meaning of a word. The exact meaning of the word communicate is 'to share' or 'to participate'. The dictionaries say that communication is the transmission of a message or information by speaking or writing. Another dictionary declares that communication is giving or exchanging information, signals, messages by talk or gestures or writing. Yet another definition says that communication is social intercourse. Communication is all this and much more. A good definition should not only give the precise meaning but also throw light on the scope of the word / expression.

Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.

This broad definition includes body-language, skills of speaking and writing. It outlines the objectives of communication. It emphasizes listening as an important aspect of communication.

# BARRIERS TO EFFECTIVE COMMUNICATION

The barriers to communication and the ways and means of over coming them to achieve effective communication.

- 1. Barriers to communication result in undesirable reaction and unfavourable response.
- The communication exercise fails because the feed back is absent or falls short of expectation
- 3. Barriers to communication are caused by environmental, physical, semantic, attitudinal and varying perceptions of reality

### I. Environmental and Physical barriers:

- (a) Time adopt appropriate fast channels of communication
- (b) Space maintain the distance in the communication exercise as determined by the situation
- (c) Place Avoid overcrowded incommodious and ill-lit, ill- ventilated places to achieve effective communication

(d) Medium – Choose the appropriate medium oral / written (sign (audio/visual) medium.

### II. Semantic Barriers:

Connotational meanings of words – Choose the correct and precise word depending on context and the receiver's felicity in the use of language.

# III. Cultural Barriers:

Understand and accept the cultural variations in individuals and groups. Appreciate them and adopt your communication style to them.

### IV. Psychological Barriers:

Try to understand the receiver's mental make up and attitudes.

# V. <u>Perception of Reality</u>:

Try to understand the different levels of perceptions of a situation and an issue. Be open, flexible and transparent.

# MODELS OF COMMUNICATION

# WESTLEY AND MACLEAN'S MODEL OF COMMUNICATION

### **Introduction**:

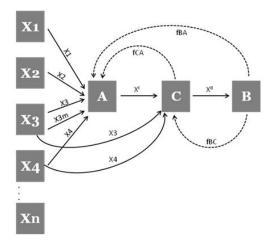
In 1957 Westley and MacLean's model of communication is proposed by Bruce Westley (1915-1990) and Malcolm S. MacLean Jr (1913-2001). Being one of the creators of journalism studies, Westley served as a teacher at the University of Wisconsin, Madison, between 1946 and 1968. Malcolm was director of University of Journalism School (1967-74) and co founder of the University College at University of Minnesota.

This model can be seen two contexts, interpersonal and mass communication. And the point of difference between interpersonal and mass communication is the feedback. In interpersonal, the feedback is direct and fast. In the mass, the feedback is indirect and slow.

Westely and Maclean realized that communication does not begin when one person starts to talk, but rather when a person responds selectively to his/her physical surroundings. This model considers a strong relation between responds from surroundings and the process of communication. Communication begins only when a person receives message from

surroundings. Each receiver responds to the message they received based on their object of orientation.

# Westley and MacLean's Model of Communication



X1, X2, X3 and X4....—are news articles or information, Feedback (f), Clients (A), Reader or Audience (B) and Gate Keeper (c)

### Example:

A Daily News Papers will receive many Press releases from Many Public Relations Agencies on behalf of their clients. In this case, News paper will publish the selected Press release due to the space constraints. Then, Readers can directly respond to the client or they can respond to the News daily which published in the Newspaper. If Readers responded to daily News paper, it will communicate the feedback to concern PR Agency.

X1, X2 and X3—are Press Release, Feedback (f), Clients (A), Reader (B) and Daily News Paper (Gate Keeper) (c)

- 1. Feedback Loop between Reader (B) and News Paper (C) fBC
- 2. Feedback Loop between News Paper(C) and Client (A)- fCA
- 3. Feedback loop between Reader (B) and Client (A)- fBA.

# **Merits and Demerits**:

• This model accounts for Feedback.

- It can account for different modes of communication, i.e., for both interpersonal communication and Mass communication.
- It is a predictive model of communication and very descriptive also.
- It also account for non binary interactions, this means that it will remain good even for communications involving more than two sources.
- Westley and Maclean communication model is Two Dimensional.
- It cannot account for multi dimensions; this means this model will not be applicable for typical communication events that involve broader context and wide range of communication messages.

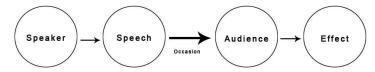
# ARISTOTLE'S COMMUNICATION MODEL

Aristotle, a great philosopher initiative the earliest mass communication model called "Aristotle's Model of Communication". He proposed model before 300 B.C who found the importance of audience role in communication chain in his communication model. This model is more focused on public speaking than interpersonal communication.

Aristotle Model of Communication is formed with 5 basic elements

(i) Speaker, (ii) Speech, (iii) Occasion, (iv) Audience and (v) Effect.

Aristotle advises speakers to build speech for different audience on different time (occasion) and for different effects.



ARISTOTLE'S MODEL OF COMMUNICATION

Speaker plays an important role in Public speaking. The speaker must prepare his speech and analysis audience needs before he enters into the stage. His words should influence in audience mind and persuade their thoughts towards him.

# Example:

Alexander gave brave speech to his soldiers in the war field to defeat Persian Empire.

Speaker - Alexander

Speech - about his invasion

Occasion - War field

Audience - Soldiers

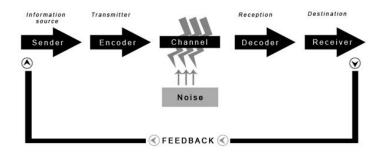
Effect - To defeat Persia

# SHANNON AND WEAVER MODEL OF COMMUNICATION

In 1948, Shannon was an American mathematician, Electronic engineer and Weaver was an American scientist both of them join together to write an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" and also called as "Shannon-Weaver model of communication".

This model is specially designed to develop the effective communication between sender and receiver. Also they find factors which affecting the communication process called "Noise". At first the model was developed to improve the Technical communication. Later it's widely applied in the field of Communication.

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

**Sender**: The originator of message or the information source selects desire message.

 $\underline{Encoder}$  : The transmitter which converts the message into signals.

<u>Note</u>: The sender's messages converted into signals like waves or Binary data which is compactable to transmit the messages through cables or satellites. For example: In telephone the voice is converted into wave signals and it transmits through cables.

<u>Decoder</u>: The reception place of the signal which converts signals into message. A reverse process of encode.

<u>Note</u>: The receiver converts those binary data or waves into message which is comfortable and understandable for receiver. Otherwise receiver can't receive the exact message and it will affect the effective communication between sender and receiver.

**Receiver**: The destination of the message from sender.

<u>Note</u>: Based on the decoded message the receiver gives their feed back to sender. If the message distracted by noise it will affect the communication flow between sender and receiver.

<u>Noise</u>: The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message.

<u>Note</u>: The model is clearly deals with external noises only which affect the messages or signals from external sources. For example: If there is any problems occur in network which directly affect the mobile phone communication or distract the messages.

# <u>Practical Example of Shannon-Weaver model of communication</u>:

Thomson made call to his assistant "come here I want to see you". During his call, noise appeared (transmission error) and his assistant received "I want" only. Again Assistant asked Thomson (feedback) "what do you want Thomson".

Sender : Thomson

Encoder : Telephone (Thomson)

Channel: Cable

Noise : Distraction in voice

Reception: Telephone (Assistant)

Receiver : Assistant.

Due to transmission error or noise, Assistant can't able to understand Thomson's messages.

### **Criticism of Shannon-Weaver model of communication:**

- 1. One of the simplest model and its general applied in various communication theories.
- 2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication.
- 3. It's more effective in person-to-person communication than group or mass audience.

<sup>\*</sup>The noise which affect the communication flow between them.

- 4. The model based on "Sender and Receiver". Here sender plays the primary role and receiver plays the secondary role (receive the information or passive).
- 5. Communication is not a one way process. If it's behaved like that, it will lose its strength. For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback.
- 6. Understanding Noise will helps to solve the various problems in communication.

# BERLO'S SMCR MODEL OF COMMUNICATION

#### Berlos's SMCR Model of communication Message Channel Source Receiver Hearing Content Skills Skills Attitudes Elements **Attitudes** Seeing Knowledge Touching Knowledge Treatment Social Social Structure **Smelling** System System Code Culture Culture **Tasting**

The berlo's model follows the smcr model this model is not specific to any particular communication.

Berlo's model lives a number of factors under each of the elements:

 $\underline{\textbf{Source}} :$  The source is where the message originates.

<u>Communication skills</u> – It is the individual's skill to communicate (ability to read, write, speak, listen etc...)

<u>Attitudes</u> – The attitude towards the audience, subject and towards one self for e.g. for the student the attitude is to learn more and for teachers wants to help teach.

<u>Knowledge</u>- The knowledge about the subject one is going to communicate for e.g. whatever the teacher communicates in the class about the subject so having knowledge in what you are communicating.

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<u>Note</u>: It is not talking about the general knowledge it is all about the knowledge of the subject, so it is the familiarity of what you are communicating.

<u>Social system</u> – The Social system includes the various aspects in society like values, beliefs, culture, religion and general understanding of society. It is were the communication takes place.

For e.g. class room differs from country to country like behaviors, how we communicate etc.

<u>Note</u>: We can communicate only to the extent that the social system allows, when we communicate take social system into account.

<u>Culture</u>: Culture of the particular society also comes under social system.

All to this model, only if you have the above in the proper or adequate proportion v can communicate.

**Encoder**: The sender of the message (message originates) is referred as encoder, so the source is encoding the message here.

### Message

<u>Content</u> – The beginning to the end of a message comprises its content for e.g. From beginning to end whatever the class teacher speaks in the class is the content of the message.

<u>Elements</u> – It includes various things like language, gestures, body language etc, so these are all the elements of the particular message. Content is accompanied by some elements.

<u>Treatment</u> – It refers to the packing of the message. The way in which the message is conveyed or the way in which the message is passed on or deliver it.

**Note**: When it is too much treatment also the communication will not happen properly.

**Structure**- The structure of the message how it is arranged, the way you structure the message into various parts.

<u>Note</u>: Message is the same but if the structure is not properly arranged then the message will not get to the receiver.

<u>Code</u>- The code of the message means how it is sent in what form it could be e.g. language, body language, gestures, music and even culture is a code. Through this you get/give the message or through which the communication takes place or being reached.

<u>Note</u>: Only when the code is proper, the message will be clear, improper use may lead to misinterpretation.

<u>Channel</u>- It is nothing but the five senses through this only we do. The following are the five senses which we use

- Hearing
- Seeing
- Touching
- Smelling
- Tasting

Whatever communication we do it is there either of these channels.

**Hearing**: The use of ears to get the message for e.g. oral messages, interpersonal etc.

**Seeing**: Visual channels for e.g. TV can be seen and the message is delivered.

<u>Touching</u>: The sense of touch can be used as a channel to communicate for e.g. we touch and buy food, hugging etc.

<u>Smelling</u>: Smell also can be a channel to communicate for e.g. perfumes, food, charred smell communicates something is burning, we can find out about which food is being cooked etc.

<u>Tasting</u>: The tongue also can be used to decipher e.g. Food can be tasted and communication can happen.

**Note**: Despite not mentioning a medium we need to assume that as communication is taking place channels can be any of the 5 senses or combination.

**Decoder**: Who receives the message and decodes it is referred to as decoder.

**Receiver**: The receiver needs to have all the thinks like the source.

This model believes that for an effective communication to take place the source and the receiver needs to be in the same level, only if the source and receiver are on the same level communication will happen or take place properly. So source and receiver should be similar

For e.g. Communication skills on source side is good then the receiver should equally have good listening skills.

We cannot say the entire message passed doesn't reaches the receiver has it is because the receiver may not good in listening, so only for the effective communication the source and the receiver to be in the same level.

<u>Note</u>: Self image differs from person to person, for communicating the person should consider the receiver. Keep the receiver in mind, speak accordingly and give them what they need.

### Criticism of berlo's smcr model of communication:

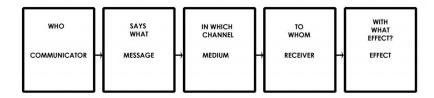
- 1. No feedback / don't know about the effect
- 2. Does not mention barriers to communication
- 3. No room for noise
- 4. Complex model
- 5. It is a linear model of communication
- 6. Needs people to be on same level for communication to occur but not true in real life
- 7. Main drawback of the model is that the model omits the usage of sixth sense as a channel which is actually a gift to the human beings (thinking, understanding, analyzing etc).

# LASSWELL'S MODEL

# Harold Dwight Lasswell (February 13, 1902 — December 18, 1978)

Harold Dwight Lasswell, the American political scientist states that a convenient way to describe an act of communication is to answer the following questions

- Who
- Says What
- In Which Channel
- To Whom
- With what effect?



This model is about process of communication and its function to society, According to Lasswell there are three functions for communication:

- 1. Surveillance of the environment
- 2. Correlation of components of society
- 3. Cultural transmission between generation

Lasswell model suggests the message flow in a multicultural society with multiple audiences. The flow of message is through various channels. And also this communication model is similar to Aristotle's communication model.

In this model, the communication component who refers the research area called "Control Analysis",

Says what is refers to "Content Analysis",

In which channel is refers to "Media Analysis",

To Whom is refers to "Audience Analysis"

With What Effect is refers to "Effect Analysis"

# **Example:**

CNN NEWS – A water leak from Japan's tsunami-crippled nuclear power station resulted in about 100 times the permitted level of radioactive material flowing into the sea, operator Tokyo Electric Power Co said on Saturday.

Who - TEPC Operator

What - Radioactive material flowing into sea

Channel – CNN NEWS (Television medium)

Whom - Public

Effect – Alert the people of japan from the radiation.

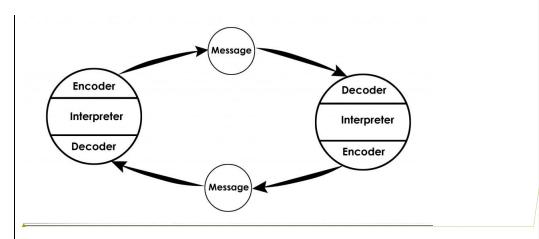
# Advantage of lasswell model:

- It is Easy and Simple
- It suits for almost all types of communication
- The concept of effect

# **Disadvantage of lasswell model:**

- Feedback not mentioned
- Noise not mentioned
- Linear Model

# OSGOOD- SCHRAMM MODEL OF COMMUNICATION



It is a Circular Model, so that communication is something circular in nature

Encoder – Who does encoding or Sends the message (message originates)

**Decoder** – Who receives the message

**Interpreter** – Person trying to understand (analyses, perceive) or interpret

<u>Note</u>: From the message starting to ending, there is an interpretation goes on. Based on this interpretation only the message is received.

This model breaks the sender and receiver model it seems communication in a practical way. It is not a traditional model.

It can happen within our self or two people; each person acts as both sender and receiver and hence use interpretation. It is simultaneously take place e.g. encoding, interpret and decoding.

Semantic noise is a concept introduced here it occurs when sender and receiver apply different meaning to the same message. It happens mostly because of words and phrases for e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

<u>Note</u>: When semantic noise takes place decoding and interpretation becomes difficult and people get deviated from the actual message.

# Advantage of Osgood- Schramm model of communication

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- 1. Dynamic model- Shows how a situation can change
- 2. It shows why redundancy is an essential part
- 3. There is no separate sender and receiver, sender and receiver is the same person
- 4. Assume communication to be circular in nature
- 5. Feedback central feature.

### Disadvantage of Osgood- Schramm model of communication

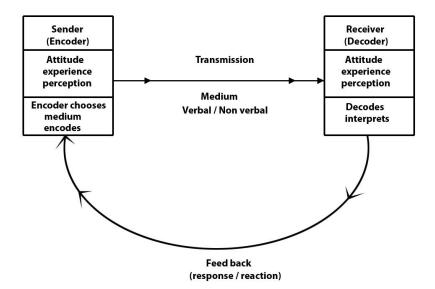
This model does not talk about semantic noise and it assume the moment of encoding and decoding.

# **Communication loop / The process of communication**

Every bit of message communicated undergoes a certain process involving more than one person. Nobody communicates to a vacuum or wilderness. Communication is considered effective if it receives the desired result, response or reaction. All Communications are related to some context. In any context, a communication loop exists to enable successful communication. At one end of the loop is the sender of a message or information. He receives a stimulus to send a message across. The stimulus may be external or internal. There might be an urging from an outside source which is external stimulus. The internal stimulus might be a desire from within the person to send across a message or information. He converts the message into a code. This process is called encoding. The sender is also called the encoder. He chooses the appropriate verbal or nonverbal code and puts the message into that code. Then the encoder transmits the coded message through an appropriate medium. The sender or encoder chooses the appropriate medium based on several factors such as the receiver, the message, its urgency or otherwise. He may choose a non-verbal signal, body language, speech, writing or any other available medium to transmit the encoded message. The message gets transmitted to the receiver. The receiver decodes the message and perceives it. Unless the receiver is aware of the code and is adept in using the medium, he cannot decode it. Misinterpretation may arise even if there is interference in the medium. The receiver's response or reaction is the feed back that the sender gets. The feedback may again be a signal or an action.

In short communication is related to the context. Context is determined by country and culture generally and the individual's mindset and attitude particularly. Environment and the stimuli, external or internal determine the actual process of communication.

# **Process of Communication or Communication loop**

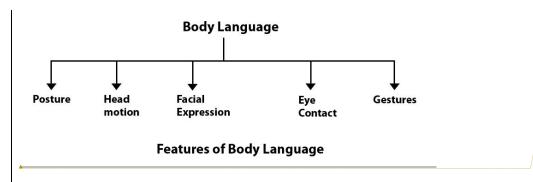


The sender in response to an external or internal stimulus perceives a message. He puts it into an appropriate code of verbal or non-verbal symbols. He transmits it across to the receiver through an appropriate medium. This act of the sender is conditioned by his mental attitude, his experience and his perception of all the related factors. The receiver, based on his experience, attitude and perception of all related factors decodes the message, interprets it and reacts or responds to it. We should remember that the sender and the receiver should share a symbol that will carry the same meaning for both. If they do not, misunderstanding is bound to occur. If the boss asks his subordinate to present a bimonthly report to him, he may expect a report every fortnight. But the subordinate may think that he has to send a report once in two months. Bimonthly means both, twice in a month or once in two months. Misunderstanding has arisen because the word 'bimonthly' means two different things to the boss and the subordinate, both of which are correct. The code used in this context is the English word' bimonthly'. The code stands for two concepts and its use has led to the misunderstanding. The boss would have said 'a fortnightly' report or reports twice a month or the employee could have got the message reconfirmed by a specific question. That is why the sender and the receiver should share the code / symbol with clarity. The choice of the symbol for encoding and the medium of transmission play an important role in the process of communication. Effective communication takes place if all the parameters like the encoder, his mental attitude, capacity to encode and transmit, the medium, the decoder/and his capacity to decode that specific message are equal to the demands of the communication exercise.

### Forging an effective communication loop:

The message is the core idea a sender wants to communicate. The sender should carefully decide upon the precise message that he wants to communicate and its purpose. He should take into consideration the context of his communication and the attitude of the receiver. Based on these factors, the sender should choose the code and the medium for transmitting the code. The receiver should be familiar with the code and be competent to access the medium of transmission. The sender cannot e-mail a message to a receiver who is not computer savvy nor can he write a letter to an illiterate. The choice of the medium also depends on the urgency of the message. If the sender wants an urgent feed back, he should choose the oral medium. You cannot afford to write long memos or letters to a workman on the shop-floor. Instead a face-to-face meeting with brief instructions will produce the desired results.

# **Body Language**



It is interesting to note that a vast majority of us communicate several messages without using speech quite often. In fact, one theory on the origin of language is called the "Gesture theory", which tries to establish that speech originated from gestures. Someone has aptly said that communication oozes out through one's finger tips. Though this may appear to be an exaggerated statement, it is truth. Do we not nod our heads to show approval or shake our heads to indicate disapproval. When you are offered a cup of coffee you not only say: 'No, Thank you', but, also shake your head or cross your hands. When someone attempts to touch you for a penny, you indicate your denial through words as well as shaking your palm. When someone is in difficulty, he wrings (twists) his hands in frustration. The study of body movements is also known as Kinesis. Body language is so important that a description of it has entered our spoken language. You say that some one blinked to mean that he was confused, someone was bleary eyed to mean that he was not focusing and some one kept his fingers crossed to mean that he was eagerly anticipating and so on and so forth. Our language itself has several such expressions recognising body language. Communication experts point out that only a small percentage of

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communication is verbal whereas a large percentage is through body language. The following features of one's bearing or demeanour (way of behaving) is part and parcel of communication.

### Important features of Body Language

### Posture

The way a person stands or sits is his posture. It is good to adopt a flexible erect posture rather than a stiff or slouching posture. An erect posture reveals confidence and poise. Drooping shoulders, sagging in the seat, etc., reveal a feeling of depression and lack of interest.

### Head motion

In oral communication, the movement of the head plays an important role. No one is expected to keep on shaking his head, but appropriate nods and shakes of the head enhance the level of communication.

# Facial Expression

Face is the index of the mind. We say, 'she put on a long face' to mean that she was not in the best of her moods. However much one tries, his hidden feeling of anger, fear, confusion, uncertainty, enthusiasm and joy will get revealed by the facial expression. Sometimes, the words that you utter may be contradicted by your facial expression. A teacher might ask the student if he understood the idea, but he should not wait for an answer. A lack-lustre bewildered facial expression would reveal that the student has not grasped anything.

### Eye Contact

In an oral communication context, the speaker and listener should not only face each other but also maintain correct eye contact. If someone avoids direct eye contact, he is suspected to be sly or cunning. In eastern countries, subordinates or younger people may avoid direct eye contact out of respect or deference, but it will be misunderstood in an international context. The Tamil poet Subramanya Bharathi has praised upright bearing and straight eye contact.

### Gestures

Movement of hands and fingers enhance communication. But, gestures are culture specific. A clenched fist may mean emphasis for an American but disrespect for an Indian. A thumbs up sign, a movement of the index finger communicate messages effectively. Continuous gestures should be avoided. Non-verbal communication in short, adds, subtracts and amends our message. In an oral communication context, all the above features of body language play an important role. If you expect to communicate in a relaxed atmosphere, you have to kill and destroy the stiffness with appropriate components of body language. Though gestures are culture specific some of them have become universal cutting across cultural boundaries. They have become emblematic. I iach sign is almost an "emblem" for a particular message. A "V" sign with index linger and central finger stands for victory. A thumbs up sign stands for hitchhiking. A wave of

the arm is for a 'hello' or a good-bye. Emblems directly stand for a verbal message. Certain gestures are illustrators for they illustrate a point. An arm can be used to draw a circle. The index finger shown with a little shake stands to emphasise a point as an illustrator.

Certain gestures made unconsciously will reveal the mental state of the speaker. Anger, fear, nervousness etc., are often revealed by fidgeting, shifting of legs etc., Twisting the shirt button or cuff-links, rubbing the neck-tie, scratching the cheek, nose, stroking the chin are some of the innumerable unconsciously acquired gestures. If overdone, they may degenerate to the level of mannerisms. One has to avoid the habit of over-gesturing in oral communication.

Body language can be studied elaborately under kinesis which makes a scientific and analytic study of the subject. Oral communication takes place in face to face or one to one situation or when a speaker addresses an audience. The audience may be small as in a group discussion or large in the case of some business meetings. In all these situations, body language plays an important role.

### Paralanguage

In oral communication situations paralanguage plays an important role while speaking or listening. The speaker or listener makes use of sounds like 'Hmm' – 'ha', or clicks his tongue or chuckles. These sounds, though do not have a semantic value (meaning), are in fact important prompters in maintaining an unbroken communication chain. They are effective tools of listening. Empathetic listening (ability to imagine and share another person's feelings, etc.) is characterised by the use of para-language. Our speech is affected by the volume of our voice, the speed of articulation and such sounds made by clicking of our tongue, chuckling, etc. We come across people whose voices quiver when excited. Some others raise the decibel level of their voice. These are people who shriek or shout when provoked. All these lead to an evaluation of the personality of the communicator.

### Voice and Tone

It is possible to communicate an unpleasant information pleasantly or good news badly. When you tell someone, 'you have done a great job', it is your statement and the tone together show the receiver whether you are complimenting him or ridiculing him. A complimentary tone is distinctly different from a sarcastic tone.

### Space

In oral communication situations, the space between the speaker and the listener is important. Americans consider that a person who comes very close to him while speaking, say, less than two feet is invading into his privacy. Only in intimate and personal situations can people move closer than a foot and a half. To us, who are used to overcrowded public transport system, the American practice of maintaining space in the elevator will be rather surprising whereas to him our invasion of his personal space revolting.

### Silence

In oral communication situations, silence plays an important role. People quite often talk about "eloquent silence". Yes, silence can send communication signals. Silence in a particular situation may mean acceptance, agreement and in certain others indifference, apathy or even anger.

### <u>Listening – a Proactive Skill</u>

In oral communication situations, listening plays an important role. Listening is different from hearing. One can hear all noises and sounds and yet could be a poor listener. Listening is hearing attentively and responding appropriately. Only a good listener can became a good speaker. Attentiveness begins with the posture a listener adopts while he is listening. If a person inclines towards the speaker, it means that the speaker is not clear either in the message or in his articulation. If the listener tilts his head backwards, it shows that he is indifferent. A Good listener is proactive. He is, as they usually say, "all ears". He responds appropriately using paralanguage. He says, Hmm—yeah—yes—come on now and then. He asks questions and verifies facts. A listener's role in an oral communication situation is as important as a speaker's role.

Listening in communication has several beneficial results. Good listening leads to getting useful and updated information. Good listening creates a better understanding and rapport between the speaker and listener. Good listening leads to better decisions. Good listening provides the best feed back to the speaker.