**OBAV 102 COMMUNICATIVE ENGLISH**

**1. Discuss different types of communication.**

Communication is the process of exchanging information, ideas, emotions, or messages between individuals or groups. It plays a critical role in human interaction and comes in various forms, depending on the mode, purpose, and context of the exchange. Broadly, communication can be categorized into verbal, non-verbal, written, visual, and digital types, each with unique characteristics and applications.

**1. Verbal Communication**

**Definition:**  
Verbal communication involves the use of spoken or written words to convey messages. It is the most direct and explicit form of communication.

**Types:**

* **Oral Communication:** Includes face-to-face conversations, speeches, phone calls, and discussions. It allows for immediate feedback and interaction. For example, workplace meetings rely heavily on oral communication.
* **Written Communication:** Involves emails, reports, memos, letters, and other written

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**2. Explore the various models of communication and their unique features.**

Communication models provide frameworks for understanding the communication process, offering insights into how messages are transmitted, received, and interpreted. These models, developed over time, highlight the dynamics of communication and its influencing factors. Key models include the Linear, Interactive, and Transactional models, each with unique features.

**1. Linear Model of Communication**

**Definition:**  
The linear model depicts communication as a one-way process where a sender transmits a message to a receiver without expecting feedback.

**Components:**

* **Sender:** Originator of the message.

**3. What are the seven different types of listening, and how do they vary from each other?**

Listening is a crucial component of effective communication, involving not just hearing but actively processing and understanding spoken messages. The seven types of listening—discriminative, comprehensive, evaluative, appreciative, empathetic, therapeutic, and active—address different aspects of this skill.

**1. Discriminative Listening**

**Definition:**  
Focuses on distinguishing between different sounds and recognizing verbal and non-verbal cues.

**Example:**  
Noticing a change in a speaker’s tone or body language.

**Purpose:**

**4. Elaborate on the different kinds of interviews and their unique characteristics.**

Interviews are a key form of communication used in various fields, including employment, journalism, research, and counseling. They involve a structured or semi-structured exchange of information between an interviewer and an interviewee. Different kinds of interviews serve unique purposes, each with distinct characteristics and methods.

**1. Employment Interviews**

**Definition:**  
Used to evaluate a candidate’s qualifications, skills, and suitability for a job role.

**Types:**

* **Structured Interviews:** Pre-determined questions ensure consistency across

**5. What are the key principles that contribute to effective speaking?**

Effective speaking is a vital communication skill that ensures the clear, engaging, and impactful delivery of a message. Whether addressing a large audience or participating in one-on-one conversations, certain key principles enhance the effectiveness of spoken communication.

**1. Clarity and Simplicity**

**Definition:**  
Messages should be easy to understand, avoiding jargon or overly complex language.

**Application:**

* Use straightforward sentences.
* Define technical terms when necessary.

**2. Organization and Structure**

**Definition:**

**6. Discuss the guidelines for conducting effective meetings.**

Meetings are essential for collaborative decision-making and problem-solving in organizations. However, poorly conducted meetings can waste time and resources. Following key guidelines ensures meetings are productive, focused, and effective.

**1. Set Clear Objectives**

**Definition:**  
The purpose of the meeting should be clearly defined in advance.

**Application:**

* Outline specific goals, such as brainstorming ideas or reviewing progress.
* Share the agenda beforehand to keep participants informed.

**2. Plan and Prepare**