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**SELF-LEARNING
MATERIAL**



MA SOCIAL WORK

MASW 105 : DEVELOPMENTAL COMMUNICATION

w.e.f Academic Session: 2024-25



**CENTRE FOR DISTANCE AND ONLINE EDUCATION
UNIVERSITY OF SCIENCE & TECHNOLOGY MEGHALAYA**

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SELF -LEARNING MATERIAL

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COURSE INTRODUCTION :

This is the fifth paper of MA social work(MSW) programmed of first semester .

Unit 1 : This course provides an introduction to field of social work, exploring is Communication: Definition, Meaning and Concept and Scope , Channels and Stages of Communication, Types of Communication Skills, and Techniques of effective Communication; The 7 Cs of Communication , Barrier to Communication Development Communication: Meaning, Concept and Component, Mass Media: Meaning, Concept & Types Scope of Mass Media in Development Sectors

Unit 2: This unit aims to provide a comprehensive understanding of Soft Skill: Meaning, Concept & Types, Personality: Meaning, Concept & Dimensions of Personality, Personality Development and its Significance, Aspects of Personality Development: Important Leadership Qualities, Effective Communication Skills for Social Work Practice Social Work Practice & Communication: Public Speaking, Presentation & Reporting Type & Purpose; Ethics of Social Work Communication

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MSW 105: Developmental Communication

Unit - I Development Communication & Mass Media

- Communication: Definition, Meaning and Concept and Scope
- Channels and Stages of Communication,
- Types of Communication
- Skills, and Techniques of effective Communication; The 7 Cs of Communication
- Barrierto Communication
- Development Communication: Meaning, Concept and Component
- Mass Media: Meaning, Concept & Types
- Scope of Mass Media in Development Sectors

Unit - II Soft Skills, Personality Development and Social Work Practice

- Soft Skill: Meaning, Concept & Types
- Personality: Meaning, Concept & Dimensions of personality
- Personality Development and its Significance
- Aspects of Personality Development
- Important Leadership Qualities,
- Effective Communication Skills for Social Work Practice
- Social Work Practice & Communication: Public Speaking,
- Presentation & Reporting Type & Purpose; Ethics of Social Work Communication

Unit - I

Development Communication & Mass Media

UNIT STRUCTURE

1.1 Learning objective

1.2 Introduction

1.3 Communication: Definition, Meaning and Concept and Scope

1.4 Channels and Stages of Communication, Types of Communication

1.5 Skills, and Techniques of effective Communication; The 7 Cs of Communication

1.6 Barrier to Communication

1.7 Development Communication: Meaning, Concept and Component

1.8 Mass Media: Meaning, Concept & Types

1.9 Scope of Mass Media in Development Sectors

1.10 Let sum up

1.11 Answer to Question

1.12 Model Question

1.13 Activities

1.14 Reference

1.15 Further Reading

1.1 LEARNING OBJECTIVES :

- Define communication and understand its core concepts.
- Explore the scope of communication in various contexts.
- Understand the stages of the communication process (sender, message, channel, receiver, feedback).
- Distinguish between various types of communication (interpersonal, group, mass communication).
- Apply techniques for effective communication in diverse scenarios.
- Learn and apply the 7 Cs: Clear, Concise, Concrete, Correct, Coherent, Complete, and Courteous.
- Identify common barriers to effective communication (language, cultural differences). Explore strategies to overcome communication barriers.
- Define mass media and understand its fundamental concepts.
- Explore different types of mass media

1.2 INTRODUCTION :

In the modern world, Development Communication and Mass Media are essential in shaping societies and empowering individuals through information dissemination and engagement. Development Communication utilizes various platforms like TV, radio, and the internet to address and solve community issues, promoting positive changes. Mass Media, encompassing newspapers, television, and social media, disseminates information and entertainment to large audiences simultaneously. Together, these fields facilitate the spread of important messages, provide diverse perspectives, and ensure public participation in societal issues.

1.3. DEFINITION, MEANING , CONCEPT , AND SCOPE OF COMMUNICATION :

Keith Davis: "Communication is the process of passing information and understanding from one person to another."

Chappell and Read: "Communication is any means by which thought is transferred from one person to another."

W.H. Newman: "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons."

MC Farland: "Communication may be broadly defined as the process of meaningful interaction among human beings."

Concept of Communication: Communication involves sending and receiving information between individuals, where the sender transmits a message to the receiver. This process includes the exchange of facts, ideas, concepts, opinions, beliefs, attitudes, instructions, and emotions. Effective communication is a cornerstone of effective management and interpersonal relationships, essential for conveying directions, providing feedback, and ensuring understanding. Miscommunication often leads to conflicts and operational failures, highlighting the importance of clear and accurate information exchange.

Scope of Communication:

Communication's scope is vast, extending across various domains, including:

Business and Corporate Communication:

- **Internal Communication:** Vital for policy dissemination, strategy alignment, and fostering a sense of belonging among employees.

- External Communication: Key for building relationships with customers, suppliers, investors, and managing company reputation.

Education and Academia:

- Classroom Communication: Essential for effective teaching and learning through lectures, discussions, and feedback.
- Research Communication: Important for sharing research findings through publications and conferences.

Healthcare Communication:

- Patient Caregiver Communication: Critical for ensuring patients understand diagnoses, treatment plans, and medication instructions.
- Health Promotion: Central to raising awareness about health issues and promoting healthy behaviours.

Government and Politics:

- Political Communication: Used in campaigns to persuade voters and convey policy positions.
- Government Information: Informing citizens about public policies, services, and emergency procedures.

Media and Journalism:

- News Reporting: Journalists gather and report news to the public accurately. Media Production: Communication is key in creating content for various media platforms.

Social and Interpersonal Relationships:

- Family and Personal Relationships: Effective communication maintains healthy family dynamics and resolves conflicts.
- Friendships: Communication strengthens bonds and provides emotional support.

Technology and Digital Communication:

- Digital Marketing: Businesses use online channels to communicate with customers and promote products.
- Social media: Platforms for individuals and organizations to connect and share information globally.

Crisis and Emergency Communication:

- Emergency Response: Vital for disseminating warnings and updates during crises.
- Crisis Management: Organizations communicate to manage and mitigate crises.

Cross-Cultural Communication:

- International Diplomacy: Nations communicate to negotiate treaties and resolve conflicts.
- Multicultural Workplaces: Understanding cultural differences is critical for effective collaboration.

Legal and Courtroom Communication:

- **Legal Representation:** Lawyers communicate to argue cases and advocate for clients.
- **Courtroom Proceedings:** Effective communication ensures fair and transparent legal processes.

Effective communication is indispensable in various contexts, continually evolving with technological advancements and societal changes. It remains a fundamental aspect of human interaction, pivotal for achieving success across different domains.

1. Merchandise or Display Materials (Posters, Mouse Mats, Wall Charts, Christmas Cards, Screensavers, Pens, Certificates, Infographics):

Merchandise and display materials are

tangible or digital items that serve as visual aids or promotional tools. They are useful for conveying information, promoting brands, or enhancing engagement. These materials are highly effective for visual communication and brand recognition. Advantages include their ability to grab attention, reinforce messaging, and serve as practical giveaways or decorations. Disadvantages may include production costs, limited space for content, and the potential for environmental waste with physical items.

- 2 **Online Network:** Online networks refer to social media platforms, forums, or online communities where individuals or organizations can connect and communicate. They are useful for building relationships, sharing information, and fostering engagement. Online networks are highly effective for real-time interactions and global reach. Advantages include accessibility, instant communication, and the potential for viral content. Disadvantages can include privacy concerns, negative feedback or trolls, and the need for active moderation to maintain a positive environment.
- 3 **Advertising:** Advertising involves paid promotions through various media channels,

including print, broadcast, online, and outdoor. It is useful for raising awareness, promoting products or services, and influencing consumer behaviour. Advertising is highly effective for reaching large audiences and creating brand recognition. Advantages include mass reach, creative storytelling, and targeting specific demographics. Disadvantages may involve high costs, ad fatigue among audiences, and the challenge of measuring return on investment accurately.

- 4 **Newsletters (E-News/Hard Copy):** Newsletters are regular publications, either in electronic or print format, used to share updates, news, or information with a specific audience. They are useful for maintaining connections, disseminating valuable content, and building brand loyalty. Newsletters are effective for delivering curated information directly to subscribers. Advantages include personalization, consistency, and the potential to establish thought leadership. Disadvantages can include low open and engagement rates, content

- 5 **Mobile Technology/SMS/Mobile Apps:** Mobile technology, including SMS (Short Message Service) and mobile apps, is a versatile communication channel widely used on smartphones and other mobile devices. It is useful for real-time messaging, information dissemination, and interactive experiences. Mobile technology is highly effective for reaching users on their preferred devices. Advantages include instant delivery, high user engagement, and the potential for personalization through mobile apps. Disadvantages may involve limited message length in SMS, app development costs, and the need to adapt to different operating systems.

- 6 **Videos:** Videos are multimedia content pieces that combine visuals and audio to convey messages, tell stories, or share information. They are useful for educational, entertainment, and marketing purposes. Videos are highly effective for capturing and retaining audience attention. Advantages include visual storytelling, emotional impact, and versatility in length and format. Disadvantages may include production costs, potential for viewer distraction, and accessibility concerns for those with hearing impairments.

- 7 **Audio Slideshow:** An audio slideshow is a multimedia presentation combining audio narration with a sequence of images or slides. It is useful for conveying information,

storytelling, and adding context to visual content. Audio slideshows are effective for engaging both visual and auditory senses. Advantages include combining the strengths of images and audio, conveying complex information, and maintaining audience interest. Disadvantages may involve the time and effort required for production and potential limitations in conveying highly visual or dynamic content.

- 8 **Audio Clip:** An audio clip is a short, recorded sound file that can convey messages, music, interviews, or sound effects. It is useful for audio-based communication, podcasting, and sharing brief messages or announcements. Audio clips are effective for conveying information to a primarily auditory audience. Advantages include ease of production, portability, and the ability to engage listeners without the need for visual attention. Disadvantages may include limited content depth in short clips and the challenge of keeping listeners engaged.

Stages of communication :

Communication is a complex process that involves various stages to happen successful exchange of information and understanding between individuals or groups. These stages illustrate the complexity of communication and the factors that affects the effectiveness of the exchange of message. Successful communication requires attention to each stage, as well as consideration of the context in which the communication is taking place.

The stages of communication typically include:

- a. **Sender:** This stage begins with the sender, who initiates the communication process. The sender has a message or information to convey and is responsible for encoding it in to a form that can be transmitted to the receiver. This encoding may involve selecting words, symbols, or gestures to convey the message effectively.
- b. **Message:** The message is the information or content that the sender wishes to communicate. It can be verbal, written, visual, or non-verbal, depending on the

mode of communication chosen by the sender.

- c. **Channel:** The channel is the medium or method used to transmit the message from the sender to the receiver. Channels can include face-to-face conversations, written documents, emails, phone calls, video conferences, and various other communication tools and technologies.
- d. **Encoding:** Encoding is the process of converting the message into a format suitable for transmission through the chosen communication channel. It involves selecting words, symbols, or gestures that the receiver can understand.
- e. **Transmission:** This stage involves sending the encoded message through the chosen communication channel. It could be spoken words, written text, digital data, or any other form depending on the medium used.
- f. **Reception:** Reception occurs when the receiver, the expected recipient of the message receives and perceives the transmitted message. At this stage, the receiver decodes the message to understand its content.
- g. **Decoding:** Decoding is the process of interpreting and making sense of the received message. It involves the receiver extracting meaning from the encoded information, taking into account their own knowledge, context, and cultural background.
- h. **Feedback:** Feedback is an essential part of the communication process, where the receiver responds to the sender's message. It can be verbal or non-verbal and provides information to the sender about whether the message was understood, the receiver's reaction, and any additional questions or concerns.

Types of Communication :

Communication in an organization carries innumerable kinds of messages which may be

difficult to map out; but it may be possible to classify communications in regard to how to transmit, or who communicates to whom, or what kinds of relationships communication develops. Thus, communication may be grouped on the following basis:

1. On the basis of Direction of Communication:

I. Downward Communication

II. Upward Communication and III. Horizontal or Lateral Communication

2. On the basis of Way of Expression:

I. Oral Communication and

II. Written Communication

3. On the basis of Organizational Structure:

I. Formal Communication and

II. Informal Communication

(i) Downward Communication:

Downward communication occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure. In other words, messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path.

(ii) Upward Communication:

Communication is a very important part of working in the business environment. Managers

must be able to communicate with employees and employees must be able to communicate with managers in order to have a profitable business. Upward communication is the flow of information from front line employees to managers, supervisors, and directors.

(iii) Horizontal or Lateral Communication

Horizontal communication is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy. You can distinguish it from vertical communication, which is the transmission of information between different levels of the organizational hierarchy. Horizontal communication is often referred to as 'lateral communication.'

On the basis of Way of Expression:

(i) Oral Communication:

It occurs through the spoken word. In oral communication, the two parties to communication, the sender and the receiver, exchange their views through speech, either in face-to-face communication between individual and individual, or between an individual and the group, or any mechanical or electrical device, such as a telephone, public address systems etc. meetings, conference, lectures, etc. are some other media of communication.

(ii) Written Communication:

The Written Communication refers to the process of conveying a message through the written symbols. In other words, any message exchanged between two or more persons that make use of written words is called as written communication. The written communication is the most common and effective mode of business communication. In any organization, the electronic mails, memos, reports, documents, letters, journals, job descriptions, employee manuals, etc. are some of the commonly used forms of written communication.

3. On the basis of Organizational Structure:

(i) Formal Communication:

The Formal Communication is the exchange of official information that flows along the

different levels of the organizational hierarchy and conforms to the prescribed professional rules, policy, standards, processes and regulations of the organization. The formal communication follows a proper predefined channel of communication and is deliberately controlled. It is governed by the chain of command and complies with all the organizational conventional rules.

(ii) Informal Communication:

‘Informal Communication’ is the communication among the people of an organisation not on the basis of formal relationship in the organisational structure but on the basis of informal relations and understanding. It may overlap routes, levels or positions. Informal communication creates a situation where the different workers communicate with each other, work side by side, hour after hour and day after day irrespective of their formal positions and relationships. It is referred to as the ‘grapevine’ which indicates informal means of circulating information or gossip. It is direct, spontaneous and flexible. It is personal, unofficial, and mostly verbal.

1.4. CHANNELS AND STAGES OF COMMUNICATION, TYPES OF COMMUNICATION :

Communication is the lifeblood of human interaction, serving as the foundation for sharing ideas, expressing emotions, and building relationships. Understanding the channels, stages, and types of communication is essential for navigating interpersonal dynamics, organizational structures, and

societal interactions. Channels of communication refer to the pathways through which messages are conveyed, while stages outline the sequential process through which communication unfolds. Meanwhile, the types of communication encompass the diverse forms and purposes through which information is transmitted, ranging from verbal conversations to nonverbal cues and digital exchanges.

1. Verbal: spoken words, conversations, speeches,
2. Non-verbal: body language, facial expressions. Written: emails, letters, reports.
3. Digital: social media, websites, instant messaging.

Exploring these fundamental aspects of communication provides insights into how individuals, groups, and institutions engage with one another, exchange information, and negotiate meaning. By examining the dynamics of communication channels, stages, and types, we gain a deeper understanding of how messages are transmitted, received, and interpreted within diverse contexts. This exploration not only illuminates the complexities of human interaction but also underscores the importance of effective communication skills in fostering understanding, collaboration, and mutual respect in all facets of life.

Communication Channels :

Communication channels are essential components of the communication process, serving as the means through which information is transmitted from one party to another. They encompass a wide range of methods and mediums that individuals, groups, or organizations use to convey messages, exchange information, and interact with each other. Understanding communication channels is crucial for effective communication in both personal and professional settings.

Communication channels can be formal or informal, verbal or non-verbal, written or visual, and internal or external. Communication channels play a vital role in facilitating effective communication among the members of a system or organization, as well as with external stakeholders and audiences. Some examples of communication channels are face-to-face meetings, emails, phone calls, reports, presentations, social media, newsletters, etc. The choice of communication channel depends on various factors, such as the purpose, audience, message, context, and feedback of the communication. Different communication channels have different advantages and disadvantages in terms of speed, accuracy, cost, convenience, and impact. Therefore, it is important to select the appropriate communication channel for each communication situation.

RICHEST CHANNEL

Best for engaging,
creating

LEANEST CHANNEL

Best for transfer of data,

Physical presence (one-to-one meetings, events)	Personal interactive (phone, webinar, targeted social media)	Impersonal interactive (email, social media)	Impersonal static (letter, reported-news updates, newsletters)
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Followings are some important communication channels.

1.. Meetings/Group Meetings: Meetings, encompassing both general meetings and group meetings, are integral communication channels that facilitate face-to-face or virtual gatherings for discussions, decision-making, and collaborative endeavors. These channels are highly useful for promoting direct interaction, immediate feedback, and team building. General meetings provide versatile platforms for a wide range of interactive exchanges, while group meetings specifically enable multiple participants to engage in collective problem-solving, brainstorming, and teamwork. Advantages include enhanced team cohesion, clarity in addressing complex subjects, and the establishment of interpersonal relationships. However, these channels also have their drawbacks, such as potential time and cost constraints, scheduling conflicts, and the need for effective facilitation to ensure productive outcomes. In essence, meetings, and group meetings hold pivotal roles in numerous personal and professional contexts, offering opportunities for dynamic interactions that contribute to effective communication and decision-making, while necessitating careful management to mitigate potential challenges.

2. Workshops: Workshops are interactive sessions that provide participants with hands-on learning experiences. They are an effective communication channel for skill

development, training, and fostering creativity. Workshops encourage active participation and engagement, making them useful for acquiring practical knowledge and problem-solving skills. Their advantages include fostering a dynamic learning environment, promoting peer-to-peer interaction, and facilitating skill transfer. Disadvantages may include the need for skilled facilitators, time commitment, and potential challenges in accommodating diverse learning styles.

3. **Conferences:** Conferences are large-scale events where experts, professionals, and enthusiasts gather to share knowledge and insights within a specific field or industry. They serve as a vital communication channel for networking, disseminating research, and staying updated on industry trends. Conferences provide a platform for showcasing expertise, forging partnerships, and gaining exposure. Their advantages include opportunities for collaboration, exposure to diverse viewpoints, and access to cutting-edge information. However, drawbacks may include high costs, logistical challenges, and limited engagement for attendees in large conferences.

4. **Webinars:** Webinars are online seminars conducted over the internet. They offer a convenient and cost-effective communication channel for delivering presentations, training, and educational content to a geographically dispersed audience. Webinars are highly useful for knowledge dissemination and remote learning, making them an efficient choice for businesses and educational institutions. Their advantages include accessibility, flexibility, and reduced travel costs. Disadvantages may include technical issues, limited interactivity, and potential distractions for remote participants.

5. **Social media (Twitter, Facebook, LinkedIn, Instagram, and Snapchat):** Social media platforms are powerful communication channels that offer a wide range of uses. They are useful for personal and professional networking, sharing news, updates, and multimedia

content, and engaging with a global audience. Their efficacy lies in their immediacy and ability to reach a broad demographic. Advantages include real-time interaction, viral potential, targeted advertising, and enhanced connectivity. However, disadvantages encompass issues like privacy concerns, misinformation, cyberbullying, and addictive usage patterns.

6. **Media Coverage (Professional and Consumer Media):** Media coverage, including both professional outlets like newspapers, TV news, and industry publications, as well as consumer media like lifestyle magazines and blogs, serves as an authoritative source of information. Its usefulness extends to informing the public, shaping opinions, and offering in-depth analysis. The efficacy of media coverage lies in its credibility and reach. Advantages include investigative reporting, expert analysis, and comprehensive coverage of various topics. Disadvantages can include bias, sensationalism, and the potential for misinformation or propaganda.
7. **Films/Animations:** Films and animations are visual storytelling mediums with wide-ranging uses, from entertainment to education and marketing. They are highly useful for conveying complex narratives, emotions, and concepts through compelling visuals and audio. Their efficacy is in their ability to engage and immerse the audience. Advantages include their ability to evoke strong emotions, convey abstract ideas, and provide immersive experiences. Disadvantages may include high production costs, time-consuming development, and the risk of misinterpretation if not well-executed.
8. **Websites:** Websites are versatile communication channels used for disseminating information, conducting e-commerce, sharing content, and facilitating online interactions. They are useful for providing a centralized hub of information or services. The efficacy of websites depends on their design, usability, and content quality. Advantages include accessibility, global reach, 24/7 availability, and the potential for interactivity.

Disadvantages may include maintenance costs, the need for effective SEO to be discoverable, and the risk of security breaches if not adequately protected.

9. **Blogs:** Blogs are online platforms where individuals or organizations can publish written content, images, and multimedia. They are useful for sharing in-depth information, insights, opinions, and news on a wide range of topics. Blogs are highly effective for engaging with niche audiences and building thought leadership. Advantages include the ability to reach a global audience, establish expertise, and foster interaction through comments and social sharing. Disadvantages may involve the time and effort required for consistent content creation, the challenge of standing out in a crowded blogosphere, and the need for regular updates to maintain reader interest.
10. **Email:** Email is a widely used electronic communication channel that allows for one-on-one or group messaging. It is useful for both personal and professional correspondence, including sending formal communications, newsletters, and marketing messages. Email is highly effective for its immediacy and ability to include attachments and links. Advantages include ease of use, cost-effectiveness, and the ability to track messages. Disadvantages can include email overload, spam, the potential for miscommunication, and privacy concerns.
11. **Letter:** Letters are traditional written documents on paper or digital formats, suitable for formal and official communication. They are useful for conveying detailed information, expressing gratitude, and maintaining a professional tone. Letters are effective for their formality and permanence. Advantages include a tangible and formal record, personalized touch, and legal validity. Disadvantages may involve slower delivery compared to electronic methods, environmental concerns with physical mail, and limited interactivity.
12. **Leaflet, Brochure, Flyer, Quick Reference Cards:** Printed materials like leaflets,

brochures, flyers, and quick reference cards are valuable for delivering concise information and visuals in a compact format. They are useful for marketing, education, and quick reference guides. These materials are highly effective for grabbing attention and providing essential details at a glance. Advantages include portability, eye-catching design, and the ability to target specific audiences. Disadvantages may include limited space for content, environmental concerns with excessive printing, and difficulty in tracking engagement compared to digital channels.

CHECK YOUR PROGRESS :

1. What is Development Communication?
2. How does Mass Media influence public opinion?
3. What are the main stages of the communication process?

1.5 SKILLS AND TECHNIQUES OF EFFECTIVE COMMUNICATION ; THE 7Cs OF COMMUNICATION :

Effective communication is essential for successful interactions in both personal and professional settings. Effective communication is the bridge that connects diverse minds, fostering understanding and collaboration. "Listening actively is not just about hearing words; it's about understanding the soul of the conversation." "Empathy in communication creates a ripple effect of trust and connection." "Clear and concise communication cuts through the noise, delivering messages that resonate and inspire action." "Adapting communication styles to different audiences is the art of making every voice feel heard and valued." It involves a combination of skills, techniques, and principles that enable individuals to convey messages clearly, engage audiences, and build meaningful relationships. Among the foundational frameworks for effective communication are the "7 Cs," a set of guiding principles that help

ensure messages are communicated with clarity, coherence, and impact. The seven Cs serve as a roadmap for crafting messages that are understood, remembered, and acted upon. By understanding and applying the skills and techniques associated with the 7 Cs of communication, individuals can enhance their ability to communicate effectively, foster understanding, and achieve desired outcomes in various communication contexts.

Skills and Techniques of effective Communication:

Effective communication is a cornerstone of success in both personal and professional realms, encompassing a range of techniques and skills that facilitate clear, empathetic, and impactful interactions. By honing these skills of effective communication, individuals can cultivate stronger relationships, navigate challenging situations with confidence, and contribute to positive outcomes in both personal and professional spheres. Continued practice and reflection enable individuals to refine their communication abilities and adapt to evolving contexts, empowering them to make meaningful connections and achieve shared goals.

Followings are the key skills of effective communication are:

- a. Active Listening:** The ability to fully concentrate on what is being said, comprehend the message, and respond thoughtfully. Active listening involves not only hearing the words but also understanding the underlying emotions and intentions.

- b. Clarity and Conciseness:** Communicating ideas in a clear and concise manner enhances understanding and minimizes the risk of misinterpretation. Using simple language, avoiding jargon, and organizing thoughts coherently help convey messages effectively.

- c. Nonverbal Communication:** Nonverbal cues such as body language, facial expressions, and gestures play a significant role in conveying emotions and reinforcing verbal messages. Being mindful of nonverbal signals and aligning them with verbal communication enhances authenticity and credibility.
- d. Open-Mindedness:** Being open-minded involves a willingness to consider new ideas, perspectives, and feedback without prejudice or judgment. Cultivating open-mindedness fosters inclusive dialogue, creativity, and innovation.
- e. Empathy and Emotional Intelligence:** Empathy involves understanding and sharing the feelings of others, fostering connection and trust in interpersonal relationships. Emotional intelligence, which encompasses self-awareness, self-regulation, social awareness, and relationship management, enables individuals to navigate emotions effectively and respond empathetically to others.
- f. Adaptability:** Flexibility in communication involves adjusting one's approach based on the needs, preferences, and cultural backgrounds of diverse audiences. A communication styles, tone, and methods to suit different contexts enhances receptivity and fosters rapport.
- g. Assertiveness:** Assertive communication involves expressing thoughts, needs, and boundaries in a respectful and confident manner, while also being receptive to the perspectives of others. Assertiveness promotes mutual understanding and constructive dialogue while avoiding passive or aggressive behaviours.
- h. Cultural Competence:** Cultural competence entails understanding and respecting cultural differences, norms, and communication styles. Sensitivity to cultural diversity enhances communication effectiveness in multicultural contexts and promotes cross-cultural understanding.

I . Persuasion and Influence: The ability to effectively persuade and influence others involves presenting compelling arguments, building credibility, and understanding audience motivations. Ethical persuasion techniques, grounded in logic and empathy, can inspire action and drive positive change.

j. Resilience: Resilience in communication involves maintaining composure, adaptability, and problem-solving skills in the face of challenges or setbacks. Resilient communicators remain calm under pressure, navigate adversity effectively, and bounce back from setbacks.

k. Feedback and Conflict Resolution: Providing constructive feedback and resolving conflicts diplomatically are essential communication skills for fostering collaboration and resolving interpersonal differences. Open communication channels and a willingness to address concerns promote trust and harmony within teams and communities.

□ **The 7 Cs in Communication:**

The "7 Cs of Communication" is a set of principles that serve as a guideline for effective communication. These principles help ensure that messages are clear, concise, and easily understood by the audience. Which are applicable to both written as well as oral communication. These are as follows:

- I. **Clear:** The message should be clear and easily understandable to the recipient. Clarity is the fundamental principle of effective communication. It means that the message should be clear and easy to understand. Avoid jargon, ambiguity, or vague language that can lead to confusion. Ensure that the main point or purpose of the communication is evident.
- II. **Correct:** The message should be correct, i.e. a correct language should be

used, and the sender must ensure that there is no grammatical and spelling mistakes. The message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message. However, the errors in communication can undermine credibility of message and lead to misunderstandings.

- III. **Complete:** The message should be complete and must include all the relevant information as required by the intended audience. The complete information gives answers to all the questions of the receivers and helps in better decision-making by the recipient. Incomplete messages can lead to confusion or the need for follow-up questions. Anticipate what the audience needs to know and provide a comprehensive response.
- IV. **Concrete:** The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.
- V. **Concise:** The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.
- VI. **Consideration:** The sender must take following considerations, focuses on the needs and perspective of the audience. Effective communication has to consider the audience's background, knowledge, mind-set, interests, opinions, and concerns etc.

VII. **Courteous:** Courtesy in communication involves being respectful, polite, and considerate of the audience's feelings and perspectives. It includes using courteous and appropriate language, tone, and gestures. Courteous communication fosters goodwill and positive relationships. The message should not be biased and must include the terms that show respect for the recipient. By understanding and applying the skills and techniques associated with the 7 Cs of communication, individuals can enhance their ability to communicate effectively, foster understanding, and achieve desired outcomes in various contexts. Continued practice and reflection enable individuals to refine their communication abilities and adapt to evolving contexts, empowering them to make meaningful connections and achieve shared goals.

CHECK YOUR PROGRESS :

4. What are the key elements of active listening?
5. Why is clarity important in communication?
6. How does nonverbal communication enhance verbal messages?

1.6. BARRIER TO COMMUNICATION :

Communication is one of our basic needs. Communication plays a major role in developing a relationship. It can also affect the relationship among family members or

management in any institute. More specifically, communication influences the effectiveness of instruction, performance evaluation, and the handling of discipline problems. "Ego barriers create a conflict that hinders the free flow of communication."

"Noise pollution is a significant physical barrier that disrupts effective communication."

"Jargon words, while common in professional settings, can confuse those unfamiliar with the terminology."

"Prejudice and bias can severely impair the clarity and effectiveness of communication."

"Adjusting communication strategies to overcome time zone differences is crucial in global interactions. We require to communicate with many people for personal and professional purpose. But while communicating we may face many hurdles or problems. Sometimes, the message does not pass properly or gets lost. There are chances of misunderstanding between the sender or the receiver. Sometimes language used in the communication is not understood properly. This results into Communication breakdown or communication failure. There are many reasons behind the problems in the communication process. Let's study the Communication Barriers in detail.

Definition of the Barrier to Communication : *“Any obstacle or problem in the process of Communication which hinders/obstructs the process of Communication is called Barrier”* Communication should be straightforward, however something which makes communication complex, difficult, and frustrating are the barriers. Barriers are part of process of Communication. Whenever we are communicating, we encode and decode. We use various channels for passing messages. At any level or at any moment or stage there can be problems in communication process. Sometimes the sender may not use proper language that the receiver will understand. Receiver may not be able to Decode properly. One more important barriers of communication which impact the quality of communication is miscommunication can originate at three levels: at the level of the transmitter, of the medium, or of the receiver.

The barriers may be physical, sociological and psychological obstacles that interfere with the planning, organisation, transmission and understanding of the message. There are a number of such obstacles that can occur in the process of communication.

There can be lot of noise in the surrounding which can disturb us. It rarely happens that barriers do not arise in the communication process. Many times, barriers arise in the minds of the sender and receiver. The intended messages are not sent to the receivers.

Following are the important barriers of communication :

1. Physical Barriers: Many barriers arise in the surroundings or our environment.

These barriers create problems or confusion in communication.

- a. Noise:** Traffic Noise or noise of machines in factory create disturbances in communication. Noise pollution is biggest contributor or environment pollution in India.
- b. Time and Distance:** Physical distances between people can create major problems in communication. Time zones around the world are not same. Due to differences in timings between countries we have to adjust with the time difference of that country.
- c. Defects in Communication Systems:** Many times, the instruments or machines used in communication such as Telephones, Fax or Computer can develop problems. The network of Internet can fail or the Mike or Microphone used in the programmes can create loud noise. Due to excess rains or natural calamity, it becomes difficult to use the instruments properly. The failure of electronic power also results into communication loss or messages are not sent properly.
- d. Wrong Selection of Medium:** Medium means the objects used in

communication e.g., Emails, Mobile Phones or Telephones etc. The correct medium is necessary. The improper use of some machines such as Emails can delay the messages.

- e. **High Temperature and Humidity:** Excess Temperature or heat or cold Temperature create difficulties in communication. Many times, human physical defects such as estimating, bad hearing, failure of communication channels and bad handwriting also create misunderstanding in learning the message.

2. Language or Semantic Barrier

Language barriers barriers arising due to differences in languages, words meaning, or pronunciation can create confusion among the people. Linguistic means related to the language. Semantic means the meaning of the words. Following is some of the examples of language barriers.

- a. **Different Languages or lack of Common Language:** This can create obstacles in Communication. A person who does not understand the native language or even foreign language cannot communicate well. This becomes a very difficult situation for both sender and receiver of the communication.
- b. **Multiplicity of words:** words can have different meanings. Word power is gift to human beings but at the same times multiple meaning or spellings of the words can create the problems in communication.
- c. **Words with similar pronunciation but different meaning [Homophones]:** can also create problems in communication. E.g. Except-accept, fair-fare,

council-counsel, principal-principle[etc].

d. Jargon words [Technical words] used by professionals such as

Engineers/Doctors etc: Many times, jargon words are used unintentionally. But common people or those who do not understand the meaning of these words face problems.

e. By-passed Instructions: Means many times short cuts are used while passing the messages. Eg. A Manager ordered the newly appointed secretary to go and burn the C.D. She literally burned it. He meant to copy the C.D.

f. Psychological Barriers: Psyche means mind. Psychological barriers arise in the minds. Human mind is very complex thing to understand. We face many times some conflicts due to situations or surrounding events. So, these barriers are bound to arise. But the real problem is that people do not accept that these barriers exist in their minds. Due to status, old age and ego problems many times psychological barriers are created. These are difficult to overcome. Because people do not accept that they face barriers or they lack proper understanding to face the world. The following are situations or examples of psychological barriers.

g. Ego: 'I' Attitude means I am great feeling can create barrier in mind. Ego barriers create conflict in human relations.

h. Prejudice: bias [wrong opinion] about people on the basis of community, caste, religions or on personal basis is very negative for communication. Prejudice can hamper the communication.

i. Emotions and feelings: Emotional Disturbances of the sender or receiver can distort [change] the communication.

j. Halo Effect: like or dislike about a person can create halo or horn effect. This

can affect communication.

k. Self-Image: Positive or Negative image about self is the way of looking at the world. Negative self-image can destroy or hamper communication. Such people always think negatively and do not look at the things or events properly.

l. Filtering in Messages: Messages are filtered [changed] intentionally. We always try to defend ourselves or protect ourselves during some problems so that many times messages are changed by the inferiors.

m. Closed Mind: Most of the time our minds are closed or not able to learn new things. With old age or change in attitude this problem is observed. This is also a very barrier in communication.

n. Status: Status create barriers in the employees. Higher or lower status create obstacles in thinking or mixing with people. People keep distance while communicating due to status barriers.

o. Perceptions: The way we look at the world or attitude determines our communication strategy. Wrong or negative perceptions can create difficulty in communication. People who have negative perceptions or think negatively look at everything or event negatively.

p. Poor Retention: ability to retain the message or remember is important. But if it is poor then communication becomes difficult.

q. Interest and Attitudes: Interests and Attitudes of people determines communication strategy. Lack of interest or wrong attitude can lead improper communication.

r. Day Dreaming: Many students have habits of dreaming or thinking about

something else when some lecture is going on or talk is going on. This obstructs the communication and messages are not reached properly.

CHECK YOUR PROGRESS :

7. What is a communication barrier?
8. How can noise act as a physical barrier in communication?
9. Why are language differences considered a barrier to communication?
10. What is the halo effect in psychological barriers?

1.7. DEVELOPMENT COMMUNICATION : MEANING , CONCEPT AND COMPONENT :

DEVELOPMENT COMMUNICATION : refers to the use of communication channels and strategies to promote social and economic development in communities and societies. It involves the exchange of information, ideas, and knowledge to empower individuals and facilitate positive change. Development communication aims to address issues such as poverty, inequality, health, education, and environmental sustainability. It utilizes various communication channels to disseminate information, raise awareness, mobilize communities, and facilitate dialogue and participation. Development communication can take the form of mass media campaigns, community radio programs, interactive workshops, and digital platforms. It emphasizes the importance of participatory approaches, cultural sensitivity, and context-specific messaging to ensure effective communication and sustainable development outcomes. Development communication is a multifaceted process that aims to create awareness, mobilize resources, and promote participatory decision-making to drive development initiatives. It is a field of study and practice that encompasses various forms of communication, including mass media, community-based communication, interpersonal communication, and digital media. The primary goal of development communication is to empower individuals and communities to actively participate in the development process and address issues such as poverty, inequality, health, education, agriculture, environmental

sustainability, and more.

Components of Development Communication:

The following are the important components of development communication:

1. Information dissemination and education: This component involves providing information to the target audience through various channels such as radio, television, newspapers, and social media. The information can be about health, education, agriculture, or any other topic that is relevant to the target audience. For example, the Indian government's Swachh Bharat Abhiyan campaign aimed to educate people about the importance of cleanliness and hygiene.

2. Behavior change: This component aims to bring about a change in the behaviour of the target audience. It involves identifying the existing behaviour patterns and designing communication strategies that can influence them positively. For example, the World Health Organization's campaign to promote handwashing with soap aimed to change people's behavior towards hand hygiene.

3. Social marketing: This component involves using marketing techniques to promote social causes such as health, education, and environment conservation. For example, the "No Smoking" campaign by the Indian government aimed to discourage people from smoking by highlighting its harmful effects on health.

4. Social mobilization: This component involves mobilizing people to take collective action towards a common goal. It involves creating awareness about an issue and motivating people to participate in activities that can bring about a positive change. For example, the "Save the Girl Child" campaign in India aimed to create awareness about female infanticide and encourage people to save girl children.

5. Media advocacy: This component involves using media channels such as television, radio, and newspapers to advocate for social causes. It aims to influence

public opinion and policy decisions by highlighting issues that need attention. For example, the “Me Too” movement used social media platforms such as Twitter and Facebook to raise awareness about sexual harassment and assault.

6. Communication for social change: This component aims to bring about a positive change in society by empowering people through communication. It involves creating platforms for dialogue and discussion where people can share their views and ideas. For example, community radio stations in India provide a platform for local communities to discuss issues that affect them.

7. Community participation: This component involves involving communities in decision-making processes that affect them directly or indirectly. It aims to empower communities by giving them a voice in matters that concern them. For example, participatory budgeting is a process where citizens are involved in deciding how public funds should be allocated.

8. Development support communication: This component involves providing communication support to the development agencies and organizations. It helps in coordinating, monitoring, and reporting the progress and impact of development programs. For example, the Communication for Development (C4D) unit of UNICEF provides communication support to its partners and stakeholders.

CHECK YOUR PROGRESS :

11. What is development communication?
12. What are the main goals of development communication?
13. How does social marketing contribute to development communication?
14. What is media advocacy in the context of development communication?

1.7 Mass Media: Meaning, Concept & Types

Mass media refers to a vast and influential system of communication that reaches a large and diverse audience through various channels and technologies. Mass media serves as a critical source of information and entertainment, shaping public opinion and influencing social and cultural norms."

"Broadcast media, comprising radio and television, provides real-time news updates, entertainment, and educational programs to a mass audience."

"Social media platforms like Facebook and Twitter foster global networking, instant information sharing, and user engagement."

"Cinema and film offer visual appeal and immersive storytelling, contributing to artistic expression and cultural impact."

"Mobile media delivers content to smartphones and tablets, providing on-the-go access to news and social networks." It encompasses a wide array of media outlets, including newspapers, magazines, television, radio, the internet, social media, and more. Mass media serves as a critical information and entertainment source, disseminating news, entertainment,

advertisements, and educational content to the public. Its role extends beyond simply transmitting information; it shapes public opinion, influences social and cultural norms, and plays a pivotal role in agenda-setting and framing issues. Mass media can be a powerful tool for both disseminating knowledge and conveying the values and interests of different stakeholders, making it a key player in the modern information age. It has a profound impact on society, politics, and culture, and its ability to reach a broad audience makes it a driving force in shaping public perceptions and fostering dialogue on a global scale.

Types of Mass media

1. **Print Media:** Print media, encompassing newspapers, magazines, and brochures, delivers written and visual content to inform the public about current events, offering in-depth analysis and features. Its merits include providing in-depth information, credibility, and permanence, although it suffers from limited timeliness and environmental concerns, and faces declining readership in the digital age.
2. **Broadcast Media:** Broadcast media, comprising radio and television, disseminates audio and visual content to a mass audience, providing real-time news updates, entertainment, educational programs, and advertisements. Its strengths include wide reach, real-time updates, audio-visual appeal, and accessibility, but it may exhibit limited interactivity, potential for biased reporting, and dependence on technology infrastructure.
3. **Social media & Digital Media:** Social media platforms, like Facebook, Twitter, and Instagram, foster communication, social connections, content sharing, and online communities. Their merits include instant information sharing, global networking, user engagement, and viral content potential, while demerits involve issues such as misinformation, privacy risks, online harassment, and addiction.

Digital media, spanning websites, social media, blogs, podcasts, and online videos, leverages the internet to provide real-time news updates, interactive communication, entertainment, and a platform for user-generated content. It excels in global reach, interactivity, multimedia capabilities, and cost-effective distribution, yet it faces challenges related to information overload, potential misinformation, and privacy concerns.

4. **Cinema and Film:** Cinema and film encompass motion pictures and documentaries screened in theatres and on television, providing entertainment, artistic expression, storytelling, and educational content. They offer visual appeal, artistic creativity, immersive storytelling, and cultural impact, but are associated with high production costs, limited accessibility, and piracy concerns.
5. **Advertising Media:** Advertising media, comprising billboards, posters, direct mail, and online advertising, promotes products, services, and brands to a wide audience. Their merits include effectiveness in reaching target audiences, promoting sales, and increasing brand visibility, though they can be intrusive, may lead to overconsumption, and require careful messaging to avoid consumer backlash.
6. **Alternative and Independent Media:** Alternative media, like independent magazines, community radio, and niche websites, often focus on specific topics, issues, or perspectives. They offer diversity of voices, in-depth analysis, and amplification of underrepresented voices, while facing challenges related to limited resources and reach compared to mainstream media.

7. **Mobile Media:** Mobile media delivers content to mobile devices, such as smartphones and tablets, providing on-the-go access to news, social networks, apps, and multimedia content. Its merits lie in accessibility, convenience, real-time updates, and locationbased services, but it may lead to screen addiction, raise privacy concerns, and introduce potential distractions.
8. **Radio:** Radio is a broadcast medium that uses sound waves to transmit information, music, news, and entertainment. It serves as a valuable platform for reaching both local and global audiences with audio content. Radio is known for its immediacy, cost-effectiveness, and accessibility, particularly in remote areas. However, it lacks the visual component of television and faces competition from digital audio platforms.
9. **Podcasts:** Podcasts are digital audio or video files that are available for download or streaming. They provide on-demand content on a wide range of topics, from storytelling to educational discussions. Podcasts offer convenience, flexibility, and a niche focus. Still, the podcasting landscape can be saturated, making it challenging for new content creators to gain attention.
10. **Outdoor Advertising:** Outdoor advertising includes billboards, posters, transit ads, and signage in public spaces. It serves as a passive means of reaching a broad audience with visual messages. Outdoor advertising is effective for brand visibility and local promotion, but it lacks interactivity and is subject to weather conditions and visual clutter.
11. **Direct Mail:** Direct mail involves sending physical marketing materials, such as postcards and catalogues, to a specific audience through the postal service. It provides a tangible and personalized way to reach potential customers. Direct mail is often used

in targeted marketing campaigns but can be costly and may face challenges related to environmental sustainability.

12. **Comics and Cartoons:** Comics and cartoons are forms of visual media that provide humor, satire, and commentary on current events and societal issues. They offer a light-hearted way to engage with complex topics, but their impact varies depending on the audience's interpretation and cultural context.

1.8 Check your progress:

16. What is mass media?
17. Name three types of mass media.
18. What are the merits of broadcast media?
19. What is a significant demerit of social media?
20. What does outdoor advertising include?

1.9 Scope of Mass Media in Development Sectors

Mass media plays a crucial role in the development sectors by influencing, informing, educating, and engaging communities in various aspects of social, economic, and cultural progress. "Mass media plays a crucial role in educating communities on health, hygiene, agriculture practices, and environmental conservation."

"Local community radio and television stations are pivotal in promoting community development initiatives."

"Mass media supports economic development by providing information on business opportunities, market trends, and entrepreneurship."

"Mass media can bridge the urban-rural divide by providing rural communities with access to information on agricultural practices, government schemes, and market opportunities."

"Mass media can promote gender equality and women's empowerment by challenging stereotypes and addressing issues such as gender-based violence and discrimination. "The scopes of mass media in development sectors are vast and can be categorized into several key areas:

1. **Education and Awareness:** Mass media can be used to educate people on important topics such as health, hygiene, agriculture practices, family planning, and environmental conservation. Educational programs, documentaries, and campaigns can be broadcast through mass media to promote positive behaviours and knowledge.
2. **Advocacy and Mobilization:** Mass media can be a powerful tool for advocating for social and political change. It can raise awareness of various issues and mobilize communities and civil society organizations to take action, engage in advocacy efforts, and hold governments and institutions accountable.
3. **Community Development:** Local community radio and television stations can play a pivotal role in promoting community development initiatives. They can facilitate discussions, share local success stories, and engage with the community to identify and address specific development needs.
4. **Economic Development:** Mass media can support economic

development by providing information on business opportunities, market trends, and entrepreneurship. It can also connect producers and consumers, helping to expand local markets.

5. **Social and Cultural Preservation:** Mass media can help preserve and promote traditional culture and heritage, which is an important aspect of sustainable development. It can also serve as a platform for cultural exchange and cross-cultural understanding.
6. **Health and Well-being:** Mass media can disseminate information about healthcare services, disease prevention, family planning, and nutrition. It can also address stigmatization and discrimination related to health issues and promote positive health behaviours.
7. **Disaster and Emergency Communication:** Mass media is a critical tool for disseminating information during disasters and emergencies. It can provide real-time updates, safety instructions, and contact information for relief agencies, helping communities respond effectively to crises.
8. **Capacity Building:** Mass media can be used to build the capacity of local communities, organizations, and individuals in various skills and knowledge areas, empowering them to actively participate in development initiatives.
9. **Policy Advocacy:** Mass media can be used to advocate for policy changes that support development goals. Journalists and media organizations can bring critical issues to the attention of policymakers and the public, influencing the formulation of new policies and regulations.
10. **Monitoring and Evaluation:** Mass media can play a role in monitoring and evaluating the effectiveness of development programs

by reporting on their progress, highlighting successes and challenges,
and encouraging transparency and accountability.

11. **Environmental Conservation:** Mass media can promote environmental awareness and conservation efforts. It can cover stories related to climate change, wildlife protection, sustainable resource management, and eco-friendly practices, encouraging people to take action to protect the environment.
12. **Gender Equality and Women's Empowerment:** Mass media can be a platform for promoting gender equality and women's empowerment by challenging stereotypes, highlighting success stories of women leaders, and addressing issues such as gender-based violence and discrimination.
13. **Rural Development:** Mass media can bridge the urban-rural divide by providing rural communities with access to information on agricultural practices, government schemes, and market opportunities, thereby promoting rural development and livelihood improvement.
14. **Social Inclusion and Minority Rights:** Mass media can raise awareness about the rights and challenges faced by marginalized and minority communities, contributing to social inclusion and combating discrimination.

15. **Youth Engagement:** Mass media can engage and empower the youth through programs that address their unique concerns, provide career guidance, and create spaces for youth-led development initiatives.

16. **Civic Participation and Democracy:** Mass media can encourage civic participation by informing citizens about their rights and

responsibilities, promoting voter education, and providing a platform for political discussions and debates.

17. **Human Rights and Social Justice:** Mass media can be a powerful tool for advocating for human rights, social justice, and the rule of law by reporting on human rights abuses, legal reforms, and social justice movements.

1.10 Check your progress:

21. What role does mass media play in education and awareness?
22. How can mass media support economic development?
23. In what way can mass media help during disasters and emergencies?
24. How does mass media contribute to gender equality and women's empowerment?
25. What is the significance of mass media in policy advocacy?

1.11 Let sum up:

Development communication leverages the power of mass media to facilitate social change and development. By effectively using various communication tools and approaches, it aims to inform, engage, and empower communities, ultimately contributing to sustainable development goals.

1.12 Answer to Questions:

1. **Development Communication:**
Communication used to promote social development, empowering communities, and facilitating social change.
2. **Influence of Mass Media on Public Opinion:**
Shapes public perception by framing issues, setting agendas, and providing influential information.
3. **Main Stages of the Communication Process:**

Sender
Encoding, Message

Channel, Receiver, Decoding, Feedback

4. Key Elements of Active Listening:

Full attention, showing understanding, Providing feedback, Deferring judgment, Appropriate response

5. Importance of Clarity in Communication:

Ensures the message is understood as intended, reducing misunderstandings and enhancing effectiveness.

6. Enhancement of Verbal Messages by Nonverbal Communication:

Reinforces and clarifies messages through gestures, facial expressions, and body language.

7. Communication Barrier:

Anything that impedes the exchange of information.

8. Noise as a Physical Barrier:

Disrupts message transmission, making it difficult to concentrate and understand.

9. Language Differences as a Communication Barrier:

Leads to misunderstandings and difficulties in conveying ideas accurately.

10. Halo Effect in Psychological Barriers:

Overall impression of a person influences thoughts and feelings about their character, leading to biased communication.

11. Development Communication:

Using communication strategies to promote social development and facilitate social change.

12 Main Goals of Development Communication:

Empower communities.

Promote social change.

Improve quality of life.

Facilitate participation and education.

13 Social Marketing's Contribution to Development Communication:

Applies marketing principles to influence behaviours for social good, promoting health, safety, and environmental sustainability.

14 Media Advocacy in Development Communication:

Using media strategically to influence public policy and create social change by raising awareness and mobilizing public support.

16. Media advocacy in the context of development communication: using media to influence public policy, raise awareness, and mobilize public support for social change and development initiatives.

17. Mass Media:

Platforms that disseminate information to large audiences simultaneously.

18. Three Types of Mass Media:

Print media

Broadcast media

Digital media

19. Merits of Broadcast Media:

Wide reach

Immediate dissemination of information

Visual and auditory engagement Significant

Demerit of social media: Spread of misinformation and fake news.

20. Outdoor Advertising Includes:

Billboards

Transit ads

Posters

Digital displays in public spaces.

21. Role of mass media in education and awareness: Disseminates information , educates the public , raises awareness about issues, and promotes , knowledge .
22. Mass media supporting economic development: promotes businesses, markets opportunities, and provides information on economic policies and trends.
23. Mass Media During Disasters and Emergencies:

Provides timely information, updates, and instructions, helping in coordination and relief efforts.

24. Mass Media and Gender Equality and Women's Empowerment:
Raises awareness about gender issues, highlights women's achievements, and advocates for women's rights.
25. Significance of Mass Media in Policy Advocacy:

Influences public policy by shaping opinions, highlighting issues, and mobilizing public support for policy changes.

1.13 Model Questions:

1. Explain the role of development communication in community empowerment?
2. Discuss the impact of digital media on traditional forms of communication?
3. Discuss the importance of empathy and emotional intelligence in effective communication?
4. Explain how the 7c's of communication can improve business communication?
5. Explain how psychological barriers can impact communication and provide example
6. Discuss the impact of physical barriers on communication in a workplace setting and suggest ways overcome them?

7. Explain the role of information dissemination and education in development communication with an example?
8. Discuss the importance of community participation in development communication with a specific example?

1.14 Assignment Questions:(any four)

1. How has mass media influenced the development initiatives in your community?
- Or
2. Can you provide examples where mass media campaigns have led to significant changes or improvements in local development issues?
 3. Are there any notable differences in the reception and impact of these messages across different media platforms (e.g., radio, television, social media)?

or

4. What are the main challenges faced by development communicators when using mass media to reach their audience?
5. Identify and analyze a successful mass media campaign focused on development communication. What were the key factors that contributed to its success?

or

6. How has the rise of digital media platforms changed the landscape of development communication?
7. What opportunities and challenges do digital media present for development communicators?

or

8. What role do government policies and regulations play in shaping the use of mass media for development communication?

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Unit II

Soft Skills, Personality Development and Social Work Practice

UNIT STRUCTURE

2.1 Learning objectives

2.2 Introduction

2.3 Soft Skill: Meaning, Concept & Types

2.4 Personality: Meaning, Concept & Dimensions of Personality

2.5 Personality Development and its Significance

2.6 Aspects of Personality Development:

2.7 Important Leadership Qualities,

2.8 Effective Communication Skills for Social Work Practice

2.9 Social Work Practice & Communication: Public Speaking, Presentation & Reporting

2.10 Type & Purpose; Ethics of Social Work Communication.

2.11 Check your progress

2.12 Let sum Up

2.13 Answer to Question

2.14 Model Question

2.15 Assignment Question

2.16 Reference

2.17 Further Reading

2.1 Learning Objective:

- Identify key soft skills and their impact on professional effectiveness.
- Understand and apply personality dimensions to personal and professional contexts.
- Recognize the importance of personality development and its impact on personal and professional life.
- Identify key leadership qualities and their impact on effective leadership.
- Develop and apply communication skills specifically for social work practice.
- Master public speaking, presentation, and reporting techniques in social work.
- Apply ethical principles to ensure professionalism and client trust in communication

2.2 INTRODUCTION:

Soft skills, personality development, and social work practice are interconnected and crucial for personal and professional growth, as well as for fostering positive social change. Soft skills encompass a diverse set of interpersonal, communication, and behavioural attributes that enable individuals to effectively navigate various social and professional contexts. These skills,

such as communication, empathy, teamwork, and problem-solving, play a vital role in enhancing relationships, managing conflicts, and achieving career success. Personality development, on the other hand, focuses on self-awareness, self-improvement, and the cultivation of traits and behaviours that contribute to one's overall well-being and effectiveness. It involves understanding one's strengths and weaknesses, setting goals, and engaging in continuous learning and personal growth.

In the field of social work practice, soft skills and personality development are integral components that underpin effective engagement with individuals, families, and communities. Social workers utilize their communication skills, empathy, and cultural competence to build trust, establish rapport, and provide support to vulnerable populations facing various challenges. Moreover, ongoing self-reflection and personal development enable social workers to maintain resilience, manage stress, and sustain their commitment to social justice and advocacy. By integrating soft skills, personality development, and social work practice, individuals can cultivate a holistic approach to professional development, enriching their personal lives while making meaningful contributions to society.

2. 3 Soft Skill: Meaning, Concept & Types

Soft skills refer to a set of interpersonal skills and personal attributes that enable individuals to interact effectively and harmoniously with others in various situations. These skills are typically more social and emotional in nature, complementing technical or hard skills. They are also known as people skills or emotional intelligence. Soft skills are important for just about every job. They are less tangible and quantifiable than technical skills but are equally crucial in personal and professional success.

Soft skills include interpersonal (people) skills, communication skills, listening skills, time management, problem-solving, leadership, and empathy, among others. They are among the top skills employers seek in the candidates they hire because soft skills are important for just about every job.

Soft skills are vital across various professions and industries as they enhance teamwork, communication, and overall workplace dynamics. They complement technical skills and often play a significant role in career advancement, leadership development, and building strong relationships, both personally and professionally.

Soft skills are integral in both personal and professional realms. They enhance an individual's ability to work well within teams, resolve conflicts diplomatically, and adapt to ever-evolving situations. These skills empower individuals to communicate ideas effectively, listen actively, and understand different perspectives. In the workplace, soft skills are highly sought after by employers as they contribute to a positive work environment, foster strong collaborations, and often lead to increased productivity and innovation. Moreover, these skills are crucial in building and maintaining meaningful relationships, whether in personal friendships, professional networks, or leadership roles. Ultimately, mastering soft skills is key to success in diverse settings and plays a vital role in personal growth, career advancement, and overall wellbeing.

Types of soft skills

Following are the important soft skills.

1. **Communication Skills:** Effective communication is fundamental in various aspects of life. It involves the ability to convey thoughts, ideas, and information clearly and coherently. Effective Communication: "The art of effective communication lies not

only in what you say but also in how you listen and adapt to your audience's needs . "This skill encompasses verbal, non-verbal, and written communication. Good communicators listen actively, express themselves articulately, adapt their communication style to diverse audiences, and foster understanding among individuals or groups. Strong communication skills facilitate better relationships, teamwork, and collaboration, laying the foundation for success in personal and professional interactions.

2. **Leadership Skills:** "True leadership is about inspiring others to achieve a shared vision, guiding them with empathy, and empowering them to reach their full potential. "Leadership goes beyond holding a position; it revolves around influencing, guiding, and inspiring others toward a shared vision or goal. Effective leaders possess qualities like empathy, decisiveness, integrity, and the ability to motivate and delegate tasks. They empower their teams, foster a positive work environment, and encourage collaboration, driving organizational growth and success.
3. **Emotional Intelligence:** "Emotional intelligence is the secret ingredient that allows you to navigate social complexities and build meaningful, resilient relationships.". Individuals with high emotional intelligence can navigate social complexities, handle conflicts diplomatically, and maintain positive relationships. They are adept at recognizing emotions, expressing empathy, and managing interpersonal interactions with tact and sensitivity.
4. **Adaptability/Flexibility:** "In an ever-changing world, adaptability is the skill that turns challenges into opportunities for growth and innovation."

Flexible individuals are open-minded, resilient, and can efficiently navigate uncertainty, contributing to innovative problem-solving and resilience in both personal and professional settings.

5. **Problem-solving Skills:** Problem-solving involves analysing complex situations, identifying challenges, and devising effective solutions. Great problem-solvers don't just think outside the box; they redesign the box to fit creative and effective solutions." Individuals with strong problem-solving skills exhibit critical thinking, creativity, and analytical reasoning. They approach problems methodically, think outside the box, and develop innovative solutions to overcome obstacles and achieve goals.
6. **Collaboration/Teamwork:** Collaboration entails working effectively with others to achieve common objectives. Strong team players actively listen, communicate openly, and contribute their skills to achieve shared goals. Successful teamwork is like a symphony, where each member's unique contribution creates harmonious and impactful results. "They recognize the value of diverse perspectives, foster a supportive environment, and leverage collective strengths, driving productivity and success within teams.
7. **Time Management/Organizational Skills:** Time management involves prioritizing tasks, setting goals, and effectively utilizing time and resources. "Mastering time management is like conducting an orchestra, ensuring every task plays its part in the symphony of productivity." Organized individuals can structure their workload efficiently, meet deadlines, and maintain productivity. They possess effective planning abilities, manage competing priorities, and ensure the completion of tasks with quality and timeliness.

8. **Creativity:** Creativity involves generating original ideas, thinking innovatively, and finding unconventional solutions to problems. Creativity is the spark that ignites innovation, transforming ordinary ideas into extraordinary realities. “Creative individuals explore new perspectives, connect seemingly unrelated concepts, and offer fresh insights. They contribute to innovation and growth by introducing novel approaches and fostering a culture of creativity and exploration within teams and organizations.
9. **Resilience/Adaptability to Stress:** Resilience refers to the ability to bounce back from setbacks, cope with stress, and adapt to adverse situations. "Resilience is the strength to rise after every fall, adapt to adversity, and emerge stronger with every challenge faced." Resilient individuals maintain a positive attitude, display emotional strength, and effectively manage stress. They learn from challenges, remain adaptable, and demonstrate perseverance, contributing to their personal development and overall well-being.
10. **Networking Skills:** Networking involves building and nurturing relationships for mutual benefit. Individuals with strong networking skills connect with others effectively, cultivate professional relationships, and leverage connections for opportunities and support. Networking is the art of building bridges that connect opportunities, knowledge, and mutual growth. “They possess effective communication abilities, follow-up consistently, and understand the value of a strong network in personal and professional growth.
11. **Conflict Resolution/Management:** Conflict resolution skills are essential for addressing disagreements and disputes constructively. Proficient conflict resolvers actively listen, remain impartial, and find mutually acceptable solutions. They

demonstrate empathy, facilitate dialogue, and strive for win-win outcomes, preserving relationships and fostering a harmonious environment.

12. **Cultural Competence/Diversity Awareness:** Cultural competence involves understanding and respecting diverse cultures, backgrounds, and perspectives. Culturally competent individuals embrace diversity, demonstrate inclusivity, and effectively collaborate with people from different backgrounds. They navigate diverse environments sensitively, fostering a culture of respect and appreciation for differences.

13. **Negotiation Skills:** Negotiation skills are vital for reaching agreements that satisfy all parties involved. Skilled negotiators communicate persuasively, identify common interests, and find mutually beneficial solutions. They prepare effectively, actively listen, and employ problem-solving techniques to achieve favorable outcomes in various situations.

14. **Self-Motivation/Initiative:** Self-motivated individuals exhibit a proactive approach to tasks and responsibilities. They take initiative, set goals, and demonstrate a strong work ethic without constant supervision. Self-motivated individuals are driven by intrinsic factors, maintain enthusiasm, and consistently strive for personal and professional development.

2.4 Personality: Meaning, Concept & Dimensions of Personality

□ Meaning & Concept of Personality

Personality refers to the unique set of enduring patterns of thoughts, feelings, behaviours, and characteristics that make a person unique and consistent across different situations, define an individual's distinctive way of being and interacting with the world. It encompasses a wide range of psychological traits, attitudes, values, motivations, and behaviours that remain relatively consistent across different situations and over time. One's personality influences how they perceive and interpret the world around them, how they respond to various situations, and how they interact with others. It's the psychological framework through which individuals navigate their lives, make decisions, form relationships, and express themselves. Personality is influenced by both biological and environmental factors, and it affects how people interact with others and cope with challenges.

The concept of personality is multifaceted and has been approached from various theoretical perspectives in psychology. Personality: "Personality is the unique fingerprint of our psyche, shaping how we perceive the world and interact within it." These perspectives include trait theories, psychodynamic theories, humanistic theories, social-cognitive theories, and biological theories, each offering unique insights into understanding and explaining personality. Traits, such as the Big Five personality traits (openness, conscientiousness, extraversion, agreeableness, and neuroticism), represent enduring characteristics that shape behaviour. Psychodynamic theories, like those developed by Freud, focus on the unconscious mind and early childhood experiences in shaping personality. Humanistic theories emphasize personal growth, self-actualization, and the importance of individual experiences. Social-cognitive theories consider the role of interactions between individuals and their environment in shaping personality. Biological theories explore the influence of genetics, brain structure,

and physiology on personality development. Overall, personality is a complex, multifaceted construct that encompasses a wide range of traits, emotions, behaviours, and beliefs, contributing to the richness and uniqueness of each individual's identity.

Dimensions of Personality

1. **Openness:** People high in openness tend to be imaginative, curious, and open to new ideas.

Openness: "Openness is the key that unlocks the door to endless possibilities, inviting creativity and curiosity to flourish." They are often creative, open-minded, and willing to explore unconventional paths. However, excessive openness might lead to indecision or risk-taking behaviour without proper consideration. Openness is referred to honesty, sincerity, frankness, directness and candidness. In educational institutions of all levels or within employment settings, when the individuals are experiencing setbacks within the course of implementation of tasks and activities, their instructors, supervisors and employers are usually open to them. They convey to them openly that if they will not work diligently, they may have to experience dire consequences. Normally, the individuals in leadership positions depict the trait of openness, as they aim that their job duties should be put into operation in a well-ordered manner. In some cases, this dimension of personality is favorable, whereas, in other cases, it is not favorable. But openness is a dimension of personality, which is acknowledged by the individuals in not only their professional but also personal spheres.

2. **Conscientiousness:** Those high in conscientiousness are organized, reliable, and responsible. They are diligent, goal-oriented, and committed. "Conscientiousness is the cornerstone of reliability and diligence, guiding us to achieve our goals with meticulous precision." However, extreme conscientiousness might lead to perfectionism, rigidity,

or being overly critical of oneself or others. When the individuals are putting into operation the household responsibilities, pursuing education or are engaged in jobs, they need to implement the trait of conscientiousness. Conscientiousness is referred to diligence, industriousness, assiduousness and meticulousness. When the individuals inculcate these traits, only then they will be able to augment their knowledge and understanding in terms of various areas. When the individuals are whole heartedly dedicated towards putting into operation their job duties in a well-ordered manner, achievement of personal and professional goals and leading to enrichment of the overall structure of the organizations, they need to recognize the meaning and significance of conscientiousness. When the individuals are conscientious, they will be able to contribute in a significant manner in generating the desired outcomes. Therefore, conscientiousness is the dimension of personality, which has proven to be favourable and useful to the individuals in their personal as well as professional lives.

3. **Extraversion:** Extraverts are outgoing, sociable, and energetic. Extraversion fuels the social spark within us, driving our desire for connection, leadership, and vibrant interactions. “They thrive in social settings, are assertive, and often exhibit leadership qualities. Yet, excessive extraversion may lead to being overly talkative, seeking constant stimulation, or overlooking introspection. In order to put into operation their job duties in a well-ordered manner, achievement of personal and professional goals and leading to enrichment of the personality, one has to put emphasis upon up-gradation of communication skills and interactive abilities. In some cases, the individuals are extrovert in nature and do not take pleasure in interacting much with others. Extraversion is the state of primarily obtaining gratification from outside oneself. In educational institutions of all levels or within employment settings, when the individuals are implementing job duties, they need to interact with others and form

cordial and amiable terms and relationships. The individuals, who are extraverts take pleasure in interacting with others. They feel pleasurable and contented, when they are around individuals. Therefore, extraversion is the dimension of personality, which has proven to be advantageous to the individuals in leading to up-gradation of communication skills and enrichment of career prospects.

4. **Agreeableness:** Agreeable individuals are cooperative, empathetic, and considerate of others' feelings. "Agreeableness is the gentle thread that weaves harmony and empathy into the fabric of our relationships." They foster harmonious relationships and are often compassionate. However, excessive agreeableness might lead to being overly trusting, avoiding conflicts, or sacrificing one's own needs. Agreeableness is referred to amiability, sociability, cordiality, and kindness. These are important traits, which are not only regarded as useful in enrichment of one's personality, but also one's overall quality of lives. From the stage of early childhood throughout the lives of the individuals, they are imparted with information in terms of these factors. When the individuals are well-equipped in terms of all these traits, they need to put them into operation in an effectual manner. When the individuals possess an agreeable personality, they will be able to render a significant contribution in forming an effective social circle, implementing their job duties in a well-ordered manner, achievement of personal and professional goals and leading to enrichment of the overall personality. Therefore, agreeableness is the dimension of personality, which has proven to be advantageous to the individuals in bringing about improvements in their overall quality of lives.
5. **Neuroticism (or Emotional Stability):** People high in neuroticism are more prone to negative emotions like anxiety, mood swings, or self-doubt. Low neuroticism indicates emotional stability, resilience, and a calm demeanour. "Neuroticism, when balanced,

teaches us resilience, helping us navigate the emotional storms with calm and fortitude. “However, high neuroticism might lead to heightened stress, emotional volatility, or excessive worrying. Neuroticism is referred to the tendency towards anxiety, depression, self-doubt and other kinds of negative feelings. The research studies have indicated that some individuals are more neurotic as compared to others. In the lives of the individuals, in both personal and professional spheres, the individuals do experience situations, which enable them to be overwhelmed by the psychological problems of anger, stress, anxiety, frustration and depression. In some cases, they are unavoidable and are regarded as an integral part of one’s lives. But what is important for the individuals is to develop positive viewpoints. When they develop constructive viewpoints and augment information in terms of various types of measures and approaches, they will be able to cope with various types of psychological problems in an effective manner. Therefore, neuroticism is the dimension of personality, which has proven to be advantageous to the individuals in coping with various types of psychological problems and promoting a normal mind-set.

2.5 Personality Development and its Significance

Personality Development: Personality development refers to the continuous and deliberate process of enhancing and refining one's behavioural, emotional, social, and psychological traits to achieve personal growth and fulfilment. It involves the cultivation of positive characteristics, self-awareness, and the acquisition of skills that contribute to a well-rounded and mature individual. This development encompasses various aspects such as improving communication skills, enhancing emotional intelligence, fostering resilience,

adapting to change, and cultivating a positive mindset. It's a lifelong journey aimed at understanding oneself better, fostering positive relationships, and becoming the best version of oneself.

The significance of personality development lies in its multifaceted impact on an individual's life. It plays a crucial role in shaping how individuals interact with the world, influencing their behaviours, perceptions, and responses to various situations. A well-developed personality contributes to improved self-confidence, effective communication, and enhanced social skills. It fosters personal growth, resilience in facing challenges, and the ability to navigate complexities in both personal and professional realms. Ultimately, personality development leads to a more fulfilling life by aiding in career success, enriching relationships, promoting mental well-being, and fostering a positive outlook on life's experiences.

Significance of Personality Development

1. **Enhanced Self-Awareness:** Personality development fosters self-awareness by encouraging individuals to understand their strengths, weaknesses, values, and motivations. Enhanced Self-Awareness: "Self-awareness is the compass that guides us on our journey of personal growth, enabling us to navigate life with clarity and purpose." This insight enables better decision-making, goal setting, and personal growth.
2. **Improved Communication Skills:** Developing one's personality involves enhancing communication abilities, including active listening, effective expression, and nonverbal communication. "Effective communication is the bridge that connects us to others,

fostering understanding and collaboration. "Strong communication skills facilitate better relationships and professional interactions.

3. **Greater Emotional Intelligence:** Personality development emphasizes emotional intelligence, enabling individuals to recognize and manage their emotions and empathize with others. "Emotional intelligence is the key to unlocking deeper connections and navigating the complexities of human interactions. This leads to better conflict resolution, social interactions, and leadership qualities.
4. **Resilience and Adaptability:** A well-developed personality cultivates resilience in handling challenges and uncertainties. "Resilience is the anchor that keeps us steady amidst the storms of life, while adaptability allows us to sail through change with grace." It promotes adaptability, allowing individuals to cope with changes effectively and bounce back from setbacks.
5. **Career Advancement:** Improved personality traits, such as leadership, teamwork, adaptability, and communication skills, significantly impact career success. They enhance employability, job performance, and advancement opportunities.
6. **Positive Mindset and Confidence:** Personality development nurtures a positive mindset, boosting self-confidence and self-esteem. Confidence enables individuals to take risks, overcome obstacles, and pursue their goals with determination.

7. **Cultivation of Social Skills:** It focuses on developing social skills like empathy, cooperation, and conflict resolution. A polished personality is the foundation upon which career success is built, opening doors to new opportunities and growth." These skills are crucial for building meaningful relationships and creating a positive social network.

8. **Leadership Development:** Personality development contributes to leadership qualities such as decisiveness, strategic thinking, and inspiring others. Effective leadership is not just about leading others, but about inspiring them to reach their full potential." Effective leadership skills benefit professional roles and community engagement.

9. **Personal Growth and Fulfilments:** : "Personal growth is the journey of becoming our best selves, leading to a life of fulfilment and joy. "Continuous personality development leads to personal growth, aiding in the pursuit of lifelong learning, self-improvement, and a sense of fulfilment in life's experiences.

10. **Stress Management and Well-being:** A developed personality equips individuals with stress-management techniques, promoting mental well-being and reducing the impact of stress-related issues. : "Mastering stress management is the key to maintaining mental well-being and achieving balance in our lives.

11. **Adoption of Positive Habits:** It encourages the adoption of healthy habits like time management, goal setting, and prioritizing tasks. Positive habits are the building blocks

of a successful and fulfilling life." These habits contribute to a balanced lifestyle and improved productivity.

12. **Enhanced Decision-Making Abilities:** Personality development sharpens critical thinking and decision-making skills. "Sharp decision-making skills are the pillars of effective problem-solving and strategic thinking." It enables individuals to make well-informed and rational decisions, both in personal and professional spheres.
13. **Conflict Resolution Skills:** By developing assertiveness and effective communication, personality development aids in conflict resolution, helping individuals navigate disagreements and find mutually beneficial solutions. Conflict resolution is the art of finding harmony amidst disagreement, turning discord into collaboration."
14. **Innovation and Creativity:** It fosters an environment conducive to innovation and creativity by encouraging individuals to think outside the box, explore new ideas, and embrace novel approaches to problem-solving. "Innovation and creativity are the sparks that ignite progress and bring fresh ideas to life."

2.6 Aspects of Personality Development

1. Leadership Qualities: Leadership embodies a multifaceted skill set necessary for inspiring, guiding, and influencing others towards a shared vision or goal. Effective leadership involves more than just authority; it encompasses traits such as empathy, strong communication, vision, decisiveness, and the ability to motivate and empower others. A good leader listens actively, understands diverse perspectives, and fosters a collaborative environment where team members feel valued and motivated to contribute their best. Such leaders lead by example, inspire trust,

and guide individuals or teams through challenges, utilizing their strengths to achieve collective success.

2. Body Language: Body language, often overlooked yet immensely powerful, comprises non-verbal cues such as gestures, posture, facial expressions, and eye contact. It communicates volumes about an individual's confidence, openness, sincerity, and engagement in conversations or interactions. Assertive body language enhances communication, projecting confidence and credibility, which are crucial in establishing positive impressions and building strong connections in personal and professional settings. Being mindful of one's body language allows for effective communication and better understanding during interactions.

3. Problem-Solving Skills: Problem-solving skills are vital in navigating life's challenges, requiring a combination of analytical thinking, creativity, and adaptability. Individuals' adept problem-solving can identify issues, analyse root causes, brainstorm solutions, and implement effective strategies. These skills enable individuals to approach obstacles with a proactive mindset, seeking innovative solutions rather than becoming overwhelmed by problems. Problem-solving abilities are instrumental in personal growth, professional success, and fostering resilience in the face of adversity.

4. Conflict and Stress Management: Conflict and stress management skills equip individuals with the ability to handle conflicts tactfully and manage stress effectively. Managing conflicts involves active listening, empathy, negotiation, and finding win-win solutions that satisfy all parties involved. Stress management techniques help individuals maintain composure and resilience in high-pressure situations, ensuring emotional well-being and preventing burnout. Proficient conflict and stress management skills foster healthier relationships and promote personal well-being in both professional and personal contexts.

1. **Decision-Making Skills:** Decision-making skills encompass critical thinking, analysis, and the ability to make sound judgments. Individuals' adept in decision-making weigh various options, consider potential outcomes and consequences, and choose the most suitable course of action. Effective decision-making involves gathering relevant information, assessing risks, and making informed choices. These skills are invaluable in personal and professional life, allowing individuals to navigate complexities and make choices aligned with their goals and values.
2. **Character Building:** Character building involves developing qualities such as integrity, honesty, accountability, and ethical behaviour. It forms the foundation of an individual's credibility and reputation. Upholding strong ethical values and demonstrating integrity in actions builds trust and respect in personal and professional relationships. Individuals with strong character act ethically even in challenging situations, earning admiration and establishing themselves as trustworthy and reliable individuals.
3. **Teamwork:** Teamwork emphasizes collaboration, communication, and synergy within a group setting to achieve common goals. It involves respecting diverse opinions, sharing responsibilities, and leveraging individual strengths for collective success. Effective teamwork encourages active participation, fosters innovation through different perspectives, and promotes a supportive environment where each member feels valued and contributes meaningfully.
4. **Time Management:** Time management skills enable individuals to effectively utilize their time, prioritize tasks, and meet deadlines. This skill involves setting goals, planning activities, and allocating time efficiently. Effective time management helps individuals achieve greater productivity, reduce stress, and maintain a healthy work-life balance. Prioritizing tasks ensures that important activities are completed promptly, contributing to overall success in personal and professional endeavours.

5. **Work Ethics:** Work ethics encompass dedication, professionalism, accountability, and adherence to ethical standards in work-related activities. Individuals with strong work ethics demonstrate commitment, take responsibility for their actions, and exhibit professionalism in their conduct. Upholding ethical standards fosters a positive work culture, earning respect from colleagues and employers while contributing to a harmonious work environment.

6. **Manners and Etiquette:** Manners and etiquette encompass a set of social behaviours that reflect respect, courtesy, and consideration for others. These include greeting others politely, showing appreciation, practicing good table manners, and maintaining decorum in various social settings. Displaying proper manners and etiquette creates positive impressions, fosters goodwill, and contributes to successful interpersonal relationships both personally and professionally.

2.7 Important Leadership Qualities

Physical Features: Initial impressions may be influenced by a leader's physical appearance, such as height or energy levels. However, effective leadership transcends these attributes.

Confidence, charisma, and competence are the core elements that drive a leader's success.

Knowledge: Competence and expertise are vital for earning respect and trust. Leaders who are well-versed in their field and stay informed about industry trends can make better decisions and guide their teams more effectively.

Integrity: Trust is built on integrity. Leaders who are honest, transparent, and ethical inspire loyalty and respect. Leading by example fosters a culture of high moral standards.

Vision: A clear vision provides direction and purpose. Effective leaders articulate a compelling vision that motivates and aligns their team with the organization's goals, driving progress and rallying support.

Initiative: Proactive leaders identify opportunities, solve problems, and drive innovation. By fostering a culture of creativity and adaptability, they help their teams stay ahead in dynamic environments.

Communication Skills: Effective communication is key for leadership. It includes clear articulation of ideas, active listening, and fostering collaboration. Strong communication skills help leaders inspire action and build understanding.

Motivation Skills: Motivated leaders energize their teams by recognizing strengths, providing encouragement, and setting achievable goals. They create a positive environment where team members feel valued and driven to excel.

Self-Confidence: Confidence in a leader reassures and inspires trust. Self-assured leaders handle challenges with conviction and maintain composure, fostering optimism and empowerment within their teams.

Decisiveness: The ability to make timely, informed decisions is crucial. Decisive leaders weigh alternatives and risks effectively, instilling confidence and driving organizational agility.

Social Skills: Interpersonal skills help leaders build rapport and trust. By showing empathy and understanding, leaders create supportive environments that enhance morale and productivity.

Effective Communication Skills for Social Work Practice

Active Listening: Involves fully concentrating on the client's words, understanding their message, and providing feedback. Key elements include eye contact, nodding, and summarizing to confirm comprehension.

Empathy and Understanding: Empathizing with clients means sharing and understanding their feelings without judgment. It's about acknowledging their experiences from their perspective.

Clear Verbal Communication: Essential for conveying information effectively. This includes using straightforward language and avoiding jargon to ensure clients understand the information.

Non-Verbal Communication: Includes body language and facial expressions. Social workers should be aware of their non-verbal cues and interpret clients' non-verbal signals to understand their emotions better.

Respectful Communication: Treating clients with dignity and cultural sensitivity. This involves acknowledging their values, beliefs, and personal boundaries to create a safe environment.

Effective Questioning: Using open-ended questions to elicit detailed responses and closed-ended questions for specific information. This helps in understanding clients' needs and concerns.

Conflict Resolution Communication: Handling conflicts by staying neutral, listening to all parties, and facilitating dialogue to find mutually acceptable solutions.

Cultural Competence in Communication: Adapting communication styles to respect and understand diverse cultural backgrounds and beliefs.

Boundary Setting and Communication: Clearly outlining the scope of services and professional roles to maintain an ethical and effective client relationship.

Trauma-Informed Communication: Adjusting communication approaches to consider the impact of trauma, using sensitive and non-judgmental language to support clients in their healing journey.

Strengths-Based Communication: Focusing on clients' strengths and capabilities rather than just problems. This approach empowers clients and builds their confidence.

Adaptive Communication Styles: Modifying communication styles to meet individual client needs, whether they prefer direct or supportive approaches.

Emotional Regulation in Communication: Maintaining control over one's emotions while addressing sensitive topics, demonstrating calmness and empathy to support clients effectively.

Feedback and Clarification: Providing and seeking feedback to ensure understanding and improve service delivery. Social workers should encourage clients to ask questions and clarify any uncertainties.

2.8 Effective Communication Skills for Social Work Practice

Mastering the communication skills is fundamental for social workers as it allows them to build trust, create a safe and supportive environment for clients, gather necessary information, collaborate effectively with colleagues, and advocate for clients' needs within the context of ethical and professional boundaries.

Following is the important skills effective communication in social work practice:

- **Active Listening:** Active listening involves more than just hearing; it's about fully concentrating on what the client is saying, understanding their message, and providing feedback to ensure comprehension. It includes maintaining eye contact, nodding to show understanding, and using verbal cues such as summarizing or paraphrasing to confirm understanding.
- **Empathy and Understanding:** Empathy is the ability to understand and share the feelings of another. In social work, it's crucial to empathize with clients, demonstrating genuine concern and understanding their experiences without judgment. It involves seeing the world from their perspective and acknowledging their emotions.
- **Clear Verbal Communication:** Clarity in verbal communication is essential for social workers to convey information effectively. It involves using simple language, avoiding technical jargon, and ensuring clients understand the information, instructions, or choices available to them.
- **Non-Verbal Communication:** Non-verbal communication, including body language, facial expressions, and gestures, plays a significant role in conveying messages. Social workers need to be aware of their own non-verbal cues and be

attentive to clients' nonverbal cues to understand their emotions and unspoken communication.

- **Respectful Communication:** Social workers should communicate respectfully, treating clients with dignity and cultural sensitivity. It creates a safe environment for clients to share their concerns openly. Being respectful also involves acknowledging clients' values, beliefs, and personal boundaries.
- **Effective Questioning:** Asking effective questions is crucial. Open-ended questions encourage clients to share more detailed information, while closed-ended questions help gather specific details. Using appropriate questioning techniques aids in understanding clients' needs, experiences, and concerns.
- **Conflict Resolution Communication:** Social workers often deal with conflicts between clients, families, or within organizations. Effective communication skills in conflict resolution involve staying neutral, active listening to all parties involved, and facilitating dialogue to find common ground and mutually acceptable solutions.
- **Cultural Competence in Communication:** Cultural competence involves understanding and respecting diverse cultures. Being culturally competent in communication ensures that social workers adapt their communication styles to respect clients' backgrounds, beliefs, and values.
- **Boundary Setting and Communication:** Establishing clear professional boundaries through communication is crucial. It involves outlining the scope of

services, roles, and responsibilities to maintain a professional-client relationship. Clear communication about boundaries ensures ethical and effective practice.

- **Trauma-Informed Communication:** Trauma-informed communication involves understanding the impact of trauma on individuals and adjusting communication approaches accordingly. It requires sensitivity, patience, and a non-judgmental attitude. Social workers use trauma-informed language and approaches to create a safe environment, minimize triggers, and support clients in their healing journey.
- **Strengths-Based Communication:** Strengths-based communication focuses on identifying and emphasizing clients' strengths and capabilities rather than solely focusing on problems or deficits. Social workers use positive and affirming language to empower clients, build their confidence, and encourage self-efficacy.
- **Adaptive Communication Styles:** Effective communication involves adapting communication styles based on individual client needs. Some clients may prefer direct and assertive communication, while others might respond better to a more nurturing and supportive approach. Social workers adapt their styles to establish rapport and meet the unique needs of each client.
- **Emotional Regulation in Communication:** Emotional regulation is vital in communication, especially when dealing with sensitive or distressing topics. Social workers maintain emotional control, demonstrating calmness and empathy while addressing emotionally charged situations. This helps clients feel understood and supported.

- **Feedback and Clarification:** Providing and seeking feedback is essential in effective communication. Social workers offer constructive feedback to clients, ensuring they understand the information shared and encouraging them to ask questions or seek clarification. Additionally, social workers actively seek feedback from clients to ensure their needs are being met and to improve service delivery.

2.9 Social Work Practice & Communication: Public Speaking, Presentation & Reporting

Communication is vital in social work, serving as the foundation for engaging with, understanding, and empowering clients. Effective communication in this field involves active listening, empathy, and cultural sensitivity. Social workers practice active listening to fully grasp clients' stories, concerns, and needs, which helps in building rapport and trust. This empathetic connection provides a safe space for clients to share their experiences openly.

Cultural competence is also crucial, ensuring social workers respect and adapt to clients' diverse cultural backgrounds, values, and beliefs. By addressing language barriers and cultural nuances, social workers can communicate inclusively, making clients from various backgrounds feel understood and respected.

In addition to client interactions, effective communication extends to collaborating with interdisciplinary teams, stakeholders, and communities. Social workers must communicate clearly within teams to coordinate services, share essential information, and develop strategies that address clients' comprehensive needs. Ethical communication practices, including maintaining confidentiality and respecting clients' autonomy, are also integral to social work.

Public Speaking: Public speaking is an essential skill for social workers, enabling them to engage with various stakeholders, including clients, colleagues, community members, and policymakers. Effective public speaking allows social workers to articulate ideas, advocate for social justice, and connect with audiences. This skill is crucial for raising awareness about social issues, garnering support for interventions, and motivating communities to drive positive change.

Presentation Skills: Presentation skills are vital for social workers to effectively share information and ideas with different audiences. Whether presenting to clients, colleagues, community groups, or during advocacy efforts, well-developed presentation skills help in delivering content clearly and engagingly. Effective presentations can influence attitudes, encourage behavioral changes, and aid in informed decision-making, thereby enhancing the impact of social work interventions.

Report Writing/Reporting: Report writing is a fundamental aspect of social work, providing a means to document assessments, interventions, and outcomes. Accurate reporting ensures accountability, maintains records, and communicates essential information within teams and agencies. Clear and concise reports document client progress, highlight needs, and evaluate intervention effectiveness. They also support advocacy for resources, influence policy, and contribute to improving social work practices by offering a comprehensive record of client needs and intervention outcomes.

2.10.Type & Purpose; Ethics of Social Work Communication

Social work communication involves various forms and serves distinct purposes essential to the profession:

Interpersonal Communication: This form of communication occurs directly between social workers and clients, families, or groups. Its goal is to build rapport, trust, and a therapeutic relationship. Effective interpersonal communication involves active listening, empathy, and both verbal and non-verbal interactions, supporting activities such as assessments, counselling, and tailored interventions.

Group Communication: Social workers often facilitate group discussions to create supportive environments that encourage peer support and collective learning. This type of communication helps address shared issues, share experiences, and develop strategies or skills among group members.

Written Communication: This includes case notes, assessments, reports, and other documents. Its purpose is to maintain accurate records of client interactions and progress, ensuring continuity of care and clear information sharing among professionals.

Advocacy and Public Communication: Social workers use this form of communication to engage with policymakers, community leaders, and the public. Its aim is to raise awareness of social issues, influence policies, and advocate for social justice through presentations, media interactions, and campaigns.

Digital Communication: Utilizing emails, social media, and telehealth platforms, social workers can provide virtual support, disseminate information widely, and maintain connections with clients, expanding their reach and accessibility.

Family Communication and Mediation: This involves facilitating discussions and resolving conflicts within families. Social workers help improve relationships and communication patterns, particularly in cases of domestic challenges like violence, parenting issues, or substance abuse.

Community Engagement and Participatory Communication: Social workers engage with communities to assess needs and empower members in decision-making processes. This approach ensures that community-driven solutions align with local values and requirements.

Supervision and Consultation: Regular supervision and consultation sessions between social workers and their supervisors or peers are crucial for receiving guidance, feedback, and support on complex cases and professional development.

Ethics of Social Work Communication

Ethics are integral to social work communication, ensuring that interactions uphold the profession's values and standards:

Confidentiality and Privacy: Social workers are obligated to protect client information, maintaining privacy unless there are legal or ethical reasons for disclosure, such as safety concerns or mandated reporting.

Informed Consent: Ethical communication requires obtaining clients' informed consent before sharing information or engaging in interventions, ensuring they understand the purpose, risks, and benefits.

Cultural Competence and Sensitivity: Respecting and understanding diverse cultural backgrounds is essential. Social workers must adapt their communication to accommodate clients' cultural needs, avoiding biases.

Boundaries and Professionalism: Maintaining professional boundaries prevents conflicts of interest and inappropriate relationships, safeguarding the therapeutic process.

Accuracy and Honesty: Social workers must convey information truthfully and without exaggeration, ensuring clients receive clear and unbiased information.

Respect and Empowerment: Fostering respect and empowering clients involves active listening, validating their experiences, and involving them in decision-making processes regarding their care.

Self-Disclosure and Transparency: Any personal information shared by social workers should be relevant and beneficial to the client, maintaining the focus on the client's needs.

Conflict Resolution and Mediation Ethics: In conflict resolution, social workers must remain impartial and fair, facilitating discussions without bias and ensuring all voices are heard.

Respecting Client Autonomy: Social workers should support clients' decision-making abilities, providing guidance without imposing personal beliefs, and allowing clients to make informed choices.

Professional Supervision and Consultation Ethics: In supervisory or consultative settings, confidentiality must be upheld while discussing client-related information, ensuring ethical sharing of relevant details.

Ethics in Advocacy and Public Communication: Accuracy, honesty, and transparency are crucial in public communication. Social workers should present information truthfully and promote social justice while respecting diverse viewpoints.

2.11. Check your progress

What are soft skills, and why are they important in professional settings?

1. How does emotional intelligence contribute to effective leadership?
2. Describe how adaptability can turn challenges into opportunities for growth.
3. What is the significance of conscientiousness in achieving personal and professional goals?
4. How does personality development enhance self-awareness?
5. Why is effective communication considered a fundamental soft skill in both personal and professional contexts?
6. In what ways does resilience play a role in managing stress and adapting to adversity?
7. What are the key traits of effective leadership?

- 9 How does body language affect communication?
10. What are the steps involved in effective problem-solving?
11. What are the main techniques for managing stress?
12. How can social workers demonstrate cultural competence in communication?
13. Why is decision-making an important skill in leadership?
14. What is the role of empathy in social work practice?
15. How can clear verbal communication benefit social workers?

2.12. Let us sum up:

Effective communication and personality development are critical components of social work practice. Soft skills enhance interactions with clients and colleagues, while strong leadership qualities and ethical communication practices ensure integrity and effectiveness. Understanding the diverse types of communication and adhering to ethical guidelines fosters trust, collaboration, and positive outcomes in social work.

2.13. Answer to Question

1. Soft skills are non-technical skills such as communication, teamwork, and problem-solving. They are crucial in professional settings because they enhance collaboration, improve workplace relationships, and contribute to overall effectiveness and productivity.

2. Emotional intelligence helps leaders manage their own emotions and understand others' feelings, fostering better communication, conflict resolution, and motivation within their teams.
3. Adaptability allows individuals to embrace change and adjust strategies, turning obstacles into learning experiences and opportunities for personal and professional development.
4. Conscientiousness involves being diligent and reliable, which leads to better organization, perseverance, and achievement of long-term goals.
5. Personality development involves understanding one's strengths and weaknesses, leading to increased self-awareness and more effective personal and professional interactions.
6. Effective communication ensures clear expression of ideas and understanding between individuals, crucial for building relationships, resolving conflicts, and achieving collaborative success.
7. Resilience helps individuals bounce back from setbacks, manage stress effectively, and remain adaptable in the face of challenges, fostering better emotional and mental health.

8. Key traits of effective leadership include empathy, vision, integrity, communication skills, and decisiveness, which collectively inspire and guide teams towards achieving goals.
9. Body language conveys non-verbal cues that can reinforce or contradict verbal messages, impacting perceptions of confidence and sincerity.
10. Steps involved in effective problem-solving include identifying the problem, analysing root causes, brainstorming solutions, and implementing and evaluating strategies.
11. Techniques for managing stress include practicing mindfulness, exercising regularly, maintaining a balanced diet, and seeking social support.
12. Social workers can demonstrate cultural competence by adapting their communication styles to respect and understand clients' cultural backgrounds and avoiding biases.
13. Decision-making is an important skill in leadership because it involves making timely, informed choices that affect organizational direction and effectiveness.
14. Empathy helps social workers understand and relate to clients' experiences, building trust and providing effective support.

15. Clear verbal communication benefits social workers by ensuring clients understand information and instructions, aiding in effective service delivery and relationship building.

2.14. Model Question

1. Discuss the importance of soft skills in the professional environment, providing examples of how different types of soft skills contribute to workplace success. Include a detailed analysis of how communication, leadership, and emotional intelligence play a crucial role in team dynamics and organizational growth?
2. Explain the concept of personality, focusing on its different dimensions as outlined by the Big Five personality traits. How do these dimensions influence an individual's behaviour in both personal and professional settings? Provide examples to illustrate the impact of traits like openness, conscientiousness, and extraversion on career development and interpersonal relationships?
3. Critically analyse the significance of personality development in achieving personal and professional fulfilment. Discuss how personality development contributes to self-

awareness, resilience, and emotional intelligence, and explore its role in enhancing decision-making abilities, stress management, and overall well-being?

4. Evaluate the role of adaptability and problem-solving as essential soft skills in today's rapidly changing work environment. How do these skills enable individuals and organizations to thrive amidst uncertainty and innovation? Include examples of scenarios where adaptability and problem-solving have been key to overcoming challenges?
5. Explore the relationship between personality development and leadership qualities. How does a well-developed personality contribute to effective leadership? Discuss how traits like emotional intelligence, communication skills, and resilience are integral to leadership success, and provide examples of how these traits have influenced successful leaders in various fields?
6. Discuss the impact of leadership qualities such as integrity and vision on team effectiveness and organizational success.
7. Explain how effective time management can influence productivity and work-life balance.

8. Analyse the significance of emotional regulation in communication for social workers when dealing with sensitive topics.

9. Evaluate the role of non-verbal communication in social work practice and its impact on client interactions.

10. Discuss the ethical considerations involved in social work communication, focusing on confidentiality, informed consent, and cultural competence.

2.15. Assignment Question

1. Define soft skills and discuss their significance in professional settings. Provide examples of how different types of soft skills (e.g., communication, teamwork) can impact job performance and career growth.

2. Explain the concept of personality and its key dimensions. Discuss how understanding personality dimensions can inform personal development strategies and contribute to professional success.

3. Identify and describe three important leadership qualities. Analyse how these qualities can influence team effectiveness and overall organizational performance.

4. Discuss the role of effective communication skills in social work practice. How can skills such as public speaking, presentation, and reporting enhance the effectiveness of social work interventions and client interactions?

2.16 Reference

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