



ENRICHING  
CORPORATE  
COMMUNICATION  
USING TECHNOLOGY

*Edited by*  
Dr. Sanjeev Bansal  
Dr. Smrita Sinha  
Dr. Anita Venaik

 Bharti

Copyright © Editors

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

*Disclaimer: The views expressed in the book are of the authors and not necessarily of the publisher. Authors are themselves are responsible for any kind of Plagiarism found in book and any related issues found in the book.*

First Published, 2020

ISBN : 978-93-89657-87-6

Printed in India

Published by :

**Bharti Publications**

4819/24, 3rd Floor, Mathur Lane

Ansari Road, Darya Ganj, New Delhi-110002

Phone: 011-23247537, Mobile: +91-989-989-7381

E-mail : [bhartipublications@gmail.com](mailto:bhartipublications@gmail.com)

[info@bharatipublications.com](mailto:info@bharatipublications.com)

Website : [www.bhartipublications.com](http://www.bhartipublications.com)

## Contents

|    |  |             |
|----|--|-------------|
|    | <i>Preface</i>   | <i>v-vi</i> |
| 1. | <b>Work Life Balance Using Latest Technology</b><br><i>Anshu Yadav, Shweta Awasthi &amp; Dr. Sonali Banarjee</i>   | 1-10        |
| 2. | <b>Nature and Process of Effective Communication</b><br><i>Arpita Kaul</i>   | 11-25       |
| 3. | <b>Teacher 'Preparedness' for Using ICT for Teaching Communication: were We Ready for the Covid-19 Pandemic ? - A Comparative Analysis of 11 Selected Countries</b><br><i>Deboshree Ghosh &amp; Smrita Sinha</i> | 26-39       |
| 4. | <b>The Art of Negotiation</b><br><i>Harmeet Kaur &amp; Rashmi Sinha</i>  | 40-50       |
| 5. | <b>Cross Cultural Communication</b><br><i>Prof. Jaya Yadav</i>   | 51-63       |
| 6. | <b>Negotiation is an Art</b><br><i>Mounica Kadiyala &amp; Saloni Pahuja</i>  | 64-76       |
| 7. | <b>Dark Triad Personality and Emotional Intelligence</b><br><i>Sheetal Chadda</i>  | 77-82       |
| 8. | <b>Perception Towards Factors Affecting Transformational Leadership as a Tool for Effective Leadership</b><br><i>Vijit Chaturvedi</i>  | 83-93       |
| 9. | <b>Stress and Its Impact on Communication</b><br><i>Nisha Gupta</i>  | 94-104      |

## 2

## Nature and Process of Effective Communication

**Dr. Arpita Kaul\***

\* Assistant Professor, Sri Venkateswara College (University of Delhi), Delhi.

### Abstract

*This chapter discusses all the important aspects of communication. It begins with the definition and meaning of communication. Then the characteristics and importance of effective communication is explained. This chapter also focusses on Golden rules of effective communication, types of communication and barriers to effective communication. The aim of this chapter is to ensure that whoever reads this chapter can learn the basics of effective communication and practice effective communication after reading this chapter.*

### Introduction

A son says to his mother, "Mom, I want a bike."

A boss says to the subordinate, "I want this work done by 5 p.m. in the evening."

A maid tells the boss, "I will be on leave tomorrow."

A colleague writes a mail to his colleague asking for certain information regarding a project.

A college Principal send a letter of shortage of attendance to parents of students.

These are all examples of communication. The first three examples are examples of verbal communication and last two examples are examples of written communication.