

# Essentials of INFORMATION TECHNOLOGY

*Based on LibreOffice*

PREETI ARORA

DOEACC 'A' level, M.Sc-IT, M.Tech-IT  
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## PREFACE

It is difficult to comprehend how much Information Technology (IT) pervades and influences our daily lives, especially its practical application in computers, tablets and smartphones.

This book, **Essentials of Information Technology (402)** for **CBSE Class IX**, based on the Skill Subject approved by CBSE's Department of Skill Education, has been brought out with an aim to upgrade the skills and proficiency of the young learner in the field of Information Technology.

The book, for the job role of 'Domestic Data Entry Operator', has been developed to impart knowledge and skills through hands-on learning, which forms part of experiential learning. Experiential learning focuses on the learning process of an individual. Thus, student-centered learning activities have been included in the book.

The book has been prepared strictly in accordance with the CBSE curriculum. The course has been divided into two parts – Employability Skills and Subject-Specific Skills – details of which are as under:

- **Employability Skills** incorporates five important skill sets, *viz.* Communication Skills, Self-Management Skills, ICT Skills, Entrepreneurial Skills and Green Skills. Each of these skills has been covered in detail as a separate unit as per the CBSE syllabus.
- **Subject-Specific Skills** covers introductory concepts about IT and ITeS industry, its applications, usage of keyboard and mouse for data entry, introduction to Touch Typing technique and typing software, fundamental topics and features of LibreOffice Digital Documentation Writer, Electronic Spreadsheet Calc and Digital Presentation Impress. It consists of five units. Unit 1 focuses on Importance and Applications of IT and ITeS Industry in various fields. Unit 2 introduces RapidTyping Tutor software which focuses on enhancing Touch Typing technique, ergonomics and sitting posture to put the student on a firm footing in terms of the health aspects associated with computer systems. Unit 3 is based on Basics of Digital Documentation and its salient features like Editing, Formatting and Mail Merge, while Unit 4 is about Basics of Electronic Spreadsheet, performing calculations using Formulas and Functions, and creating Charts. Unit 5 covers the Basics of Digital Presentation and introduces fundamental skills required to create a slide show to enable students prepare effective presentations.

The book includes all the latest changes made by the CBSE in the IT curriculum and question paper pattern, with focus on **Case-based/Application-based Questions**, **Objective Type Questions**, **Subjective Type Questions** (both Solved & Unsolved). Besides, a **Model Test Paper** (with Solutions) and a **Practice Paper** have been included in the book.

It is hoped that the simple and lucid style of the book and ample practical examples provided will be of immense help to teachers and students in handling difficult topics.

Your feedback is important and will be highly appreciated and duly acknowledged.

Last but not the least, I express my deep sense of gratitude towards my esteemed publishers, **Sultan Chand & Sons (P) Ltd**, for their guidance and support.

**AUTHOR**



# SYLLABUS

## INFORMATION TECHNOLOGY CLASS IX Code No. 402

### Distribution of Marks

Total Marks: 100 (Theory 50 + Practical 50)

	Units	No. of Hours for Theory and Practical		Max Marks for Theory and Practical	
<b>Part A</b>	<b>EMPLOYABILITY SKILLS</b>				
	Unit 1: Communication Skills-I	10		2	
	Unit 2: Self-Management Skills-I	10		3	
	Unit 3: ICT Skills-I	10		1	
	Unit 4: Entrepreneurial Skills-I	15		3	
	Unit 5: Green Skills-I	05		1	
	<b>Total</b>	<b>50</b>		<b>10</b>	
<b>Part B</b>	<b>SUBJECT-SPECIFIC SKILLS</b>		<b>Theory</b>	<b>Practical</b>	<b>Marks</b>
	Unit 1: Introduction to IT-ITeS Industry	2	4	4	
	Unit 2: Data Entry & Keyboarding Skills	4	10	6	
	Unit 3: Digital Documentation	10	26	10	
	Unit 4: Electronic Spreadsheet	18	35	10	
	Unit 5: Digital Presentation	10	31	10	
	<b>Total</b>	<b>44</b>	<b>106</b>	<b>40</b>	
<b>Part C</b>	<b>PRACTICAL WORK</b>				
	Practical Examination			15	
	Written Test			10	
	Viva Voce			10	
<b>Total</b>			<b>35</b>		
<b>Part D</b>	<b>Project Work/Field Visit</b>				
	Practical File/Student Portfolio			10	
	Viva Voce			05	
<b>Total</b>			<b>15</b>		
<b>GRAND TOTAL</b>		<b>200</b>		<b>100</b>	

### DETAILED CURRICULUM/TOPICS

#### Part A: Employability Skills

S.No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-I	10
2.	Unit 2: Self-Management Skills-I	10
3.	Unit 3: Basic Information and Communication Technology Skills-I	10
4.	Unit 4: Entrepreneurial Skills-I	15
5.	Unit 5: Green Skills-I	05
	<b>Total</b>	<b>50</b>

**Note:** Detailed curriculum/topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

## SUBJECT-SPECIFIC SKILLS

UNIT 1: Introduction To IT–ITeS Industry			
S.No.	LEARNING OUTCOMES	THEORY	PRACTICAL
1.	Appreciate the applications of IT	<ul style="list-style-type: none"> <li>Introduction to IT and ITeS, BPO services</li> <li>BPM industry in India</li> <li>Structure of the IT-BPM industry</li> <li>Applications of IT in home computing, everyday life, library, workplace, education, entertainment, communication, business, science and engineering, banking, insurance, marketing, healthcare, IT in the government and public service</li> </ul>	<ul style="list-style-type: none"> <li>Identify and list the various IT-enabled services, Observe the applications of IT in various areas</li> </ul>
UNIT 2: Data Entry and Keyboarding Skills			
S.No.	LEARNING OUTCOMES	THEORY	PRACTICAL
1.	Use keyboard and mouse for data entry	<ul style="list-style-type: none"> <li>Keyboarding Skills</li> <li>Types of keys on keyboard, Numeric keypad</li> <li>Home keys, Guide keys</li> <li>Typing and deleting text</li> <li>Typing ergonomics</li> <li>Positioning of fingers on the keyboard</li> <li>Allocation of keys to fingers on four different rows</li> <li>Pointing device—Mouse, Mouse operations</li> </ul>	<ul style="list-style-type: none"> <li>Identify the keys and its use on the keyboard</li> <li>Demonstrate to use various keys on the keyboard</li> <li>Demonstrate to type the text, numbers, special characters using appropriate keys on the keyboard</li> <li>Practice the correct typing ergonomics</li> <li>Practice to place fingers on correct key in four different rows of keyboard</li> <li>Practice various mouse operations</li> </ul>
2.	Use typing software	<ul style="list-style-type: none"> <li>Introduction to Rapid Typing Tutor</li> <li>Touch typing technique</li> <li>User interface of Typing Tutor</li> <li>Typing text and interpret results</li> <li>Working with lesson editor</li> <li>Calculating typing speed</li> <li>Typing rhythm</li> </ul>	<ul style="list-style-type: none"> <li>Identify the user interface of typing tutor</li> <li>Practice to type text in typing tutor software and interpret the results</li> <li>Practice to work in lesson editor</li> <li>Calculate the typing speed</li> <li>Practice to improve typing</li> <li>Using typing tutor software</li> </ul>
UNIT 3: Digital Documentation			
S.No.	LEARNING OUTCOMES	THEORY	PRACTICAL
1.	Create a document using a Word processor	<ul style="list-style-type: none"> <li>Introduction to Word processing</li> <li>Word processing applications</li> <li>Introduction to Word Processing tool</li> <li>Creating a document, Parts of a Word Processor Window</li> </ul>	<ul style="list-style-type: none"> <li>List the available word processing applications</li> <li>Introduce with the parts of the main window</li> <li>Change document views</li> <li>Start a new document</li> <li>Open an existing document</li> <li>Save a document</li> <li>Close a document</li> </ul>
2.	Apply Editing features	<ul style="list-style-type: none"> <li>Text editing – Undo and Redo</li> <li>Moving and copying text</li> <li>Copy and Paste</li> <li>Selecting text</li> <li>Selection criteria</li> <li>Selecting non-consecutive text items</li> <li>Selecting a vertical block of text</li> <li>Find and replace option</li> <li>Jumping to the page number</li> <li>Non-printing characters</li> <li>Checking spelling and grammar</li> <li>Using Synonyms and Thesaurus</li> </ul>	<ul style="list-style-type: none"> <li>Editing of text in a document</li> <li>Demonstrate to use undo and redo option</li> <li>Use the keyboard and mouse options to select, cut, copy, paste and move text</li> <li>Demonstrate to select non-consecutive text items, vertical block of text</li> <li>Search and replace text in a document</li> <li>Jump to the given page number in a document</li> <li>Insert non-printing characters in a document</li> <li>Apply Spelling and Grammar option of document</li> <li>Demonstrate to use Synonyms and Thesaurus</li> </ul>
3.	Apply formatting features	<ul style="list-style-type: none"> <li>Page style dialog</li> <li>Formatting text – Removing manual formatting, Common text formatting, Changing text case, Superscript and Subscript</li> <li>Formatting paragraph – Indenting paragraphs, Aligning paragraphs, Font color, highlighting and background color, Using bullets and numbering, Assigning color, border and background to paragraph</li> <li>Page formatting – setting up basic page layout using styles, Inserting page break, Creating header/footer and page numbers</li> <li>Defining borders and backgrounds, Inserting images, shapes, special characters in a document, Dividing page into columns, Formatting the shape or image</li> </ul>	<ul style="list-style-type: none"> <li>Apply various text formatting options for the text.</li> <li>Demonstrate to format paragraphs. <ul style="list-style-type: none"> <li>indent/align paragraphs, assign font color, highlighting and background color</li> </ul> </li> <li>Assign number or bullets to the lists items</li> <li>Demonstrate to assign color, border and background to paragraph</li> <li>Demonstrate the page formatting – set up basic page layout using styles</li> <li>Insert page break, Create header/footer and page numbers</li> <li>Define borders and backgrounds</li> <li>Insert images, shapes, special characters in a document</li> <li>Divide page into columns</li> <li>Format the shape or image</li> </ul>

4.	Create and work with tables	<ul style="list-style-type: none"> <li>• Creating table in Word Processor</li> <li>• Inserting row and column in a table</li> <li>• Deleting rows and columns</li> <li>• Splitting and merging tables</li> <li>• Deleting a table</li> <li>• Copying a table</li> <li>• Moving a table</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate and do the following in Word Processor: <ul style="list-style-type: none"> <li>▪ Create table</li> <li>▪ Insert and delete rows and column in a table</li> <li>▪ Split and merge tables</li> <li>▪ Delete a table</li> <li>▪ Copy or move from one location to another location of document</li> </ul> </li> </ul>
5.	Use Print Options	<ul style="list-style-type: none"> <li>• Printing options in Word Processor</li> <li>• Print preview</li> <li>• Controlling printing</li> <li>• Printing all pages, single and multiple pages</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate to print the document, selected pages in the document</li> <li>• Print the document with various options</li> <li>• Preview pages before printing</li> </ul>
6.	Understand and apply mail merge	<ul style="list-style-type: none"> <li>• Introduction to mail merge</li> <li>• Concept of data source for mail merge</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate to print the letters using mail merge</li> <li>• Do the following to achieve: <ul style="list-style-type: none"> <li>▪ Create a main document</li> <li>▪ Create the data source</li> <li>▪ Enter data in the fields</li> <li>▪ Merge the data source with main document</li> <li>▪ Edit individual document</li> <li>▪ Print the merged letter</li> <li>▪ Save the merged letter</li> </ul> </li> </ul>

#### UNIT 4: Electronic Spreadsheet

S.No.	LEARNING OUTCOMES	THEORY	PRACTICAL
1.	Create a spreadsheet	<ul style="list-style-type: none"> <li>• Introduction to spreadsheet application</li> <li>• Starting a spreadsheet</li> <li>• Parts of a spreadsheet</li> <li>• Worksheet – Rows and Columns, Cell and Cell Address</li> <li>• Range of cells – column range, row range, row and column range</li> </ul>	<ul style="list-style-type: none"> <li>• Start the spreadsheet</li> <li>• Identify the parts of Calc</li> <li>• Identify the rows number, column number, cell address</li> <li>• Define the range of cell</li> <li>• Identify row range, column range, row &amp; column range</li> </ul>
2.	Apply formula and functions in spreadsheet	<ul style="list-style-type: none"> <li>• Different types of data</li> <li>• Entering data – Label, Values, Formula</li> <li>• Formula, how to enter formula</li> <li>• Mathematical operators used in formulae</li> <li>• Simple calculations using values and operators</li> <li>• Formulae with cell addresses and operators</li> <li>• Commonly used basic functions in a spreadsheet—SUM, AVERAGE, MAX, MIN, Count</li> <li>• Use of functions to do calculations</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate to enter the text, numeric data in a cell</li> <li>• Identify the label, values and formula in the cell</li> <li>• Demonstrate to enter formula in a cell</li> <li>• Construct the formula using mathematical operators</li> <li>• Identify formulae with cell addresses and operators</li> <li>• Identify the correct syntax of formula</li> <li>• Use the basic functions to perform calculations on data</li> </ul>
3.	Format data in the spreadsheet	<ul style="list-style-type: none"> <li>• Formatting tool</li> <li>• Use of dialog boxes to format values</li> <li>• Formatting a range of cells with decimal places</li> <li>• Formatting a range of cells to be seen as labels</li> <li>• Formatting of a cell range as scientific</li> <li>• Formatting a range of cells to display times</li> <li>• Formatting alignment of a cell range</li> <li>• Speeding up data entry using the fill handle</li> <li>• Uses of fill handle to copy formulae</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the formatting tool</li> <li>• Demonstrate to use of dialog boxes to format values</li> <li>• Demonstrate to format range of cells with decimal places</li> <li>• Demonstrate to format a range of cells to labels</li> <li>• Demonstrate to format a cell range as scientific</li> <li>• Demonstrate to format a range of cells to display time</li> <li>• Demonstrate to align cell data range</li> <li>• Demonstrate to create: <ul style="list-style-type: none"> <li>▪ number series using fill handle</li> <li>▪ Copy formula by dragging the formula using fill handle</li> </ul> </li> </ul>
4.	Understand and apply Referencing	<ul style="list-style-type: none"> <li>• Concept of referencing: <ul style="list-style-type: none"> <li>▪ Relative referencing</li> <li>▪ Mixed referencing</li> <li>▪ Absolute referencing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate to use Relative referencing in spreadsheet</li> <li>• Demonstrate to use Mixed referencing in spreadsheet</li> <li>• Demonstrate to use Absolute referencing in spreadsheet</li> </ul>

5.	Create and insert different types of charts in a spreadsheet	<ul style="list-style-type: none"> <li>Importance of chart in spreadsheet</li> <li>Types of charts</li> </ul>	<ul style="list-style-type: none"> <li>Create different types of charts supported by a spreadsheet</li> <li>Illustrate the example of chart in a spreadsheet</li> </ul>
<b>UNIT 5: Digital Presentation</b>			
S.No.	LEARNING OUTCOMES	THEORY	PRACTICAL
1.	Understand features of an effective presentation	<ul style="list-style-type: none"> <li>Concept of presentation</li> <li>Elements of presentation</li> <li>Characteristics of an effective presentation</li> </ul>	<ul style="list-style-type: none"> <li>Identify and list the elements of presentation</li> <li>List the characteristics of an effective presentation</li> </ul>
2.	Create a presentation	<ul style="list-style-type: none"> <li>Introduction to presentation software</li> <li>Opening a presentation software</li> <li>Parts of presentation window</li> <li>Closing a presentation</li> <li>Creating a presentation using template</li> <li>Selecting slide layout</li> <li>Saving a presentation</li> <li>Running a slide show</li> <li>Saving a presentation in PDF</li> <li>Closing a presentation</li> <li>Using Help</li> </ul>	<ul style="list-style-type: none"> <li>Start the presentation application</li> <li>Various components of main Impress window</li> <li>Observe the different workspace views</li> <li>Create a new presentation using wizard</li> <li>Run the presentation</li> <li>Save the presentation</li> <li>Close the presentation</li> <li>Demonstrate to use Help in presentation</li> </ul>
3.	Work with slides	<ul style="list-style-type: none"> <li>Inserting a duplicate slide</li> <li>Inserting new slides</li> <li>Slide layout</li> <li>Copying and moving slides</li> <li>Deleting and renaming slides</li> <li>Copying, moving and deleting contents of slide</li> <li>Viewing a presentation</li> <li>Controlling the size of the view</li> <li>Workspace views – Normal, Outline, Notes, Slide sorter view</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate to insert a new slide and duplicate slide in a presentation</li> <li>Change the slide layout</li> <li>Demonstrate to copy and move slides in the presentation</li> <li>Demonstrate to copy, move and delete contents of the slide</li> <li>Demonstrate to view a presentation in different views</li> </ul>
4.	Format text and apply animation	<ul style="list-style-type: none"> <li>Formatting toolbar</li> <li>Various formatting features</li> <li>Text alignment</li> <li>Bullets and numbering</li> <li>Custom Animation</li> </ul>	<ul style="list-style-type: none"> <li>Identify and list the various options in formatting toolbar</li> <li>Apply the appropriate formatting option</li> <li>Align the text in presentation</li> <li>Apply bullets and numbering to the list items in presentation</li> <li>Apply Animation</li> </ul>
5.	Create and use tables	<ul style="list-style-type: none"> <li>Inserting tables in presentation</li> <li>Entering and editing data in a table</li> <li>Selecting a cell, row, column, table</li> <li>Adjusting column width and row height</li> <li>Table borders and background</li> </ul>	<p>Demonstrate the following:</p> <ul style="list-style-type: none"> <li>Insert table in presentation</li> <li>Enter and edit data in a table</li> <li>Select a cell, row, column, table</li> <li>Adjust column width and row height</li> <li>Assign table borders and background</li> </ul>
6.	Insert and format image in presentation	<ul style="list-style-type: none"> <li>Inserting an image from a file</li> <li>Inserting an image from the gallery</li> <li>Formatting images</li> <li>Moving images</li> <li>Resizing images</li> <li>Rotating images</li> <li>Formatting using the Image toolbar</li> <li>Drawing graphic objects – line, shapes</li> <li>Grouping and un-grouping objects</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate to insert an image from file, gallery in presentation</li> <li>Apply formatting options to image in presentation</li> <li>Demonstrate to move, resize and rotate images</li> <li>Apply formatting options of Image toolbar</li> <li>Drawing line, shapes using graphic objects</li> <li>Demonstrate to group and ungroup objects</li> </ul>
7.	Work with slide master	<ul style="list-style-type: none"> <li>Slide masters</li> <li>Creating the slide masters</li> <li>Applying the slide masters to all slide</li> <li>Adding transitions</li> </ul>	<ul style="list-style-type: none"> <li>Create the slide masters</li> <li>Apply the slide masters to the presentation</li> <li>Add transitions to presentation</li> </ul>

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# Communication Skills-I

## LEARNING OBJECTIVES

- 🎯 Understanding the importance and different methods of communication
- 🎯 Comparing and contrasting verbal and non-verbal communication
- 🎯 Understanding the communication cycle and the importance of feedback
- 🎯 Understanding the barriers to effective communication
- 🎯 Getting familiar with different parts of speech and their usage in sentences and paragraphs

## INTRODUCTION

Picture a world without communication—a world with no way to exchange thoughts, feelings or information. In this world, you have no means to express yourself or respond to others. Such a world would lack understanding among people, leading to a lack of cooperation, coordination and collaboration. It would also lack love, friendship and support. In addition, there would be no means to solve problems, make decisions, resolve conflicts or achieve goals. Accessing information or resources and providing or receiving help would also be impossible. Just an imaginary glimpse of such a world is sufficient to understand the importance of communication in our lives.



A popular quote by an unknown author sums up the importance of communication—*“Without communication there is no relationship. Without respect, there is no love. Without trust, there is no reason to continue.”*



Our ability to communicate is what makes us uniquely human. Communication is one of the most important qualities that distinguishes us as the supreme species. Communication enables us to share our experiences, learn from one another, and grow and evolve both as individuals and as a society.



“Every time you have to speak, you are auditioning for leadership.”

—James Humes

## WHAT IS COMMUNICATION

The simplest definition of communication is “*the exchange of information and ideas between individuals or groups*”. People communicate in various ways, such as speaking, writing and even through non-verbal signals. Having strong communication skills is crucial for an individual to succeed in all aspects of life, whether it is in schools, personal relationships or professional discussions at the workplace.

### Communication is a Skill

**Skills**, by definition, are something you learn through **practice and experience**. Effective communication, just like any other skill, needs constant practice, effort and improvement over time. Communication as a skill is about using a set of abilities and techniques to share and understand information effectively.

Starting from your early years in school, your communication skills grow through activities like class discussions, presentations and group projects. These activities teach students how to express their ideas clearly, listen actively to others and respond to different viewpoints.



### Communication is an Essential Component

Communication is not just a valuable skill on its own; it is also a vital part of many other essential human skills. Take teamwork and collaboration, problem-solving and conflict resolution, for example. To succeed, effective communication skills are necessary for all of these activities. When we build strong communication skills, we are essentially setting the stage for a life filled with personal and professional growth and success.

## IMPORTANCE OF COMMUNICATION

Communication is the most important factor in various aspects of our lives, whether it involves relationships, work, education or personal development. Some key advantages of effective communication include the following:

1. **Building and Sustaining Relationships:** Communication is the fundamental basis of all kinds of human relationships, whether they are personal or professional. Effective communication helps in building and sustaining these relationships.
2. **Sharing Information:** The ability to communicate is the primary means for exchanging information and knowledge. It is only through communication that we can share our thoughts, experiences and insights while learning from others in return.
3. **Problem-solving and Decision-making:** Effective communication is essential for collaboration and teamwork. It aids in problem identification, exploring solutions and collectively making decisions through discussions and exchanging ideas.
4. **Conflict Resolution:** Communication is an essential tool for resolving conflicts and disagreements. While it allows us to express our needs and viewpoints clearly, it also helps us to understand others' perspectives. By actively listening to others, we can discover common ground and reach mutually acceptable solutions.
5. **Personal Growth and Development:** Communication also serves as a foundation for personal growth and self-expression. Through self-expression and meaningful conversations, we can nurture our own ideas, gain a deeper self-awareness and evolve as individuals.

## COMMUNICATION CYCLE

Communication cycle is a model that explains how communication occurs between two or more people. The essential components of a communication cycle include a sender, encoding, a message, a channel, a receiver and some feedback, as discussed below:

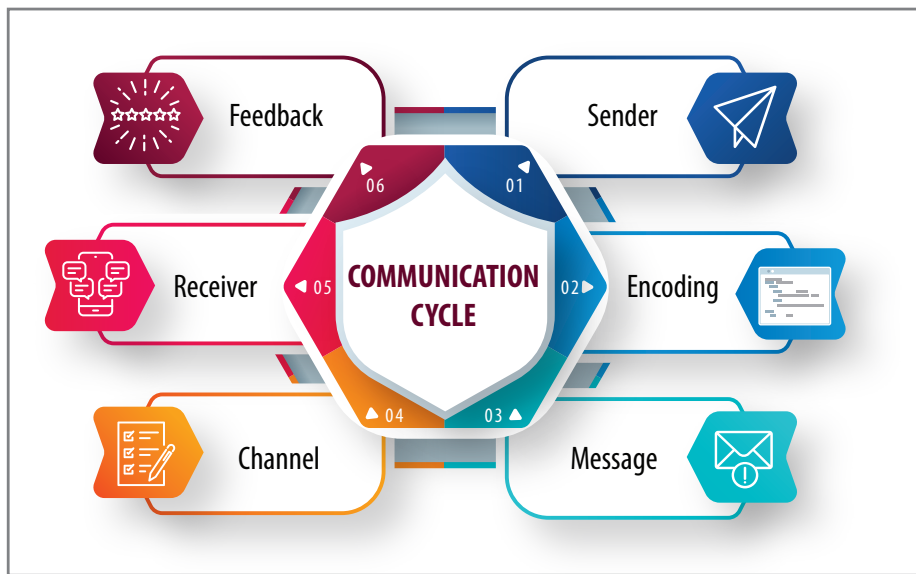
### Essential Elements of Communication Cycle

The fundamental components of a communication cycle are as follows:

1. **Sender:** This is the individual or entity who initiates the communication, intending to convey information or express their thoughts, emotions or ideas.
2. **Encoding:** The sender's role is to transform his thoughts or ideas into a format suitable for transmission and comprehension. This transformation may involve converting the message into spoken words, written text or non-verbal signals.
3. **Message:** The message is the actual content that the sender wishes to communicate. This content can take various forms, including spoken words, written text or non-verbal cues.
4. **Channel:** The channel is the medium through which the message is transmitted. It could be through speaking, writing or using gestures, among other methods.

5. **Receiver:** The receiver is the individual or entity at the other end of the communication. Their task is to receive the message and decode it, making sense of its meaning and context.
6. **Feedback:** Feedback refers to the response given by the receiver to the sender. It can take the form of verbal or non-verbal signals. This feedback is vital because it enables the sender to evaluate the effectiveness of the communication and make adjustments, if necessary.

These elements depend on each other and interact to form a complete communication cycle. Effective communication requires that all of these elements are taken into consideration and that the sender and receiver actively engage with each other in a two-way exchange of information.



## Communication Cycle: Example

It would be easy to comprehend the communication cycle and its components with a real-life example exhibiting its various stages.

Stage	Description
Sender	Angela wants to invite her friend Riya to her graduation party. She decides to send her a text message.
Message encoding	Angela types a message on her phone: "Hey Riya, come to my graduation party next Saturday!"
Transmission	Angela sends the text message on Riya's phone.
Receiver	Riya receives the text message on her phone.
Decoding	Riya reads the message and understands that Angela is inviting her to her graduation party.
Feedback	Riya responds with a text message: "Sure, it would be my pleasure to join you! What time should I reach?"

This example effectively demonstrates how the communication cycle functions. Angela, the sender, generates a message, converts it into a format for transmission (encodes) and sends it to her friend Riya, the receiver. Her friend receives the message and interprets its meaning (decodes), subsequently offering feedback. This feedback phase closes the

communication cycle. It is worth noting that this information-sharing and exchange occurs within the context of an invitation to a graduation party, illustrating how the communication cycle operates in real-life scenarios.

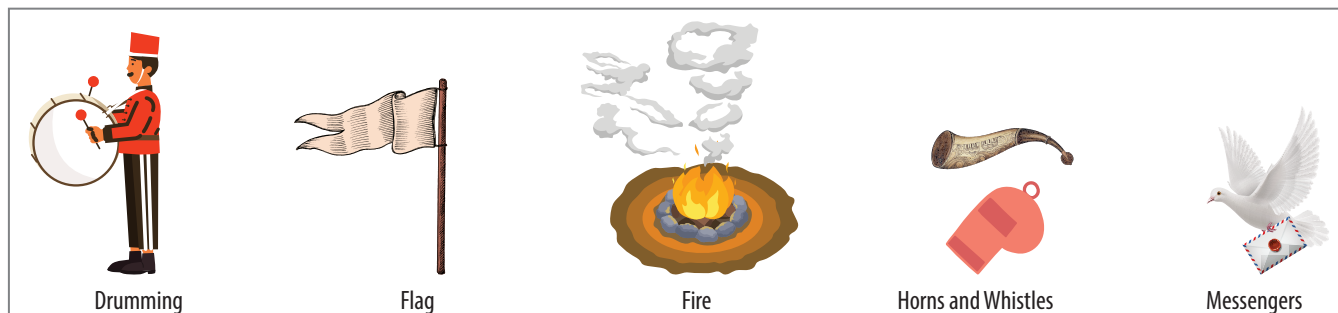


Watch the evolution of communication in the history of mankind to understand how far we have come. To play, open the link <https://www.youtube.com/watch?v=OXfacWBoIJY> or scan the given QR code.



## Early Forms of Communication

**Smoke signals** are an example of early forms of human communication that have been used for centuries. Some other early forms of human communication include:



1. **Drumming:** In many cultures, drums were used to send messages over long distances. Drumming could convey information about events, warnings or simply be used to communicate with other communities.
2. **Flags:** Flags were often used to send signals, particularly in maritime and military contexts. Different flag patterns and positions could convey different messages, such as signals to start or stop an attack.
3. **Fire:** Like smoke signals, fire was also used to send messages. For example, lighting a specific number of fires in a certain pattern could convey different types of messages, such as a warning or a request for help.
4. **Horns and Whistles:** Horns and whistles were used to send signals and messages, particularly in rural and uninhabited areas. For example, hunters used a whistle to signal that they had found some animal.
5. **Messengers:** In many cultures, messengers were used to carry information from one place to another. This could involve a human messenger who would travel to deliver the message or a dove/pigeon.
6. **Postal Systems:** As human societies became more complex, formal postal systems were established. Postal systems allowed for the rapid and reliable transmission of messages over long distances.

These early forms of communication laid the foundation for the development of more sophisticated forms of communication, such as writing, telegraphy and telephony. Today, communication has evolved to include a wide range of digital technologies and platforms, such as the internet, social media, instant messaging and video calling.



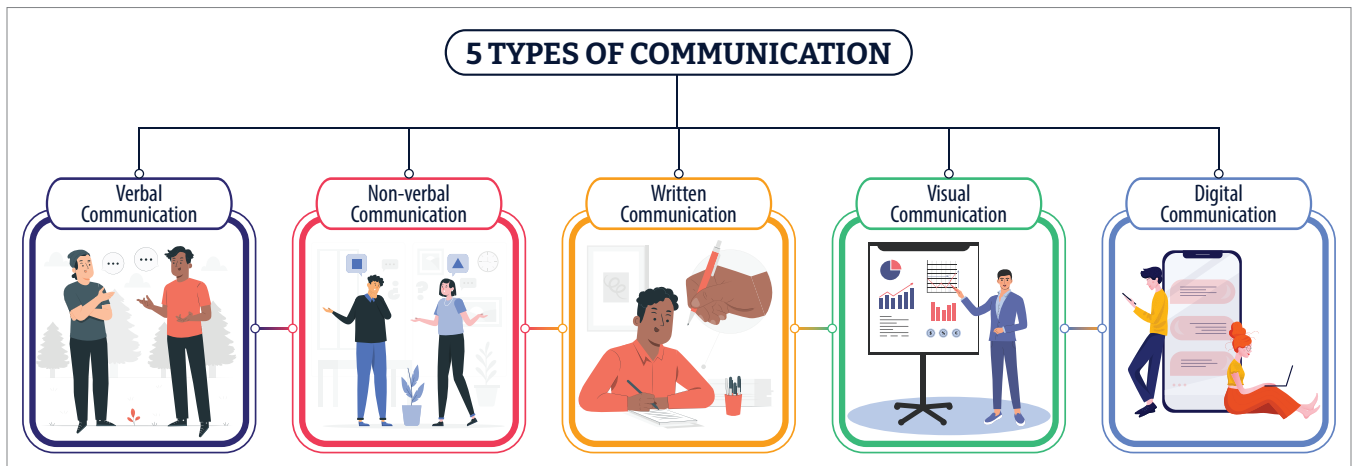
Kongthong Whistling Village has a unique cultural identity. Apart from their given names, each villager also has a lullaby or whistle associated with them. It is like their second name, just like a nickname! Watch the YouTube video for this unique experience. To play, open the link <https://www.youtube.com/watch?v=0ln3gYdxwWM> or scan the given QR code.



## TYPES OF COMMUNICATION

Human communication is a complex process that includes several distinct forms which complement each other. The types of communication can be broadly categorized as follows:

1. **Verbal Communication:** This mode of communication relies on spoken words to transmit information. It is used for a wide range of interactions, including face-to-face conversations, telephone calls and public speaking.
2. **Non-verbal Communication:** Non-verbal communication doesn't rely on spoken words. Instead, it involves the use of body language, gestures, facial expressions and other non-verbal hints to convey information. Non-verbal hints play a significant role in adding meaning and context to non-verbal communication.
3. **Written Communication:** In contrast, written communication employs written words as the primary means of sharing information. This form of communication includes emails, letters and text messages.



4. **Visual Communication:** Visual communication employs images and various visual aids to convey information. This category includes charts, graphs, diagrams, infographics as well as photographs and videos as powerful tools to illustrate and communicate ideas effectively.
5. **Digital Communication:** In the modern age, digital communication has become increasingly prominent. It involves the use of digital technologies like computers and mobile devices to share information. This category includes instant messaging, email, video calling and social media, allowing for swift and widespread communication through electronic means.



In addition, the above methods can combine to provide another category called **Mass Communication** which involves the use of mass media, such as television, radio and newspapers, to convey information to large audiences. Mass communication is an important tool for sharing information with large groups.

## Verbal Communication

Verbal communication is the exchange of information and ideas through spoken words. It is the most widespread form of communication used in various settings, including business meetings, personal interaction and public speeches.

Some advantages of verbal communication are presented below:

1. **Immediate Feedback:** Verbal communication allows for instant feedback and response. This enables real-time conversations and allows for clarification of any misunderstandings as they occur during the conversation.
2. **Non-verbal Cues:** Verbal communication usually incorporates tone, manner and other non-verbal hints to complement the information being conveyed. These elements make it possible to additionally convey emotions and nuanced details that may not be expressed verbally.
3. **Personal Connection:** Verbal communication plays a vital role in building personal relationships and developing a sense of connection between people. It allows for a more personal and human connection, as voice and presence add depth to interaction.
4. **Clarity:** Verbal communication can be an effective way to ensure that everyone has a clear understanding of the information being conveyed. It allows for immediate clarification and questions, reducing the likelihood of misinterpretation.

While verbal communication has its advantages, it has its challenges too, which include:

1. **Misunderstandings:** Verbal communication can result in misunderstandings, especially when language/accents are involved. Differences in pronunciation, vocabulary or interpretation can lead to confusion between those conversing.
2. **Emotional Influence:** Emotions can impact verbal communication, making it challenging to express oneself clearly and effectively. Emotions like anger, nervousness or excitement can interfere with the delivery of the intended message.
3. **Lack of Record:** Unlike written communication, verbal exchanges are usually not recorded. This can be a drawback when it is necessary to have a documented record of what was discussed. Verbal agreements or important details might be forgotten or disputed.
4. **Distance Limitation:** Verbal communication is limited by physical distance. It is generally only possible to communicate with individuals who are within hearing range, which can be a constraint in certain situations. However, this constraint has been overcome using technology, where telecommunication and the internet have brought the world closer.

## Non-verbal Communication

Non-verbal communication, involving body language, facial expressions, gestures and more, is a powerful means of not only conveying information but also adding meaning, emotions and depth. Non-verbal communication happens on both intentional and unintentional levels and significantly affects how a message is perceived by the recipient.

It is important to understand that non-verbal communication isn't a replacement for verbal communication but serves to support and enhance the meaning of spoken words.

Here are some common forms of non-verbal communication:

1. **Facial Expressions:** Our face is highly expressive during any communication and can convey a wide range of emotions, such as happiness, sadness, anger and fear.
2. **Eye Contact:** Eye contact or the lack of it adds a lot of value in a conversation. The way a person looks at someone can communicate interest, attentiveness, confidence or even anger.
3. **Posture:** How one holds oneself can convey various qualities, including confidence, dominance or submissiveness, as observed in body stance and gestures.



A good posture exudes confidence

4. **Gestures:** Hand movements, like pointing, waving or using thumbs-up or thumbs-down, convey different meanings based on context and cultural norms.
5. **Touch:** Physical contact, such as a handshake, hug or a pat on the back, can convey affection, respect or even aggression, depending on the context and the relationship between individuals.
6. **Personal Distance:** The physical distance between people can communicate intimacy, comfort or hostility. Standing close to someone or maintaining a safe distance sends different signals.
7. **Tone of Voice:** The way a person speaks, including volume, pitch and rhythm, can convey various emotions and attitudes, such as confidence, nervousness or anger.



Let us understand how we communicate not only with our words but also with our actions. Communication is more than just what we say to each other. Watch this YouTube video on non-verbal communication. To play, open the link <https://www.youtube.com/watch?v=HxDqYEl20hl> or scan the given QR code.



Some common non-verbal communication examples are illustrated in the table below:

Non-verbal Communication	Interpretation
Crossed arms	This posture can indicate defensiveness, resistance or discomfort.
Smiling	A genuine smile can indicate happiness, warmth and friendliness, while a fake or forced smile may indicate discomfort, awkwardness or insincerity.
Fidgeting	Nervous behaviours such as fidgeting, tapping or playing with objects can indicate anxiety, boredom or restlessness.
Eye contact	Maintaining a good eye contact can indicate confidence, interest or attentiveness, while avoiding eye contact can indicate shyness, anxiety or dishonesty.
Nodding	Nodding can indicate agreement, interest or understanding, while shaking the head can indicate disagreement or confusion.
Tilted head	Tilting the head to one side can indicate curiosity, interest or attentiveness, while tilting the head back can indicate boredom or disinterest.
Leaning Forward or Backward	Leaning forward can indicate interest, enthusiasm or curiosity, while leaning backward can indicate disinterest, defensiveness or a desire to create distance.

Non-verbal communication offers its own set of advantages as outlined below:

1. It can enhance spoken communication by expressing emotions and imparting a deeper meaning to words.
2. It serves as a means to convey a message even when verbal communication is not possible, such as in situations where someone can't speak.
3. Non-verbal communication can provide supplementary information that enriches and elaborates on spoken words, with special emphasis on factors like tone of voice, facial expressions and body language.
4. It plays a crucial role in establishing rapport and trust, both in social and professional settings.

However, there are instances when non-verbal communication may not be effective and instead of adding clarity to verbal communication, it might introduce confusion and misunderstanding. It also has its limitations, such as:

1. Non-verbal communication can be influenced by cultural and individual differences, making it challenging for individuals from diverse backgrounds to interpret it accurately.
2. Intentional use of non-verbal communication to deceive or manipulate others can make it difficult to trust the information being conveyed.
3. Sometimes, non-verbal communication cues might be opposite to verbal communication, leading to ambiguity and confusion in the conveyed message.



Learn how miscommunication happens and how to avoid it with this YouTube video. To play, open the link <https://www.youtube.com/watch?v=gCfzeONu3Mo> or scan the given QR code.



## Visual Communication

A picture is worth a thousand words. Visual communication utilizes visual aids, including images, graphics and videos, to transmit information and ideas. It finds applications in various contexts such as advertising, education and entertainment. The primary objective of visual communication is to make information more accessible, engaging and memorable by appealing to people's visual senses. Visual communication comes in handy when language or literacy becomes a barrier.

There are several means of visual communication as discussed below:

1. **Graphics:** These are visual representations of data or concepts, including charts, graphs, diagrams and infographics.
2. **Maps:** Maps are visual tools used to illustrate geographical information and aid in understanding the location and distribution of features.
3. **Images and Videos:** These popularly used mediums on social media include photographs, illustrations, videos, infographics and other visual content that support or convey a message effectively.
4. **Signage:** This category includes various types of signs, such as road signs, directional signs, safety signs and advertising signs, designed to convey information.
5. **Presentations:** Presentations involve the use of slides, often incorporating multimedia elements like video and audio, to visually present information.
6. **Advertising:** Advertising leverages visual elements to promote products or services with the use of mass communication mediums like billboards, posters and digital advertisements.

Visual communication has the potential to have a significant impact on individuals across all levels of literacy. It offers distinct advantages, including:

1. **Accessibility:** Visual communication can enhance accessibility, making information more comprehensible, especially for individuals with limited education.
2. **Engagement:** Visual communication tends to be more engaging than other forms of communication since it appeals to people's visual senses and can capture and sustain their attention more effectively.
3. **Memory:** Visual communication has the advantage of being more memorable compared to other communication forms, as images and graphics are easy to remember and recall.
4. **Clarity:** Visual communication serves as an effective method to clarify complex information and ideas by simplifying and breaking down the content into more manageable components.

The only disadvantage of this type of communication is that sometimes visual communication might be inaccurate or misunderstood. They are also ineffective for visually challenged people.

## PERSPECTIVES IN COMMUNICATION

Perspective refers to an individual's particular point of view or way of looking at a situation or topic. Perspectives can have a significant impact on communication as they influence how people perceive, interpret and respond to information. Diverse perspectives can lead to varying interpretations of the same message, potentially resulting in misunderstandings and miscommunication. These perspectives are influenced by an individual's life experiences, faith, culture, environment and numerous other factors. For instance, people may possess different norms, values and beliefs. They may also be influenced by biases or emotions, which can impact how they perceive and interpret a message.

Furthermore, differences in status, authority or expertise can lead to distinct interpretations of a message, influencing how information is understood and valued. Effective communication necessitates an awareness of how these various perspectives can shape the communication process and a willingness to comprehend the viewpoints of others. The following table provides examples of how these perspectives can affect communication through a dialogue. Recognizing and respecting these diverse perspectives is key to fostering effective communication and avoiding potential misinterpretations.

Perspective	Effect on Communication
Cultural differences	Different cultural norms and values may lead to misinterpretations.
Emotional state	Emotional states like happiness or sadness can affect how a message is received.
Beliefs and values	Differing personal beliefs can lead to contrasting interpretations.
Biases	Biases can influence how a message is perceived, potentially causing misunderstandings.
Status and authority	Variations in status or authority can impact the perceived importance of the message.
Expertise	Differences in expertise may lead to variations in how the message is valued and understood.

**Cultural perspectives:** Different cultures have different communication practices and what is considered appropriate in one culture may be considered offensive in another.

**Person 1:** "I don't understand why you won't come to the party tonight."

**Person 2:** "In my culture, it is not appropriate to go out on weeknights."

**Personal experiences:** Personal experiences are key to forming different perspectives.

**Person 1:** "I think that everyone should be required to wear masks in public."

**Person 2:** "I disagree. I've had a bad experience with masks in the past and they make it hard for me to breathe."

**Emotional state:** Emotional state impacts the conveying or receiving of a message.

**Person 1:** "Can you please help me move this couch?"

**Person 2:** "I'm really tired and don't feel like doing it right now."

**Position or Status:** Position or status impacts the intensity and seriousness of the message.

**Person 1 (Teacher):** "I need you to finish that homework by the end of the day."

**Person 2 (Student):** "I understand, Sir. I'll get right on it."



The dialogue in each conversation illustrated above is shaped by the unique perspectives of the participants, which can potentially result in misunderstandings or miscommunication if not properly acknowledged and addressed. However, by taking the time to comprehend and value the perspectives of others, individuals can enhance their communication skills and establish more robust and effective relationships.

This awareness and appreciation of diverse viewpoints can lead to clearer, more meaningful interactions and foster mutual understanding, ultimately strengthening connections between people.

## EFFECTIVE COMMUNICATION: THE 7Cs



“The greatest problem with communication is we don’t listen to understand. We listen to reply.”

—Stephen Covey

Effective communication is a two-way process driven by respect and adherence to certain principles. The **7Cs of Communication**, originally developed by Scott M. Cutlip and Allen H. Center, as presented in their book *Effective Public Relations*, offer some very valuable guidelines for effective communication:

