



TELEPHONIC CONVERSATION

: UNIT STRUCTURE :

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14.0 OBJECTIVES

- To understand the art of effective telephonic communication.
- To learn the difference between verbal and non-verbal communication.
- To learn the difference between face-to-face and telephonic communication.
- To learn to make one's telephonic communication skills attractive.
- To learn importance of appropriate and accurate telephonic communication.
- To learn potentials of effective telephonic communication and to avail maximum benefits of it.

14.1 INTRODUCTION

Communication is one of the fundamental pillars of a society. It is difficult to imagine existence of a society without Communication. Communication takes place with words or even without words. Since the beginning of human existence, human beings have strived very hard to establish a common set of channel by which one can express one's ideas, views, and opinions to other fellow beings. Hence, it is very apt to state that humans by one or the other manner have tried to communicate with human beings living around him or her for sustenance. Communication is one of the basic human needs. Only the mode of communication differs from time to time and context to context. In the Modern Age, humans have myriad communicative tools and hence life has become as easy as ABC. However, it was never the same case with the Primitive Men. History has recorded that at the initial stage human race struggled a lot for smooth functioning of life simply because of the lack of communication system. Primitive men communicated by sign language or by carving messages on stones or cliffs. It is also believed that primitive

men used musical instruments like drums or smoke signals for communication. Even in present times, there exists some tribes who make use of drums or fire-crackers to communicate the news of sad demise of a tribesman. However, these methods were not competent enough and there was a strong need of having an advanced manner of communication. Thus, there was a need, which forced development and gradually communication improved and as a result, various languages came into existence and Communication took shape from non-verbal to verbal. Today, it has become very advanced and therefore, along with learning of languages, it has become essential to learn about various modes of advanced communication and telephonic communication is one such mode of Communication.

Interaction of a person with the rest of the world through phones is called telephonic communication. Earlier people used to write letters to relatives and to targeted audience to pass the message. But the receipt of the message and thereby the feedback used to come after an undecided long time. With the introduction of telephonic communication and later on by revolution in the telecom industry, not only receiving of feedback has become faster but has also become reliable as one can see the opposite person through cell-phones with the use of internet facility. One may deny taking its benefits at one's own loss only. Those who do not have the art of effective telecommunication remain with a danger of receiving ambiguous messages.

Moreover, users should take into consideration that telephonic communication is not direct or face-to-face and therefore, there lies solid chances of miss-communication. One has to adept and update according to the advancement occurring time to time. The success of telephonic communication depends on various variables which sometimes are beyond the control of the communicators. The variables are as under:

1. Competency of sender and receiver of communication.
2. Speedy delivery of messages as per the need of situation.
3. Clarity of ideas and ability to concise it.
4. One needs to grade the language as per the targeted audience e.g. an elder communicating with a child.
5. One needs to know the effect of pauses and should provide the same as and when it is required.
6. 'You attitude' is required for smooth communication.
7. One has to be audible enough so that the receiver can comprehend the message better.

Apart from the variables mentioned above, one needs to understand that one can do telecommunication in both ways viz. Oral and Written. Oral communication takes place when one speaks to others and written communication takes place when one writes messages through mobile phones' SMS services and sends written material. The written mode of telephonic communication can bridge the gap of language competency too, if used regularly. Today, various softwares have cemented space in mobile phones,

which contain spoken commands and have auto-writing facility. This system has ended the problem of spelling errors. However, it has brought with it many disadvantages as well. With advancements, technology has updated the world of mobile phones and now people can virtually travel to other places through video calling services. One can watch the other person along with one's surroundings. This has benefited almost all. Medical services have taken maximum benefit of these advancements where a doctor seated miles away can perform his services in the favour of the needy in any corner of the world. Therefore, it has become essential to have knowledge this technology. There is no exaggeration if we say that the entire world is approachable through one's fingertips.

14.2 APPROPRIATE EXAMPLES OF TELECOMMUNICATION

Example 1

The example given below is an example of informal telephonic communication between a son and his father.

Son : Hello.

Dad : Hello.

Son : How are you dad? And how is my mom?

Dad : We are fine dear. How are you doing?

Son : I am doing nice dad. Moreover, I have called you just to let you know that my exams are getting over by next Saturday and I shall be leaving hostel for our house by Saturday evening. Do not forget to receive me.

Dad : When will your bus arrive?

Son : It is scheduled to reach around 9 p.m. However, I shall update you as I reach near.

Dad : Ok. Take care. See you soon.

Son : Good night dad.

Explanation:

Here it is worthy of note that both the communicators were waiting for each other to complete their wordings. Mostly it is observed that one overleaps while the other is completing his words. Such case is not observed here. Hence, it is to understand that because communicators are not face-to-face there remains hardly any chance if any miscommunication happens due to overleaping. Hence, what we learn from this example is that sufficient and needed time should be taken and given while communicating over phone.

Example 2

The example given below is an example of formal telephonic communication between a customer and a bank official.

Customer : Hello, Axis bank.

Bank Official : Hello, This is Ramesh from Axis bank. How may I assist you?

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- Customer : This is Rakesh here. I am from Vadodara. I have taken a home loan from Axis bank. Its EMI is not debited this month. So I just wanted to know the reason.
- Bank Official : Certainly you will be helped. However, first I'll have to verify the details. May I know your full name sir?
- Customer : Mr. Rakesh P. Patel
- Bank Official : Thank you sir. May I know your full birthdate sir?
- Customer : It is August 24th, 1987
- Bank Official : Thank you very much sir. Can I keep you on hold while I check the required information, sir?
- Customer : Sure.
- Bank Official : Thank you for being online. Sir, your EMI for this month is rejected due to insufficient balance in your account. Moreover, a penalty worth Rs. 591 is added for the return of EMI.
- Customer : Thank you sir, I shall get updates from my home branch and do the needful. Thank you sir.
- Bank Official : Thank you sir for calling Axis bank.

Explanation:

It is to observe in the above example that the flow of communication was very lucid. There was not a single time when any of the two broke the protocol and interrupted other's talk. Moreover, it is also to keep in mind that one should maintain You Attitude while talking to a person. It was maintained by both. Moreover, it is also to understand that one should give sufficient time to others to find/search and thereby provide the required information. A telephonic communication should start by a greeting and it should be ended with greeting again. It is not compulsory for informal talks but it is advisable for formal ones.

14.3 THINGS TO KEEP IN MIND DURING TELEPHONIC COMMUNICATION

Rhythm, volume, intonation, prosody, pitch are a few things which matter the most while one communicates over phones. Each of the categories mentioned has the capacity to express one's mood. Moreover, it is not advisable to let the second person know our mood as it may have its adverse effects. Hence, each of them should be given more than required attention. One should also understand that one cannot be too low or too high while communicating over phones. The tone matters the most when one is engaged in a communication with a child at home or with superiors at office. It is advised to have tender tone while communicating with any one without considering the position or age. A soft tone simply soothes communication with friendliness and harsh tone may convey anger or dominance. Moreover, too lower tone and pitch convey either immaturity or nervousness and hence, it should be avoided. It is a fact that most of the time tone brings meaning and hence, it should be used very appropriately so that the intended meaning can be communicated.

CHECK YOUR PROGRESS

TELEPHONIC CONVERSATION

❖ COMPLETE THE FOLLOWING TELECOMMUNICATION BETWEEN RAKESH AND RIDHIMA.

- Rakesh : Hello. Can I talk to Ridhima?
Ridhima : Yes, Ridhima here.
Rakesh : I hope you have not forgotten about tomorrow's function.
Ridhima: _____.
Rakesh : Have all the arrangements been done?
Ridhima: _____.
Rakesh : What about receiving of guests?
Ridhima: _____.
Rakesh : Very nice. And how are the preparations of dinner?
Ridhima: _____.
Rakesh : Ok. I am very happy with your preparations.

❖ ANKIT IS INDULGING INTO A TALK WITH CHHAYA ABOUT HIS DIFFICULTY OF USING ENGLISH. COMPLETE THE SENTENCES IN THE FOLLOWING DIALOGUES.

- Ankit : Hello. Chhaya.
Chhaya : _____.
Ankit : Dear. I am in great trouble. I need your help.
Chhaya : _____.
Ankit : A week later I am to appear for a job interview. But,
my knowledge of English language is not at par.
Chhaya : Oh! Dear. Do not be bothered. I am certainly going to help
you out.
You tell me how and when shall we meet?
Ankit : _____.
Chhaya : Ok. So it is my promise that in a week's time I shall make you
confident of using English appropriately and accurately.
Ankit : Thank you so much Chhaya.
Chhaya : Don't mention it. Bye.

❖ VINOD BHAI IS PLANNING TO VISIT AMERICA BY NEXT MONTH. HE CALLS THE TOURISM OFFICER. FINISH DIA- LOGUES BETWEEN THE TWO.

- Chhaya : Don't mention it. Bye.
Vinodbhai : Hello. Am I taking to Ramdev Tourism?
Rameshbhai : Yes, this is Ramdev Tourism. This is Rameshbhai. How
can I help?
Vinodbhai : Rameshbhai this is Vinodbhai. I wish to travel to America
by next month. I have a few questions concerning the same.
I hope this is appropriate time to talk to you.

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- Rameshbhai : _____.
- Vinodbhai : Sir, I wish to travel America with my wife and two children. Could you please tell me what documents are required for the same?
- Rameshbhai : _____.
- Vinodbhai : Ok. Moreover, if you could tell me how much does a single seat costs?
- Rameshbhai : _____.
- Vinodbhai : Would you please tell me about the hotel accommodations provided by you?
- Rameshbhai : _____.
- Vinodbhai : Ok. I am very happy with all your help. Kindly tell me when can I come to visit your office.
- Rameshbhai : _____.
- Vinodbhai : Thank you so much.
- Rameshbhai : _____.

14.4 ADVANTAGES OF TELEPHONIC COMMUNICATION

- It is quicker than many other forms of communication.
- It is more efficient.
- It is more personal than many other forms of communication.
- It has the capacity of achieving targeted goals instipulated time.
- It is cheaper compared to many other forms of communication.
- Telecommunication is easily available.
- Instant feedback is possible over telephonic communication.
- It breaks the geographical walls and one can reach any person sitting in any part of the world.
- With the advancements in technology telephonic communication have become more interpersonal.
- The facility of video calls has now become very favourite one among users.
- Exchange of images, videos, documents etc. is one of the very useful features of telecommunication.
- Modern day business is taking excellent benefits of telephonic services.

14.5 DISADVANTAGES OF TELEPHONIC COMMUNICATION

Every coin has two sides. On one side telephonic communication is very effective whereas it has similar number of disadvantages as well. One is to take these disadvantages in mind while communicating over telephones, especially smart phones.

- It is exactly opposite of face-to-face communication. Hence, it needs expertise to achieve the targeted goals.
- Instant rectification of errors is not possible.
- Telephonic communication makes use of technology. Sometimes technology failure interrupts the flow of communication. In such cases, communication breaks down.
- One should always remember that telephonic communication can be misused. So, one need to be careful while using it.
- Many times noisedisturbance may occur. Hence, communication may get disturbed.

14.6 KEY WORDS

- Telephonic communication - Communication via use of phones.
- Telephonic Revolutions - Advancement in telephonic services
- You Attitude - To give respect to the person with whom communication is established.
- Verbal communication - Communication with the use of words. It may be oral or written.
- Non-Verbal Communication - Communication with the use of sign, symbol, gesture, posture, facial expression.
- Communicative competence - One's total mastery in sharing and receiving message with utmost effect.

14.7 LET US SUM UP

Communication is an art. The more one practises it the better one becomes. Among all forms of communication telephonic communication is very common and has cemented its place in our life. One cannot avoid it. By one or the other manner one certainly remains in touch with others through telephonic communication. Telephonic communication simply refers to interchange of ideas, through wire or electromagnetic systems. It requires technology to make it feasible. Therefore, it is very much required to understand that while communicating over phone, the next person is not standing in front of our face. Today, telephonic communication has entered into every sphere of life. The field of education too is not an exception. Earlier education simply meant attending classes at school during official hours. However, today it has not remained limited to four walls of any institute or school. With the change of time, revolution has occurred and it has opened myriad of opportunity for endless users. Due to revolution in telephonic communication industry e-learning has become possible. Students should make maximum use of it. Its advantages are endless. One can achieve maximum rewards with its never-ending advantages. Apart from students, every human should learn the art of telephonic communication. In the coming times, it seems telecommunication is going to be essential and inevitable.

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14.8 BOOKS SUGGESTED

1. Communication in Modern Social Ordering: History and Philosophy by Kai Eriksson
2. Telephone Conversation by Robert Hopper.
3. Telephone Conversations From a Conversation Analysis Perspective by Eva Kiss.