

# Communication Skills

Class X , Ch-1 Communication Skills: II( IT #402)

Session 4: Communication Cycle and Importance of Feedback

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**CHANGING YOUR TOMORROW**

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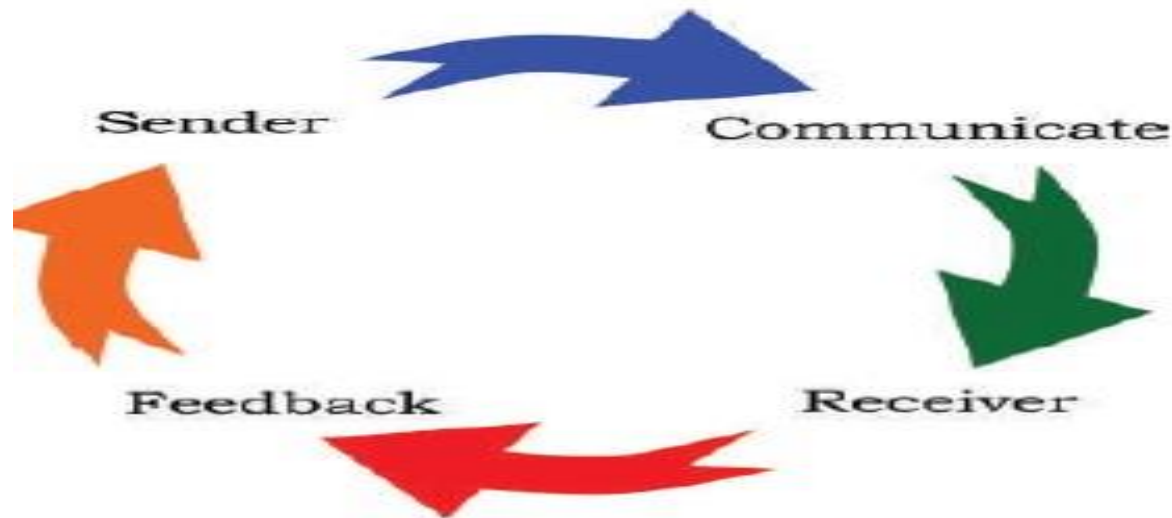
Student could able to understand:

- What is Feedback?
- Importance of Feedback
- Types of Feedback

# Introduction

## Q: What do you mean by Communication Cycle?

- A communication cycle refers to the process by which a message is developed and sent to the recipient through a selected channel and after interpreting and understanding the message receiver give feedback to sender.



*Figure 1.5: Communication Cycle*

Fig: 3.1 Non-verbal communication

# FEEDBACK

- Feedback is an important part of the communication cycle. For effective communication, it is important that the sender receives an acknowledgement from the receiver about getting the message across.



# Types of Feedback

## **1. POSITIVE FEEDBACK**

Examples:

- A. I noticed you finished the work perfectly. Great job!
- B. I really appreciate you taking that call. Can you please also share the details?

## **2. NEGATIVE FEEDBACK**

Examples:

- A. You keep forgetting to smile at the hotel guests when you talk to them. I really appreciate you taking that call. Can you please also share the details?
- B. You take really long to reply to e-mails! Are you always so busy?

## **3. NO FEEDBACK**

Examples:

- A. It is also a feedback in itself which indicates disagreement of ideas.

# Feedback

- Feedback, if shared properly, can help reinforce existing strengths and can increase the recipient's abilities to rectify errors. It can have a long-term effect in managing and achieving goals.
- **A good feedback is one that is:**
  1. **Specific:** Avoid general comments. Try to include examples to clarify your statement. Offering alternatives rather than just giving advice allows the receiver to decide what to do with your feedback.
  2. **Timely:** Being prompt is the key, since feedback loses its impact if delayed for too long.
  3. **Polite:** While it is important to share feedback, the recipient should not feel offended by the language of the feedback.
  4. **Offering continuing support:** Feedback sharing should be a continuous process. After offering feedback, let recipients know you are available for support.

# Importance of Feedback

- **It validates effective listening:** The person providing the feedback knows they have been understood (or received) and that their feedback provides some value.
- **It motivates:** Feedback can motivate people to build better work relationships and continue the good work that is being appreciated.
- **It is always there:** Every time we speak to a person, we communicate feedback so it is impossible not to provide one.
- **It boosts learning:** Feedback is important to remain focused on goals, plan better and develop improved products and services.
- **It improves performance:** Feedback can help to form better decisions to improve and increase performance.

# Home Assignment

## Multiple choice questions

- **Read the questions carefully and circle the letter (a), (b), (c) or (d) that best answers the question.**
- 1. Which of these are examples of positive feedback?**
  - A. Excellent, your work has improved.
  - B. I noticed your dedication towards the project.
  - C. You are always doing it the wrong way.
  - D. All of the above.
- 2. Which of these are examples of negative feedback?**
  - A. I hate to tell you this but your drawing skills are poor.
  - B. You can surely improve your drawing.
  - C. This is a good drawing but you can do better.
  - D. None of the above



# Home Assignment

- 3. Which of the following are effective components of a good feedback?**
- A. Detailed and time consuming
  - B. Direct and honest
  - C. Specific
  - D. Opinion-based

**THANKING YOU**  
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