



# AKSHIRAA COACHING CENTRE

**SALEM – 636004**

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**SET / NET / JRF EXAM**

(Paper 1 - Common to All Subjects)

*for the post of*

**Assistant Professors in Government Arts and  
Science Colleges**

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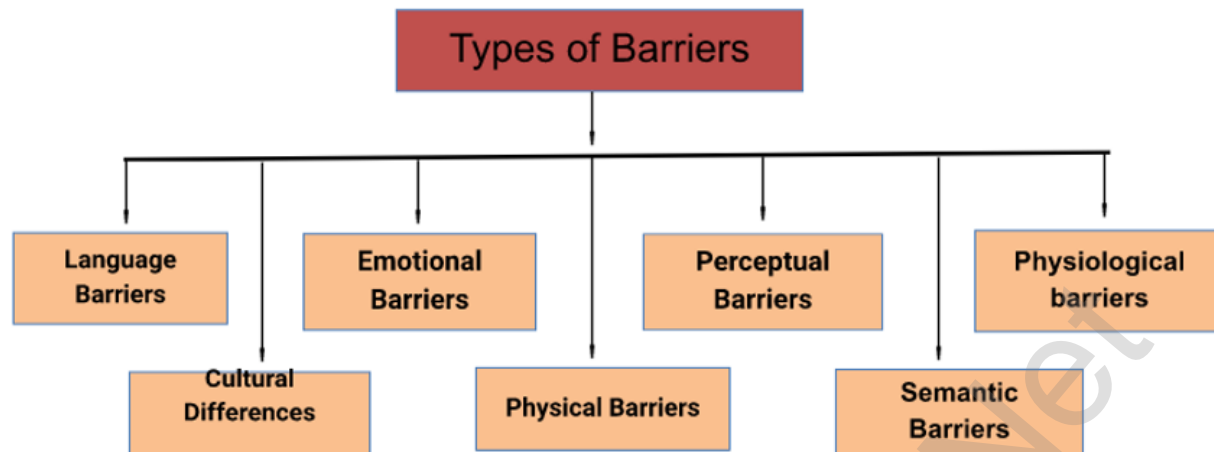
## Unit IV - Communication

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### 3. Barriers to Effective Communication



#### Communication Barrier:

- ✪ A communication barrier is **anything that obstructs in the way of receiving and understanding messages** that one sends to another to convey his ideas, thoughts, or any other information.
- ✪ There are several reasons which cause unsuccessful communication or stop understanding the authentic meaning of the information.
- ✪ If the receiver is not reaching the same sense of the information that the sender wants to produce, it is known as communication barrier.

#### Types of Barriers to Effective Communication:

1. Semantic Barriers
2. Language Barriers
3. Organizational Barriers
4. Interpersonal Barriers
5. Individual Barriers
6. Physical Barriers
7. Physiological Barriers
8. Psychological Barriers
9. Technological Barriers
10. Cultural Barriers
11. Mechanical Barriers
12. Emotional Barriers
13. Perceptual Barriers

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**Semantic Barriers:**

- ✪ Semantic barriers refer to **the obstacles that arise from differences in the meanings of words, symbols, or language used in the communication.**
- ✪ When the people presume the different meaning of exact word, it is called semantic barrier.
- ✪ Using ambiguous language, technical jargon, or unfamiliar terminology cause for semantic barrier.
- ✪ The semantic barrier is generated due to the following reasons:
  - **Identical words:**
    - ☞ Some words having similar pronunciation but multiple meaning. (e.g.)  
son/sun
  - **Unintelligibility:**
    - ☞ It refers to lack of clarity leads to misunderstandings and misinterpretations.
  - **Incoherence:**
    - ☞ Lack of coherence, awkward sentence structure lead to difficulty in understanding the concept.
  - **Wrong Interpretation:**
    - ☞ Whenever one interprets a symbol, his understanding may differ with others.
  - **Technical Language:**
    - ☞ When technical language is used in the communication process, it creates barriers in understanding the message.
    - ☞ When technical jargons or specialist languages are used in the communication and conversation process, they create confusion and misunderstanding between the sender and the receiver.
    - ☞ “Mouse” is an animal, whereas in computer jargon, it is a device.

**Language Barriers:**

- ✪ Language is the expression of the thoughts and experiences of people in terms of their cultural environment.
- ✪ **When people speak different languages or have limited proficiency, communication can become challenging.**

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- ✪ Different languages, vocabulary, accents illustrate the language communication barrier.
- ✪ Using inappropriate words, technical jargon, and misunderstood messages can confuse the communication process.
- ✪ These barriers include differences in native languages, dialects, and jargon.

**Organizational Barriers:**

- ✪ **The status of management or management policies is the basis of the organizational barriers.**
- ✪ Lack of understanding between staff members and management in terms of communication policies, authority layers, filtering of information lead to organizational barriers.
- ✪ It may originate in contradictory management policies or too many levels of management or the clash between manager and staff operations.
- ✪ The specialized nature of functions or even the special language of those functions may cause it.
- ✪ Following are the organizational barriers in communication:
  - **Organization Culture and Climate:**
    - ☞ The climate and culture of an organization ultimately influence the freedom, thrust and interaction pattern among people in an organization.
  - **Organizational Rules and Regulations:**
    - ☞ The rules and regulations of the organization vary widely from one organization to another.
    - ☞ They may be so rigid that they may influence the flow of information in the wrong direction.
  - **Status Relationships:**
    - ☞ Individuals may fear to express their opinion due to the status, position and power of the other party in the communication process.
  - **Complex Hierarchical Structure:**
    - ☞ The complex hierarchical structure of the organization or too much diversification of the organization may hinder the free flow of communication.
  - **Lack of Cooperation:**
    - ☞ Lack of cooperation between superior and subordinate may hold to improper communication in an organization.

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- ✪ The possibilities of miscommunication occurred when there are discrepancies in education, society, and economic status between sender and receiver.
- ✪ These barriers form due to the values kept in relationships and the attitude of the participants in the operation of communication.
- ✪ **The effectiveness of communication depends a lot on the interpersonal relationship between two people.**
- ✪ When the sender and receiver are at the different economic, educational and status level, there is a barrier arising in communication.
- ✪ Following are the interpersonal barriers in communication:
  - **Lack of Proper Channel:**
    - ☞ There may be complexity in the organizational structure in which the subordinate may not feel free to communicate because of the pressure of position power and authority.
  - **No Interest to Communicate:**
    - ☞ There may not be any interest on the part of subordinates to have a dialogue, discussion and interaction with their superiors,
  - **Lack of Mutual Understanding:**
    - ☞ Lack of mutual understanding leads to the hiding of certain information between the superior and subordinates in the organization.
  - **Lack of Trust:**
    - ☞ There may be a lack of trust and coordination between the superior and the subordinate, which may lead to infective communication.
  - **Fear of Penalty:**
    - ☞ If subordinate express his views openly, he will face some type of penalty.
    - ☞ That is why he may not provide a full or correct message to the superior.

**Individual Barriers or Psycho-sociological Barriers:**

- ✪ People have personal feelings, desires, fears, hopes, likes, dislikes, attitudes, views and opinions.
- ✪ The meaning assigned to a message depends upon the emotional or psychological status of the individual.

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☛ Following are the organizational barriers in communication:

- **Selective Perception:**

- ☞ The receiver may only take the piece of information, which may suit his world of thinking.
- ☞ As a result, the person acquires incomplete and inappropriate information, which influence the communication process.

- **Halo Effect:**

- ☞ The halo effect is the tendency for positive impressions of a person, company, country or brand.
- ☞ People listen interestingly because of positive impression on a particular person.

- **Inattention and Retention:**

- ☞ The preoccupied mind of the receiver causes for inattention.
- ☞ Human brain may not always retain what it is received. .

- **Defensive Attitude:**

- ☞ If one feels threatened by a message, one becomes defensive.
- ☞ Defensive behaviour prevents understanding.

- **Closed Mind:**

- ☞ Limited intellectual background and narrow interests can cause a person's mind to be closed.
- ☞ People with closed minds do not take in any new information or idea to change.

- **Physical Condition:**

- ☞ Physical condition can affect the efficiency in all communication skills.
- ☞ In the case of the poor health condition, the communicating ability is reduced as the mind is not alert and perception is low.

- **Filtering:**

- ☞ Filtering is the process of reducing the details or aspects of a message.
- ☞ Each person who receives the message reduces it according to his or her understanding.
- ☞ In this process, the important information may be misinterpreted and the sender will fail to convey what he wants to convey.

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**Physical Barriers:**

- ✪ Physical barriers refer to **elements that obstruct effective communication, such as geographical distance, speech difficulty, noise, poor lighting and other environmental factors.**
- ✪ Virtual communication has become increasingly prevalent, having its own set of physical barriers, including technological glitches and connectivity issues.
- ✪ Constant telephone interruptions are one of the commonest physical distractions.
- ✪ Following are the organizational barriers in communication:
  - **Competing Stimulus:**
    - ☞ It refers to the form of another conversation going on within hearing distance, or loud music or traffic noise in the background.
  - **Environmental Stress:**
    - ☞ It refers to a high temperature and humidity, poor ventilation, vibrations felt, a strong glare all can contribute to distortions in the sending and receiving of messages.
  - **Subjective Stress:**
    - ☞ Sleeplessness ill health, the effects of drugs and mood variations give rise to forms of subjective stress that often lead to great difficulties in listening and interpretation.
  - **Ignorance of the Medium:**
    - ☞ The various media for communication are: oral, written, audio, visual and audio visual.
    - ☞ The use of a medium with which the communicators are not familiar would turn the medium itself into a barrier.
  - **Noise:**
    - ☞ Noise is any disturbance such as traffic, factory work, and a person's talking which occur during the transmission process.
    - ☞ The inner chatting going on in the mind of the listener, which distracts the message received, is also termed as noise.
  - **Defects in the Medium:**
    - ☞ Defects in the devices used for transmitting communication are external and usually not in the control of the sender or receiver.



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**Physiological Barrier:**

- ✪ Physiological barriers occur when either the sender or the receiver faces challenges in expressing or comprehending communication **due to physiological conditions.**
- ✪ These conditions may include dyslexia, nerve disorders affecting speech or hearing, physical illness or other impediments that hinder clear expression or reception of the message.

**Psychological Barriers:**

- ✪ Communication is affected due to **the psychological condition of the communicators.**
- ✪ Psychological barriers contain emotions, poor retention, lack of attention, different opinion, perceptions, etc.

**Technological Barriers:**

- ✪ **The trouble during communication happens due to a technical mistake is known as technical barrier.**
- ✪ The network problem, coding error, or defect in electronic equipment is the primary reason for the technological barrier.
- ✪ For example, one cannot be able to communicate over the phone, if there is any fault in the phone or if the appropriate network is not available.

**Cultural Barriers:**

- ✪ When the same language is made use of in a different culture, it takes another meaning.
- ✪ **Different cultural norms, values, and communication styles can lead to miscommunication and misunderstandings.**
- ✪ Culture is a shared set of values and attributes of a group that is transmitted from one generation to another.
- ✪ For example, wearing white colour on marriage may be forbidden in some cultures, whereas, in other cultures, the main wedding dress is white.

**Mechanical Barriers:**

- ✪ **Mechanical barriers are those raised by the channels employed for interpersonal, group or mass communication.**
- ✪ Channels become barrier when the message is interfered with by some technical issues.
- ✪ The absence of communication facilities too would be mechanical barrier.

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- ✳ It includes any disturbance, which interferes with the fidelity of the physical transmission of the message.

**Emotional Barrier:**

- ✳ When individuals are overwhelmed by **emotions such as anger, fear, or sadness, it can hinder their ability to express themselves clearly or listen attentively.**
- ✳ Emotional barriers can also arise from previous negative experiences, leading to defensive or guarded communication.

**Perceptual Barrier:**

- ✳ Perceptual barriers occur when **individuals have different viewpoints, biases, or preconceived notions that affect their understanding.**
- ✳ Assumptions, stereotypes, and selective listening can hinder effective communication.

**To Overcome Barriers of Communication:**

- ✳ Taking the conversation more seriously
- ✳ Using simple and crystal clear language
- ✳ Seeking appropriate feedback and clarification
- ✳ Delivering messages carefully
- ✳ Using multiple channels to communicate the message
- ✳ Being aware of own state of mind, values and ideas
- ✳ Understanding different cultures, their communication styles, and cultural norms
- ✳ Actively listening and observing cultural cues, such as body language, tone, and context
- ✳ Avoiding complex vocabulary or technical terms
- ✳ Using visual aids, such as diagrams, images to enhance understanding
- ✳ Creating an environment where individuals feel comfortable expressing their thoughts
- ✳ Being attentive to others' emotions and validating their feelings
- ✳ Choosing the most suitable medium as per the context and nature of the message
- ✳ Ensuring reliable technology, clear audio, and stable internet connections for virtual communication platforms
- ✳ Clarifying any technical terms or concepts by providing explanations
- ✳ Encouraging active listening and asking questions

## 4. Professional, Technical and Skill Based Education

### Technical Education

- ✪ The beginning of formal technical education in India can be dated back to the mid-19th century.
- ✪ It arose out of the necessity for the training of overseers for construction and maintenance of public buildings, roads, canals and ports and for the training of artisans and craftsmen for the use of instruments and apparatus needed for the army, the navy and the survey department.
- ✪ **The first industrial school was established at Guindy, Madras, in 1842.**
- ✪ The credit of first starting degree classes in mechanical engineering, electrical engineering and metallurgy goes to the **University of Banaras**, thanks to the foresight of its great founder, Pt. Madan Mohan Malaviya.
- ✪ Technical Education emphasizes the understanding and practical application of basic principles of science and mathematics.
- ✪ Technical Education plays a vital role in human resource development of the country by creating skilled manpower, enhancing industrial productivity and improving the quality of life of its people.
- ✪ **Engineering, architecture, aeronautical, management, pharmaceutical studies** in India are placed into the category of technical education.
- ✪ AICTE is the regulatory body for technical education in India.

#### All India Council for Technical Education (AICTE):

- ✪ All India Council for Technical Education (AICTE) was set up in **November, 1945** as an apex advisory body.
- ✪ It was established autonomous body on **12 May, 1988** for the development of technical education system throughout the country.
- ✪ The National Policy of Education (1986) defines “*AICTE as the statutory authority for planning, formulation and maintenance of norms and standards, quality assurance through accreditation, funding in priority areas, monitoring and evaluation, maintaining parity of certification and awards and ensuring coordinated and integrated development and management of technical education in the country.*”
- ✪ The AICTE has its Headquarters in **New Delhi**.
- ✪ According to AICTE, technical education means programs of education, research and training in the following fields:

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- Engineering
- Technology
- Architecture
- Town Planning
- Management
- Pharmacy
- Applied Arts and Crafts
- Hotel Management
- Catering Technology

### Objectives:

- ✪ To plan, formulate and maintain the norms and standards by acting as a statutory authority.
- ✪ To provide quality assurance through accreditation.
- ✪ To monitor, evaluate and provide funding for the priority areas.
- ✪ Maintaining parity of certification & awards.
- ✪ To manage and develop the technical education system of India.

### Schemes and Initiatives:

#### ✪ Student Development Schemes:

- Pragati Scheme to award meritorious girls
- Saksham Scholarship for Different Aabled students
- Prerna Scheme for SC/ST Students preparing for higher education
- Smariddhi Scheme for SC/ST students to help them with their startups

#### ✪ Faculty Development Schemes:

- National Initiative for Technical Teachers Training (NITTT)
- Distinguished Visiting Professorship Scheme

#### ✪ Institutional Development Schemes:

- AICTE-IDEA (Idea Development, Evaluation & Application) Lab
- AICTE Scheme for promoting Interest, Creativity and Ethics among Students
- E- SHODH SINDHU for free access to e-Journals/ e-Resources to AICTE approved Government/ Government-Aided technical institutes

#### ✪ Research & Innovation Development schemes

- Entrepreneurship Development Cell
- Collaborative Research Scheme (CRS) to provide research grant to young faculty members

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**Indian Institutes of Technology (IITs):**

- ❖ The Indian Institutes of Technology (IITs) are a network of engineering and technology institutions in India.
- ❖ **They were established in 1950, they are renowned for their academic excellence.**
- ❖ They are under the ownership of the Ministry of Education of the Government of India and are governed by the Institutes of Technology Act, 1961.
- ❖ They were declared Institutions of National Importance.
- ❖ There are 23 IITs in India at present.

**National Institutes of Technology (NITs):**

- ❖ The National Institutes of Technology (NITs) are centrally funded technical institutes under the ownership of the Ministry of Education, Government of India.
- ❖ They are governed by the National Institutes of Technology, Science Education, and Research Act, 2007, which declared them **Institutions of National Importance.**
- ❖ There are 31 NITs in India at present.

**Indian Institutes of Information Technology (IIITs):**

- ❖ Indian Institutes of Information Technology (IIITs) are centrally funded technical institutes located across India.
- ❖ They are interdisciplinary technology-based-engineering research institutions in India which are focused on **information technology.**
- ❖ There are 25 IIITs in India at present.

**Indian Institutes of Management (IIMs):**

- ❖ The Indian Institutes of Management (IIMs) are Centrally Funded Business Schools for management offering undergraduate, postgraduate, doctoral and executive programmes in **the field of business administration.**
- ❖ The establishment of IIMs was initiated by Jawaharlal Nehru.
- ❖ They were declared Institutions of National Importance by the Ministry of Human Resource Development after the passage of Indian Institutes of Management Act, 2017.
- ❖ There are 21 IIMs in India at present.

**Department of Electronics Accreditation of Computer Courses (DOEACC):**

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- ✧ The courses of DOEACC commence **from Certificate Level to Masters Level.**
- ✧ It offers horizontal level entry at a higher level.
- ✧ In the scheme, not only can students enroll but working professionals too.

**Centre for Development of Advanced Computing (C-DAC):**

- ✧ Centre for Development of Advanced Computing (C-DAC) is the premier R&D organization of the Ministry of Electronics and Information Technology (MeitY) for carrying out R&D in IT, Electronics and associated areas.
- ✧ The setting up of C-DAC in 1988 itself was **to build Supercomputers in context of denial of import of Supercomputers by the USA.**
- ✧ Since then C-DAC has been undertaking the building of multiple generations of Supercomputer starting from PARAM with 1 GF in 1988.
- ✧ C-DAC has been at the forefront of the Information Technology (IT) revolution, constantly building capacities in emerging/enabling technologies.
- ✧ It leverages its expertise, caliber, skill sets to develop and deploy IT products and solutions for different sectors of the economy, as per the mandate of its parent, the Ministry of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India.
- ✧ Its projects includes:
  - PARAM series of supercomputers
  - Namespace, the search engine for the Aadhaar unique-ID project
  - GARUDA, India's National Grid Computing Initiative
  - Bharat Operating System Solutions, a Linux-based general purpose operating system
  - GIST, Graphics and Intelligence based Script Technology
  - DARPAN, a real-time network monitoring, visualization and Service Level
- ✧ It carries out R & D work in the design, development, and deployment of advanced information technology-based solution.
- ✧ **It offers advanced computing and software development courses in Software technologies, VLSI designs, Digital Multimedia, etc.**

**Central Institute of Educational Technology (CIET):**

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- ✧ Central Institute of Educational Technology is an autonomous organization under NCERT.
- ✧ It was established in **1984 in New Delhi** with the merger of the Centre for Educational Technology and the Department of Teaching Aids.
- ✧ **It promotes the use of mass media technology for expanding and improving the quality of education at the school level.**
- ✧ Its major aim is to promote utilization of educational technologies viz., radio, TV, satellite communications and cyber media to enhance learning and improve productivity in classrooms and schools.
- ✧ It undertakes various activities to widen educational opportunities promote equity and improve the quality of educational processes at the school level.

**Commission of Scientific and Technical Terminology (CSTT):**

- ✧ The Commission for Scientific & Technical Terminology (CSTT) was set up on December 21, 1960 by a resolution of Government of India.
- ✧ **Its objective is to evolve and define scientific and technical terms in Hindi and all Indian languages; publish glossaries, definitional dictionaries, and encyclopedia.**
- ✧ It coordinates with all States to ensure uniformity of terminology in Hindi and other Indian languages.
- ✧ It carries out the following functions:
  - Preparation and Publication of Bilingual and Trilingual Glossaries involving English/Hindi and other Indian Languages.
  - Preparation and Publication of National terminology.
  - Identification and Publication of School Level Terminology and Departmental Glossaries.
  - Identification of Pan Indian Terms.
  - Preparation of Definitional Dictionaries and Encyclopedias.