

# IMPERSONAL, INTERPERSONAL, AND HYPERPERSONAL COMMUNICATION AT WORK

## Overview

Peoples from diverse backgrounds are increasingly coming into contact with one other due to new technologies, increased migrations, and a global economy. In today's competitive, global business world, training in effective communication skills is more essential than ever before.

This course will cover the principles and practice of effective communication from analyzing the communication context and dynamics of relational status to delivering ideas. Thus, it is imperative that we be informed about the factors that determine the status of relationship with our communication partners as well as contexts in which we communicate with them. We will focus on three aspects of relational contexts: impersonal (i.e., task oriented business communication, e.g., public speaking), interpersonal (i.e., socially oriented personal communication, e.g., informal chit-chat), and hyperpersonal (i.e., socially and task oriented text-based computer-mediated communication e.g., developing intimacy while exchanging task oriented emails). Additionally, it will examine some of the difficulties and rewards in intercultural contact.

The course is delivered in an interactive format and all students will have the opportunity to put the principles into practice. The workshop will be conducted in the media lab, which is especially designed to help participants analyze and understand their own as well as their communication partners' communication practices in multiple contexts.

<b>Modules</b>	<b>A: Fundamental Principles of Effective Oral Communication</b> <b>B: Culture and Communication</b> <b>C: Computer-Mediated Communication and Social Network analyses</b> <b>Course Duration: Dec 18 - Dec 22, 2016</b> <b>Number of participants for the course will be limited to thirty.</b>
<b>You Should Attend If...</b>	<ul style="list-style-type: none"> <li>▪ you are a business executive, administrative officer from a government or private organization.</li> <li>▪ you are a student (preferably doctoral and masters) and faculty members from academic institutions.</li> <li>▪ your English language proficiency is good (<b>This not a course on English Language Proficiency</b>)</li> </ul>
<b>Fees</b>	<p>The participation fees for taking the course is as follows:</p> <ul style="list-style-type: none"> <li><b>A. Participants from Foreign Countries : USD 500</b></li> <li><b>B. Participants from Industry/ Research Organizations: Rs 30, 000/-</b></li> <li><b>C. Faculty Members from AICTE-accredited Academic Institutions: Rs 10, 000/-</b></li> <li><b>D. Students from AICTE-accredited Academic Institutions: Rs 1, 000/-</b></li> </ul> <p>The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, free internet facility during course hours. (A)-(C) above will be provided 5-day accommodation, food and refreshment. These facilities will only be offered against payment and availability for (D). All course registrations are processed via the GIAN portal (<a href="http://gian.iitkgp.ac.in">gian.iitkgp.ac.in</a>), where a <b>one-time fee of Rs 500/-</b> is payable in addition to the above amounts.</p>

## The Faculty



**Richard Buttny** is a Professor of Communication & Rhetorical Studies at Syracuse University, Syracuse, New York. He is an award-winning scholar who has published over fifty works on intercultural communication, environmental controversies, and discourse analysis. He received a

Fulbright Fellowship to lecture in India (2003) and in Malaysia (2008-09). He has received the National Endowment for the Humanities Fellowship three times. He was a Visiting Senior Research Fellow at University of Malaya, Malaysia, 2014.



**Jodi Cohen** is the Director of the Oral Communication Program at Cornell University, Ithaca, New York, and Professor Emerita at Ithaca College. She supervises student internships in the workplace. She received a National Endowment for the Humanities Fellowship and numerous

excellence in teaching awards from Ithaca College. She has published in several top international communication and rhetorical journals.



**Anupam Das** is an Assistant Professor of Humanities & Liberal Arts in Management at the Indian Institute of Management Kozhikode, Kerala, India. He earned his Ph.D. in Linguistics with a minor in Information

Science from Indiana University Bloomington, USA. His core academic interests include interpersonal communication, pragmatics of human communication, and computer-mediated communication.

## Course Coordinator

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