

COMMUNICATION

Communication is the means by which people relate to each other. It is a process through which we communicate a message to another person using verbal or written expression, symbols, signals or body language. We communicate to express our needs, desires, thoughts, opinions, appreciation, agreement, disagreement, feelings and emotions or to share information or to transfer messages etc.

Communication is **sharing or exchange** of thoughts, feelings, attitudes, experiences, facts, beliefs, opinions, ideas, information, data or **message between two (or more) minds (people)** through a **common medium** to get the desired **response**.

It involves influencing the receiver's mind to get the desired response or to cause some change in receiver's behaviour or to share experiences.

PROCESS OF COMMUNICATION:

Essential features of communication-

It is a two way process between the **Communicator/Sender** and the **Receiver**.

The **Communicator (Sender)** has an **idea or message or experience** to share with the **Receiver**.

The communicator feels the **need** of transmitting his ideas.

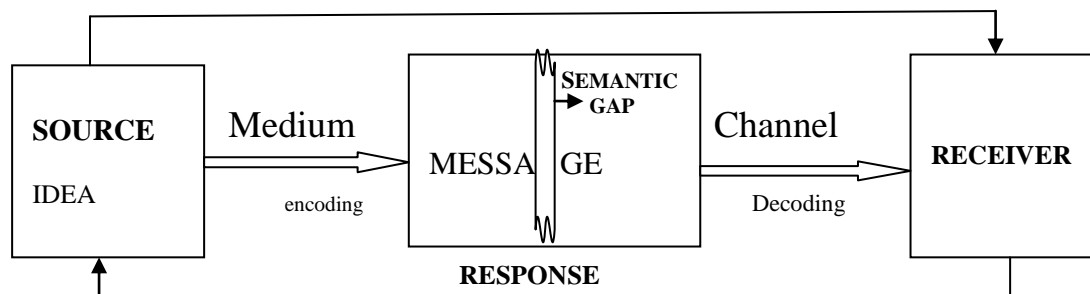
There is a suitable **medium** and **channel** of communication for **transmission and reception** of message.

Both the parties have common language or symbol system for **coding** the message in a **common medium**.

The receiver **decodes** the encoded message and understands it and gives **response** using the same medium.

The gap between message conceived and delivered and the message received by the receiver is the **Semantic Gap**.

Thus the **communication cycle** continues.



Need of communication or Objectives of Communication:

To relate and associate with others

To translate ideas and to express them

To obtain and share information

To issue directions or instruction

To give advice and suggestion

To seek opinion

Counselling

To motivate

To make requests and proposals

Persuasion

Negotiation

Warning

Education and training

Raising Morale

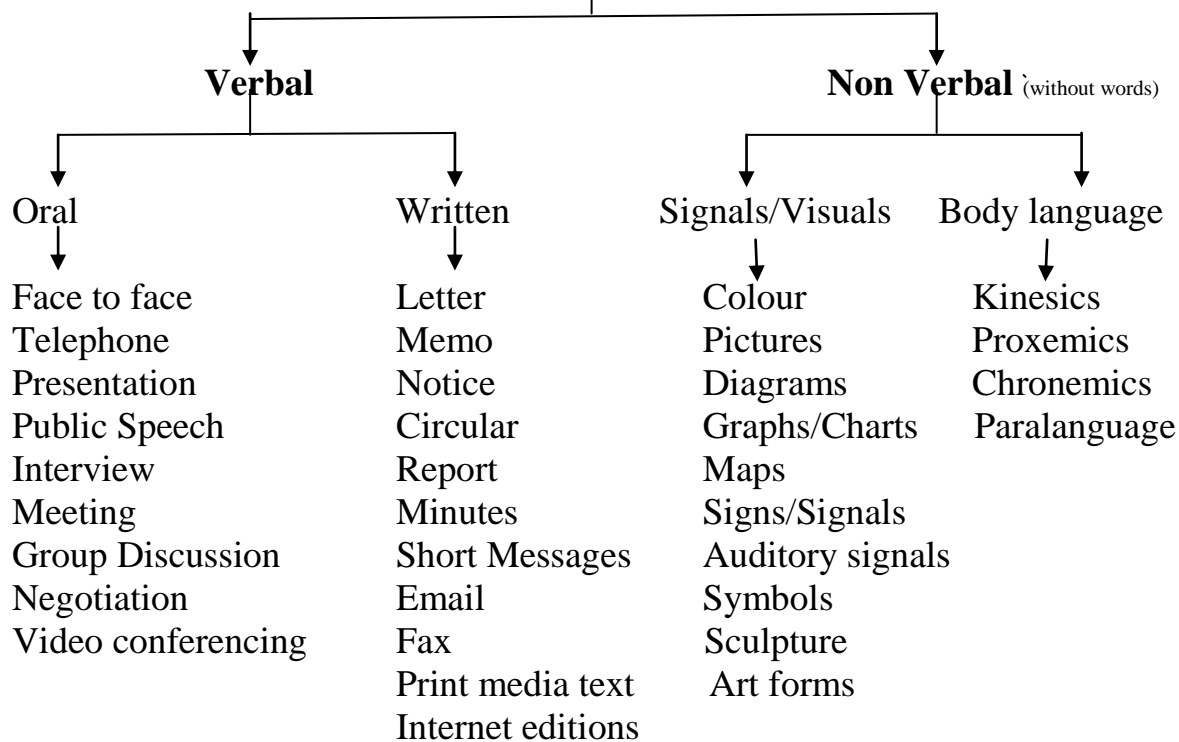
To command and to execute etc.

To build relationships and to maintain good business and professional relations

Importance of communication:

- Communication defines a person and is the expression of his personality.
- **Man is a social being** with highly developed mental faculties to express variety of ideas.
- We have to communicate **to associate** and **to relate** with each other.
- Communication helps in **integrating different** individuals in the family, in community, in society and in organizations.
- It **bridges gap between human beings** because it helps them in connecting.
- Communication **enables self expression**.
- Communication helps in **satisfying emotional needs**.
- Communication is essential in **sharing knowledge and technological developments**.
- It **promotes cooperation and understanding**.
- Communication is essential for **running a business organization** in **planning, organizing, leading, directing, motivating, controlling, developing and maintaining relations and providing goods and services**.

TYPES / FORMS OF COMMUNICATION



BODY LANGUAGE:

Non-verbal communication through body language is natural, spontaneous, involuntary and often unconscious. It is an inseparable part of oral communication and always accompanies spoken communication.

It mostly complements and supports verbal communication but may also contradict it. But it can not be deceptive. It is emotionally more expressive.

A scientific study shows only 7 percent of emotions are expressed in words and the remaining 93 percent are expressed non-verbally. Further

55% of communication occurs through facial expression and
38% through vocal tones.

Non-verbal communication is more reliable than verbal communication because words can deceive but not the facial expressions.

KINESICS-

It is the study of **body movement** and the messages that the body communicates. It includes

Facial expressions

Gestures or hand movements

Body postures

Body movements

Eye Contact

Haptics or the effect of touch or physical contact to communicate feelings.

PROXEMICS –

It is the study of how we use **space** to communicate message. **Physical distance** maintained between people during communication signifies motives and relationships in communication. The distances can vary in zones of personal space.

Public zone -- more than 12 feet At public and crowded places.
upto the range of eyesight
and hearing

Social zone--- 4 to 12 feet Conversing with strangers.

Personal zone---18 inches to 4 feet Conversing with teachers, elders,
seniors and subordinates.

Intimate zone---up to 18 inches Communicating with parents,
friends, family relations, sharing
secret.

CHRONEMICS :

To communicate effectively the **communication must be well timed**. Punctuality is always admired and appreciated. **Appropriate message communicated at the right time generates the right response**. Appropriate message, if communicated at the wrong time can cause havoc. In business deals **time** plays an important role. Delay in replying to business letter, delay in responding to an urgent call, entering late at a meeting, a phone call early in the morning, all communicate certain message.

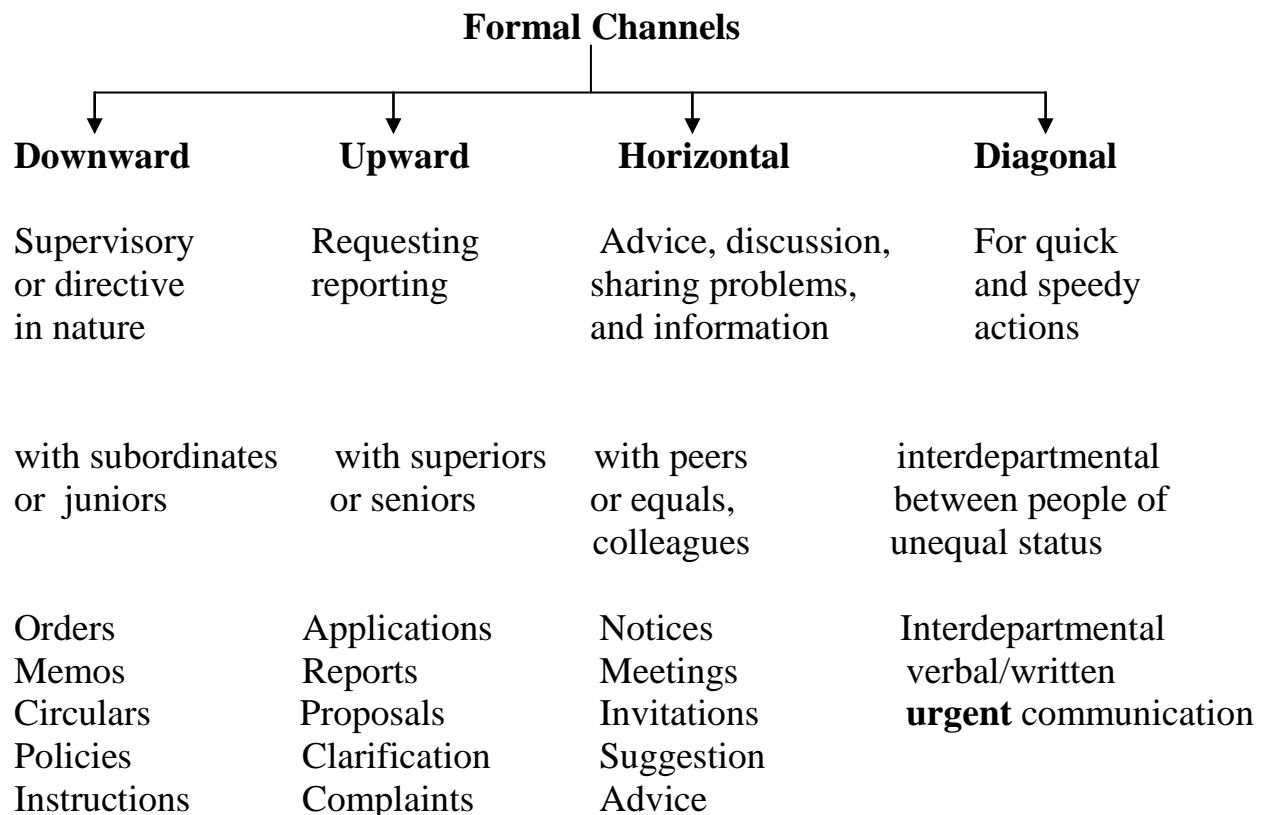
PARALANGUAGE:

It is the communication through **voice modulation** such as intonation, pitch, stress, rhythm, tempo etc.; and **vocalization** such as sighing, yelling, yawning, shouting, laughing, giggling, crying, grunting, humming that supplement the communication.

ARTIFACTS:

Articles made by employing skill or craft using tools and implements like utensils, religious objects, clothes, folk art material, accessories and other art objects also communicate the owner's cultural, economic and social background as well as the creator's state of mind and his perception of the world.

CHANNELS IN COMMUNICATION:



Informal Channels:

Consensus: Gathering general opinion of all the concerned people for making a decision.

GRAPEVINE : It is an informal channel of communication which is **directionless** (spreads in all directions), **very fast** and **unreliable** as the source is often not known, eg., **gossips and rumours**. It is often used by the management to gather public response in sensitive matters so as to adopt a suitable course of action.

The essential features (or 7Cs) of effective communication:

PURPOSE :All business communication has a specific purpose or cause. Purpose is also the response expected from the receiver. All professional communication aims at building and maintaining good professional relations which is also remains an underlying purpose.

CLARITY: Clarity of purpose and clarity of response desired brings clarity of thought and clarity of expression. Use clear and exact words.

CONCISENESS/ PRECISENES/BREVITY: Communication must be short and precise to be meaningful. Use minimum possible words, short sentences , avoid repetition.

DIRECTNESS : Communicate in a straight forward manner, be frank (candid) and honest in expression. Avoid roundabout and indirect expression and repetition.

COURTESY : Purpose of all communication is to build good relations and to maintain them. Courtesy makes the relationship smooth. Use polite expressions, Acknowledge and appreciate prompt and positive response with regards and accept and apologize for the inconvenience caused by you. Etiquettes and polite language help in reducing frictions.

CONSIDERATION : Empathize with the receiver by showing faith and trust in him and also by showing concern and being sensitive towards issues that are of common interest.

CONCRETENESS : Use exact and accurate expressions with clear and single meaning, avoid vague, ambiguous and abstract expressions.

CORRECTNESS: Communicate using correct format, correct syntax, correct grammar, and spellings and correct punctuation. The meaning will automatically be correct. While speaking ensure correct pronunciations, voice modulation and intonations.

SIMPLICITY: Using simple and common words makes understanding easier. Use simple and short sentences instead of long and complex sentences.

COMPLETENESS: Proper organization with effective beginning, logical development of thought and effective closing sentences along with providing all information that is necessary makes the communication complete.

I-YOU ATTITUDE: Though all official communication is impersonal and objective, but addressing your receiver as ‘You’ suggests greater and personalized involvement of the Receiver. Similarly using ‘I’ for self brings in the sense of responsibility and accountability.

Positive Attitude: Having concern and consideration for the receiver generates respect and receptivity for the communicator hence always have positive attitude for others.

BARRIERS IN COMMUNICATION :

Communication is not effective and does not evoke desired response due to many internal or external factors.

SEMANTIC BARRIERS

- Lack in proficiency in the medium or language either at sender’s or receiver’s level
- Poor knowledge of vocabulary of communicator or receiver
- Poor knowledge of grammar and syntax
- In case of oral communication incorrect pronunciation, ineffective intonation

PHYSICAL BARRIERS:

- **Noise: Physical Noise** (e.g. loudspeakers around), **Psychological Noise** (e.g. inattentiveness or indifference or cluttered mind), **Visual Noise** (e.g. late arrival of students in class), **Written Noise** (e.g. bad handwriting, or incorrect typing or print or irrelevant markings or scribbling in the margins or between the lines etc.)
- **Improper Time:** Right thing communicated at the right time results in correct response. Improper timing in communication hinders communication.
- **Improper Distance :** Distance results in barrier while communication and can be overcome with the help of technology e.g. using amplifiers, microphones, projectors and screens, video-conferencing, cell-phones, broadcasting and recording techniques etc.)
- **Inadequate or Overloaded Information:** Inadequate or incomplete information as well as overloaded information fails to serve the purpose of communication and dilutes the message. Hence information should be adequate, neither less than required nor more than necessary.
- **Defects in medium or in communication system** (e.g. faults in sound amplification system, speakers, microphones, sound fluctuations etc.)
- **Uncomfortable external or internal environment** (e.g. uncomfortable seat, unpleasant surroundings, improper light or ventilation etc.)

ORGANIZATIONAL BARRIERS:

- **Rules Regulations and Policy:** Rigid rules and regulations discourage free flow of creative and innovative ideas from employees. Flexible rules and free communication encourages employees to come up with new ideas and motivates creative thinking.
- **Improper Channel :** Wrong choice of communication medium or channel causes communication problems. Hence using appropriate medium and suitable channel results in effective communication.
- **Unequal Status and Hierarchy:** Unequal status and organizational hierarchy restricts free flow of communication specially in upward direction. The greater the difference in hierarchical position, the greater is the communication gap between employees and the executives.

PSYCHOLOGICAL BARRIERS:

- **Selective Perception:** The receiver perceives the message not as a complete whole but becomes selective in receiving the message as per his need, motive, interest, experience, background etc. This leads to misunderstanding and misinterpreting the message and makes communication ineffective.
- **Prejudice and Bias :** Having preconceived notions about an individual or a group or a class results in biased perception and hence hinders effective communication.

- **Difference in priorities of source and receiver:** If the priorities of the Sender and the Receiver are not synergized then it creates a barrier in delivering the message as well as receiving the message effectively.
- **Attitude of superiors and Attitude of subordinates :** Autocratic attitude of superiors and inferiority complexes, lack of initiative in subordinates affects communication process.
- **Poor Listening:** Poor listening and selective listening retards the communication flow and prevents understanding the real meaning of the message.
- **Ego:** Self-centered or egoistic person thinks that his own ideas are always right and all others are wrong. Such people are bad listeners and are not ready to understand other's perspective and hence never develop an understanding with other communicators and listeners.
- **Emotions:** Positive emotions such as love, affection, consideration and compassion smoothen the flow of communication whereas negative emotions such as hatred, anger and anxiety obstruct the communication process.

OVERCOMING BARRIERS IN COMMUNICATION

1. Effective / Empathic listening
2. Overcoming negative emotions and keeping calm and composed
3. Using appropriate language
4. Using appropriate medium and appropriate channel
5. Making effective use of body language
6. Ensuring two way communication
7. Eliminating noise
8. Creating favourable and conducive internal and external environment
9. Conveying the message completely including the emotional aspect of it.
10. Keeping positive attitude
11. Overcoming ego
12. Being honest and open

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