Communication: Concepts & Processes
BA(JMC) UNIT 1-
Introduction to Communication

Topic 1:
Communication: Concept, Definition, Elements & Process

COMMUNICATION

An act of transmission of ideas, knowledge, information, attitude and many more.

Communication

* Communication is the process of exchange and transmission of the information usually via a common sets of symbols and stimuli the response.
* Communication in its simplest sense, is a human relationship involving two or more persons who come together to share to dialogue to socialize.
* Communication is the process of sending, receiving and interperating message through which we relate to each other and to a larger world as well.

Origin of Communication

• The word communication is derived from the Latin noun "communis" and the Latin verb "communicare" which means "to make common".

• The purpose of the communication is to make the information or ideas common in everybody so as to make a world a larger place to live and to share the knowledge. Communication makes the living environment a common place to live and prosper thereby making an individual known to one another

Definitions

According to Denis Mc Quail:

" Communication is a process which increase commonality, but also requires the elements of commonality for it occurs at all".

According to UNESCO:

" Communication can be defined as the process of transmitting an information to elicit a response, coordination of the favorable responses between a person and audience, sharing of ideas, information and attitude, meeting of minds, bringing about the common sets of symbols in the mind of its participants in short understanding".

Contd..

❖ In the above definition many concepts of the communication are included like:
- Transmission of ideas to elicit the response i.e. feedback,
- Coordination of the favorable responses i.e. idea of commonality,
- Sharing of attitude means using non verbal actions
- Meeting of minds means participation of the two parties and they share same field of experience,
- Bringing about common sets of symbols i.e. understanding the message, shows the success of the communication process.

For Example: *A boss is heading a meeting and a discussion is going on the globalization where all the members in the meeting were participating and keeping their views about it.*

Other Definitions

By Davis.H.Holt
" Communication is the sum of all things person does, when he wants to create understanding in the mind of the another. It is a bridge of meaning, it involves a systematic and continues process of telling, listing and understanding."

By John Adair.
" Communication is essentially the ability of one person whose make contact with another and to make himself and herself understood"

By G.G. Brown
"Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver"

Definitions of communication

- Communication is a means of persuasion to influence other so that the desired effect is achieved-*Aristotle*

- Communication is the exchange of information and the transmission of meaning. It is the very essence of social system or organization.- *Katz and Kahn*

- Communication is the process of establishing commonness or oneness of thought between a sender and a receiver.- *Wilbur Schramn*

- Communication is the sum of all activities that one person does when he wants to create understanding in the mind of another. it is a bridge of meaning. it involves systematic process of telling, listening and understanding.- *Louis A Allen*

- Communication is transmission of ideas, information, emotions and skills using words, symbols, pictures, body and graphs etc. - *Berelson and Steiner*

- Communication is the transmission of commonly meaningful information. It is a process that involves the exchange of behaviors- *Luther*

Communication is WHAT?

➤ **It is a process of exchanging –**
- ❏ Information
- ❏ Ideas
- ❏ Thoughts
- ❏ Feelings
- ❏ Emotions

➤ **Through –**
- ❏ Speech
- ❏ Signals
- ❏ Writing
- ❏ Behavior

Process of Communication

History of Communication

❖ The **history of communication** dates back to prehistory, with significant changes in communication technologies (media and appropriate inscription tools) evolving in tandem with shifts in political and economic systems, and by extension, systems of power. Communication can range from very subtle processes of exchange, to full conversations and mass communication. Human communication was revolutionized with speech approximately 500,000 years ago. Symbols were developed about 30,000 years ago, and writing about 5000 years ago

SYMBOLS

- The imperfection of speech, which nonetheless allowed easier dissemination of ideas and stimulated inventions, eventually resulted in the creation of new forms of communications, improving both the range at which people could communicate and the longevity of the information

✓ CAVE PAINTINGS
✓ PICTOGRAMS
✓ IDEOGRAMS
✓ WRITING
✓ ALPHABET

HISTORIC PERIODS OF COMMUNICATION

1. **Aristotle (Rhetoric) period (384-322 BCE)** -
   Aristotle defined rhetoric as the *"faculty of discovering the possible means of persuasion in reference to any subject whatever".*

2. **Classical period (500 BCE-400 CE)** –
   Public speaking begin in this period.

3. **Medieval and renaissance period (400 CE-1600 CE)** –
   God preaching , Rise of Christianity was seen.

4. **Modern period** –
   Rise of democracy was observed.

5. **Contemporary period** –
   New development arena, digital age , modern technology.

The Beginning of Communication

❖ Concept of communication began in the prehistoric days. Fossil records recovered from many sites all over the world show that the first development in the evolution of human beings (Homo sapiens) took place about 70million years back. The need for communication is as basic as the hunger for food and drink, perhaps even more so.

❖ The singing and chirping of birds, the croaking of frogs, and many visuals and signals among birds and beasts are forms of communication. The dance of the honeybee, for instance, is an advanced means of communication for it conveys to other bees the precise direction and distance of the place where nectar will be found.

❖ Communication is a human process- an art and craft of transmitting information. Communication is indeed an activity process, consisting of some basic techniques and models for getting information and transmitting of information to generate desired effects. Communication is a human process because two or more people are involved. This process is the means of recording knowledge and passing it on to the succeeding generations. Communication is an inborn quality. To communicate with one another is a compulsive urge of human beings.

Aristotle Model of Communication

❖ **The Aristotle's 'Rhetoric'** written more than 2500 years ago is the most elaborate and authentic source of communication in terms of public speaking. In the Greek civilization public communication was an important method of solving issues relating to governance. The rhetoric was an attempt to examine the principles underlying 'persuasion' through public speaking.

❖ In fact the first known model of communication was proposed by Aristotle.
He identified five cannons of public speaking:

- Invention
- Arrangement
- Style
- Memory
- Delivery

Occaision

Speaker → Speech → Audience → Effect

Contd..

Invention
The first tenet of communication was invention. This refers to identifying the subject of one's speech and discovering facts and arguments that could lead to sound conclusions. Communication was seen as a process whereby one could decide on the truth from several possible viable positions. Knowledge and clear thinking were the essence of invention, in preparing for oration.

Arrangement
It refers to ordering of ideas in the speech, so that the effect is good. This basically focuses on the format of the speech. The need for an introduction, with a follow up of the statement involving the lead presentations and an effective conclusion, all forms the component of a speech.

Style
The second cannon of public speaking, style involves the chosen message. Correct language and proper figures of speech, were emphasized, in style of speech making. Aristotle proposed three major styles of speech: Ethos, logos and pathos.

- **Ethos:** It indicates the audience that the speaker is of good moral character and trustworthy in terms of what was being advocated in the speech.
- **Logos:** It involves the use of logic, good reasoning and sound arguments to convince the audience of the speaker's position.
- **Pathos:** It involves the use of emotions to sway the audience.

Contd..

Memory
Since all speeches were oral, the role of good memory was fully recognised. Ways to improve memory while making speeches was given considerable importance. Memory aids like mnemonics was actively developed and taught to people. The key factor was the concept of visualization.

Delivery
Here, the non-verbal expression of an effective speech was emphasized. The voice, tone, pitch, volume, gestures, facial expressions and other mannerisms were advocated.

Thus, Rhetoric was the art of public speaking, in classical times.

Meaning of Communication

- The word 'communication' is derived from the Latin word, **'Communis'** or **'Communicare'** which means- to impart, to participate, to share and to make common. Generally human beings have a habit to share common, usual things which is the basic idea behind communication. In order to share our opinions, views, thoughts, feelings, reactions or may be our frame of mind, we need to communicate. When a message is communicated from first person to the second and second person receives the message and in return gives his/her feedback, there is continuity in communication.
- **Communication is an inter-disciplinary concept:** because it is a blend of various disciplines such as sociology, psychology, history, science, linguistics, etymology.
- **"Communication is a message understood":** Unless a message is understood we cannot say that communication has taken place. Let's send a message to someone else's phone, "where came first". The person who gets this message would wonder what it means. It does not make any sense. The receiver of the message just does not understand it. So for communication to take place, there are two conditions. First, there should be a clear message. Secondly, that message must be understood by the receiver, for whom it is meant. In society, we all interact with messages. Without interactions, a society cannot survive. Social interaction is always through messages. So we can also define communication in the following words.

Contd..

- **"Communication is social interaction through messages":** Think of telling someone, "It is very warm today" or "I am bored with the history classes." In both these cases, we are communicating what 'we experience'. The weather being warm is what you feel or experience physically. Getting bored with a subject is a different feeling which needs some amount of education or experience in a class room. In both cases we are sharing our feeling or experience with someone else. So we may say that:
- **"Communication is sharing of experience":** Can you think of a situation where you cannot communicate with others? In society, we need each other for various things. Unless you communicate with a doctor how will the doctor know what your health problem is. If you want to buy something you have to tell the seller of the goods what you are looking for and you may also ask for the price. Think of a home where parents and children do not communicate with each other. Think of a classroom where the teacher cannot or do not communicate. Communication therefore is essential for our survival.

WHY DO WE NEED COMMUNICATION?

1. *For Survival:* The foremost reason to communicate to others for the human beings in particular is their own survival. There is hardly any sense in believing that a person can all alone live a life by fulfilling its daily life needs. The fact is that every next moment a person is dependent on others to survive. Hence it is inevitable for all of us to bank on communication.

2. *Co-operation:* There is a very genuine instinct in all the living creatures to cooperate with each other to keep the cycle of life running. Humans need this more cautiously as to keep their hard felt sense of superiority.

3. *Human Relations:* Feeling of keeping a range of relationship from an individual to family and tribe was strong from early days of human civilization. It would have been extremely difficult to promote a life style without acknowledging the relationships among people living together for some time. Communication was essential to identify relations among people to accomplish different tasks.

CONTD..

4. Persuasion: Communication proved handy in the course of persuasion and influence others to keep the human civilization grow. The task is done even today, though, with different techniques and in a rather complex world of communication.

5. Power: Better communication helped people and society to command power over others. This phenomenon is more evident in the fields of conflict and to bring the enemy down. To support by using better communication skills has always been the hallmark of human interactivity.

6. Social needs: Social needs grow with almost the same pace, human culture and civilization nurture. History stands as testimony to the fact that the circle of human social needs expands as people try to live together in more organized manner. Communication is the common most thing which knit societies to fulfill their desire to rise jointly.

CONTD..

7. Information: In more advance world, as it is today, it is a piece of information (communication) which brings relief to human living in a score of ways. Information about roads, condition, may help you change your traveling plan.

8. Decision making: And not the least, in present day affairs communication goes long way in helping us in decision making. Not an individual alone, but families and nations, can draw certain conclusions with the help of available communication on certain matters which is likely to improve the overall living standards and a more secure life for all of human beings.

OBJECTIVES OF COMMUNICATION

1. To Achieve
2. To Inform
3. To Raise Public Opinion
4. To Grab the Market.
5. To Play Diplomatic Role
6. To Entertain
7. To Face Emergencies
8. To Solve Employee Problems
9. To implement educational program
10. To Explain Public Policy.
11. To Socialization

FEATURES OF COMMUNICATION

❑ **It is an Ongoing Process**: Since it is the series of activities followed one by another, when the communication starts it elicit the response and the process go on.

❑ **Universal Process**: Communication is universal and needed at all levels and at all the time. It has universal application. It is needed in different walks of life and at different levels of organization and management.

Universality of principle also means that all people have to follow the same principles and skills regardless of their position and rank.

FEATURES OF COMMUNICATION

Communication is a Human Process: It is a human process. Basically an art and craft of transmitting information. It is the art of getting things done through and with people. It get started by the people and stopped at them. It also transmit the minds and attitude of the human being.

Irreversible Process: once it started it cannot be taken back. It cannot go back at its initiation point. we cannot take the words back which once said but we can reframe the message again. As message once transmitted cannot be destroyed.

Purposeful Activity: Communication is always goal oriented and had certain objectives and destination to reach.

FEATURES OF COMMUNICATION

❑ **Message Oriented:** What we passes between the participants are message. Messages or signals sent to create understanding among them. Every communication process includes message because it is the only aim behind every act of communication.

❑ **Useful for Tangible and Intangible Facts:** Communication transmits information not only about the physical objects but determinable ideas and opinions, attitude and emotions like hugs, smiles, anger, frustrations, pain etc.

❑ **Flexible Activity**: It is flexible activity, anything can be erased and added to the message. Any modification can also be done at any point of time.

❑ **Two Way Process**: Communication always need the two participants for it occur at all. One is the sender and the other is the receiver who give the response. This feature makes the communication a circular and ongoing process.

CONTD..

❑ **Feedback Oriented**: Feedback is always need to measure the performance of the communication process.

❑ **Communication is Art**: it contains qualities of art. Like art it is creative process. It develops new situations and new designs and new systems to cope up with the situations. It deals with the attitude and behavior of the individuals.

❑ **Communication is Science**: the communication provides a body of principles and techniques which can guide in specific problems and manage the situations. e.g. grapevine and scalar chain.

❑ **Social Process**: it affects the entire society. It develops the human relations and hamper it also .it is a tool which enables every one in society to satisfy their basic needs and desires and to get along with the other people

ELEMENTS IN COMMUNICATION & HOW IT FUNCTIONS (IT'S PROCESS)

➤ The communication process is the guide toward realizing effective communication. It is through the communication process that the sharing of a common meaning between the sender and the receiver takes place. Individuals that follow the communication process will have the opportunity to become more productive in every aspect of their profession. Effective communication leads to understanding.

➤ Communication is a process of exchanging verbal and non verbal messages. It is a continuous process. Pre-requisite of communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in same terms as intended by the sender. He must respond within a time frame. Thus, communication is a two way process and is incomplete without a feedback from the recipient to the sender on how well the message is understood by him.

Communication Process

The main components/elements of communication process are as follows:

• **Context** - Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context. The sender chooses the message to communicate within a context.

• **Sender / Encoder** - Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response. For instance - a training manager conducting training for new batch of employees. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message. The verbal and non verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender

Communication Process

- **Message** - Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.

- **Medium** - Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication. For instance - Written medium is chosen when a message has to be conveyed to a small group of people, while an oral medium is chosen when spontaneous feedback is required from the recipient as misunderstandings are cleared then and there

Communication Process

- **Recipient / Decoder** - Recipient / Decoder is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

- **Feedback-** Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc. It is the response or reaction of the receiver after perceiving or understanding the message. If there is no feedback, communication remains incomplete.

Importance of feedback in Communication Process

- ❖ The communication has a vicious cycle which continues even after sending message to the respondents. The audience or the respondents may or get the same intended message as the speaker intends to send. This cycle ends only when they share their understandings and comments to the speaker about what they have understood. *This process is called feedback.*
- It is the final link or component in the communication chain or cycle.
- Feedback is the backbone of the communication.
- Feedback makes communication meaningful. It is the end-result of an idea and makes communication continuous.

Fig: Feedback in communication

Contd…

❖ Feedback is essential in communication so as to know whether the recipient has understood the message in the same terms as intended by the sender and whether he agrees to that message or not. Receivers are not just passive absorbers of messages. They receive the message and respond to about the subject matter about what they have understood. This response of a receiver to sender's message is called Feedback.

❖ While feedback could be instantaneous as in the case of verbal conversation between two people standing or on telephone conversation or internet instant message, it could be delayed for sometime before the response is given to allow the receiver to think and take his time to consider what he is given. While the former is common to an informal communication, the latter goes with formal communication via letters, memo, etc. Feedback could also be in written form or in oral form or even both. It could be also in form of demonstration e.g. body movement, paralanguage, gesture, posture, etc.

Contd…

- The speaker must create an environment that encourages feedback. For example after explaining the job to the subordinated he must ask them whether they have understood it or not. He should ask questions like "Do you understand?", "Do you have any doubts?" etc. At the same time he must allow his subordinated to express their views also.
- Feedback has a great role in the organizational point of view also. There are lots of ways in which company takes feedback from their employees, such as: Employee surveys, memos, emails, open-door policies, company news letter etc. Employees are not always willing to provide feedback. The organization has to work a lot to get the accurate feedback. The managers should encourage feedback by asking specific questions, allowing their employees to express general views, etc. The organization should be receptive to their employee's feedback.
- Static communication creates a vacuum. The speaker assumes the message is received but has no feedback from the listener. This lack of feedback means the speaker fails to modify the message to help the listener better understands the speaker's attitude and position. When businesses fail to create open feedback channels, they operate in a communication vacuum. Management and owners can't improve their messages to employees, and workers aren't able to ask questions about operations or make suggestions for business improvement.

Points to Remember:-

- Feedback makes communication meaningful.
- It sustains the communication process.
- It tells communication is making sense or not.
- It is a basis for measuring the effectiveness of communication
- Communication will be useless without feedback
- Feedback paves way for new idea generation
- Feedback is essential in all communications as it indicates successful transmission of the message.
- It enables the sender to evaluate the effectiveness of the message.
- Without feedback, two way communication is either ineffective or incomplete.
- Feedback is the only way to gain receiver's response and depending on the feedback, sender can tack further steps. In organizational or business communication the feedback process is extremely important.
- Feedback helps to understand the receiver's view and opinion about the sender's message. With this understanding, sender can determine the next course of action.

Topic 2:
Types of Communication

Types of Communication

❑ Communication takes place at all the levels between peoples and between institutions, through many channels both inter-personal and mediated. It encompasses a multitude of experiences, actions and events, as well as a whole variety of happening and meanings, and technologies too.

❑ Thus, a conference or a meeting or even a Mela or procession is a 'communication event', newspapers, radio, video and television are 'communication media' phones pagers and email are 'communication technologies' and journalist, advertisers, public relations personnel, and even camera crew and news –readers are 'communication professionals'.

How do we Communicate?

We communicate verbally and non-verbally.
- Spoken/oral or Verbal Communication: face-to-face, telephone, radio or television and other media.
- Written Communication or Verbal Communication: letters, e-mails, books, magazines, the Internet or via other media.
- Non-Verbal Communication: body language, gestures, how we dress or act - even our scent.
- Visualizations: graphs and charts, maps, logos and other visualizations can communicate messages.

For communication to be effective we also have to be able to understand what others are trying to communicate to us.
- Understanding language
- Hearing
- Ability to see
- Reading skills
- Ability to recognize and use information
- Memory to recall and understand information

Major Types of Communication

❖ Other than the basic types of Communication, following are the major types of Communication

➢ INTRAPERSONAL COMMUNICATION

➢ INTERPERSONAL COMMUNICATION

➢ GROUP COMMUNICATION

➢ MASS COMMUNICATION

INTRAPERSONAL COMMUNICATION

❑ Intra-personal Communication is communication within ourselves.

❑ It is the basis of all other forms of human communication. Ideally this communication system allows one to make decisions based on information received through sense. For instance, when we watch television, our eyes and ears receive information and communicate it to our brain. If what we see and hear is pleasant or interesting, our intra personal communication system indicates that we are attending to it.

❑ In intra-personal communication our eyes and ears become the Senders, electrochemical impulses Messages, central nervous systemMedium and the brain becomes the Receiver of these impulses which transmits additional electrochemical impulses in the form of feedback.

INTERPERSONAL COMMUNICATION

❑ It is a face to face communication. A communication between two persons.

❑ This type of communication also includes most of the informal, everyday exchanges that we engage in from the time we get up until we go to bed. Such activity can also be called as transactions.

Interpersonal Communication to have three following basic characteristics:

One, both parties are in close proximity.

Or

Two, both parties send and receive messages.

Or

Three, these messages include both verbal and non-verbal stimuli.

GROUP COMMUNICATION

❑ Group Communication is distinct in that it occurs between three or more persons who perceive themselves as belonging to, or being indentified with a group.

❑ Interaction and Intimacy depends upon the size of group depends upon the size of the group. The larger the group the less personal and intimate is the possibility of exchange.

• *Shaw(1976) has identified six ways in which a group may be defined:*
  * Perceptions: Do members make an impression on other members?
  * Motivation: Is membership in the group rewarding?
  * Goals: Do group members work together for a purpose?
  * Organization: Does each member have a specialized role like
                    moderator, note taker and so on ?
  * Interdependency: Is each member somewhat dependent on the other?
  * Interaction: Is the group small enough to allow face to
                  face communication between members?

GROUP COMMUNICATION

❖ *Types of Groups:*

1) Primary Groups: This is the basic social unit to which we belong e.g. family.

2) Casual or Social Groups: It is in the company of adult friend, neighbours and others with whom we socialize.

3) Learning or Educational Groups: When we come together to Teach or learn something about a given subject e.g. seminars and conferences, etc.

4) Work Groups: Such types of groups have specific goals to achieve.

MASS COMMUNICATION

❖ It is the process of delivering information, ideas and attitudes to a sizable and diversified audience through use of media developed for that purpose.

❖ The audience in mass communication , according to Wright (1975) is relatively large, heterogeneous and anonymous to the source

❖ The source works through a complex organization rather than in isolation and the message may represent the efforts of many different people.

❖ In mass communication, the size of the audience makes it impossible for the mass communicator and audience members to interact face to face. Also being a diversified group, the receivers in mass communication are, for the most part, unknown to the source.
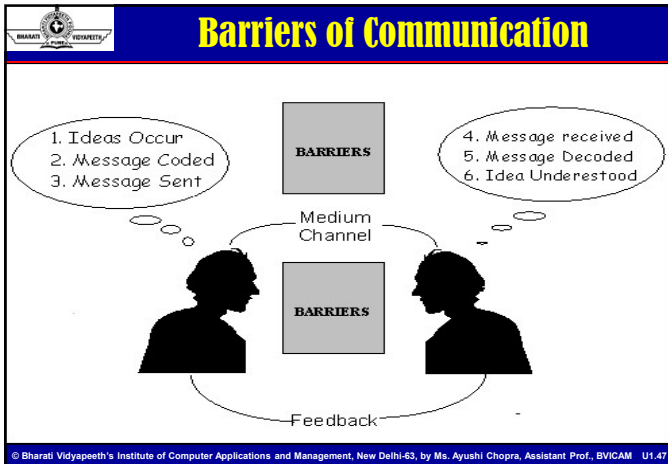
Topic 3:
Barriers of Communication

Barriers of Communication

1. Ideas Occur
2. Message Coded
3. Message Sent

BARRIERS

4. Message received
5. Message Decoded
6. Idea Underestood

Medium Channel

BARRIERS

Feedback

Barriers of Communication

✓ The communication process seems simple, it in essence is not. Certain barriers present themselves throughout the process. Those barriers are factors that have a negative impact on the communication process

✓ Communication can best be summarized as the transmission of a message from a sender to a receiver in an understandable manner. The sharing of meaningful information between two or more people with the goal of the receiver understanding the sender's intended message.

Barriers to Communication

Physical Environmental Barriers	Barriers caused by wrong choice of medium	Semantic Barriers	Cultural Barriers	Psychological/ Attitudinal Barriers	Barriers caused by varying perception of reality
(Caused by)			(Caused by)	(Caused by)	(Caused by)
		Varied Connotative meanings	Diversity of Cultures	Moods Attitudes Relationships	Levels of Understanding and Comprehension
Time Place Space Climate Noise Choice of medium					

Contd..

➢ Problem of miscommunication may arise at any of the levels/stages in the communication process:
  * Sender   * Encoding   *Channel   * Decoding   *Recipient
➢ Lack of Commonness is barrier

➢ A barrier to interpersonal communications is anything that prevents, restricts or impedes the conveyance of meaning by words or gestures between two or more persons in a social setting.

➢ The term 'Barriers', 'Obstacles', ' Hindrances' and 'noise' are all used to describe the distracting stimuli
• associated with the
• communication process

Absence of defined role of any component = Creates Barrier

Barriers to Effective Communication

• **Physical:** They are the most obvious barriers to effective communication. These barriers are mostly easily removable in principle at least. They include barriers like noise, closed doors, faulty equipment used for communication, closed cabins, etc. Sometimes, in a large office, the physical separation between various employees combined with faulty equipment may result in severe barriers to effective communication.
• **Psychological:** There are various mental and psychological issues that may be barriers to effective communication. Some people have stage fear, speech disorders, phobia, depression etc. All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.
• **Cultural:** Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behavior will change drastically from one culture to another. Hence it is a must that we must take these different cultures into account while communication.
• **Physiological:** Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization. The shrillness of voice, dyslexia, etc are some examples of physiological barriers to effective communication. However, these are not crucial because they can easily be compensated and removed.

PHYSICAL BARRIERS

▪ NOISE
     In the Channel
     Competing stimulus
     Environmental Stress
     Medium Default
▪ TIME

▪ DISTANCE

LINGUISTIC/SEMANTIC BARRIERS

The language barrier is one of the main barriers that limit effective communication. Language is the most commonly employed tool of communication. The fact that each major region has its own language is one of the Barriers to effective communication. Sometimes even a thick dialect may render the communication ineffective.

- Ambiguity
- Improper Use of Language
- Slant
- Abstracting
- Inferring
- Data Overload

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.52

SOCIO-PSYCHOLOGICAL BARRIERS

- Attitudes and opinions
- Emotions
- Closed Mind
- Status-Consciousness
- Credibility of Source
- Inattentiveness
- Poor retention
- Unsolicited communication
- Cultural Dissonance

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.53

COMMON EFFECTIVE BARRIERS TO EFFECTIVE COMMUNICATION

A skilled communicator needs to have information about the different types of barriers to effective communication and try to prevent them. These barriers to effective communication can be overcome by active listening, reflection, etc. The communicator must seek feedback from the receiver of the information to check if the message was understood in its true sense. Listed below are some of the common barriers to effective communication.

- **Using Jargon:** If one uses unfamiliar terms or over-complicated technical terms, it could not be understood well.
- **Lack of Attention or Interest:** If the message is irrelevant to the receiver or there are distractions around (like others speaking at the same time) then the message might not be communicated properly.
- **Perception Difference:** If two people see things differently then their viewpoints might come in the way of deciphering the message correctly.
- **Physical Disabilities:** If the receiver has hearing problems, or the speaker has speech disabilities, then communication will not be effective. It will distort the message.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.54

CONTD..

Emotional Barriers:

Sensitive topics make it difficult for the speaker or the receiver to engage properly in the communication exchange. It could also be that some people are not comfortable expressing themselves; hence their words might not reflect the true meaning of what they want to convey. Topics that may be taboo or off-limits for some people are politics, religion, mental or physical disabilities, racism, sexuality, and any other unpopular options.

The Difference in Culture:

Social interactions have different norms in different cultures. For example, the idea of space exists in some cultures and social settings but not in the same form in others. These cultural differences could prevent effective communication.

Language Difference:

The difference in dialects of different regions or unfamiliar accents can make it difficult to understand the message sent.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.55

CONTD..

Physical Barriers to Communication:

A face-to-face communication has a lot of parts to the communication than just the words. Facial expressions, body language, gestures, etc. are also involved in the whole communication process. If you can't see the person, then some messages might get lost. Text messages, phone calls, etc. are some of the technological ways of communicating which lack the effect of a personal meeting.

Prejudices:

Most people have preconceived notions about many things; hence they hear only what they want to listen to, not what is being said. These false assumptions and stereotyping lead to barriers in communication.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.56

HOW TO OVERCOME BARRIERS TO EFFECTIVE COMMUNICATION?

Following are the different measures to overcome effective communication:

Ideas should be Clear before Communication

The person sending the message should have clear ideas in his mind about what he wants to convey. He should know the objective of the message and accordingly, he should arrange his thoughts in a systematized way.

Sender should Communicate According to the Receiver's Needs

The sender should frame the structure of the message not according to his own level or ability but should keep in mind the level, understanding, and environment of the receiver.

Consult Others before Communication

During Communication planning, suggestions should be invited from all the concerned persons. Its main benefit is that all those people who are involved in the communication planning will contribute to the success of the communication system.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.57

CONTD...

Be Aware of the Tone, Content, and Language of the Message

The sender should consider that the message should be transmitted in a clear, precise, and easy language. The tone of the message should not hurt the feeling of the receiver. Hence, try to formulate the content of the message in brief and ensure to avoid technical words

Convey Things that is Helpful to Listener

The content of the message should be helpful and valuable to the receiver. The need and interest of the receiver should be kept in mind before communicating. Communication becomes more effective in such situations.

Ensure to getting Proper Feedback

The aim of getting feedback is to find whether the receiver has properly understood the meaning of the message received. While communicating face to face, the reaction on the face of the receiver can be easily understood.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.58

CONTD...

Message should be Consistent

The message sent to the receiver should not be inconsistent. The information transferred should be in accordance with the objective, programs, policies, and techniques of the organization. When a new message is sent in place of the old message, a sender should always mention it as it will create confusion.

Follow Up Communication

To make the communication effective, the manager should attempt to know the weakness of the communication system. In this condition, effort should be made to know whether it is appropriate to focus more on formal communication or informal communication.

Be a Good Listener

Both sender and receiver must be good listeners in the communication process. Both should understand each other's points of view with patience, attention, and a positive attitude. A receiver can receive much relevant information if he is a good listener.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.59

Topic 4:
7 C's of Communication

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Ms. Ayushi Chopra, Assistant Prof., BVICAM   U1.60

7 C's of Communication

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy
- Correctness

7 C's of Communication

There are 7 C's of effective communication which are applicable to both written as well as oral communication. These are as follows:

1. **Completeness** - The communication must be complete. It should convey all facts required by the audience. The sender of the message must take into consideration the receiver's mind set and convey the message accordingly. A complete communication has following features:
- Complete communication develops and enhances reputation of an organization.
- Moreover, they are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- A complete communication always gives additional information wherever required. It leaves no questions in the mind of receiver.
- Complete communication helps in better decision-making by the audience/readers/receivers of message as they get all desired and crucial information.

CONTD..

2. **Conciseness** - Conciseness means wordiness, i.e, communicating what you want to convey in least possible words without forgoing the other C's of communication. Conciseness is a necessity for effective communication. Concise communication has following features:
- It is both time-saving as well as cost-saving.
- It underlines and highlights the main message as it avoids using excessive and needless words.
- Concise communication provides short and essential message in limited words to the audience.
- Concise message is more appealing and comprehensible to the audience.
- Concise message is non-repetitive in nature.

CONTD..

3. **Consideration** - Consideration implies "stepping into the shoes of others". Effective communication must take the audience into consideration, i.e, the audience's view points, background, mind-set, education level, etc. Make an attempt to envisage your audience, their requirements, emotions as well as problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm. Modify your words in message to suit the audience's needs while making your message complete. Features of considerate communication are as follows:
- Emphasize on "you" approach.
- Empathize with the audience and exhibit interest in the audience. This will stimulate a positive reaction from the audience.
- Show optimism towards your audience. Emphasize on "what is possible" rather than "what is impossible". Lay stress on positive words such as jovial, committed, thanks, warm, healthy, help, etc.

CONTD..

4. **Clarity** - Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. Clarity in communication has following features:
- It makes understanding easier.
- Complete clarity of thoughts and ideas enhances the meaning of message.
- Clear message makes use of exact, appropriate and concrete words.

5. **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens the confidence. Concrete message has following features:
- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- Concrete messages are not misinterpreted.

CONTD..

6. **Courtesy** - Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Courteous message has following features:
- Courtesy implies taking into consideration both viewpoints as well as feelings of the receiver of the message.
- Courteous message is positive and focused at the audience.
- It makes use of terms showing respect for the receiver of message.

7. **Correctness** - Correctness in communication implies that there are no grammatical errors in communication. Correct communication has following features:
- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level.
- Correct message has greater impact on the audience/readers.
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message.

THANK YOU!!