



Name of the Teacher Anupma Sinha

Designation- Asst. Professor

Subject- English for Communication

Subject Code-BT- 103

Unit-3 Communication

Department-Humanities

Introduction: Communication and human civilization both took birth together. Communication is as old as civilization. Human being used to share their feelings, emotions, thoughts, facts and idea by means of expression when there was no proper language developed. Communication has been the main factor behind our civilized society. In fact, communication has made us more organized.

Definition of communication: communication is the name given to the ways by which all the creatures send and receive message. All human exchange; personal or professional is based on communication. It is our responsibility to make others understand. It is vital to be able to interact and communicate by using verbal and non- verbal communication. It is an ongoing process.

The word communication has been derived from the Latin word “communis”, which means “to share”. The word communication means sharing ideas, messages and views expressed through language. It is a two way process. It requires understanding and proper feedback. So for communication, we need a communicator and a receiver.

It is not just giving information or signaling someone; it also involves the comprehension of the information or the signal by the receiver. When the act of giving information or sending message reaches the recipient and gets comprehended by him/her and the receiver sends feedback as desired by the sender, the process of communication is said to be complete. Communication, therefore, involves more than one person.

Importance of communication:

Communication has always been there in the organization. So, it is important in the following ways:

1. Complexities of the business organization: business organizations have grown tremendously in size and in the scale of operation. So, to manage a large scale of employees effectively and to co-ordinate, an effective communication system is a must.
2. Technological advancement: rapid changes in the science and technology in the last decade of the twentieth century have totally changed the working scenario. The wide use of computers and internet, marked increase in the amount and availability of information and exchange of ideas among different executives and employees, an effective communication is required.
3. Cut-throat competition: globalization has resulted in severe competition between the public sector, private sector and foreign banks. Persuasive communication in the form of advertisement, personal contacts and publicity becomes essential to survive in the race of competition.
4. Public relation: business organizations have to maintain relations with other organizations like banks, government, distributors, investors and other sections of the society to keep them well-informed about their policies and future planning.
5. Trade- union: trade unions are very strong and active in almost all the business sectors. The effective communication between the management and employees is of prime importance.
6. Means of co- ordination: communication is an important tool for coordinating the efforts of the various people at work in the organization.
7. Effective leadership: Good Communication Skills bring a manager near his sub- ordinates and helps him to exchanges ideas and submit proposal, know their opinions, seek advices and make decisions.
8. Boost morale and motivate: an effective communication system instills confidence among subordinates and workers, ensuring change in their attitudes and behaviour.

Process of communication Group of Colleges

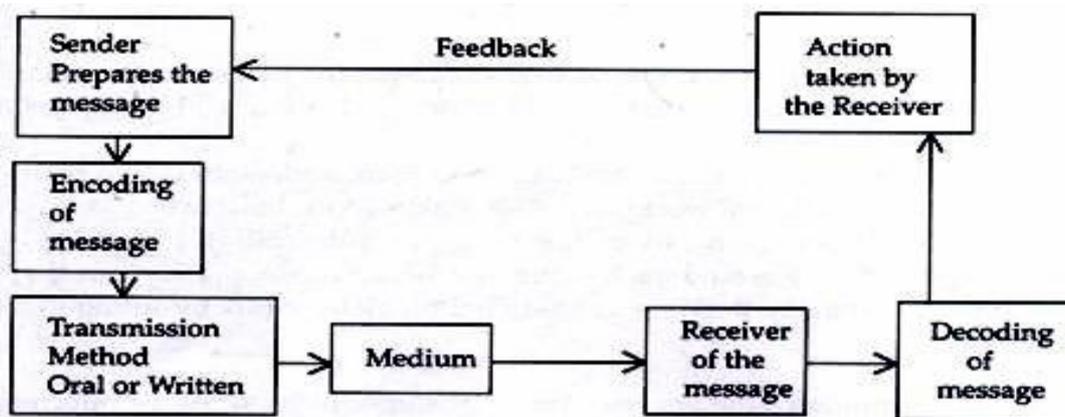
The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver. A **channel of communication** must also be selected, which is the manner in which the message is sent. Channels of communication include speaking, writing, video transmission, audio transmission, electronic transmission through emails, text messages and faxes and even nonverbal communication, such as body language.

The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward and laterally throughout the organization.

The process of communication as such must be a continuous and dynamic interaction, both affecting and being affected by many variables.

Communication process consists of certain steps where each step constitutes the essential element of an effective communication.

The following is a brief analysis of the important steps of the process of communication.



The Different Elements in The Process of Communication

Sender

The very foundation of communication process is laid by the person who transmits or sends the message. He is the sender of the message which may be a thought, idea, a picture, symbol, report or an order and postures and gestures, even a momentary smile. The sender is therefore the initiator of the message that needs to be transmitted. After having generated the idea, information etc. the sender encodes it in such a manner that can be well-understood by the receiver.

Message

Message is referred to as the information conveyed by words as in speech and write-ups, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent. Message is the heart of communication. It is the content the sender wants to convey to the receiver.

Encoding

Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent. The sender puts the message into a series of symbols, pictures or words which will be communicated to the intended receiver. Encoding is an important step in the communication process as wrong and inappropriate encoding may defeat the true intent of the communication process.

Channel

Channel(s) refers to the way or mode the message flows or is transmitted through. The message is transmitted over a channel that links the sender with the receiver. The message may be oral or written and it may be transmitted through a memorandum, a computer, telephone, cell phone, apps or televisions.

Receiver

Receiver is the person or group who the message is meant for. He may be a listener, a reader or a viewer. Any negligence on the part of the receiver may make the communication ineffective. The receiver needs to comprehend the message sent in the best possible manner such that the true intent of the communication is attained. The extent to which the receiver decodes the message depends on his/her knowledge of the subject matter of the message, experience, trust and relationship with the sender.

The receiver is as significant a factor in communication process as the sender is. It is the other end of the process. The receiver should be in fit condition to receive the message, that is, he/she should have channel of communication active and should not be preoccupied with other thoughts that might cause him/her to pay insufficient attention to the message.

Decoding

Decoding refers to interpreting or converting the sent message into intelligible language. It simply means comprehending the message. The receiver after receiving the message interprets it and tries to understand it in the best possible manner.

Feedback

Feedback is the ultimate aspect of communication process. It refers to the response of the receiver as to the message sent to him/her by the sender. Feedback is necessary to ensure that the message has been effectively encoded, sent, decoded and comprehended.

It is the final step of the communication process and establishes that the receiver has received the message in its letter and spirit. In other words, the receiver has correctly interpreted the message as it was intended by the sender. It is instrumental to make communication effective and purposeful.

Lecture 3

Types of communication: There are two types of communication.

1. **Verbal communication:** It is one of the most important forms of communication. It is how we get our ideas, thoughts and feelings across to people in various situations. It consists of four crucial elements- content, organization, style and delivery.

2. **Non- verbal communication:** Non- verbal communication gestures are an important indicator of communication. They tell us about the attitude of people during conversation and negotiations- open or defensive, self- controlled or bored.

VERBAL

Oral	Written
1. Speech	1. Letters
2. Debates	2. Application
3. Conference	3. Notice
4. Interviews	4. E- mail
5. Meetings	5. Article
6. Viva- seminar	6. Report

Verbal communication: It is a type of oral communication in which the message is transmitted through the spoken words. The sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations etc. Verbal information can be transferred orally or in written form both.

Basis	Written communication	Oral communication
1.Record	It always has permanent record.	It does not have any permanent record.
2.Cost	Written communication is high cost.	Oral communication is less costly.
3.Feedback	Written communication it takes time to give feedback.	Oral communication it gives immediate feedback.
4.Flesibility	Written communication is rigid or inflexible.	Oral communication is highly flexible.
5.Time taken	Written communication it takes more time to prepare and transmit message.	Oral communication it takes least time to prepare and transmit message.
6.Reliability	Written communication is most reliable.	Oral communication is not reliable.
7.Legality	Written communication is legal evidence.	Oral communication is not legal evidence.
8.Distortion	Written communication is not possibility or distortion.	Oral communication is high possibility of distortion.
9.Effectiveness	Written communication is not effective as oral communication.	Oral communication is most effective communication.
10.Significance	Most significant in all type of organizational context.	Less significant in the organizational context.
11.Relationship	Written communication is it establishes indirect relationship between parties.	Oral communication is it establishes direct relationship between parties.
12.Formality	It maintains formal communication relationship forms.	It maintains informal communication relationship forms.

1. Kinesics
2. Chronemics
3. Proxemics
4. Paralanguage
5. Artifacts
6. Haptics
7. Oculesics

Nonverbal communication, also called manual language, is the process of sending and receiving messages without using words, either spoken or written. Similar to the way that italicizing emphasizes written language, nonverbal behavior may emphasize parts of a verbal message.

The term nonverbal communication was introduced in 1956 by psychiatrist Jurgen Ruesch and author Weldon Kees in the book "Nonverbal Communication: Notes on the Visual Perception of Human Relations."

Nonverbal messages have been recognized for centuries as a critical aspect of communication. For instance, in "The Advancement of Learning" (1605), Francis Bacon observed that "the lineaments of the body do disclose the disposition and inclination of the mind in general, but the motions of the countenance and parts do . . . further, disclose the present humour and state of the mind and will."

Nonverbal communication describes the process of shared cues between people, which goes hand-in-hand with public speaking. This can include eye contact, frequency of glances, blink rate, gestures, facial expressions, postures, and more.

The presentation is, perhaps, the one mode of communication that has proved relevant through every technological innovation. Our decks get more glamorous, but it is still just you on stage, in front of an audience. Nonverbal signals can increase trust, clarity, and add interest to your presentation when yielded properly. Learning how to become more sensitive to body language and nonverbal cues will make you the best presenter you can be.

The explanation of all the non-verbal communication is as follows:

1. **Kinesics:** **Kinesic communication** is the technical term for **body language**, i.e., communicating by body movement. We call the study of kinesic communication **kinesics**. Kinesic communication is a non-verbal form of communication. However, it is not the only non-verbal way of communicating with other people. When we communicate with others, we can speak, i.e., utter words. We can use body movements such as gestures and facial expressions. We can also write letters, texts, and emails to other people.
2. **Oculesics:** The word **ocu** is often used interchangeably with eye contact. However, there are other dimensions of oculesics. It is the study of eye movement, eye behavior, gaze, and eye-related nonverbal communication. The specific definition varies depending on whether it applies to the fields of medicine or social science.

Touch is also a way to communicate with others. I'll even dare to say that this is actually the most basic communication tool. Haptics is a form of non-verbal communication using a sense of touch. Some forms of Haptics communication is Handshake, or a gentle pat on back, or a high five. The sense of touch allows one to experience different sensations.

Haptics can be categorized into five types :

- Functional/Professional
 - Social/ Polite
 - Friendship/Warmth
 - Love/Intimacy
 - Sexual/Arousal
4. **Proxemics** : **Proxemics** is the study of human use of space and the effect it has on behaviour, communication, and social interaction. Human beings are territorial and like to stake claim on their space, which gives them a sense of control. Personal space or proxemics, a form of non-verbal communication, is the space surrounding each person.

Zones :

Broadly, the four distinct zones are: Intimate (0-2 ft.), Personal (2-4 ft), Social (4-12 ft.) and Public (more than 12 ft.). When strangers enter the wrong zone, we feel uncomfortable. E.g. In an airplane / elevator, this space gets compromised and we deal with it by “dehumanizing” (making no eye contact and acting busy) those around us. Even a loud cell phone conversation trespasses this space.

Intimate distance for embracing, touching or whispering

- a. *Close phase* – less than one inch (one to two cm)
- b. *Far phase* – 6 to 18 inches (15 to 46 cm)

Personal distance for interactions among good friends or family

- c. *Close phase* – 1.5 to 2.5 feet (46 to 76 cm)
- d. *Far phase* – 2.5 to 4 feet (76 to 122 cm)

Social distance for interactions among acquaintances

- e. *Close phase* – 4 to 7 feet (1.2 to 2.1 m)
- f. *Far phase* – 7 to 12 feet (2.1 to 3.7 m)

Public distance used for public speaking

- g. *Close phase* – 12 to 25 feet (3.7 to 7.6 m)
- h. *Far phase* – 25 feet (7.6 m) or more

5. **Chronemics**—It is the study of the role of time in communication. It is one of several subcategories of nonverbal communication.

According to the Encyclopedia of Special Education

“Chronemics includes time orientation, understanding and organization; use of and reaction to time pressures; our innate and learned awareness of time; wearing or not wearing a watch; arriving, starting, and ending late or on time.”

The way someone values and perceives time plays a considerable role on his or her communication process. The use of time can affect lifestyles, personal relationships, and work life. Across cultures, people usually have different time perceptions, and this can result in conflicts between individuals. Time perceptions include punctuality, interactions, and willingness to wait. Three main types of time are used in chronemics: interactive, conceptual, and social.

6. **Artifacts**: in non-verbal communication, artifacts are defined as physical items that can act as implicit communication devices. Artifacts include clothing and other apparel, body piercings, car model and color, interior decoration, and more. The study of how these objects convey meaning in social interactions is commonly referred to as artifactual communication.
7. **Paralanguage**: Speech has nonverbal elements known as **paralanguage**. These include voice quality, emotion and speaking style, rhythm, intonation and stress. Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the use of emoticons.

Definition: The **7 C's of Communication** is a checklist that helps to improve the professional communication skills and increases the chance that the message will be understood in exactly the same way as it was intended.

Completeness

Effective communications are complete, i.e. the receiver gets all the information he needs to process the message and take action. A complete message **reduces the need for follow-up** questions and smoothens the communication process.

Conciseness

Conciseness is about keeping your message to a point. This is more about the content of your message rather than its length. Even a short memo can include irrelevant or redundant information. Conciseness **helps the receiver focus** on what's important, speeds up the processing of information and caters for improved understanding.

Consideration

Effective communication takes into account the receiver's background and points of view. If your message hits a nerve or sounds as disrespectful, the emotional reaction of the receiver might affect the perception of your message. Also, tailoring your message to **your audience** – e.g. by using argumentations and examples which are relevant to their experience – makes it easier for them to **process the contents**.

Concreteness

A concrete message is specific, tangible, vivid. It's supported by facts and figures for **enhanced credibility**. It helps your audience gain an overview of the broader picture. Concreteness **mitigates the risk of misunderstanding**, fosters trust and encourages constructive criticism.

Courtesy and consideration complement each other in effective communications. Courtesy means **respecting the receiver's culture, values and beliefs** – i.e. crafting a message that is genuinely polite and unbiased.

Clarity

The clearer your message, the easier it gets for the receiver to decode it according to your original intent. While this sounds obvious, most communication pitfalls originate from lack of clarity. Want to deliver an effective message? Start with **a clear communication goal** and accurate thoughts. Clear communications build on exact terminology and concrete words, to **reduce ambiguities** and confusion in the communication process.

Correctness

Correct grammar and syntax vouch for **increased effectiveness and credibility** of your message. Formal errors might affect the clarity of your message, trigger ambiguity and raise doubts. They might also have a negative impact on the overall perception of the message, which could be seen as sloppy or negligent.

Barriers of Communication: This far we have seen what we mean by the process of communication. But, at times even after taking care of every other detail some misunderstandings arise. So, to eliminate these misunderstandings, we have to understand the most common barriers to effective communication.

The process of communication has multiple barriers. The intended communicate will often be disturbed and distorted leading to a condition of misunderstanding and failure of communication. The Barriers to effective communication could be of many types like linguistic, psychological, emotional, physical, and cultural etc. We will see all of these types in detail below.

Linguistic 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.

As per some estimates, the dialects of every two regions changes within a few kilometers. Even in the same workplace, different employees will have different linguistic skills. As a result, the communication channels that span across the organization would be affected by this.

Thus keeping this barrier in mind, different considerations have to be made for different employees. Some of them are very proficient in a certain language and others will be ok with these languages.

Psychological Barriers

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.

Emotional Barriers

The emotional IQ of a person determines the ease and comfort with which they can communicate. A person who is emotionally mature will be able to communicate effectively. On the other hand, people who let their emotions take over will face certain difficulties.

A perfect mixture of emotions and facts is necessary for effective communication. Emotions like anger, frustration, humour, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.

Physical Barriers to Communication

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.

Cultural Barriers of Communication

As the world is getting more and more globalized, any large office may have people from several parts of the world. Different cultures have a different meaning for several basic values of society. Dressing, Religions or lack of them, food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Hence it is a must that we must take these different cultures into account while communication. This is what we call being culturally appropriate. In many multinational companies, special courses are offered at the orientation stages that let people know about other cultures and how to be courteous and tolerant of others.

Organizational Structure Barriers

As we saw there are many methods of communication at an organizational level. Each of these methods has its own problems and constraints that may become barriers to effective communication. Most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

Attitude Barriers

Certain people like to be left alone. They are the introverts or just people who are not very social. Others like to be social or sometimes extra clingy! Both these cases could become a barrier to communication. Some people have attitude issues, like huge ego and inconsiderate behaviours.

Overcoming Communication Barriers

There are a lot of communication barriers faced these days by all. The message intended by the sender is not understood by the receiver in the same terms and sense and thus communication breakdown occurs. It is essential to deal and cope up with these communication barriers so as to ensure smooth and effective communication. These are as follows:

1. **Eliminating differences in perception:** The organization should ensure that it is recruiting right individuals on the job. It's the responsibility of the interviewer to ensure that the interviewee has command over the written and spoken language. There should be proper Induction program so that the policies of the company are clear to all the employees. There should be proper trainings conducted for required employees (for eg: Voice and Accent training).
2. **Use of Simple Language:** Use of simple and clear words should be emphasized. Use of ambiguous words and jargons should be avoided.
3. **Reduction and elimination of noise levels:** Noise is the main communication barrier which must be overcome on priority basis. It is essential to identify the source of noise and then eliminate that source.
4. **Active Listening:** Listen attentively and carefully. There is a difference between "listening" and "hearing". Active listening means hearing with proper understanding of the message that is heard. By asking questions the speaker can ensure whether his/her message is understood or not by the receiver in the same terms as intended by the speaker.
5. **Emotional State:** During communication one should make effective use of body language. He/she should not show their emotions while communication as the receiver might misinterpret the message being delivered. For example, if the conveyer of the message is in a bad mood then the receiver might think that the information being delivered is not good.
6. **Simple Organizational Structure:** The organizational structure should not be complex. The number of hierarchical levels should be optimum. There should be a ideal span of control within the organization. Simpler the organizational structure, more effective will be the communication.
7. **Avoid Information Overload:** The managers should know how to prioritize their work. They should not overload themselves with the work. They should spend quality time with their subordinates and should listen to their problems and feedbacks actively.
8. **Give Constructive Feedback:** Avoid giving negative feedback. The contents of the feedback might be negative, but it should be delivered constructively. Constructive feedback will lead to effective communication between the superior and subordinate.
9. **Proper Media Selection:** The managers should properly select the medium of communication. Simple messages should be conveyed orally, like: face to face interaction or meetings. Use of written means of communication should be encouraged for delivering complex messages. For significant messages reminders can be given by using written means of communication such as : Memos, Notices etc.
10. **Flexibility in meeting the targets:** For effective communication in an organization the managers should ensure that the individuals are meeting their targets timely without skipping the formal channels of communication. There should not be much pressure on employees to meet their targets.

Reference: <http://articles-junction.blogspot.com/2013/08/advantages-and-disadvantages-of-oral.html>
<http://www.cisco.com/speaking-tips/the-importance-of-non-verbal-communication/>
<https://www.thoughtco.com/what-is-nonverbal-communication-1691351>
<https://en.wikipedia.org/wiki/Oculesics>
<https://marketbusinessnews.com/financial-glossary/kinesic-communication-definition-meaning/>
<https://m.economictimes.com/personal-space-proxemics/articleshow/2252840.cms>
<https://en.wikipedia.org/wiki/Proxemics>
<https://en.wikipedia.org/wiki/Chronemics>
<https://study.com/academy/answer/what-are-artifacts-in-non-verbal-communication.html>
https://simple.wikipedia.org/wiki/Nonverbal_communication
<https://alessandramartelli.com/en/freebies/characteristics-effective-communication/>
<https://www.toppr.com/guides/business-correspondence-and-reporting/communication/barriers-in-communication/>
<https://www.managementstudyguide.com/overcoming-communication-barriers.htm>
articles-junction.blogspot.com
Business communication