

Amar Computer Point

BCA Batch (2023-2025)

Functional English

(Unit – 01)

What is Communication?

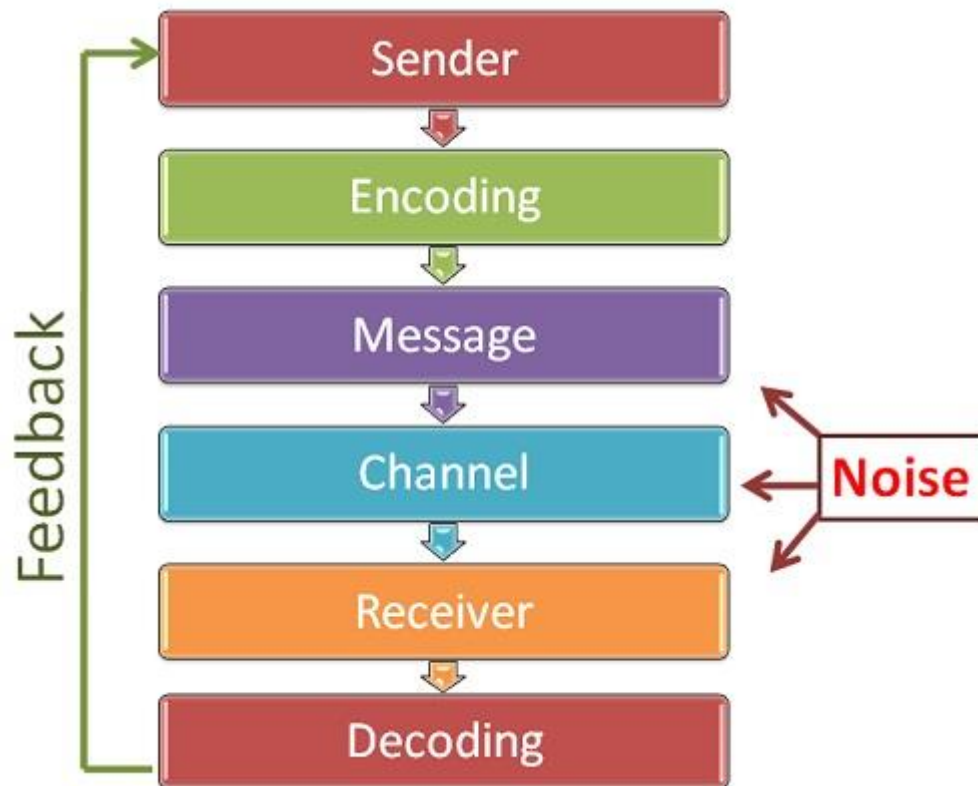
The English word 'communication' is derived from the Latin **communis**, which means common sense. The word communication means sharing the same ideas. In other words, the transmission and interaction of facts, ideas, opinions, feelings or attitudes.

Communication is the essence of management. The basic function of management (**planning, planning, staffing, supervision and management**) cannot be done effectively without effective communication.

Communication is a **two-way process** which involves transferring of information or messages from one person or group to another.

Communication Process / Essentials of communication

Communication is an ongoing process that mainly involves three components namely. sender, message, and recipient. The components involved in the communication process are described below in detail:



1. Sender:

The sender or contact generates the message and transmits it to the recipient. He is the source and the first contact

2. Message:

It is an idea, knowledge, opinion, truth, feeling, etc. produced by the sender and intended for reference.

3. Encoding:

The message produced by the sender is encrypted in a symbolic way such as words, pictures, touches, etc. before transfer.

4. The media:

This is how the coded message is conveyed. The message can be conveyed orally or in writing.

5. Recording:

It is a process of modifying the signals sent by the sender. After recording the message is received by the recipient.

6. Recipient:

You are the last person in the chain and the message you sent was sent. If the recipient receives the message and understands it correctly and acts on the message, only then the purpose of the communication is achieved.

7. Answer:

Once the recipient confirms to the sender that you received the message and understood it, the communication process is complete.

8. Noise:

Refers to any restrictions caused by the sender, message or recipient during the communication process. For example, incorrect telephone connection, incorrect coding, incorrect recording, careless recipient, incorrect understanding of message due to discrimination or inappropriate touch, etc.

Types of Communication

Verbal Communication and Non-Communication

- **Verbal communication:**

Communication occurs through verbal, verbal or written communication that conveys or conveys a message to others is called oral communication. Verbal communication is the use of language to convey information verbally or in sign language. Verbal communication is important because it works well.

The following categories are used to categorize verbal Communication:

- Oral Communication
- Written Communication

A) Oral Communication

Communication using spoken word through a channel or media in direct or indirect form. The information here is passed only in the form of sound. The conversation is an oral mode of Communication which can take place. Face-to-face, over the phone or via voice messages. Oral Communication is influenced by pitch, loudness, tempo, and clarity of speech.

B) Written Communication

When information is delivered in the written form; letters, e-mails, texts, research reports, handbooks or posters, even flyers or posts on social media are also considered Communication. In written Communication, written signs or symbols are used to transmit information.

- **Non-verbal communication:**

It occurs with signs, symbols, colors, touches, body or facial features. Insignificant communication is using body language, body language and facial expressions to convey information to others. For example, you may have a smile on your face when you hear an idea or a piece of interesting or exciting information. Open communication is helpful when you are trying to understand the thoughts and feelings of others.

Nonverbal Communication has the following three elements:

Appearance: The speaker's appearance includes his or her clothing hairstyle, neatness, and cosmetic application.

Body Language: facial expressions, gestures, postures

Sounds: Voice Tone, Volume, and Speech rate.

- **Visual Communication**

Using tools that involve visual aids like drawing diagrams, graphical representations and illustrations, etc are modes of visual communication. These also aid verbal communication and bring out a greater impact.

Mode Of Communication

- **Formal Communication:**

Formal Communication refers to communication that takes place through legal channels in an organization. That kind of communication takes place between managers or employees of the same class or between high and low and vice versa. It may be oral or written but a complete record of that communication is kept in the organization.

- **Informal Communication:**

Informal communication is defined as any communication that occurs outside of the official channels of communication. Informal communication is often referred to as the 'vine' as it spreads throughout the organization and on all sides regardless of the level of authority.

Importance of Communication

Communication plays a vital part in building up a strong relationship across the world, either in organizational structure or outside of it. It is an essential pillar for people in sharing the ideas, delegating responsibilities, management of a team, building up a healthy relationship, etc.

Effective communication is necessary for managers in the organization for planning, organizing, leading and controlling. Managers of the organization are dedicated enough in communicating throughout the day in various tasks performances.

1. Communication Foundation:

The manager explains to the employees the goals of the organization, the methods of their success and the interpersonal relationships between them. This provides communication between the various staff and departments. Therefore, communication serves as the basis for collaboration in the organization.

2. Functional:

The manager coordinates the individual and physical aspects of the organization in order to run it efficiently and effectively. This integration is not possible without proper communication.

3. The Basis for Making Decisions:

Good communication provides information to the manager that helps them make decisions. No decisions could have been made without knowledge. Thus, communication is the basis for making the right decisions.

4. Improves Management Ability:

The manager transfers targets and issues instructions and assigns tasks to subordinates. All of these factors are involved.

Objectives of Communication

Following are a few of the main objectives of communication:-

1. Information:

The main purpose of communication is to transmit information from a source to target individuals or groups.

2. Stronger decision-making:-

For arriving at decision several kinds of communication are needed. For example, exchange of information, views available, alternatives, favorable points to each alternative. Thus, communication helps a great deal in decision making.

3. Motivation:-

Communication is essential to boost the workers' motivation. Communication can bring about a feeling of involvement and connection and creates more loyalty **towards the company.**

4. Control:-

The management is in brief, a control mechanism Information is transmitted to ensure that the plans are being carried out according to the original design. Communication helps in ensuring such control and monitoring.

5. Increased productivity:-

The ability to communicate effectively increases productivity of both an individual's and of an organization.

6. Raising Morale:-

In a business, communication aims to maintain a sense of high morale amongst the workers, so that they perform their tasks with enthusiasm and spirit as a team.

7. Strong Business Relationships:-

Communication helps to build organization's relationship with the outside world communication can also be used to influence the environment within the organization as well as its client system, the resource system etc. Communication plays an important role in this respect.

8. Enhance Professional Image:-

It also develops the ability of perceiving and responding to the needs of various groups or individuals one interacts with. The manager communicates to create a goods climate, right attitude and congenial working relationship.

9. Problem Solving:-

Communication aims at solving problems communication. Many group meetings are help to discuss alternative solutions for a problem and to arrive at a solution.

10. Facilitating Change:-

Communication between the consultants and the managers, between the managers and the managers, between the managers and the employees and amongst the employees help in knowing the difficulties in the planned change and in taking corrective action.

11. Feedback:-

There is a need to give good feedback to the employees on their achievements, to the departments on their performance and to the higher management of the fulfillment of goals and difficulties encountered. This feedback can be in many forms such as: Employee surveys, memos, emails, open-door policies, company newsletter etc.

Barriers of Communication

A communication barrier is anything that comes in the way of receiving and understanding messages that one sends to another to convey his ideas, thoughts, or any other kind of information.

These different types of communication barriers can come at any stage in the process of communication. It can come because of the bias or stereotyping and generalization that exists in the workplace.

9 Common Effective Barriers to Effective Communication

1. Using Jargon:

If one uses unfamiliar terms or over-complicated technical terms, it could not be understood well.

2. 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.

3. Perception Difference:

If two people see things differently then their viewpoints might come in the way of deciphering the message correctly.

4. 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.

5. 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.

6. 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.

7. 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.

8. Language Difference:

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

9. 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.

How to Overcome Barriers to Effective Communication?

Following are the different measures to overcome effective communication:

- Ideas should be clear before Communication
- Sender should communicate According to the Receiver's Needs
- Consult Others before Communication
- Be Aware of the Tone, Content, and Language of the Message
- Convey Things that is Helpful to Listener
- Ensure to getting Proper Feedback
- Message should be Consistent
- Follow Up Communication
- Be a Good Listener

7c's of Communication

The seven C's of communication is a list of principles that you should ensure all of your communications adhere to. Their purpose is to help ensure that the person

you're communicating with hears what you're trying to say. The seven C's are: clear, correct, complete, concrete, concise, considered and courteous.

