# COMMUNICATION

**SENDER ENCODING THE MESSAGE RECEIVER DECODING BEHAVIOUR**

SPEAKING

WRITING

DRAWING

GIVING A SIGN

LISTENING

READING

SEEING

WRITTEN

ORAL

NONVERBAL

**FEEDBACK**

**-One way communication**

**EX: The usual case of lecturing in the class.**

**-Two-way communication contains providing feedback.**

**The Sender**

-The sender should have sufficient information.

-He should be able to encode the messsage(He must know what each word phrase or sign means when they are encoded, the capacity of encoding).

-He should act consistent to his role expectations (ex:in the class).

-The sender should be recognized.

-The sender should know the receiver(ex:instructor and the class).

-The sender should be perceived as trustworthy.

**The Receiver**

-He should be able to perceive(to hear and to listen)🡪 senses should be open to perceive, the ability to perceive the meanings and to comprehend.

-He should have sufficient information🡪comparing previous knowledge with the recent one.

-Provide feedback🡪Always make sure that the message is understood right like in military organizations.

-He should not be selective 🡪being objective, not be based on personal evaluations.

-He should also be prepared to be a sender.

-He should be willing to perceive the message (interest in the message and interest in the subject or in the person).

**The Message**

**-It should be well understood The message should be appropriate to the culture, knowledge and capacity of receiver. Ex: You seem to have the symptoms of paranoid personality. Free assocation technique can be used**

-It should be clear🡪The message should tell what the receiver is expected to do. The message should contain all the necessary information. Ex: We should look at the most recent customer satisfaction reports.

-The communication should take place at the night time. The deadlines should be given in the message.

-The communication channels should be appropriate, open and available. Ex:written communication at work place is formal way of communicating. A written message should be responded in written form.

-The message should remain between the sender and receiver in order to prevent others’ filtering or changing the actual content of the message. To do so, written forms of messages are preferred.

**The Feedback**

**-Intended to help the employee🡪improve job performance**

**-Specific🡪employees should know what must be done to correct the situation**

**-Descriptive🡪rather than judging, describing**

**-Useful🡪for managers as well as for subordinates**

**-Timely🡪as immediate as possible**

**-Employee readiness for feedback🡪feedback shouldn’t be forced or imposed**

**-Clear🡪must be understood(check by inviting disscussions)**

**-Valid🡪reliable and valid not biased**

**Barriers to effective communication**

**-Sender🡪filtering the actual meaning of the message**

**-Receiver🡪previous learnings effect, conflicting benefits**

**-Message🡪ambiguity,uncertain, use of technical terms**

**-Time restriction**

**-Physical barriers🡪noise, interruptions on the phone, on the computer, lack of illumination and air conditioning, humidity, physical distance.**

**-Communication channels🡪type of communication,high levels of hierarchy**

**-Loaded information🡪too much information,sometimes conflicting with each other**

**- Defensive communication🡪the type of people who can not bare to be critisized but can critisize everyone easily. Such people are always in a defensive position as if they are always attacked by others.**

**- Differences in demographic characteristics such as age, gender, education, political view, interest, salary income or cultural background.**

**Improving Communication**

**-Listening and providing feedback**

**-Using similar communication channels**

**-The right timing**

**-Use of language🡪written, oral,clearness,technical terms**

**-Receiver and sender🡪to be objective**

**Organizational Communication**

**1)Downward Communication🡪**originates from upper levels of hierarchy (organization) and flows down to lower levels. Some forms and functions of downward communication are as follows:

-task orders, informing about organizational procedurs and practices, providing performance feedback, motivating employees and so on.

Some of the communication tools are newsboards, meetings, presentations, company bulletins, memos, internet and intranet, memorandums, reports, organizational handbooks.

Ways of improving downward communication:

a) Acquiring information about communication🡪collecting information about the content of communication

b) Planning the communication in terms of its purpose, its time, the channels and tools that will be used as well as analyzing the target (receiver).

c) Acquiring the confidence of others by doing whatever he expects from others to do or by being consistent in his words and actions.

d) Positive attitudes should be demonstrated so that subordinates will be encouraged to communicate with their boss. It first starts with the use of body language.

**2)Upward Communication🡪** originates from lower levels of organization and is spread through upper levels. This type of communication can be used for:

- Informing upper levels about organizational activities, about what has been done in the achivement of organizational goals (Reporting).

- Conveying suggestions to upper levels about current problems.

- People are unwilling for upward communicaion sinceupper levels don’t listen but talk and may also critisize the suggestions.

All the communication tools that are used in downward communication can be used in upward communication except company bulletins, newsboards, organizational handbooks and memos.

Ways of improving upward communication:

a) Open door policy: The manager’s door should be open to communicating to his subordinates.

b) Social groups: Social activities help improve communication.

c) Joining work groups: Team or group activities that provide inputs. Until team work is achieved, or the mission is completed, they help superiors. Superiors and subordinates get together during these activities and get to know each other better.

d) Employee letters: Conveying complaints, suggestions or problems to be considered by the management.

**3)Horizontal or Lateral Communication🡪communication that occurs among people who are in similar positions with each other such as the people in the same department or work flow. It helps people coordinate their activities and share information who are in the same work process or flow. For example, all middle line managers in the same company are horizontally communicating with each other or the subordinates in the same department represent horizontal communication.**

**4)External Communication🡪communication that contains the company’s external communication with its environment such as suppliers, competitors, customers, labor unions, nonprofit organizations, financial organizations, governmental and public organizations, legislations, regulations and law, social responsibility projects, commercial and promotional activities, research and development, market analyses and so on. It’s about how the company is perceived outside by the stake holders which is vital for the development of company image as well as company reputation.**