

Concept / Intro:-

The word 'communication' is derived from the Latin word 'communis' which means common. Literally, communication means to inform, to tell or spread information and message to all the concerned people so that it will be common to them.

An effective communication is the process of sending a message in such a way that the message received is as close as possible in meaning to the message intended.

The proper communication process completes with the effective coordination of sender, medium and receiver.

Features:

- Involvement of two parties
- Two way process
- Different forms
- Coding and decoding
- Channel Based

Importance

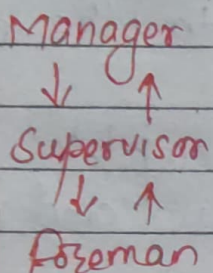
- Basis of decision making and planning
- Effective leadership
- Motivation and Moral
- Effective Control
- Smooth Functioning
- Job satisfaction

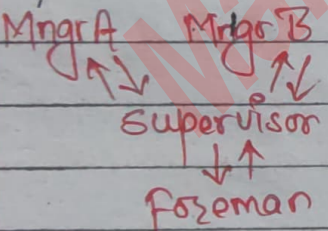


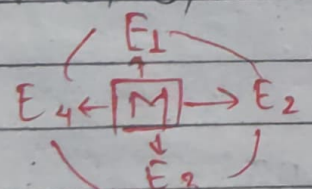
## # Communication Structure:

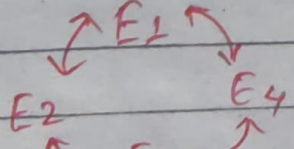
A structure of communication represents a pattern of contact among members for smooth flow of information in the org. Communication structure regulates the flow of information ~~at~~ within an org.

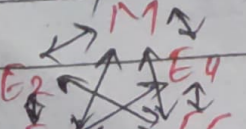
Common Communication Structures are:-

- (A) Chain Structure: One person of communication network communicates with only one person either vertically or horizontally. They must follow the chain of command.
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- (B) Y-Structure: Here, all information is controlled by two main persons at top level of structure forming it of Y-shaped.
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- (C) Wheel Structure: Here, subordinates communicate with and through one manager, where manager is central authority in communication process.
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- (D) Circular Structure: The msg. moves in circle. Each person can communicate with two neighboring colleagues at the left & right only.
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- (E) Free Flow Structure: No restriction on how the information flows. Everyone is free to communicate with anyone in organization.
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## # Communication Process :

- Sender : Sender of the message is the source of information.
- Message : Subject matter of communication.
- Encoding : Process of translating message into understandable form.
- Medium or Channel : Every message need to be transmitted to the target through a medium like print, sight, sound etc.
- Receiver : A person who receives the message of sender.
- Decoding : Process where the receiver interprets and decoded message into meaningful information.
- Feedback : Response or reaction of the communication process.

## # Types of Communication :

### (A) Formal Communication :

Represents the communication made through formal channel of organization. Formal communication can be further divided into :

- Downward Communication : Information that flow from superior to subordinates.
- Upward Communication : Information flows from subordinates to superior.
- Horizontal " : Communication done in same departmental level.
- ~~Diagonal~~ Diagonal " : Communication b/w two parties from different departments of two different levels.



### (B) Informal Communication :

Communication b/w people through any informal contacts or relations or indirect channels. It does not follow the formal chain or command.

It's subdivided into:

(a) Grapevines : A communication process having no any orderly path. Its pattern may be single strand, gossip, chain, cluster network etc.

(b) Rumors : Rumors are widely spread opinion without any authorities of trust. They are the stories based on very little verification.

### (C) Interpersonal Communication :

It is " b/w and among two or more individuals in the organization. It is the sharing of the information b/w two or more people face to face or through any other direct channels.

(a) Oral : Exchange of messages with the help of spoken words.

(b) Written : Process of transmitting messages in written word in form of letters, memo, reports etc.

(c) Non Verbal : Communication through gestures or body parts like feelings, emotions, attitudes etc.



## # Barriers to effective Communication :

### (A) ~~Physical Barriers~~ : Process Barriers :-

- \* Excessive use of symbols in encoding
- \* Filtering and screening out of information
- \* The fear of error and mistrust
- \* Organizational noises
- \* Lack of using feedback and followup
- \* Lack of openness and frankness.

### (B) Physical Barriers :

- \* Physical distance
- \* Organizational design
- \* Organizational Structure (complex)
- \* Large Organizations

### (C) Psychological ~~Process~~ Barriers :

- \* Lack of interest
- \* Emotional Factors
- \* Difference in Perception
- \* Resistance to Communicate
- \* Image or Impression
- \* Status Symbol of Superior

### (D) Semantic Barriers :

- \* Long and complex communication system
- \* Ambiguous Sentences
- \* Unfamiliar jargons and technical words

### (E) Technological Barriers :

- \* Information Overload
- \* Timing Difference
- \* Low capacity and Busy Schedule
- \* Lack of familiarity etc.

## # Enhancing Effective Communication :

### (A) Improving Communication Processes :

- \* Clarity of idea
- \* Complete message
- \* Use Feedback
- \* Maintain consistency

### (B) Reducing Physical Barriers :

- \* Use simplified communicating structure
- \* Do scientific layout and departmentation for better and faster communication.

### (C) Encourage the Informal Communication

### (D) Simplifying the language

### (E) Encouraging to Communication.

- \* Improve to listening
- \* Mutual trust and confidence.
- \* Remove time pressure
- \* Encourage for team work
- \* Adjustment with communication technology.

- E-N-D -



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(If you Will)*



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*Love From* 