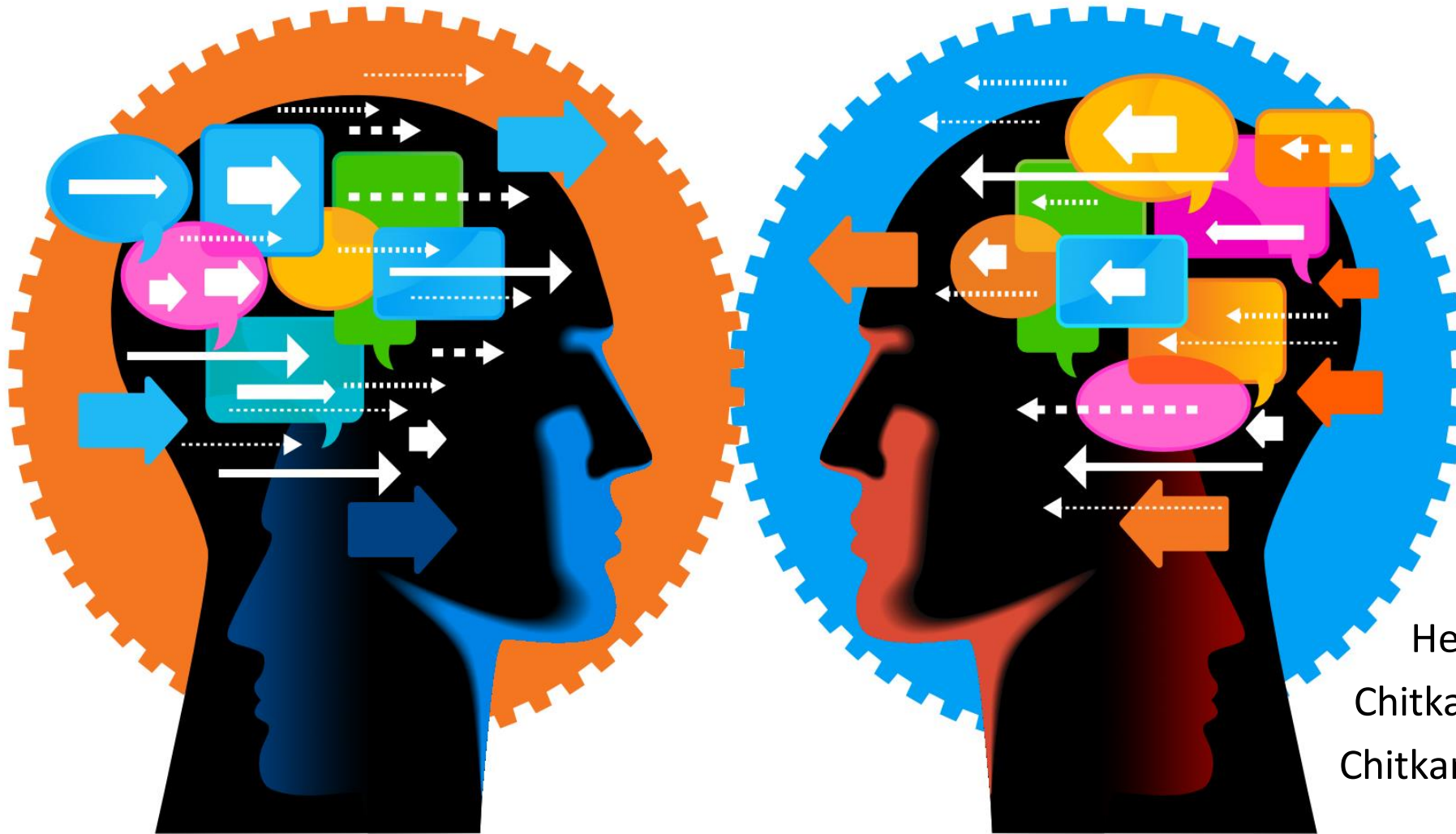


# Effective Communication



Dr. Ruchi Sharma  
Head and Assistant Professor  
Chitkara University Language Centre  
Chitkara University, Himachal Pradesh

“Effective communication depends not so much on WHAT is said as WHY and HOW it is said.” –Groff Conklin



In this unit  
we shall  
learn about:

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✓ What do We Mean by Communication?

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✓ Process of Communication

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✓ Channels and Media of Communication

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✓ Barriers to Communication

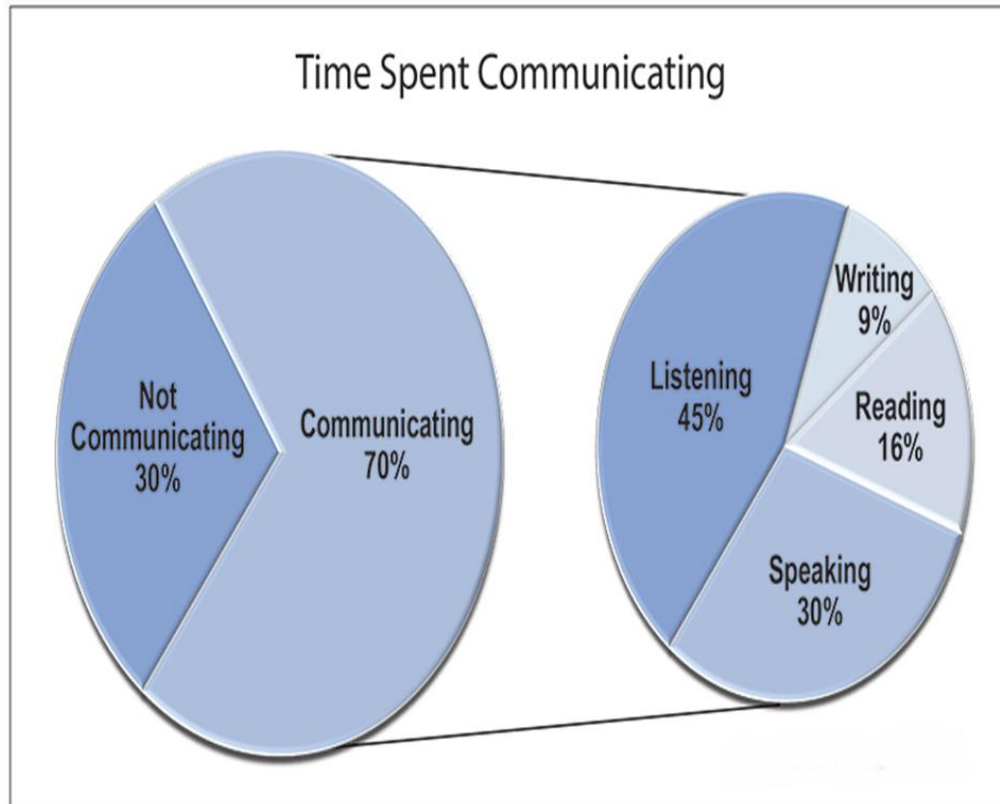
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✓ Learning Strategies for Effective Communication

# What do We Mean by Communication?

- Word 'communicate' is derived from Latin word 'communicare' and French word 'communis'

words mean  
'to give to another'



## What is Communication

- **Communication is an exchange of information from the sender to the receiver with the message being understood as intended by the sender**

## Functions of Communication

1. **Control member behavior.**
2. **Foster motivation for what is to be done.**
3. **Provide a release for emotional expression.**
4. **Provide information needed to make decisions.**

# Episodes of Communication include:



DAY-TO-  
DAY CONVERSATIONS



CALLS



E-MAILS



WRITING LETTERS



SENDING SMS'S



CHATTING



PRESENTATIONS

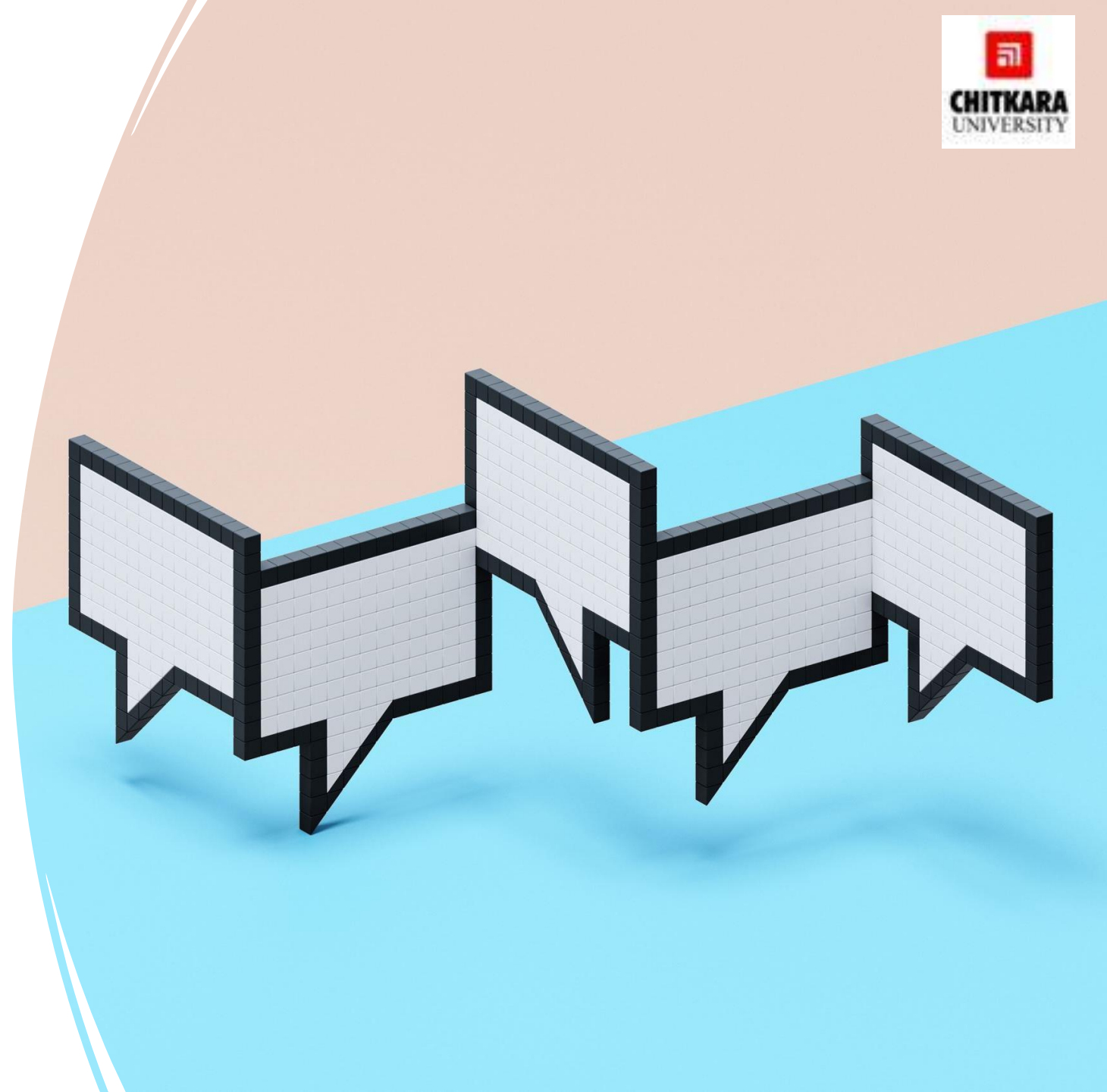


SOCIAL  
INTERACTIONS

# Elements of Communication

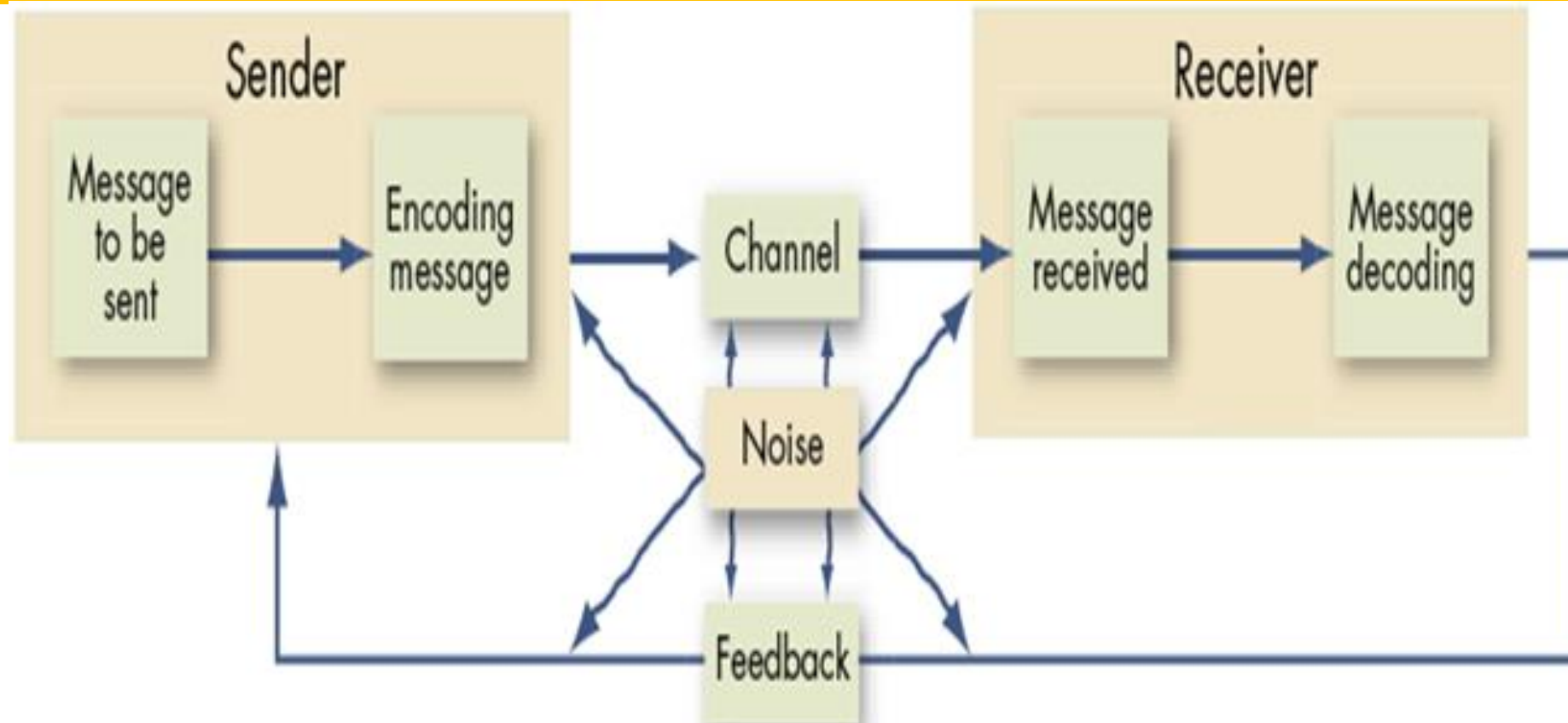
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- The sender
- Encoding
- The message
- The channel
- Decoding
- The receiver
- Noise
- Feedback



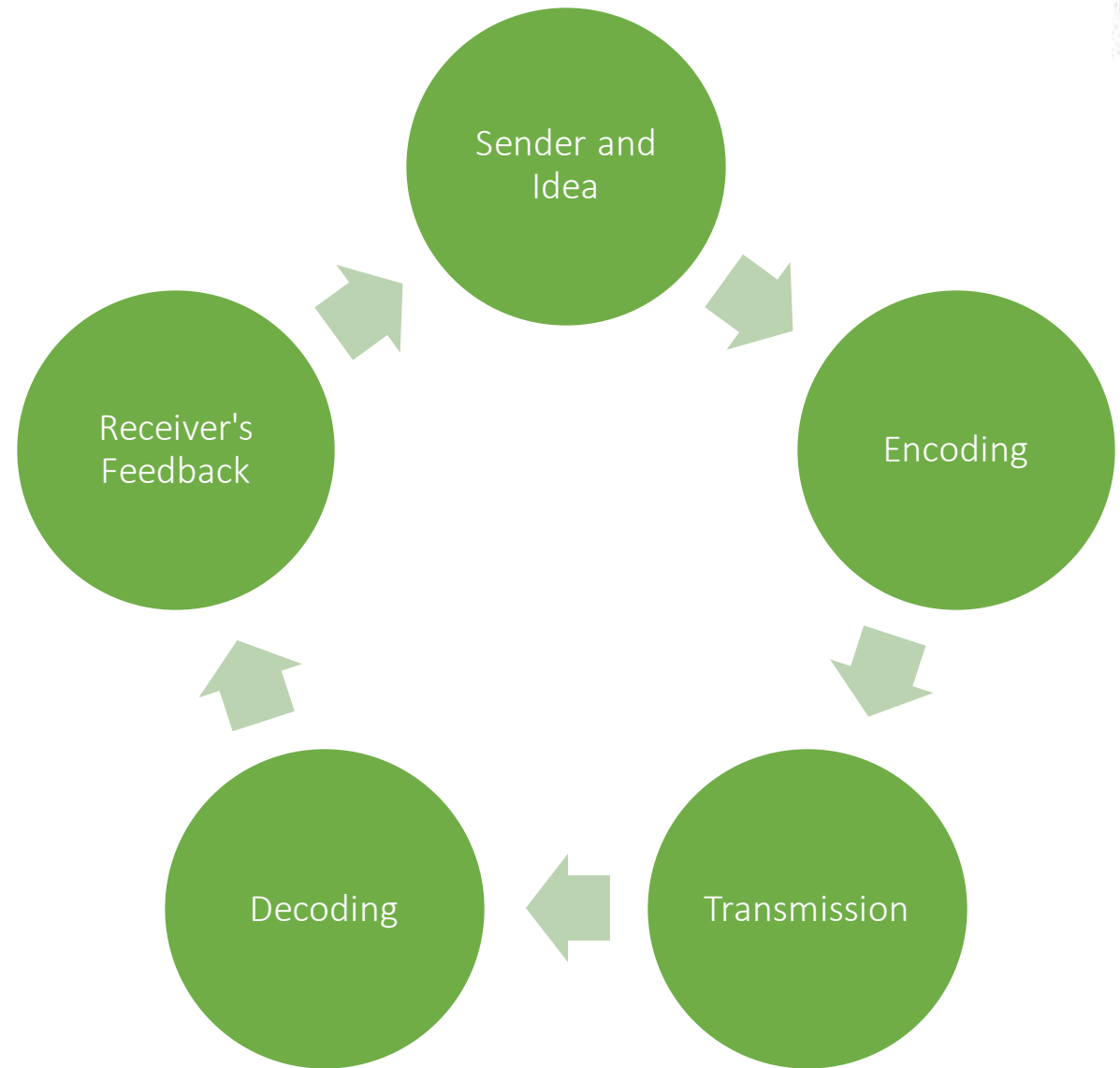


# Process of Communication





# Communication Cycle



# Difference between Formal and Informal Communication

Basis of distinction	Formal communication	Informal Communication
Origin	Deliberately structured	Not prescribed
Flow	Prescribed	Not prescribed
Authority	Official channel	Unofficial
Purpose	To achieve organization	To satisfy personal need
Speed	Slow	Fast
Form	Both oral and written	oral

-

➤ **Oral Communication Media**

- Advantages: Speed and feedback.
- Disadvantage: Distortion of the message.

➤ **Written Communication Media**

- Advantages: Tangible and verifiable.
- Disadvantages: Time consuming and lacks feedback.

➤ **Non-verbal Communication Media**

- Advantages: Supports other communications and provides observable expression of emotions and feelings.
- Disadvantage: Misperception of body language or gestures can influence receiver's interpretation of message.

# Non-verbal Communication

## ➤ Sign language

- Audio Signals – Buzzers, Fire Alarms, Sirens
- Visual signs – Pictures, Graphs, and tables

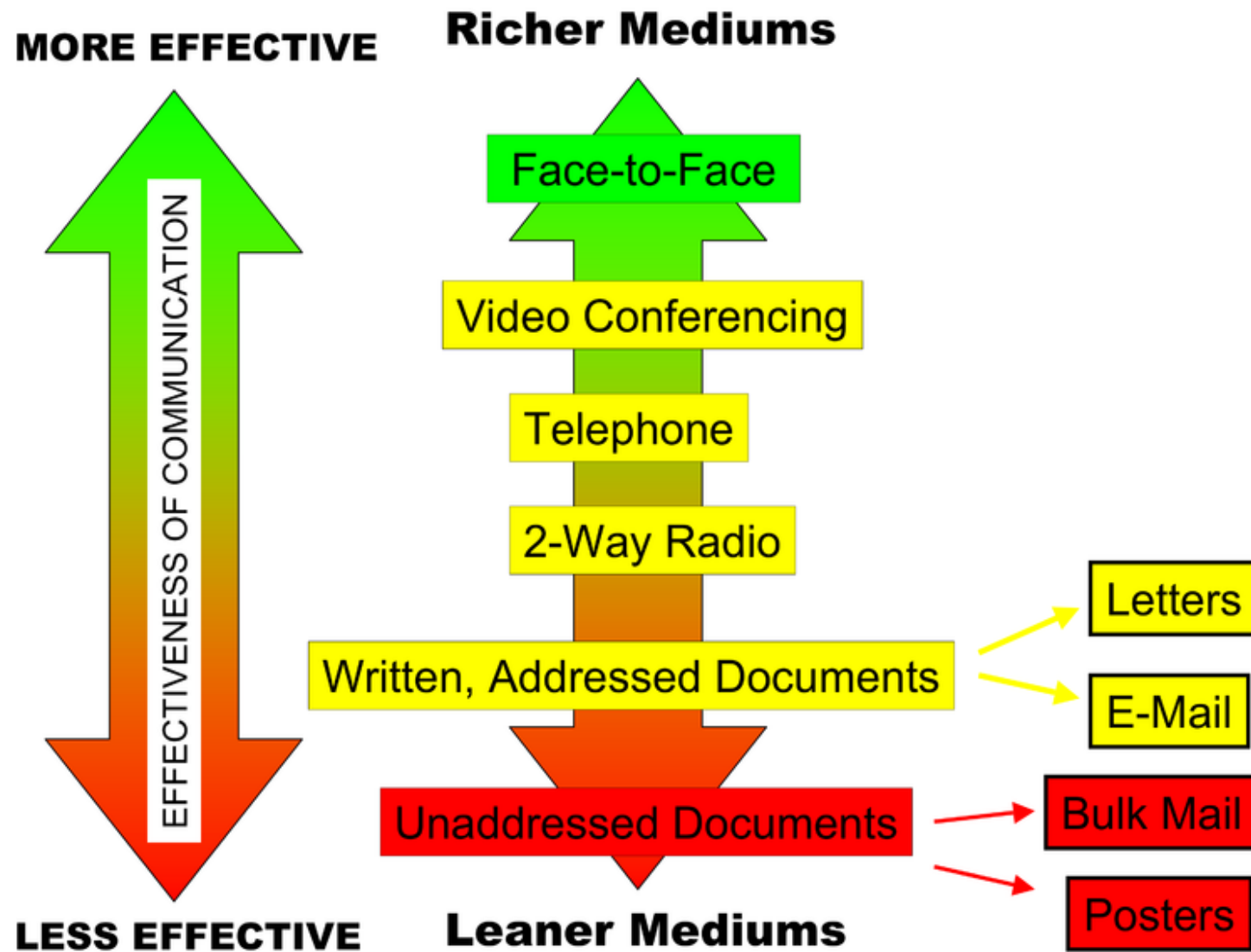
## ➤ Body Language

- Head position
- Face
- Eyes contact
- Gestures- movement of arms, legs and hands

## ➤ Para Language

- Voice – Speaking Speed, Pitch variation, Pause, fluency
- Word Stress







# Channels, their Need and Media of Communication

Channels	Need	Media
Nonverbal	<ul style="list-style-type: none"> <li>• Simplification, explanation and observation</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face, charts, graphs, diagrams, OHPs and LCD projectors</li> </ul>
Verbal	<ul style="list-style-type: none"> <li>• One-to-one conversation</li> <li>• Record is not needed</li> <li>• Immediate response</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face, telephone, mobile phones, voice mail, audio tapes, Internet, teleconferencing</li> </ul>
Audio-visual	<ul style="list-style-type: none"> <li>• Simplification and more explanation</li> <li>• Marketing</li> <li>• Entertainment</li> <li>• Immediate response</li> </ul>	<ul style="list-style-type: none"> <li>• Television, cinema, video tapes, video conferencing, Internet (through webcams)</li> </ul>
Written	<ul style="list-style-type: none"> <li>• Record is necessary</li> <li>• Immediate response is not required</li> <li>• Communication is detailed, in depth, or complex</li> </ul>	<ul style="list-style-type: none"> <li>• Letters, memos, reports, print, e-mails, fax, SMS on mobile phones, chatting through the Internet</li> </ul>



**INTERNAL**

**EXTERNAL**

**FORMAL**

**Planned communications following the company's chain of command among people inside the organization** —*e-mail, memos, conference calls, reports, presentations, executive blogs*

**Planned communications with people outside the organization** —*letters, instant messages, reports, speeches, news releases, advertising, Web sites, executive blogs*

**INFORMAL**

**Casual communications among employees that do not follow the company's chain of command**—*e-mail, instant messages, phone calls, face-to-face conversations, team blogs*

**Casual communications with outsiders (e.g., suppliers, customers, investors)**—*e-mail, instant messages, phone calls, face-to-face conversations, customer-support blogs*

# Remote Teamwork: Selecting the Right Channel

## Use high bandwidth channels for high coordination needs

- Start new activities and projects
- Solve complex problems
- Perform creative tasks
- Manage emotional situations
- Work with new people

HIGH BANDWIDTH

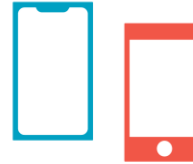
Face-to-face



Video Conference



Voice Call



E-mail, Audio and video messages



Text Messaging



LOW BANDWIDTH

## Use low bandwidth channels for low coordination needs

- Notify about changes
- Share updates
- Inform on progress
- Finalize deliverables
- Run recurring tasks

# Assignment : HOW TABLETS CAN IMPROVE COMMUNICATION IN CONSTRUCTION PROJECTS?

## Questions to be addressed:

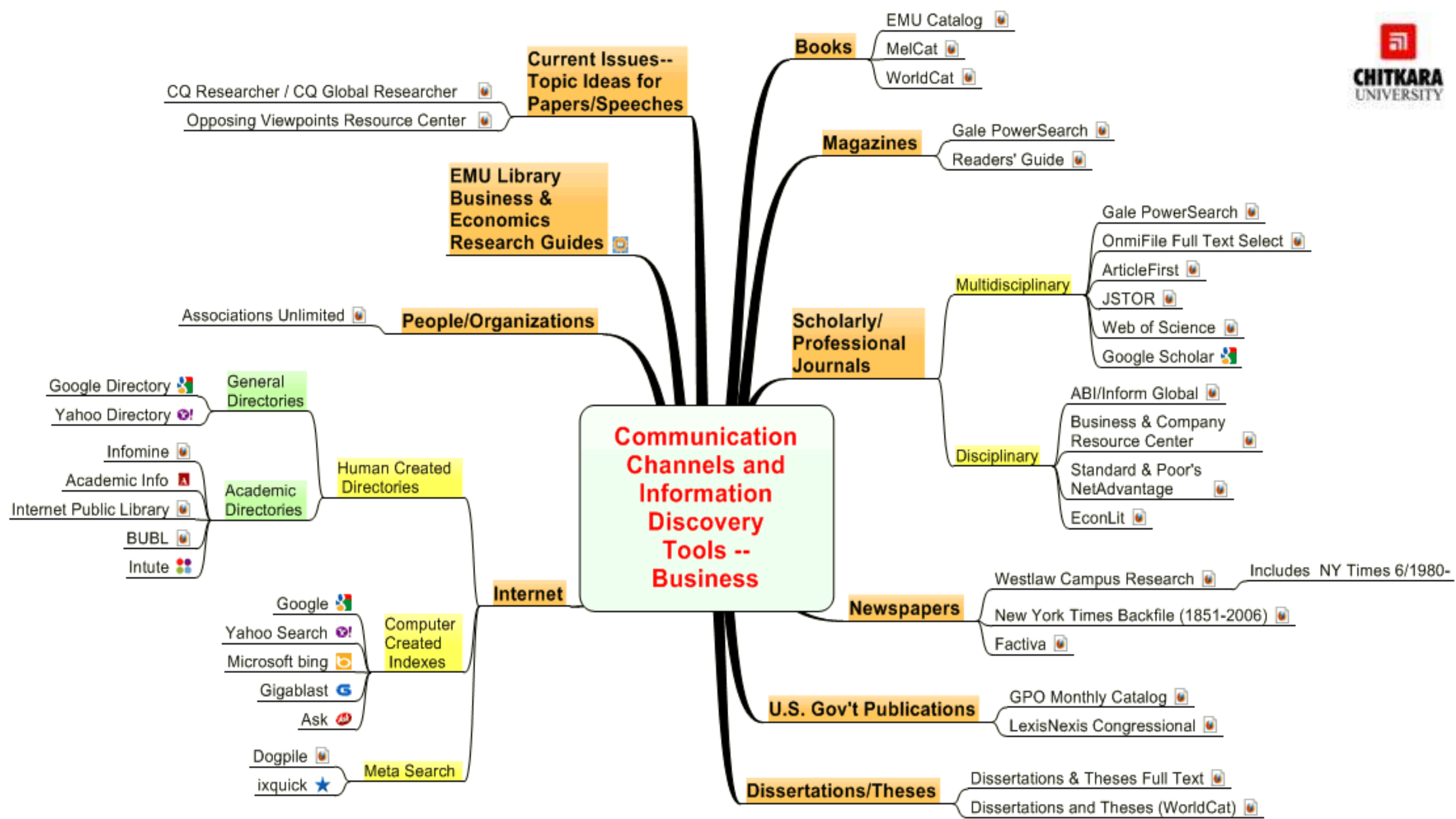
How can tablets contribute to communication between design and construction practitioners?

What are the strengths and challenges of using tablets to communicate between design and construction practitioners?

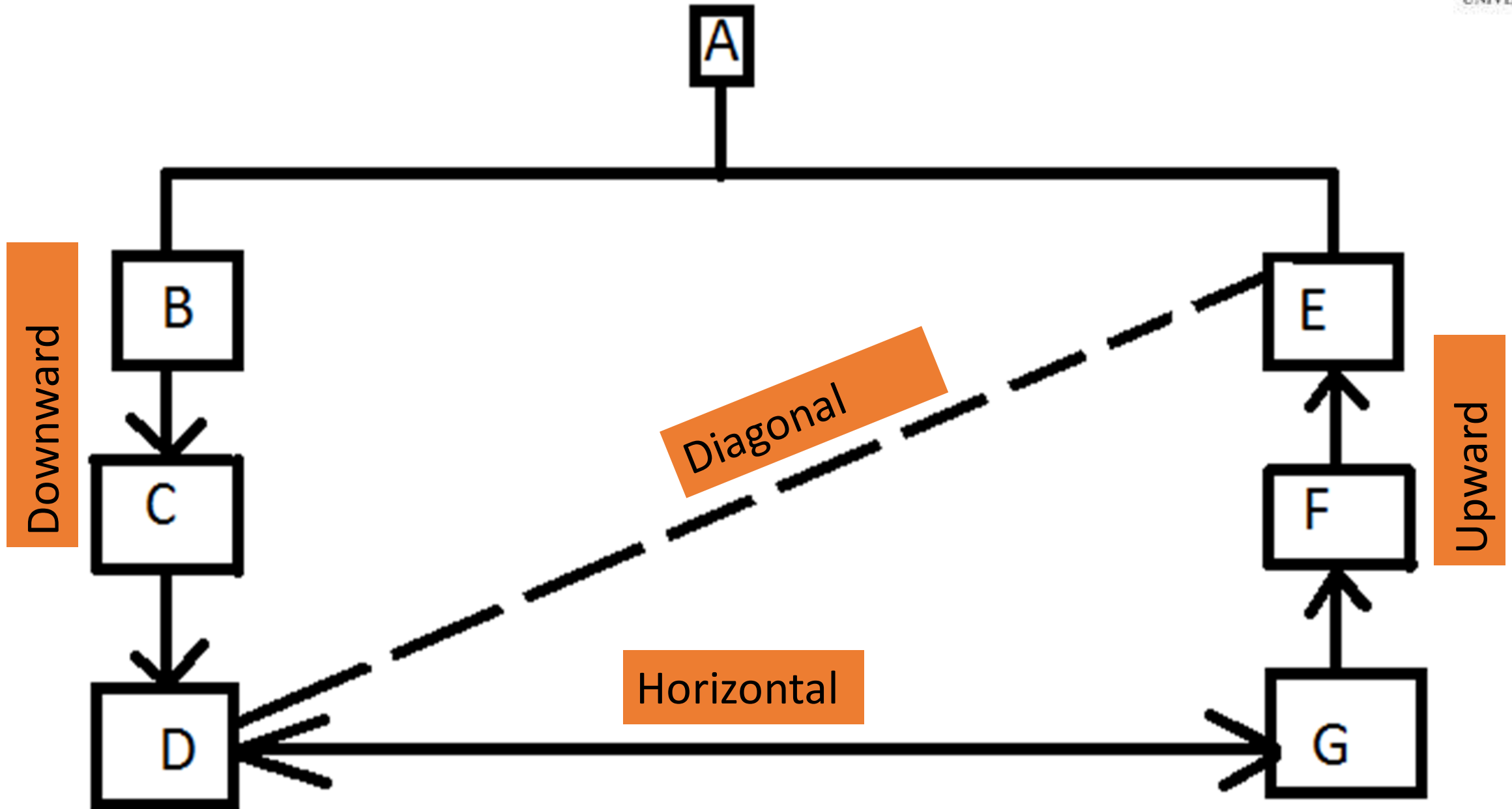
· What initiatives can lead to tablets providing better communication between design and construction practitioners?

## Resource Study link:

[https://www.researchgate.net/publication/281289777\\_How\\_Tablets\\_Can\\_Improve\\_Communication\\_in\\_Construction\\_Projects](https://www.researchgate.net/publication/281289777_How_Tablets_Can_Improve_Communication_in_Construction_Projects)

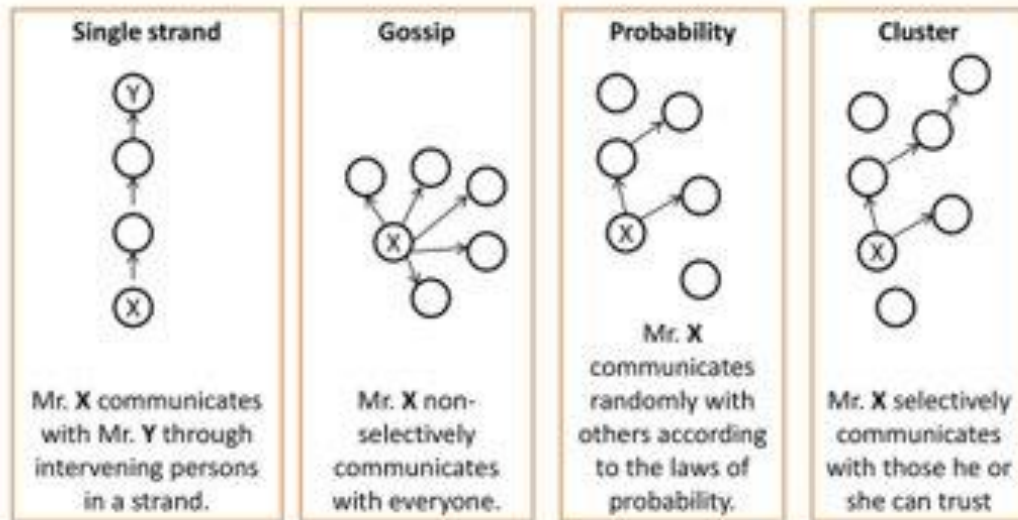


# Directions of Communication



# Grapevine

## Informal communication networks in an Organization (Grapevine)



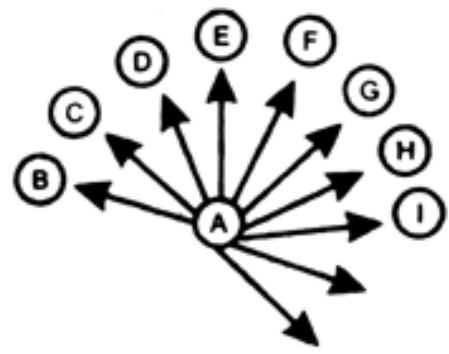
### ➤ Grapevine Characteristics

- Informal, not controlled by management.
- Perceived by most employees as being more believable and reliable than formal communications.
- Largely used to serve the self-interests of those who use it.
- Results from:
  - Desire for information about important situations
  - Ambiguous conditions
  - Conditions that cause anxiety

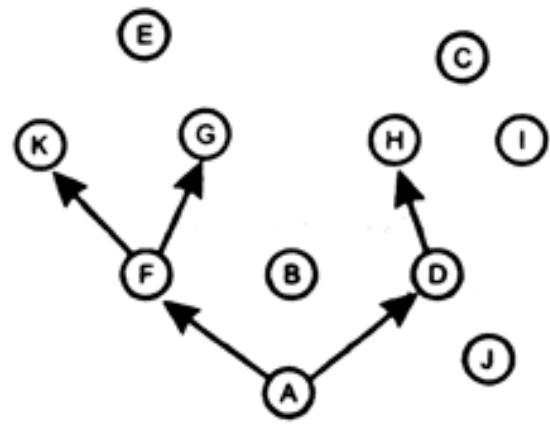




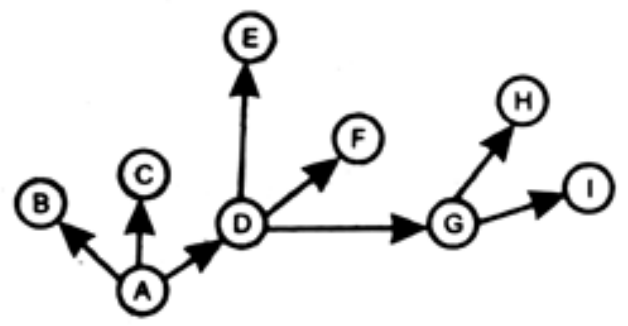
**(i) Single Standard**



**(ii) Gossip Chain**



**(iii) Probability**



**(iv) Cluster**



# Computer-Aided Communication

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- **E-mail**
- **Instant messaging**
- **Intranet**
- **Video conferencing**

Thank You

