

Expository Writing

SS1014

Spring 2025

Week 2

Course in charge: Ms. Mariam Aftab

1st week review: What is communication?

Classification

- Intrapersonal
- Interpersonal
- Group: Small + organizational
- Mass

Types

- Non-verbal
- Verbal: Oral
- Verbal: written
- Meta

Patterns

- Internal Formal mode: Downward + upward + horizontal
- Informal mode: Grapevine
- External

Elements of Business Communication

Message

- Subject-matter which is transmitted: opinion, order, suggestion, attitude, feeling, view etc.

Sender

- A person who intends to make contacts for passing information to other person

Encode

- Process of transforming the message from its mental form (idea) into words.

Channel

- Ways through which message is transmitted: radio, television, phone, e-mails, letters etc.

Receiver

- A person to whom the message is meant for

Decode

- Understanding of the message by the receiver.

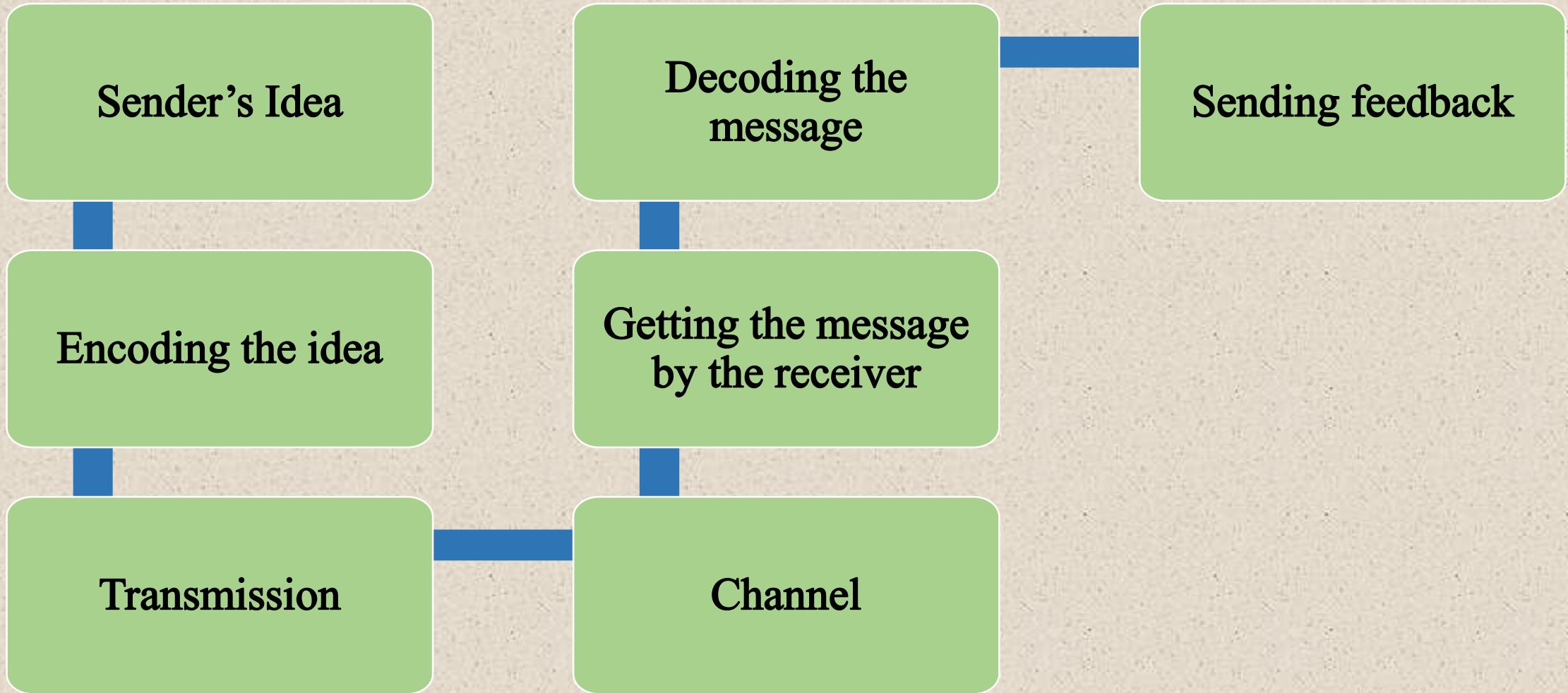
Acting

- Communication manipulates the receiver to act in a desired manner.

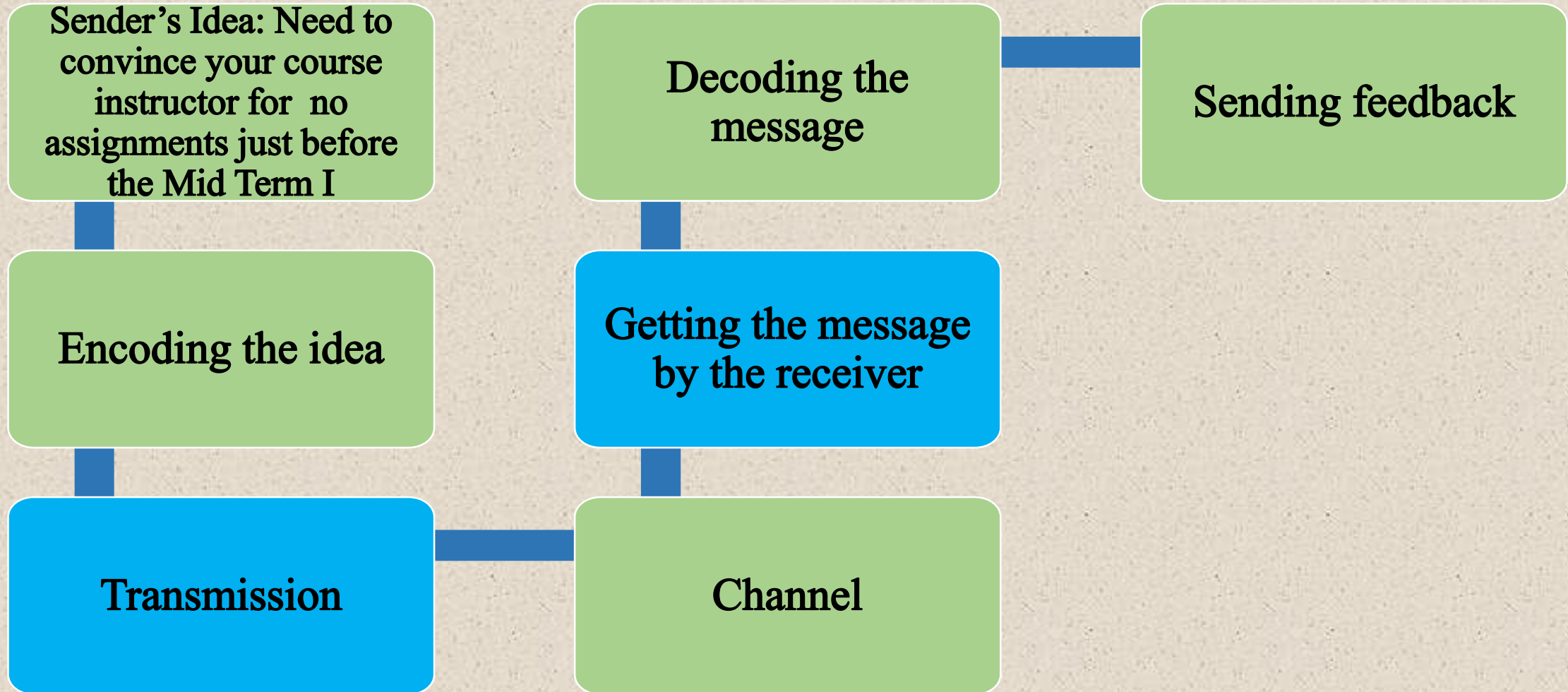
Feedback

- When the receiver acknowledged the message and responds to it.

Process of Business Communication



Task for you: Draft your own communication process



Think

- Of a situation where communication didn't go as planned

Reason

- Misunderstanding, difficulty expressing, or an argument etc.

Reflect

- What happened?
- Why did it happen?
- What could have been done differently?

Think

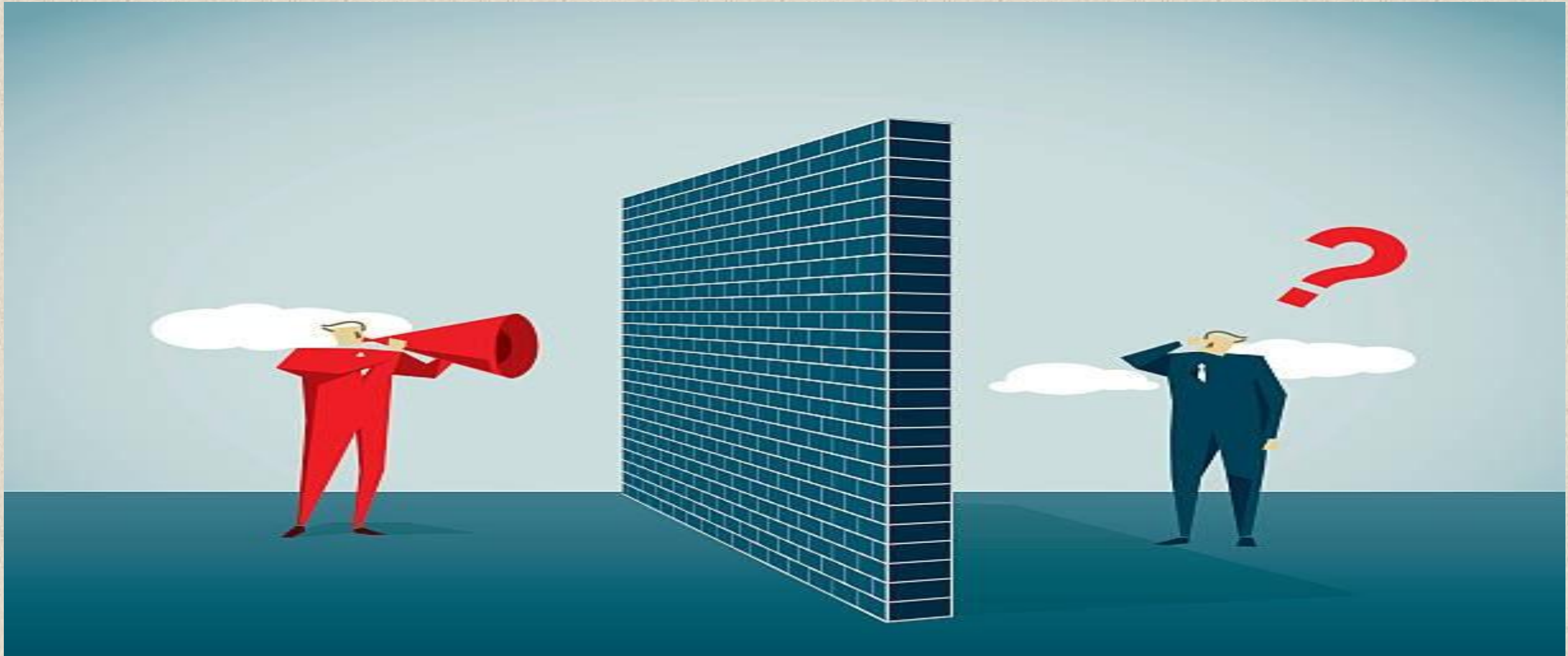


Pair



Share

What do you think is the role of the wall in communication process?



Obstacles in communication process: Barriers

- Communications, even those composed with a carefully-applied process approach, can still go awry in terms of your audience understanding your message in the way you intended.
- Obstacles in communication is often called “barriers.”
- Barriers hinder or dilute the flow of communication.
- May arise out of behavioural differences, differences in skills and understanding as well as physical factors.
- It may occur during encoding and decoding stage, the channels used may be faulty.

Semantic Barriers

Is the language free from grammatical and technical errors?

Is the language of the communication clear and easy to understand?

Deals with words and language.

Are concepts offered in an order logical to the communication's purpose and appropriate to its audience?

Is it free from professional jargon?

Psychological Barrier

- Variety of mental and psychological issues can obstruct effective communication.
- Stage fright, shyness, stress, insecurity etc.

Selective Perceptions

Inadequate attention

Premature evaluation

Distrust

How to overcome

Self confidence

Manage stress and anxiety

Fear of judgement

Active listening

Organizational Barriers

- Organizational barrier can occur if you are unaware of, or disregard, expected communication channels in your organization.
- Some organizations are structured so that employees at certain levels only communicate with employees at similar levels, while other organizations are less structured with their communication channels.

Rules & regulations

Wrong choice of channel

Non conduction of meetings in time

How to overcome

Make sure that you understand your organizational culture

Don't be afraid to ask peers or supervisors about appropriate channels of communication

Cultural Barriers

- Different cultures have varied interpretations of societal norms.
- Rich diversity in language, ethnicity, social norms, and traditions.

Hierarchy and
authority

Non-verbal
communication

Gender dynamics

How to overcome

Awareness

Sensitivity

Adaptability

Physical Barriers

- Physical barrier is hindrance that is *external* to both speaker and listener; it hampers the physical transmission of the signal or message

Example:

- Meeting rooms in a building near an airport's flight path
- Faulty equipment

How to overcome

Improve physical environment

Use technology effectively

Minimize interruptions

Plan ahead

Physiological Barriers

- When a sender or the receiver is unable to express or receive the message with clarity due to physiological issues like dyslexia, visual impairment, hearing loss, or other physical conditions

How to overcome

Ensure physical comfort

Adapt communication method

Be aware of fatigue & illness

Develop empathy

Identify the barriers of communication in the following scenarios.

- A student struggles to understand a lecture due to excessive noise in the classroom.
- An employee feels too stressed to participate in a meeting effectively.
- A team member uses technical jargon that others do not understand.
- A meeting between employees from different countries fails due to cultural misunderstandings.
- A participant has hearing difficulties and cannot follow the discussion.
- Employees at a factory struggle to communicate effectively because they speak different regional languages.
- A manager gives instructions while chewing gum, making their speech unclear to employees.

Identify the barriers of communication in the following scenarios.

- A student struggles to understand a lecture due to excessive noise in the classroom. (Physical)
- An employee feels too stressed to participate in a meeting effectively. (Psychological)
- A team member uses technical jargon that others do not understand. (Semantic)
- A meeting between employees from different countries fails due to cultural misunderstandings. (Cultural)
- A participant has hearing difficulties and cannot follow the discussion. (Physiological)
- Employees at a factory struggle to communicate effectively because they speak different regional languages. (Semantic)
- A manager gives instructions while chewing gum, making their speech unclear to employees. (Physical)

Task for attendance: Solve this case study

Scenario: A company is hosting a virtual training session for employees located in different countries. During the session, several issues arise:

- The internet connection is unstable for some participants.
- One participant uses idioms that confuse non-native English speakers.
- A senior employee dominates the discussion, leaving others hesitant to speak.

Questions:

1. Identify at least three barriers to communication in this scenario.
2. Suggest specific strategies to overcome each barrier.

THE

END