

- Effective Communication
- Communication Channels
- Mode Of Communication
- Communication Skills

What is Communication?

There is a sender, a message, and a receiver in the communication process. The sender is the individual or organization that starts the conversation by encrypting a message and transmitting it to the recipient. The information or concept being communicated is known as the message, which can be done either verbally or by nonverbal clues. Nonverbal cues include facial expressions, body language, and tone of voice, while verbal clues include spoken language.

The individual or group that gets the message, decodes it and interprets its meaning is the receiver. To confirm that the communication has been received and understood, the recipient may also give feedback to the sender. Feedback can come in the form of questions, remarks, or other cues and can be verbal or nonverbal.

Communication Meaning

Defining Communication means, it is the process of two or more people or groups

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Ques What is Communication?

ASHOK ETUO

Ams. The Transfer of information from one place to another

Place using some sort of medium is called Communication.

The information could be in any form such as a sound or
Electrical Signal etc.

The Communication is the process of exchanging thoughts, ideas, facts, emotions
and opinions between two or more than two persons is called Communication.

Communication

Communication is defined as the act of expressing our views to others through the use of **signs, expressions, symbols, spoken words, or any activity** to reach a common understanding. We can communicate with a person or a group of persons.

It is also defined as exchanging information through **writing, speaking, or any other medium**. It is the successful transfer of views and feelings. Let's consider the below examples.

- Some people communicate by speaking. The spoken words can be in various languages.
- Some people who cannot speak communicate using the sign and symbols with the help of their hands and expressions.

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को भिल रद्द है लाभ,
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तभी तो सब

Sender

The sender can present his/her views in the form of verbal or non-verbal communication to the recipient in the understandable form. The sender encodes the message in the form of written text, speech, digital data, gestures, pictures, etc.

A message from the sender is sent to a receiver or multiple receivers. A sender can also seek feedback from the receiver to confirm that the message has been understood without any misunderstanding or confusion.

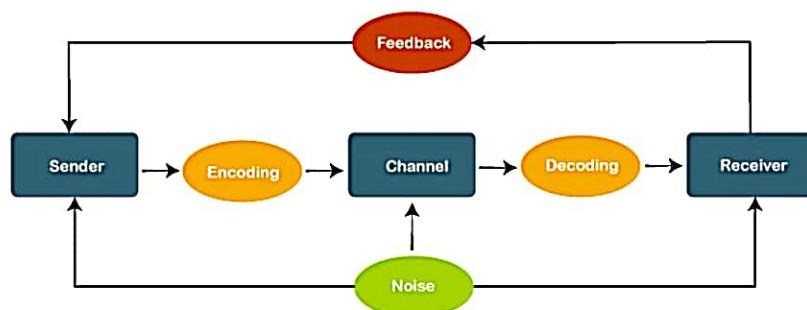
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Sometimes, different techniques are also used by the receivers, which ensure the correct interpretation of the message.

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Communication Process

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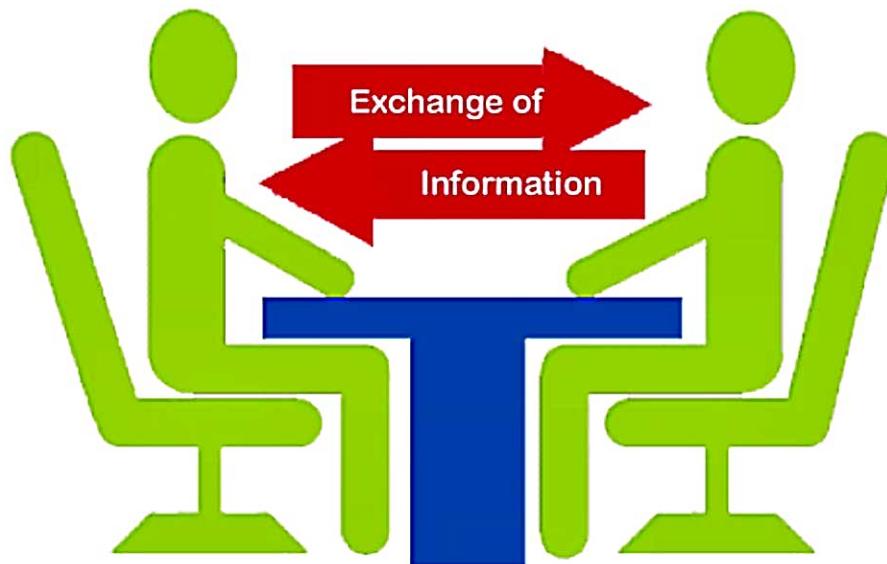
The communication process for all types of communication can be categorized into four parts, which are listed below:

1. Sender
2. Channel of Communication
3. Receiver
4. Feedback

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Communication depends on **mutual understanding** between people. It means we can communicate if the other person or a group can understand the same language.

We know that **English** is a global language. Due to this, we can easily communicate with various people all over the world.



The improper communication lacks in a **mutual understanding**. A deaf person cannot hear the spoken words. Similarly, a blind person cannot understand the sign and symbols. Hence, communication plays a vital role in our life.

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Feedback

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It is the final part where the receiver gives the feedback to the sender for the received message. The receiver can use any communication, such as verbal, non-verbal, visualization, or written, to provide feedback on the correct understanding of the message. It is useful to correct the confusion between the sender and the receiver.

The feedback for face-to-face communication will be immediate, while in the case of written communication (online mode), it can be delayed depending on the receiver.

Effective communication or successful communication is verified through the feedback because it is the only way to check whether the receiver has correctly understood the message.

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Receiver

The encoded message is assembled on the receiver side, which is known as decoding. The received message is the correct interpretation of the original signal.

The decoding of the message depends on how the receiver feels at the time of the received message. Sometimes, barriers or obstacles in communication can also affect it. The understanding between the sender and the receiver also helps correct the message with reduced or minimum misunderstandings.

For example,

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Channel of Communication

The encoded message as a sequence of signals is transmitted through the channel or medium.

Some natural forces, such as noise sources, human activities, can cause interference in the signal, which can degrade the quality of signals reaching the receiver.

Today, we can easily convey our message to others using different means of communication, such as text messages, telephone conversations, video conferences, emails, face-to-face conversations, letters, magazines, newspapers, radio, television, and social media Internet. Each channel has its advantages and disadvantages.

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For example,

- To send a message or notice through the

language, which everyone present can understand.

Non-Verbal Communication

Non-verbal communication is defined as presenting the views to others in the form of eye contact, gestures, facial expressions, body language, etc. Such type of communication is present everywhere around us.

Some activities, such as shaking legs, shivering hands, sweating, etc. are also considered non-verbal communication. For example, if a person's hands or legs are shivering, it seems that he/she is not confident. These activities are not expressed or represented but can be understood by anyone.

We must be confused about why non-verbal communication plays a crucial role in our life. So, let's understand.

Non-verbal behaviors, such as crying, laughing, dancing, glaring, etc. can be understood by everyone irrespective of the nation. Such behavior does not require the language to understand. It means that non-verbal communication forms a universal communication system with no language barriers.

The non-verbal channels are face, eyes, hands, body, appearance, touch, etc. are the environmental factors that seem to be engaged while face to face communication.

The way we sit, stand, our expressions, dressing

- Verbal Communication
- Non-Verbal Communication
- Visualization
- Written Communication

Let's discuss this in detail.

Verbal Communication

Verbal communication is defined as the act of presenting the views to others in the form of words or sounds. The series of words and grammar rules define the language. Human language is different for users around the world. Every country has its national language, where English is considered as a global language.

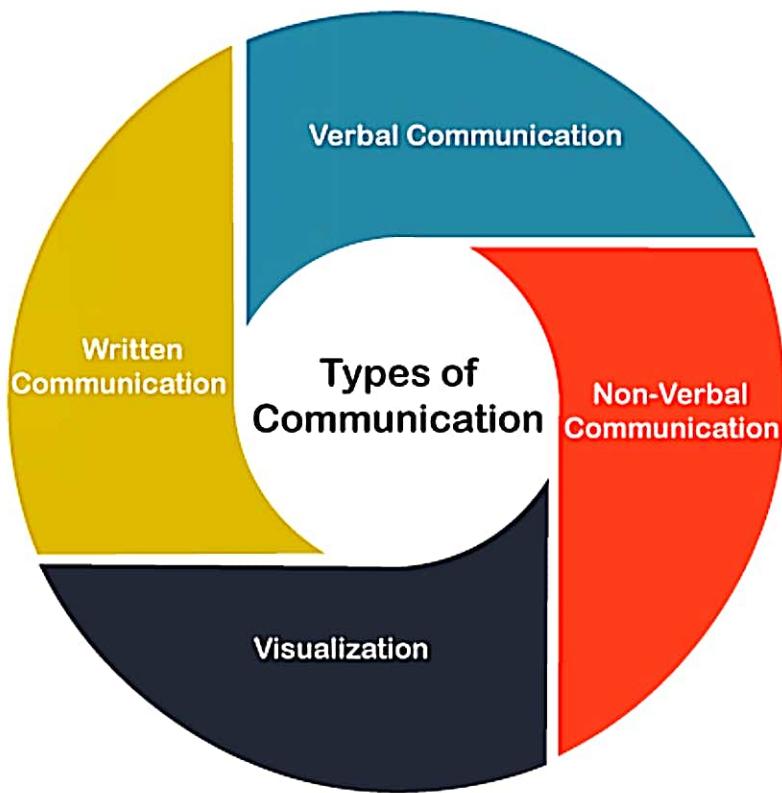
Communication through radio, television, or mobile phones is also called verbal communication.

Two or more than two persons can quickly communicate if they are aware of their languages. It might be difficult for people to communicate with the knowledge of different languages. For effective communication, there must be a common language, which everyone present can understand.

Non-Verbal Communication

Non-verbal communication is defined as presenting the views to others in the form of eye contact, gestures, facial expressions, body language, etc. Such type of communication is present everywhere around us.

Types of Communication



There are two types of communication, which are listed below:

- Verbal Communication
- Non-Verbal Communication
- Visualization
- Written Communication

Let's discuss this in detail.

Verbal Communication

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The image shows a mobile advertisement for Google Workspace. The ad features a small illustration of a person at a desk with a computer and a potted plant. The text "Formerly G Suite - Sign Up For Google Workspace - Google..." is displayed, along with "SPONSORED BY...". A large "X" icon is in the top right corner of the ad. At the bottom, there is a "LEARN MORE" button.



Barriers of Communication

Barriers to communication are the obstacles that can distort a message reaching the receiver. Communication seems to be a simple process of exchanging views from the sender to the receiver. But, the channel or medium of communication plays a crucial role. The obstacle between our communications can be our emotions, culture, environment, distractions, lack of interest, unusual behavior, viewpoint, etc.



Let's discuss the barriers to effective communication in detail.

Physical Barriers

Related insights



Different methods of communication |
Verbal, non-verbal, written & listening



also depicts the consistency, branding, professionalism, stands out, marketing, etc. of the company or organization.

Written Communication

The written communication is defined as an act of sharing our views through writing, which can be in the form of emails, the Internet, books, magazines, diary, circulars, manuals, letters, cards, social media, reports, bulletins, messages, etc. Today, we can share our views through the Internet. We can also publish our ideas.

A few years back, only some authors or publishers could share their ideas through books, etc. But, today, through the online medium, anyone can share his/her ideas.

The written document becomes a permanent record for the future. It is also used as legal proof. It is a time-consuming process, where our communication should be clear, precise, complete, and correct.

It does not focus on personal or good speaking skills. It gives sufficient time to think, react, and act.

Why effective communication?



Effective communication is essential due to the reason shown in the below diagram:

style, etc. is also a non-verbal communication that depicts our behavior and personality without speaking any word.

Visualization

Visualization refers to the act of presenting information in the form of visuals or pictures. It also includes graphs and charts.

For example,

- **Presentations**

Presentations are an essential part of presenting our project in the school, offices, institutes, or organizations. The visualization brightens the presentation. The more visuals the presentation contains, the better impact it makes on the people.

- **Company logos**

The logo is considered as the perfect tool for business companies or organizations. The symbolic association of the logo represents the connection to the people's memory. It also depicts the consistency, branding, professionalism, stands out, marketing, etc. of the company or organization.

Written Communication

The written communication is defined as an act of sharing our views through writing, which can be in the form of emails, the Internet, books, magazines,

communication.

Cultural Barriers

Cultural barriers usually exist between countries, religions, caste, color, etc. at any level in society or an organization. These barriers can also occur between family or family members or groups. These behaviors represent the cultural signs between people.

For example, nodding head means to agree to say yes. It may not be true everywhere.

Hence, understanding cultural aspects is essential for communication all over the world. But due to globalization, cultural aspects are of great relevance today.

Language Barriers

The language barriers determine the difficulty of understanding the message between individuals or a group of people. It means that our language can become barriers if others do not understand our words, signs, or expressions. Such barriers include inappropriate words, jargon, difficult words, etc.

Understanding such barriers is essential for effective communication in the public to develop good speaking skills.

Gender Barriers

The gender barriers mean the agenda for men and women. Some communication often has a fixed schedule. For example, some people think that

Attitude Barriers

The attitude barriers can arise due to individual habits, attitudes, overconfidence or behavior. Some problems, such as egoistic, shyness, anxiety, and fear, are within the individual's control and can be overcome by their own. But, selfishness, etc. might be difficult for individuals to correct themselves.

Emotional Barriers

The emotions in a person determine the ease and comfort in which he/she can communicate. Some people may face difficulty when their emotions overcome their conversation. But, a mature person can effectively communicate because he/she knows how to tackle emotions in such situations.

For example,

Some people suddenly laugh during a serious conversation. It may be due to remembering past situations or making fun of other people present in the conversation.

So, **control of emotions is essential for effective communication.**

Cultural Barriers

Cultural barriers usually exist between countries, religions, caste, color, etc. at any level in society or an organization. These barriers can also occur between family or family members or groups. These behaviors represent the cultural sign between people.



Let's discuss the barriers to effective communication in detail.

Physical Barriers

The physical barriers are the most common type of barriers in communication. It includes noise, closed doors, outdated equipment, etc. can cause frequent communication processes.

We can overcome the physical barriers by finding the sources of noise or distraction and further removing it.

Attitude Barriers

The attitude barriers can arise due to individual habits, attitudes, overconfidence or behavior. Some problems, such as egoistic, shyness, anxiety, and fear, are within the individual's control and can be overcome by their own. But, selfishness, etc. might be difficult for individuals to correct themselves.

Emotional Barriers

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⇒ Flow of communication

Flow of communication refers to the direction in which the information is flowing. Communication can flow in a variety of direction within and outside an organisation.

Types of flow of communication

Internal flow

External flow of

Mistakes often happen, and it is nothing to worry about. Instead, we should learn from our mistakes. Try to practice simple exercises to improve communication skills. It will also improve our confidence, language, and vocabulary. It also helps in recovering the mistakes.

Psychological Barriers

The psychological barriers define psychological and mental issues, such as depression, stage fear, phobia, poor health, etc. Sometimes, it becomes difficult to manage such situations.

These barriers can be overcome by accepting imperfections, relaxation exercises, meditation, etc.

Perceptual Barriers

The perceptual barriers include the filters through which we view other people. The filters refer to personal values, expectations, attitudes, preferences, etc. Such barriers prevent us from making the correct perceptions about others.

Keys of Communication

Communication is a simple process to present our views to others in different forms. Every individual has its ideas, feelings, thoughts, etc. to represent the information. But, it is essential to know the communication within us and the others.

Gender Barriers

The gender barriers mean the agenda for men and women. Some communication often has a fixed schedule. For example, some people think that women are more eager to conflict.

The speech of men and women is also variant. A woman can speak up to 25000 words per day, while men can speak up to 10000 words per day. A woman speaks with mixed logic and emotions, while a man speaks with linear logic and straight.

Lack of focus and eye contact

Lack of focus and eye contact shows the disinterest of an individual in the communication. It not only distracts the mind of the speaker but also creates a negative impact.

Fear of mistakes

Mistakes often happen, and it is nothing to worry about. Instead, we should learn from our mistakes. Try to practice simple exercises to improve communication skills. It will also improve our confidence, language, and vocabulary. It also helps in recovering the mistakes.

Psychological Barriers

The psychological barriers define psychological and mental issues, such as depression, stage fear, phobia, poor health, etc. Sometimes, it becomes difficult to manage such situations.

Downward Communication : Downward communication occurs when company leaders and managers share information with lower level employees.

for ex : An announcement of a new C.E.O. merger with a former competitor

Horizontal Communication (Peer to Peer) :

Horizontal communication refers to the flow of information at the same level

for ex : Manager of purchase department communicate with manager of sales department.

Upward Communication (vertical) : Information flowing from lower level employee to higher level employees is called upward communication.

for ex: when workers report to a supervisor or team leaders report to a department manager.

Downward Communication : Downward communication occurs when company leaders and managers share information with lower level employee.

is flowing. Communication is
in a variety of direction within
and outside an organisation.

flow of communication



Internal flow
of communication

- Upward com.
- Downward com.
- Horizontal
- Diagonal

External flow of
communication
(suppliers, business
partners, customers,
etc)

5- Concreteness:- concrete communication implies being particular and clear rather than *fuzzy and jumble*. In concrete communication sender convey "to the point" or *factual message*.

Feature of concrete communication

- it is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.





Consideration:- in order to communicate effectively the sender *should think and look from the receiver angle*. Ensure that self respect of the audience is maintained and their *emotions are not at harm*. Modify your words in message to suit the audience needs while making message complete.

Feature of consideration communication are as follow

- Emphasize on “YOU” approach.
- Empathize with the audience and exhibit interest in the audience.

3- Conciseness:- conciseness means *wordiness*, means what you want to convey in *least possible words*. The receiver of the communication is not impressed by the length of the message.

concise communication have following feature.

- it is both time saving and cost saving.
- concise communication provides short and essential message in limited words to the audience.
- concise message is non-repetitive in nature.



~~2~~- Completeness:- the communication must be complete.

It should *convey all facts required by audience*. The subject matter to be communicate must be *adequate and full*.

A complete communication has following feature

- Complete communication develops and enhance reputation of an organization.
- They are cost saving as no crucial information is missing and no additional cost is incurred in conveying extra message if the communication is complete.
- Complete communication helps in better decision making by Audience/reader/receiver.



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7 C's Of Communication ➔

1. Clarity: An effective communication must be clear about what he wants to say that purpose of communication should be very much clear to communicator.

feature of clarity communication are

- it makes understanding easier.
- complete clarity of thoughts and ideas enhances the meaning of message.



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would agree that the future of communications and business commerce lies in the Internet.

6. **Change in the Way Communication for Business Transaction is done:** Most medium to large companies have their own "Home Page" and use these pages to provide information and services to their customers. In addition to the World Wide Web, the Internet offers other services including Newsgroups where people can post and reply to messages that are grouped by subject matter and Electronic Mail (E-mail). It has brought in a realm of paperless storage of data and has made possible communicating with banks on-line. Business and trade is also conducted online. Internet has also changed the way applications and call letters are sent and has to some extent also changed the entire process by which recruitment is conducted.
7. **Speed in Communication :** The growth and innovations of the computer brought along with it many aspects of the business world. Communication is an example of one of these business processes that have grown in parallel with the computer and like the computer, this growth has been exponential. The global market has created the need for fast communications over a great distance. Teleconferencing and E-mail are two excellent examples of technologies that have met these needs and have literally transformed the way the business world operates. In some companies, Teleconferencing has all but replaced "physical" meetings, thereby drastically reducing travel costs and the loss of productivity as a result of the travel time required to attend the meetings.
8. **Replacement of Postal Mail with Electronic Mail (E-mail) :** E-mail has transformed business communication like no other technology. In addition to simple inter-office communications, E-mail has helped to advance the global market and provides immediate information transfer. In the modern business world, E-mail has all but replaced conventional postal mail for simple communications. In addition, although the telephone is an immediate means of communication, some people would still prefer to communicate via E-mail. Their logic is E-mail gives them an opportunity to better articulate themselves and expound on their thoughts. This is particularly effective for technical communications where specific details are important and would be very difficult to transcribe over the phone. Unlike verbal data, E-mail does not decay while traversing from one employee to the next. Besides, E-mail is self-documenting and is an excellent means of providing an audit trail when working on important projects.

Some of the ways in which technological developments have impacted communication are:

1. **A Metamorphosis from Resistance to Change :** A lot of money has been invested in business in the last decade, but showed little gain or efficiency. Some of this latency is due to some people's natural resistance to the types of change introduced by evolving technologies. Many employees resent change in the way they perform their job function. Every organization has individuals that would much prefer to be operating "the old way". Such individuals, in course of time, either embrace the change or face elimination. A major challenge for the government and business sectors, is to acquire highly skilled, adaptable, innovative workers who constantly upgrade to the modern means of communication.
2. **Lack of Interaction due to Flexibility in Timings :** In the past, workers had to be physically present in the business office during "normal" business hours. That is where they performed their job function and interacted with other employees. Today, many organizations permit flexible work environments. Telecommuting is the technology that made this flexibility possible. Some employees connect from their home computer to the office network and perform their job function from home. This flexibility is an excellent way of performing their job while controlling their own schedule, although it implies lack of interaction between the employees who are working at home and the employees in the office.
3. **Change in Style of Living :** Cell phones and text messaging have changed the way people communicate and interact with each other. As new technologically advanced instruments are invented, people proceed to adopt them, to add new meaning to their lives. For example, the boom in cell phones have changed both the time and the length of time for which a call may be placed.
4. **Increased Efficiency :** Computers and computer networks have helped organizations realize substantial gains in efficiency and effectiveness. However, issues of freedom of expression, copyright, and democracy are being revisited and receiving heightened attention because technology offers new channels of communication which allow organizations and individuals to disseminate information in a manner that was impossible ten years ago.
5. **Easy Availability of Information :** The Internet began as a government effort to provide fast means of communication for scientists working on national security issues around the globe. Today, the Internet is a replete source of information, software and communications. Many

2

IMPACT OF TECHNOLOGY ENABLED COMMUNICATION

- *Impact of Technological Advancements on Communication*
- *Types of Technology Enabled Communication*
 - *Internet*
 - *E-Mail*
 - *Blogs*
 - *Moodle*
 - *Social Media : Facebook, Twitter & WhatsApp*

IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON COMMUNICATION

Today, we live in interesting times. Technology is growing at a tremendously fast rate. Technological developments have slowly and steadily made its way in to every realm of life. We have embraced these technologies and assimilated and integrated them into the way we do business. Today, many business people wouldn't be able to function efficiently without these tools. Furthermore, communications as we know it, would almost cease to exist without E-mail, fax-on-demand and teleconferencing. We have got so accustomed to the presence of computers and the services they provide that many of us don't remember what it was like before.

Horizontal communication refers to the flow of information at the same level. for ex: Manager of purchase department communicate with manager of sales department.

Diagonal Communication: Diagonal communication is cross functional communication between employees at different levels of organization.

for ex: Employees of finance department communicate with sales department manager of

internal communication. External communication involves the flow of information outside.

Extrapersonal communication

- Communication between human and non-human entities.
- Communication based on sign and symbols.
- Need more understanding and coordination between sender and receiver.

Levels of communication

- Extrapersonal communication
- Intrapersonal communication
- Interpersonal communication
- Organizational communication
- Mass communication

Importance of Technical communication:-

- ▶ With the rapid growth of technology and industrialization technical communication has become an important part of organizational life.
- ▶ Co-ordination is a must for any organizational working. And this can be successfully done with the help of proper communication net-work.
- ▶ The professional world has become more competitive and result oriented. It has increased the importance of technical communication.
- ▶ Technical communication plays a vital role in scientific researches too.

Interpersonal communication

- Interpersonal communication is the process of exchange of information, ideas, feelings and meaning between two or more people through verbal and/or non-verbal methods.
- It often includes face-to-face exchange of messages, which may take form of a certain tone of voice, facial expressions, body language and gestures.
- Helpful in attaining immediate feedback.

Intrapersonal communication

- Also known as self-talk or conversation.
- Refers to the ways when an individual communicate with oneself.
- Use to plan our lives, rehearse scenarios before we act them out.

Example: planning our daily routine.

Examples of Extrapersonal Communication

- A Pet dog gives response to his master by wagging its tail.
- Touch me not plant.
- Artificial intelligence
- Google voice assistant.

Mass communication

- **Process of exchanging information through mass media to large segments of the population.**
- **It refers to imparting and exchanging information on a large scale to a wide range of people.**

Medium of mass communication

- Radio
- Television
- Social networking sites
- Newspaper
- Books/movies/documentaries
- Internet sources

Organizational communication

- Communication held at the organizational level.
- Involvement of number of employees communicate at either same or different level.
- This communication is necessary for the sustenance of any organisation.

This kind of communication can be divided into three levels-

- Internal
- External
- Personal