<center>**THE HUMAN COMMUNICATION PROCESS (2021/2022)**</center>

1.1   Introduction

Communication is a vital part of our daily routines. To understand the importance of communication, ask yourself if life would be possible without communication. We buy and sell things, we study, we pray, we get friends and get treated when we are sick, etc. through communication. Thus, *communication is significant in all aspects of human life,* i.e. socially, politically, and economically. The word **communication** is used in common talk, usually, to mean speaking or writing or sending a message to another person. *Communication is really much more than that*. It involves ensuring that your message has reached the target audience (that is, the persons to whom the message is send) and that the receiver understands and responds as you intended. It also involves ensuring that you are able to understand, interpret, and respond to messages that you receive.

1.2   The Meaning of Communication

The term communication according to Timm (1986 in Shumbusho & Mwaijande, 2002) is traced from the Latin word **"communicare"** which means 'to make common". The idea is, when I share to you the idea I have in my mind then we have communicated. This definition is further elaborated by Aluftekin (n.d.) who holds that communication is the act or process of giving or exchanging information, signals, or messages as by talk, gestures, or writing. It entails that communication is two-way traffic of passing and getting messages in various different forms.

Sen (2007) reiterates the term **communication** as a transactional process that involves an exchange of ideas, information, feelings, attitudes, or beliefs and impressions. It is a disseminating process that involves passing on information to masses through the media (ibid).

Indeed, many scholars have shared their delineation of the term Communication, but the central idea here is that **Communication** is simply, the expression of an idea that may be verbal, visual (nonverbal) or vocal that is read, perceived and heard by another person. For example, Kadeghe (2002) views **communication** as the transfer of information to achieve a goal. Thus, communication is a goal-oriented process. It is an act meant to elicit a response in another end- either through direct action by the receiver or a mere acquisition of understanding.

1.3   Sources of Communication Knowledge

It is important to quickly introduce that the knowledge of communication skills emanates from two major sources. These sources are through observing other people and modelling our behaviours based on what we see, hear, read and write. We are also purposively taught communication skills directly through education, for instance, in the home, at school, with friends, etc. and by practicing these skills of which we master at different levels.

1.4   Effective Communication

Effective communication is the communication that is clearly and successfully delivered, received and understood. **Effective communication** takes place only when the listener clearly understands the message that the speaker intended to send. In other words, a speaker transmits a message and must ensure that the message is delivered clearly. A listener takes delivery of the message and must be an active listener.

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The following are some of the skills associated with effective communication. In other words, the following are *the characteristics of an effective communicator*. Take note on them as they will help you improve your own communication skills.

 i. Being a good listener.
 ii. Using and recognizing body language and non-verbal communication.
 iii. Taking control of emotions and stress.
 iv. Understanding and empathizing with others/recipients.
 v. Asking for clarification when necessary.
 vi. Adhering to the facts.
 vii. Provision of proper feedback.
 viii. Inclusion of praise when appropriate.
 ix. Having a positive attitude.

Communication is effective only when both the sender and the receiver are focused on the act of communication. While the sender must sharpen and improve skills of speaking and writing, the receiver must improve skills of listening and reading.

In addition for the above qualities of an effective communicator, the *"seven C's principle"* also need to be adopted for the message to be communicated effectively:

 i. **Completeness**–provide all facts that the reader or listener need in order to produce the reaction/response you desire.
 ii. **Conciseness** -saying what you have to say in the fewest possible words.
 iii. **Consideration**- preparing every message with the message receivers in mind, try to put yourself in their place.
 iv. **Concreteness** -be specific, definite, and vivid not vague and general. Use denotative rather than connotative words.
 v. **Clarity**- get your message across so that the receiver understands what you convey. Pick precise, short, concrete and familiar words.
 vi. **Courtesy** – use respectful &polite statements.
 vii. **Correctness** – Avoid errors in your message. Punctuation, spellings, grammar, level of language, etc.

Generally, the communication process is said to be effective when:
 • All the parties (sender and receiver) in the communication assign similar meanings to the message
 • Both the sender and the receiver pay attention to the finer aspects or elements of successful communication.
 • Context which ranges from cultural, time, space, and relationships and so on is taken into account.

1.5 Functions or Reasons of Communication

There are many good reasons as to why we communicate so much. We actually need to communicate physically, socially and psychologically.

Physically: we need to communicate just to stay healthy. Socially isolated people are two to three times more likely to die prematurely than people with strong social ties. In fact, researchers have found poor communication and loneliness to increase the likelihood of many serious diseases, including heart disease and cancer.

Socially: we need to communicate in order to feel included, to feel affection, and to feel some sense of control over our lives. To feel a sense of inclusion, we must develop relationships where we have a sense of belonging. To feel affection, we must develop relationships where we experience a sense of caring and being cared for. In order to feel a sense of control, we must communicate some degree of influence over our environment.

Psychologically: we need to communicate so as to develop a sense of identity as human beings who are as related to other human beings. More specifically, we need to communicate for the following concrete reasons:

- *To inform and being informed* – most of us spend hours each day in a reciprocal acts of informing and being informed. We ask and answer questions, etc.
- *To express feelings* – this is achieved when we share our disappointments and triumphs, congratulate each other, and communicate sympathy. In doing this we invite others to offer the emotional support we need.
- *To express imagination* – here, communication is used to express and describe the fictitious events, people, and ideas. Normally used in storytelling, jokes, drama, etc. for entertaining purposes.
- *To perform social rituals* – this is when communication is used to satisfy social conventions. For example, *we shake hands or say how are you?* in our first meetings because it is a communication ritual formalised. Though in question form, the respondent completes the ritual by repeating the same words.
- *To persuade and motivate others* – communication is used to attempt to influence the thoughts and behaviours of others. E.g. Politicians convincing voters to vote for them. Product advertisements, etc.
- *To meet physical and physiological needs* e.g. food, shelter, clothing, etc. without which as human beings we are not able to survive.
- *For decision making purposes*.
- *To establish and maintain mutual relationships.*
- To entertain and be entertained.

1.6   The Elements and Process of Communication
In order to analyse the activity of communication, we must know the *process* and *the elements* involved in the process of communication. There are seven elements or factors which make up the process of communication to be effective:

1.6.1   Fundamentals (Elements) of Communication
  i.   Sender/Encoder
- The creator of the message or message processor
- The initiator of communication
- Evaluator of communication

  ii.   Message
- Anything that can be communicated
- Contains contents
- Has various meanings in different contexts

  iii.   Channel
- Channel is the vehicle that carries the message to the receiver.
- May be physical or abstract such as language.
- Must act as a vehicle or carrier of message (channels of information).

  iv.   Noise

- Anything that disrupts or interferes with the communication process at any stage.

v. **Receiver/Decoder**
- The receiver is any individual to whom the message has been transmitted.
- Receiving end from the sender
- Decoder of information
- Pre-processor and reactor

vi. **Feedback**
- This is the receiver's response to the sender's message.

vii. **Context/Environment**
- A combination of circumstances that influence the piece of communication at a certain point of time. Occurs in various dimensions ranging from cultural, time, space, relationships, surrounding words of a text and so on.

1.6.2 The Process of Communication

The more organized and clear the communication pattern is, the greater will be the impact of the message on the receiver. For the sender to ensure that the message is well transmitted, he/she must put into consideration all the elements of communication.

Description of the Communication Process

Shumbusho and Mwaijande (2002) identify and describe six (6) stages of communication process as presented below:

a. The idea is developed in the mind of the sender. The sender can be an individual writer or speaker depending on whether the communication is written or oral.

b. The idea is encoded by the sender/encoder into linguistic symbols/words, graphics or pictures that will correctly and clearly express the sender's message so that the receiver understands the intended meaning. The message can either be verbal or nonverbal. *Encoding* is the process by which the sender converts the idea into a message by using verbal or non-verbal mediums of communication.

c. The idea is transmitted to the desired destination (receiver) through a defined channel. Channel is the vehicle that carries the message to the receiver. The channels include post man, computer fax, letter, telephone, memorandum, report, film, radio, TV and books that are used to deliver messages. The choice of the channel depends on the purpose of communication, the sender's needs, and the profile of the receiver.

d. The message must be received by the intended receiver, short of which there would be no communication.

e. The message must be decoded or interpreted according to the receiver's experiences. *Decoding* is the process of translating words, signs, symbols into meanings. No communication can be completely successful or completely understood because two persons cannot be the same. Also, too many noises disrupt the entire process of communication. As longer as the receiver does not wholly share similar experiences in linguistic symbols with the sender, total comprehension is impossible.

f. The receiver sends the feedback to the sender based on the correct interpretation of the symbols or wrong interpretation of the symbols of which may lead into miscommunication. Feedback demands great attention from the receiver of the message. Good listening skills, ability to read between the lines, and ability to interpret

a message are expected of a competent receiver of communication. However, both the sender and the receiver have an equal share of responsibility in the cycle of communication.

1.7 Classification of Communication
One may use four criteria to classify communication. These criteria are (a) the communication media used and (b) purpose and style of communication (c) level/settings of communication (d) flow/direction of information/communication.

1.7.1 Types of Communication Basing on the Media of Communication
There are two types of communication: Communication through words which are called verbal communication, and communication through other symbols which is called non-verbal communication.

1.7.1.1 Verbal Communication
The term 'verbal' is colloquially used to mean oral, but in communication studies, 'verbal' means by using words. It includes both written and oral. Most of our communication is done by using words; we speak and write whenever we have to convey information and ideas, to discuss, to motivate, to appreciate, or to warn, reprimand, complain, and so on. We may do any of these things orally or in writing. *Verbal communication* is the form of communication in which a message is transmitted verbally. It is usually done by word of mouth and a piece of writing.

Verbal Communication is further divided into two categories:
- Oral Communication
- Written Communication

1.7.1.1.1 Oral Communication
Oral communication is the communication that uses spoken words. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet, etc. In ***oral communication***, the message is influenced by pitch, volume, speed and clarity of speaking.

The following are the likely advantages of oral communication as opposed to written communication:

✓ *Oral communication is faster: Two or more people talking can deliver a message, discuss an issue, reach an agreement, or ask a question and receive an answer much more quickly than they could use written communication.*
✓ *Oral communication permits immediate feedback: When the receiver does not understand a message, he or she can ask for clarification right away.*
✓ *Oral communication is usually more effective for conveying messages with emotional content*
✓ *Oral communication helps establish human relationships*
✓ *Oral communication is more personal and less formal than written communication.*
✓ *Oral communication is flexible; you can discuss different aspects of an issue and make decisions more quickly than you can in writing.*
✓ *Oral communication can be especially effective in addressing conflicts or problems, etc.*

1.7.1.1.2 Written Communication
Written communication is the communication that uses written signs or symbols. A written message may be printed or hand written. In written communication, message can be transmitted via email, letter, report, memo, etc. Message, in written communication, is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used.

1.7.1.2 Non-Verbal Communication

Nonverbal communication refers to the process of sending or receiving wordless messages. It includes all things, other than words and language that can convey meaning. For example, graphics like pictures, maps, charts, graphs and diagrams in a written document, body language and voice qualities in speech. *Non-verbal communication* involves the use of *symbols, signs, gesture, body language, and posture, tone of voice* or *facial expressions.*

Non-verbal communication is highly complex. Unlike words, the elements of non-verbal communication are not defined in any dictionary. Their meanings, then, are even more ambiguous and more strongly influenced by the gender, age, and ethnic background of the participants than are the meanings of verbal messages. Therefore, the meanings of non-verbal communication are not universal across cultures.

1.7.1.2.1 Characteristics of Non-Verbal Communication

Non- verbal communication has a number of characteristics that distinguish it from other communication system:
- May be unintentional.
- Nonverbal communication consists of multiple codes when non-verbal codes work together to send the same message, their impact is intensified.
- Nonverbal communication is immediate, continuous and natural. They occur when are in a face to face situation.
- Nonverbal communication is both universal and cultural (others not universal across cultures), they have socially shared meaning.

Non-verbal communication can be independent of verbal communication, but verbal communication is always accompanied by non-verbal communication. Nonverbal methods can be used as a substitute for words like the red colour to mean danger, or nodding the head to mean "yes." Or both may be used together as when we shake the head and also say "no." Sometimes, a gesture like slapping the hand on the table may be used with words like, "We must do it," to emphasize the point.

1.7.1.2.2 Forms/Codes of Non-Verbal Communication
   a) **Non-verbal aspects of written communication**
      i. Colour – may convey different meanings, e.g. Red – may mean danger, green may mean life. In traffic lights, red means "stop", yellow means "attention" and green means "pass".
      ii. Diagrams, graphs and charts – these represent different information, especially the statistical ones. They are used to show relationships of information.
      iii. Maps – they represent a territory and are used to convey the space relationship between places. Also they are used to show direction of places.

   b) **Signs and signals**
      A sign is a mark used to represent something, e.g. + for "plus" skull and crossbones for "danger". Signs usually have fixed meanings. A sign is a previously agreed movement which serves to warn or command, e.g. a green light is a signal "to go ahead" or firing a gun up in gatherings is a signal "to disperse".

   c) **Auditory symbols**
      These are sounds that are used to convey certain meaning e.g. sirens used to warn about enemy or warning about fire/accident. Whistles are used to instruct something in sports or in police army to call members to assemble.

   d) **Body language** – refers to the changes that occur in the body position and movements that show what the person is feeling or thinking.

i. **Clothing and accessories** – refers to the kind of clothes one wears can make an identification of where he/she works or belongs, e.g. combats for soldiers or militia, helmets for masons, or motorbike riders.

ii. **Postures** – is the way we hold ourselves or the way we stand or sit, e.g. stiff posture shows tensions, comfortable leaning back shows a relaxed mood, leaning forward in conversation shows listener's interest.

iii. **Facial expressions** – this can show one's interest, enjoyment, surprise, distress, shame, contempt, anger or fear, e.g. frown/yawns may convey displeasure, raised eye brows may convey disbelief or surprise, smile may convey satisfaction or joy, eye contact may convey attention/surprise, and avoiding eye contact may convey that the speaker is lying or is shy.

iv. **Gestures** – refers to the movement of hands/head/body and these movements are natural accompaniment of speech. A person who does not make any movement while speaking appears somewhat stiff and mechanical.

e) **Paralanguage** is the non-verbal aspects of the spoken word. It includes the qualities of the voice, the way we use our voice, as well as the sounds we make without uttering words. Paralanguage describes the vocal quality of a spoken message such as, volume, pitch, speed.

i. **Volume** is the loudness or softness, which can be consciously adjusted to the number of persons in the audience and the distance between the speaker and the listeners; speaking too loud shows lack of self-command or abrasive nature.

ii. **Pitch is** the highness or lowness of your voice; a high-pitched voice is often unpleasant, and suggests immaturity or emotional disturbance; a frightened person speaks in a high pitched voice. It is better to begin softly, in a low pitch and raise the volume and pitch as required, e.g. Do-le-mi-so fe la ti do.

iii. **Rate/Speed** – How rapidly or slowly you speak. Rapid speech indicates excitement; we increase speed of speaking to tell an interesting story, and reduce speed to explain a difficult idea.

iv. **Hesitations and non-fluencies** which form a part of spoken language. Sounds like *Er-er, Mmmm-,* indicate that the speaker is hesitating, or cannot find the next word to say. Sounds like, *Ahem! huh! Ah-ha! Ouch! Oh-ok!* Are used to convey various ideas or emotions.

v. **Silence** can be a very effective way of communication. It is not a negative absence of speech but a positive withdrawal or suspension of speech. Short silences or pauses are very effective in giving emphasis to words. In presentations, silence can be used effectively to emphasize a point. In a face-to-face situation, silence may indicate several things. Facial expression and posture may help to understand the feeling behind the silence. It may mean that the person is not sure what to say, or is so full of feeling as to be unable to speak. Sympathy with someone who has suffered loss is often best expressed by keeping silent rather than speaking. Some feelings like anger or displeasure can also be expressed by keeping silent.

1.7.1.2.3 Non-Verbal Codes and Verbal Codes Work Together to Perform Six Functions:

- *To repeat* – occurs when the same message is sent verbally and nonverbally
- *To emphasize* – the use of nonverbal cues to strengthen your message
- *To complement* – verbal and nonverbal codes add meaning to each other and expand on their message alone
- *To contradict* – verbal and nonverbal conflict. e.g. when you are angry with somebody you may say you are fine but non – verbally you show uncomfortability with a person.

- *To substitute* – no use of verbal language at all.
- *To regulate* – used to monitor and control interactions with others.

1.7.2   Types of Communication Basing on Purpose and Style
Based on style and purpose, there are two main categories of communication which bear their own characteristics. Communication types based on style and purpose are:
- Formal Communication
- Informal Communication

1.7.2.1 Formal Communication
In formal communication, certain rules, conventions and principles are followed while communicating message. *Formal communication occurs in formal and official style*. Usually, in professional settings, corporate meetings, conferences undergo formal pattern. *In formal communication, use of slang and foul language is avoided and correct pronunciation is required.* Authority lines are needed to be followed in formal communication.

1.7.2.2 Informal Communication
Informal communication is done using channels that are in contrast with formal communication channels. It is just a casual talk. It is established for societal affiliations of members in an organization and face-to-face discussions. It usually happens among friends and family. *In informal communication, use of slang words, foul language is not restricted*. Usually informal communication is done orally and using gestures. *Informal communication, unlike formal communication, doesn't follow authority lines. It helps in building relationships.*

1.7.3   Basing on Levels/Settings of Communication
Basing on the domains through which communication can occur; communication can be classified into six types:
- *Intrapersonal communication*: This is the kind of communication that takes place within an individual. It is in that you deal with yourself directly, arguing and discussing back and forth, giving yourself constant feedback, and certainly constructing meanings.
- *Interpersonal communication*: This takes place between two people. Communication becomes interpersonal to the extent that the people involved can see each other's uniqueness and can explain and predict each other's behaviour on the basis of that uniqueness.
- *Small group communication*: This kind of communication takes place within a small number of people. Between 3-15 and not exceeding 20 people, e.g. in a seminar, tutorial class. It takes place in a context where every person can participate actively with the others.
- *Large group communication:* This is communication that takes place between 15-60 people and not exceeding 100. For example, in a lecture room of about 80 students.
- *Public communication*: This is similar to large group communication, except that the numbers exceed 100 and people are always gathered in one place such as a political rally at the constitutional square or freedom square. Just one or few members talk, while the rest of the group serves as an audience. This speaker-audience relationship implies that there is less feedback than in small group communication. Feedback is certainly exhibited through non-verbal responses like applause, boos. Due to this lack of interaction, the speaker is held responsible to plan and structure remarks than may be felt by the speaker in smaller setting.
- *Mass Communication*: It occurs when a message is constructed and transmitted so that many people, in different places and often at different times, can receive the same message. This is the kind of communication to a dispersed audience and it is always mediated. For instance, radio, television, internet are part of the mass media that

transmit to a dispersed audience. Feedback is greatly delayed as the speaker and the audiences are in different places.

- *Corporate Communication*: This is the way in which a company builds and keeps contact with employees, dealers, business houses and all stakeholders. It is a work that is carried out not only by the board and the CEO or the MD of the company but also by all responsible employees. All specialists from various departments such as advertising, public relations, sales and marketing, finance and so on, have to plan a key role to achieve the organization's planned objectives.

Note:

In each of the above settings, one has to have both sufficient receptive (listening and reading) and productive (writing and speaking) skills to effectively communicate once encountered in such a situation that requires you to act as a communicator be it at school, home, professional work, occupational work or in any other public domain.

1.7.4 Based on Direction of Communication

- *Upward Communication*

It consists of messages send up the line from subordinates to bosses. It includes employee suggestions, reactions to organizational policies, inquiries or concerns.

- *Downward Communication*

The communication flows from individuals in higher levels of the organization to those in lower levels. It includes meetings, official memos, policy statements, manuals, and publications.

- *Horizontal communication*

It happens both within and between departments. It aims at coordination of the organisation as a whole.

1.8 Channel/Media of Communication

A medium (plural: media or mediums) is the means of transmitting or conveying a message. Some media carry written words and/or pictures/graphics (like the mail) and other media carry the voice (like telephone). Electronic media can carry both voice and written material.

1.8.1 Conventional Media of Communication

Media which have been in use for a long time and depend on traditional carriers are called conventional. They can be better distinguished from the modern media based on advances in electronics. They include:

- Mail – letters or parcels sent by post
- Courier – a company or employee of a company that transports commercial packages and documents.
- Hand delivery
- Telegraph – a machine used to transmit messages in the form of electrical impulses that can be converted into data.
- Telex (short form of Tele-printers Exchange) an international system of telegraphy with printed messages transmitted and received by tele-printers using the public telecommunications network. Messages can be sent and received 24 hours a day.

1.8.2 Modern Media of Communication

Most communication in the more modern companies is done by electronic media. These are media which transmit signals instantly from any source to any destination in the world by modern electronic technology. They include:

- Telephone
- Cellular phone
- Voice mail

- Fax
- E-mail
- Teleconferencing
- Internet

1.8.3   Choice of a Medium/Channel of Communication

You need to consider several aspects in choosing a medium for a particular message. The main aspects are:

i.   The type of audience you want to reach.
ii.   The speed with which the message should be conveyed: The pressure of time and the distance between the sender and the receiver influence the choice of the medium. Some media are faster and can travel distances rapidly, like the telephone, the fax and the e-mail; these media also have the advantage of being person to person.
iii.   Need for confidentiality of the message is an important consideration. The choice will certainly be influenced by requirement of secrecy; all media do report on a customer's credit standing, demands for overdue payment, and so on, are confidential. They cannot be sent by media like telegram or telex or fax even if they are urgent.
iv.   Need for accuracy in transmission is not the same for all messages. If the content to be transmitted is mainly data, you make the choice for accuracy and speed in transmitting.
v.   Need for reliability of the medium is an important factor. Sending a message by hand delivery is more reliable than ordinary mail; registered post is more reliable than ordinary mail.
vi.   Cost of the medium and its relative importance and urgency.
vii.   Availability of a particular medium to the sender and to the receiver is obviously an affecting factor. You can use only those media which both you and the intended receiver can access. You may have a fax machine but if the receiver does not have one and has no arrangements for receiving a fax message, you cannot use that medium.
viii.   Feedback capacity of the medium: For some messages, you need immediate feedback; you have to use a medium which will enable you to get it at once, like the telephone.
ix.   Availability of hard copy for record.
x.   Formality of the medium must be suitable to content of the message. A letter of congratulation is more formal and has a different effect from conveying the same message orally.
xi.   Intensity and complexity of the message is a major factor.

Within each of these, there are further decisions to be made. Written messages are transmitted by mail, courier, telegraph, telex, fax, e-mail, notice boards and bulletin boards, newspapers, magazines. Oral messages are carried by air vibrations, the microphone/loud-speaker, the telephone, cellular phone, voice mail and the radio. The cinema and the TV are the most powerful media as they can transmit all types of messages, written, oral, visual and auditory.

1.9   Barriers to Effective Communication

A barrier to communication is anything that distorts the process of communication. It makes one miss parts of a message or the whole message or creates misunderstanding of a message or information to the interlocutors. These barriers may be any of the following:

- Semantic barriers
- Physical barrier
- Psychological barriers
- Emotional barriers
- Perceptual barriers
- Barriers involving values attitudes, etc.

1.9.1   Semantic Barriers

These are meaning barriers which arise from limited knowledge in symbols (linguistic symbols and signs) which we communicate. Words which have diverse meanings that are in most cases not understood are always employed as main forms of communication. Semantic barrier occurs when a message is not understood although it is received exactly as it was transmitted. A word may be difficult for hearer to understand or may have one meaning for a sender and another for the receiver (denotative vs. connotative meanings). Others include: vocabulary size, ambiguity, jargons, slangs, language differences, mispronunciation of words e.g. radar/ ladder, etc.

1.9.2   Physical Barriers

These are environmental factors that can reduce or prevent the sending and receiving of messages. Such barriers include distance, distracting noise, breakdown of communication media such as telephone, radio, TV sets, etc.

1.9.3   Psychological Barriers

These barriers occur when the receiver is thinking or picturing something else in his/her mind. Such barriers are accompanied by worry, anger, hunger, hatred, fear, disappointment, pain, etc. These affect the communication process. Careful selection of the words is highly recommended especially in emotional situations to avoid the slip of the tongue which may trigger psychological reaction and render message transmission ineffective.

1.9.4   Personal/Emotional Barriers

These are communication barriers/ interferences that arise from human emotions, values and limitations. They are the most common type of barriers in work situations and include poor listening habits.
These may also include *beliefs and attitudes*- based on religion, sex, politics; trust and honest, that is, a lack of trust can cause the receiver to look for hidden meanings in the sender's message. Others are: reluctance to confront, fear of being wrong, anxiety and sad memories.

1.9.5   Socio-Cultural Barriers

These capture elements like, generation gap e.g. youths vs. elders; information overload/ under load and socio-cultural diversity-The greater the difference between the sender's and receiver's cultures, the greater the chance for miscommunication.

1.9.6   Physiological Barriers

These are related to the problems in the functioning of the body organs. Such as, speaking or listening impairments.

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