

12.04.2021

UNIT-I

# COMMUNICATION PROCESS

## INTRODUCTION TO COMMUNICATION

The term Communication is derived from the Latin word Communis meaning Common. In general, Communication refers to the reciprocal exchange of information, ideas, facts, opinions, beliefs, feelings and attitudes through verbal or nonverbal means between two people or within a group of people.

### Definition of Communication:

According to Webster's Dictionary,

Communication is a process by which information is exchanged between individuals through a Common System of Symbols and Signs of behavior.

According to Robert Anderson,

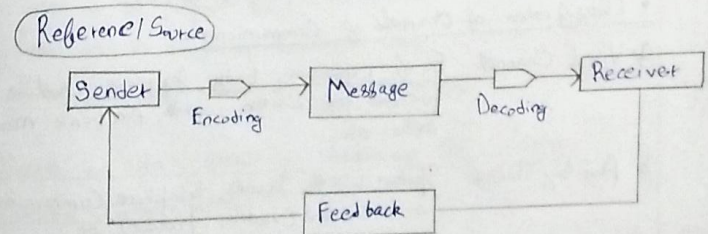
Communication is interchange of thoughts, opinions, or information by speech, writing or signs.

### Meaning of Communication:

Communication as,

- A process through which individuals mutually exchange their ideas, values, thoughts, feelings and actions with one or more people.
- The transfer of information from the Sender to the receiver so that it is understood in the right context.
- The process of initiating, transmitting and receiving information.
- The means of making the transfer of information productive and goal oriented.
- The process of sharing information, ideas and attitudes.

### Process of Communication:





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## Elements of Communication:

### 1. Referent:

- A referent motivates the sender (or receiver) to share information (message, objects, sounds, sights, time, schedule, ideas, perceptions, sensation, emotion, odors, etc) that may initiate communication.

### 2. Sender:

- A sender is a person who encodes and sends the message to the expected receiver through an appropriate channel.
- A sender is the source of the message that is generated to be delivered to the receiver after appropriate stimulus from the referent.

### 3. Message:

- The message is the content of communication and may contain verbal, non-verbal or symbolic language.
- Perception and personal factors of the sender and receiver may sometimes distort this element and the intended outcome of communication may not be achieved.  
For ex, the same message may be communicated or perceived differently by two individuals.

### 4. Channel:

- A channel is a medium through which a message is sent or received between two or more people.
- Several channels can be used to send or receive the message, i.e. seeing, hearing, touching, smelling, and tasting.
- While selecting channels of communication, several factors must be considered, availability of channel(s), purpose, suitability, types of receivers, types of message, preference of sender and receiver, communication skills of the sender, cost, etc.
- Classification of Channels of Communication:

a. Visual Channel: Facial expression, body language, posture, gestures, pictures and written words, electronic mails, mass media, etc.

b. Auditory Channel: Spoken words, sounds, telephone communication, delivering audio content (radio, podcast), etc.

c. Tactile channel: Touch sensations, therapeutic touch, etc.

d. Combined Channel: Audiovisual media, controlling a person with touch and words.

### 5. Receiver:

- A receiver is an individual or a group of individuals intended to receive, decode and interpret the message sent by the sender.
- A receiver is also known as a decoder, they are expected to have the ability and skills to receive, decode and interpret the message.

### 6. Feedback:

- It is a return message sent by the receiver to the sender. It is the most essential element of the communication process as it shows that the receiver has understood the primary message sent by the sender and that the process is now complete.
- A successful communication must be a two-way process where the sender sends the message and receives feedback from the receiver. The feedback could be verbal and non-verbal.

### 7. Confounding Elements:

- These elements are not a direct part of the flow of communication process but influence the communication process significantly indirectly.
- These elements are interpersonal variables of the sender and the receiver and the environment where the communication process takes place.
- Interpersonal variables such as perception, beliefs, values, sociocultural background, educational and development levels, emotion, gender, physical and mental health, etc. may significantly affect the communication process.

## Types of Communication:

1. Based on the means of delivering the message.
2. Based on the purpose of communication.
3. Based on the levels of communication.
4. Based on the pattern of communication;

### 1. Based on the means of delivering the message:

#### a) Verbal Communication:

- It occurs through the medium of spoken or written. A combination of several words is used and each word conveys a specific meaning.



- Some important elements of Verbal Communication are Language, Vocabulary, denotative and Connotative meaning, pacing, intonation, clarity, conciseness, preciseness, Comprehension, brevity, timing and relevance.
- Subtypes of Verbal Communication, Spoken, written, telecommunication and electronic Communications.

#### b) Nonverbal Communication:

- This Communication occurs without words; where the five senses and whole range of body movements, posture, gesture, facial expressions and silence are used for sending and receiving the message.
- Nonverbal Communication is a more accurate way of Communication because it conveys the true and intended meaning of the message.
- Nonverbal Communication may be achieved by the following means, Touch, Eye Contact, Facial expressions, posture, gait (posture while walking), gesture, physical appearance, Sound, Silence, etc.

#### 2. Based on the purpose of Communications:

##### a) Formal Communication:

- Formal Communication follows line of authority and is generally used in organization to achieve organizational objectives.
- It takes place with less to peer conversation, meetings and by stage speakers.

##### b) Informal Communication:

- Informal Communication does not follow line of authority. It is very fast and usually takes place in social groups like family, friends, etc.

##### c) Therapeutic Communication:

- Therapeutic Communication takes place between a health care professional and a patient, with the purpose of modifying the patient's behavior.
- This is accomplished with repeated interaction using certain essential attributes such as trust, empathy, tenderness, concern and nonjudgemental attitude.

#### 3. Based on the levels of Communications:

##### a) Intrapersonal Communication:

- It takes place within an individual, we may also say it is self-talk. It is crucial because it provides a person with an opportunity to assess self in a situation, before acting on it, ultimately affecting the person's behavior.

##### b) Interpersonal Communication:

- It takes place whenever two or more people interact and exchange messages or ideas.
- This is also one of the most common forms of Communication in our daily lives.
- Interpersonal Communication may be divided into further categories, into assertive, nonassertive and aggressive.

##### c) Transpersonal Communication:

- It takes place within a person's spiritual domain.
- The purpose of transpersonal Communication is to realize selfhood, enhance spirituality and answer questions that are spiritual in nature.

##### d) Small-group Communication:

- When there is more than one sender or receiver, or three or more people who interact with each other face-to-face or through some medium, there is a small group communication.
- Staff meetings and reports, conferences, etc are good examples of small group meetings (communication).

##### e) Public Communication:

- Public is generally defined as a large group of people. Communication with the public is referred to as public communication.
- It requires essential skills to influence people at large and media material to reach members of the public clearly and loudly.

##### f) Organizational Communication:

- It takes place when individuals and groups within an organization communicate with each other to achieve established organizational goals.

#### 4. Based on the Pattern of Communication: a) One way Communication:

- It takes place when the message is directly delivered to the audience from the communicator only without constant feedback. A common example of a one-way communication is lectures delivered in a class room.



### b) Two-way Communication:

- It takes place when both the Communicator and audience take part in the process
- The audience may raise questions and add information, ideas and opinions on the Subject

### c) One-to-One Communication:

- Communication between one sender and one recipient at one time.  
A nurse providing information to a patient is such an example.

### d) One-to-many Communication:

- Where one person communicates with many people at the same time.  
A nurse providing health education to a community is an example.

### e) Many-to-one Communication:

- It takes place when several people communicate with one person at the same time. A panel of expert taking an interview is an example.

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### Facilitators of Communication:

#### Seven Cs of effective Communication:

1. ~~Completeness~~ Completeness
2. Clarity
3. Courtesy
4. Consideration
5. Conscientiousness
6. Concreteness
7. Correctness

#### Other Attributes,

Positive attitude, Improving Communication Skills, getting feedback of Communication Skills, goal-oriented Communication, Using creative alternative approaches, minimizing negative impact, warmth and friendliness, openness and respect, empathy, etc.

### Barriers of Communication:

#### 1. Physiological Barriers:

Poor retention due to memory problem, lack of attention, discomfort due to illness, poor sensory perception, hearing problems, poor listening skills, information overload, gender physiological differences

#### 2. Environmental Barriers:

Loud background noise, poor lighting, uncomfortable setting, unhygienic surrounding and bad odor, very hot or cold room, distance.

#### 3. Psychological Barriers:

Misperception and misunderstanding, distrust and unhappy emotions, emotional disturbances, psychotic or neurotic illness, worry and emotional disturbances, fear, anxiety and confused thinking

#### 4. Social Barriers:

Difference in social norms, values and behaviour, social taboos and different social status.

#### 5. Cultural Barriers:

Ethnic, religious and cultural differences, cultural tradition, values and behavior

#### 6. Semantic Barriers:

Language barriers, faulty language translation, individual differences in expression and perceptions, past experiences of an individual's failure to listen

#### 7. Organizational Barriers:

Organizational policy, rules and regulations, technical failure, time pressure, complexity of organization structure due to hierarchy and size of the organization.

#### 8. Communication process-related Barriers:

Unclear and conflicting messages, stereotypical approach, inappropriate approach of channels and lack of poor feedback



## Methods to Overcome Barriers of Communication:

### 1. Methods to overcome physiological barriers:

- Keep in each other's retention and recollection abilities, pay attention during the exchange of information.
- Ensure each others comfort and the intactness of sensory perception.
- The limitation of hearing abilities must be kept in mind, active listening and avoid information overloading.

### 2. Methods to Overcome Environmental barriers:

- Good lighting must be ensured to facilitate non verbal communication.
- A comfortable seating arrangement, a hygienic and odour-free environment.

### 3. Methods to overcome psychological barriers:

- Happy and trustworthy manner and avoid harboring negative emotions.
- Avoid feeling of prejudice, resentment and antagonism, free from fear, anxiety and confusion.

### 4. Methods to overcome Social barriers:

- The difference in social norms, values and behaviour must be given consideration.
- Social beliefs must be kept in mind.

### 5. Methods to overcome Cultural barriers:

- Consider cultural differences, traditions, values and behaviours.

### 6. Methods to Overcome Semantic barriers:

- Use the same language and consider the difference in the expression and perception of message.

### 7. Methods to Overcome organizational barriers:

- Consider organizational policy, rules and regulations.
- Organizational structure must be simple and non complex, large organization must be divided into smaller subset.

### 8. Methods to overcome process-related barriers:

- An appropriate channel must be used, a stereotypical approach must be avoided in communicating.

- The message must be clear and non conflicting and proper feedback must be ensured by the recipient.

## Techniques of Effective Communication:

### 1. Conversational Skills:

Focusing, paraphrasing, stating information, providing information, asking relevant question, clarifying and summarizing.

### 2. Listening Skills:

Active listening, using silence, listening with purpose, acknowledgement of message and giving feedback.

### 3. Technical Skills:

Using touch, using nonverbal cues, sharing feeling, sharing observations, showing hate, presenting reality and stating empathy.



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## Transcoding - Bar Diagram

### Some tips for describing data:

- Coherence - Use sequencing words  
eg First, Second, Finally.
- Cohesion - Using anaphoric reference.  
eg "this, it, he, and, but" and synonyms.
- Vocabulary - Use a wide range, appropriate and academic.
- Sentence Structure - be concise but not simplistic.  
eg. Correct use of relative clauses.
- Use of degrees Comparison.

### Sequence / Transition words:

- To sum up, on the whole, in either case, obviously, ultimately, in conclusion, altogether, in short, as shown above.
- Contrast Transition: Unlike, nevertheless, on the other hand, in contrast to, in spite of, contrary to.
- Order: first, firstly, above all, before, subsequently, finally.
- Emphasis: Undoubtedly, obviously, especially, in addition to, besides, furthermore.

### Relative Clauses:

Ex:

- The woman "who visited me in the hospital" was very kind.
- The umbrella "that I bought last week" is already broken.

Both are defining clauses - meaning may differ if they are removed. No comma or parentheses.

- Elephants, "which are the largest land mammals", live in herds of 10 or more.
- The author, "who graduated from the same university as I did", gave a wonderful presentation.

These are non defining or non essential clauses set off using commas or parentheses. If removes the clause, then meaning of the sentence more or less remains the same.

### The main writing skills include:

1. Describing numerical data (use of Simple Sentences)
2. Identifying differences and similarities (relative clauses)
3. Comparing and Contrasting (degrees of Comparison)
4. Identifying and describing trends (Analyses of the trend)
5. Eliciting inferences (Conclusion).

### Preparation:

- Identify the main trends for each mode
- Identify any large increases or decreases.
- Are there any clear and consistent directions?
- Does anything seem particularly significant?
- Are there any clear relationships between modes or percentages?



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## Assignment - I

### Transcoding - Bar Diagrams

#### ABC Sales Record

The bar diagram represents the sales record of Company ABC in the years, 2013, 2014, 2015 and 2016 for the North, South, East and West Regions. We can see that while there is a steady growth in the North region, the same cannot be said for the East and South but there is a tremendous growth in the West Region.

In the North region, the sales of ABC have been gradually scaling up in the years 2013-16. While there is growth, it does seem to be steady and slow-going.

In the South and the East region, both reported a high sale in the year 2013 as compared to North and West but in 2014, their sales went down almost by half and continued doing so till 2015 until it started increasing their sales back up in 2016.

The West region had a similar sale as South in the year 2013 and also plummeted its sales in 2014. It started picking up in 2015 and scaled up tremendously in 2016 by increasing its sales from 1500 to 5000.

The graph shows the sales record for different regions in four years. It can be noted that while some sales were stable and some were volatile, sales of a particular region had performed really well and the strategies used in that region could be implemented in other regions also.

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### Formal and Informal Channels of Communication

There are precisely these two forms of communication in every organization:

1. Formal Communications are those which are bound with all rules and regulations. Ex: orders, notices etc.
  2. Informal Communication includes the non official or un-regulated communications, Ex: Rumours, un-verified information.
- They both exist simultaneously in an organization.

#### Formal Channels of Communication:

Every organization has a formal set-up which they follow. The actual and valid information is to be passed on. All formal communications are broadly classified as:

1. Horizontal Communication
2. Vertical Communication:
  - (a) Downward Communication
  - (b) Upward Communication

#### 1. Horizontal Communication

The communication that takes place in the same level of authority between the members of the organisation. Uses both oral and written.

##### Advantages:

1. It improves the quality of team work.
2. Since it provides better coordination of individual effort, it ensures greater efficiency and better results.
3. When effectively used it helps eliminate misunderstanding, envy and petty jealousies among people of equal status.

##### Disadvantages:

1. There may be conflict between horizontal and vertical communication. Horizontal communication takes place more frequently than communication between seniors and juniors. So, a decision taken horizontally may go against seniors given by seniors.



2. At higher managerial levels horizontal Communication becomes difficult when people engaged in specialized jobs use technical languages (Jargons).

3. Unless horizontal Communication is tightly Controlled and each person is made aware of his responsibility, a great deal of time may be wasted.

## 2. Vertical Communication:

Communication that takes place among different levels in the line of authority. Ex. A sectional manager speaking to general manager.

### (a) Downward Communication:

Traditional type of Corporate Communication. It takes place when a person belonging to a higher position on the line of authority communicates with a person belonging to the lower levels of the hierarchy.

Ex. Staff meetings, interviews, circulars or notices, etc.

#### Advantages:

1. It helps maintain discipline within an organisation. Since the levels of authority are determined and clear-cut, each person knows that he is accountable to his immediate senior.
2. The Seniors also know the amount of authority they wield, and so they are confident while issuing instructions and orders to juniors.

#### Disadvantages:

1. Often the lines of Communication are too long.
2. Messages get distorted sometimes.
3. Some information is confidential and cannot be communicated downwards.

### (b) Upward Communication:

Flow of Communication from lower levels to higher levels. It is essential to keep managers informed about the progress of the work. In some organisations - 'open door' policy is followed.

#### Advantages:

1. It is part of a two-way process which promotes better understanding between management and employees.
2. It develops 'employer-employee' relations.

#### Disadvantages:

1. Only agreeable information is communicated upwards.
2. It tends to travel slowly as it is diluted at each level before it is sent.

## Informal Channels of Communication:

Operates in every organization and carries Communication which doesn't arise out of formal channels of Communication.

Informal discussions include rumours and un-verified information. Recognized as integral part of the Communication Structure of every organization.

This is also known as Grapevine Communication.

### Diagonal or Grapevine Communication:

1. Here the information flows in a random order.
2. Spreads very rapidly in all channels of Communication.
3. It provides feedback to the organization and reaches everyone.
4. It can be harmful as information can be baseless.
5. It is mostly incomplete.