I. Communication Processes, Principles, and Ethics

Oral Communication

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Written Communication

Written communication has great significance in today’s business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

Components of Communication Process

Communication is a process of exchanging verbal and non-verbal messages. It is a continuous process. Pre-requisite of communication is a message. This message must be conveyed through some medium to the recipient. It is essential that this message must be understood by the recipient in same terms as intended by the sender. He must respond within a time frame. Thus, communication is a two-way process and is incomplete without a feedback from the recipient to the sender on how well the message is understood by him.

The main components of communication process are as follows:

1. Context - Communication is affected by the context in which it takes place. This context may be physical, social, chronological or cultural. Every communication proceeds with context. The sender chooses the message to communicate within a context.

2. Sender / Encoder - Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response. Sender may be an individual or a group or an organization. The views, background, approach, skills, competencies, and knowledge of the sender have a great impact on the message. The verbal and non-verbal symbols chosen are essential in ascertaining interpretation of the message by the recipient in the same terms as intended by the sender.

3. Message - Message is a key idea that the sender wants to communicate. It is a sign that elicits the response of recipient. Communication process begins with deciding about the message to be conveyed. It must be ensured that the main objective of the message is clear.

4. Medium/ Channel - Medium is a means used to exchange / transmit the message. The sender must choose an appropriate medium otherwise known as channel for transmitting the message else the message might not be conveyed to the desired recipients. The choice of appropriate medium of communication is essential for making the message effective and correctly interpreted by the recipient. This choice of communication medium varies depending upon the features of communication.

5. Recipient / Decoder - Recipient / Decoder is a person for whom the message is intended / aimed / targeted. The degree to which the decoder understands the message is dependent upon various factors such as knowledge of recipient, their responsiveness to the message, and the reliance of encoder on decoder.

6. Feedback - Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also like memos, reports, etc.

Barriers to Effective Communication

There are many reasons why interpersonal communications may fail. In many communications, the message (what is said) may not be received exactly the way the sender intended. It is, therefore, important that the communicator seeks feedback to check that their message is clearly understood.

The skills of Active Listening, Clarification and Reflection may help but the skilled communicator also needs to be aware of the barriers to effective communication and how to avoid or overcome them.

There are many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding.  Effective communication involves overcoming these barriers and conveying a clear and concise message

Categorization of Barriers to Communication

Language Barriers

Language and linguistic ability may act as a barrier to communication. However, even when communicating in the same language, the terminology used in a message may act as a barrier if it is not fully understood by the receiver/s. For example, a message that includes a lot of specialist jargon and abbreviations will not be understood by a receiver who is not familiar with the terminology used. Regional colloquialisms and expressions may be misinterpreted or even considered offensive.

Psychological Barriers

The psychological state of the communicators will influence how the message is sent, received and perceived.

For example: If someone is stressed he/she may be preoccupied by personal concerns and not as receptive to the message as if they were not stressed. Stress management is an important personal skill that affects our interpersonal relationships

Anger is another example of a psychological barrier to communication. When we are angry it is easy to say things that we may later regret, and also to misinterpret what others are saying.

More generally people with low self-esteem may be less assertive and therefore may not feel comfortable communicating - they may feel shy or embarrassed about saying how they really feel, or read unintended negative sub-texts in messages they hear.

Physiological Barriers

Physiological barriers to communication may result from the receiver’s physical state. For example, a receiver with reduced hearing may not fully grasp the content of a spoken conversation especially if there is significant background noise.

Physical Barriers

An example of a physical barrier to communication is geographic distance between the sender and receiver(s). Communication is generally easier over shorter distances as more communication channels are available and less technology is required. The ideal communication is face-to-face.

Although modern technology often helps to reduce the impact of physical barriers, the advantages and disadvantages of each communication channel should be understood so that an appropriate channel can be used to overcome the physical barriers.

Systematic Barriers

Systematic barriers to communication may exist in structures and organizations where there are inefficient or inappropriate information systems and communication channels, or where there is a lack of understanding of the roles and responsibilities for communication. In such organizations, people may be unclear of their role in the communication process and therefore not know what is expected of them.

Attitudinal Barriers

Attitudinal barriers are behaviors or perceptions that prevent people from communicating effectively. Attitudinal barriers to communication may result from personality conflicts, poor management, resistance to change or a lack of motivation. To be an effective receiver of messages you should attempt to overcome your own attitudinal barriers to help ensure more effective communication.

The 9 Cs of Effective Communication

Effective Communication means to know what the basic principles of “effective communication”. These principles focus on listening speaking, reading and writing; They focus on the reader/audience; These principles tell us how a message can become effective for the target group; and These principles also tell about the style and the importance of the message.

These principles are as follows:

1. Correctness 2. Conciseness 3. Clarity

4. Completeness 5. Concreteness 6. Consideration

7. Courtesy 8. Confidence 9. Conversational tone

1. Correctness: To be correct in communication the following principles should be borne in mind:

a. Use the correct level of language.

b. Include only accurate facts, words and figures

c. Maintain acceptable writing mechanics.

d. Apply the following qualities:

i. Avoid switching from third person to second or first person. If you are writing in the third person don’t

use I, me, we, us & you.

ii. There should be proper grammar, punctuation, spelling and paragraphing.

2. Conciseness: Business executives are dead busy. They don’t have time to go through unnecessarily lengthy messages. The writer is also the loser if he writes wordy messages, because it involves more time and money to type and read. Conciseness makes the message more understandable and comprehensible. To achieve conciseness, the following guidelines will help you.

a. Omit hackneyed expressions and clichés.

b. Avoid unnecessary repetition and wordy expressions.

c. Include only relevant facts.

d. Organize the message efficiently and logically (with logical reasoning).

In business, less in more but conciseness should not be accomplished at the cost of completeness.

3. Clarity: Clarity demands that the business message should be correct, concise, complete, concrete and with consideration. To accomplish these, observe the following:

a. Avoid Clichés like; “I beg to state’, ‘please find enclosed herewith’, or ‘thanking you in anticipation’.

b. Proper punctuation makes the communication clear.

c. Insert examples, illustrations, tables, graphs and other visual aids, if necessary. Make the message

readable and understandable.

d. Make correct sentences and divide the message in properly sized paragraphs.

e. Use correct pronunciation

f. Choose pithy, short, familiar and a conversational words

4. Completeness: The message should be complete to bring desirable results. It should include everything the reader wants or needs. We should be able to know the reader’s background, viewpoints, needs, attitudes and emotions to determine the extent of information to be included in the message.

The following are the guidelines for completeness.

1. The message should answer all the questions in the order they were asked.

2. Give some additional information, if it’s important to the audience.

3. Ensure that you answer 5 W’s and 1 H as follows: Who, What, Where, When, Why & How

5. Concreteness: Business writing should be specific, definite, unambiguous and vivid rather than vague & general. The following guidelines lead to concreteness.

1. Use specific facts and figures. Avoid words like good, bad, few, quick, soon etc.

2. Use action verbs. You can accomplish it by using active voice.

3. The message should have vivid and image building words. To achieve these, make comparisons and

use figurative language and concrete words.

6. Consideration refers to your attitude, empathy, the human touch and understanding of human nature. Consideration means to construct the message keeping the receiver in mind. You should try to visualize your readers, their desires, problems, emotions, circumstances and possible reactions to your request. Consideration can be achieved through the following: level of education, age, interests, ethnic group (some cases maybe).

7. Courtesy refers the vital quality not only in communication but characters too. This goes hand in hand with humility and mannerism. It builds goodwill and involves being polite in terms of approach and manner of addressing an individual.

8. Confidence allows you to speak concisely and with clarity. Professionals who communicate with confidence can convey what they want to their clients and co-workers in a clear and efficient manner.

9. Conversational Tone: It is important how you say a thing. Your letter should read as if you are talking to the reader. The tone should be comfortable, natural, conversational, unpretentious and inconspicuous. Business letters are not scholarly dissertations. Conversational tone makes the writer emphatic. You should avoid legalese and business jargons.

To accomplish a conversational tone:

i. Vary your words.

ii. Adjust the level of formality according to your audience (How frank/free/formal/casual or informal should

you be?)

iii. Use proper grammar.

iv. Be direct

v. Keep the sentences and paragraphs small.

vi. Avoid vague expressions

10 Basics of Ethical Communication

Ethics is a branch of philosophy that focuses on issues of right and wrong in human affairs. These basics as ideals — ideals, in the sense that we all fall short of meeting these at some times, and yet we can continue to improve. One of the goals of belonging to an Ethical Society is to get support for learning to live more in accord with the ideals.

Ten Basics of Ethical Communication

1. Seek to “elicit the best” in communications and interactions with other group members.

2. Listen when others speak.

3. Speak non-judgmentally.

4. Speak from your own experience and perspective, expressing your own thoughts, needs, and feelings.

5. Seek to understand others (rather than to be “right” or “more ethical than thou”).

6. Avoid speaking for others, for example by characterizing what others have said without checking your understanding, or by universalizing your opinions, beliefs, values, and conclusions, assuming everyone shares them.

7. Manage your own personal boundaries: share only what you are comfortable sharing.

8. Respect the personal boundaries of others.

9. Avoid interrupting and side conversations.

10. Make sure that everyone has time to speak, that all members have relatively equal “air time” if they want it.

II. Local and Global Communication in Multicultural Settings (Wakat, G. et. al., 2018)

What is Culture?

Culture isn’t only intellectual happenings like arts, festivals, traditional foods, heritages or literature, but refers to the daily lifestyle of the general population or a group of people or an individual. It also describes the family life and social life.

It can be tangible or intangible and are ever-changing. Culture is created by humans and can be different from place to place. It creates a human environment with shared meanings within a society through beliefs, values, norms, etc. and are a learned behavior.

Culture defines how a person behaves, interacts and gives meaning to actions. People identify themselves with their culture and tend to behave differently in different cultures. This is due to the different perception of people, on the world, from different cultures.

Intercultural communication is an important factor in today’s globalized world. People travel and they need to communicate, in most cases, it’s out of one’s culture.

Culture is combining with each other gradually. Sharing information with people belonging to different cultures is known as intercultural communication or cross-cultural communication.

People who have to deal with other cultures, face a problem of intercultural communication. Even though they take language classes and learn to speak local languages fluently, intercultural communication isn’t just that. Its one’s understanding of the culture, the social interactions, and cultural accommodation. People who have to deal with other cultures, face a problem of intercultural communication. Even though they take language classes and learn to speak local languages fluently, intercultural communication isn’t just that. Its one’s understanding of the culture, the social interactions, and cultural accommodation.

*III. Bilingualism*

What is known about bilingualism?

Bilingualism is the ability of an individual or the members of a community to use two [languages](https://www.thoughtco.com/what-is-a-language-1691218) effectively. On the other hand, Monolingualism refers to the ability to use a single language. The ability to use multiple languages is known as [multilingualism](https://www.thoughtco.com/what-is-multilingualism-1691331).

A bilingual person is someone who speaks two languages. A person who speaks more than two languages is called ‘multilingual’ (although the term ‘bilingualism’ can be used for both situations). It’s possible for a person to know and use three, four, or even more languages fluently.

To put it simply, bilingualism is the ability to use two languages. Others may be proficient in reading in two or more languages (or bi-literate). A person may be bilingual by virtue of having grown up learning and using two languages simultaneously (simultaneous bilingualism).

More than half of the world's population is bilingual or multilingual: "56% of Europeans are bilingual, while 38% of the population in Great Britain, 35% in Canada, and 17% in the United States are bilingual," per statistics referenced in "Multicultural America: A Multimedia Encyclopedia."

A discussion of bilingualism and second language learning distinguishes three types of bilingualism, namely, compound, coordinate, and sub-coordinate. A compound bilingual is an individual who learns two languages in the same environment so that he/she acquires one notion with two verbal expressions. A coordinate bilingual acquires the two languages in different contexts (e.g., home and school), so the words of the two languages belong to separate and independent systems. In a sub-coordinate bilingual, one language dominates. As illustration, language development is examined in case studies of the following Italian/English bilingual children in Italy: (1) a two-year-old whose Italian father uses both languages and whose English mother uses mostly English; (2) two sisters aged five and nine whose parents are Italian but who have always attended English-language schools; and (3) two Italian teenage boys whose mother has always spoken English to them and who have always attended English-language schools. The successes and problems faced by the children and their parents in developing bilingualism are discussed. It is concluded that in addition to biological predisposition, motivation and context play a significant role in bilingual development, and that overall, the bilingual experience is enriching. (MSE)

What are the effects of being bilingual? Here are 10 benefits of being bilingual:

a. Increase brain power.

b. It can give children an academic advantage.

c. Increase awareness of other cultures.

d. Make travel easier and more enjoyable.

e. Improve competitiveness in the job market.

f. Find it easier to learn a third language.

g. You can better raise your kids bilingual.

Bilingualism as the Norm

According to "The Handbook of Bilingualism," "Bilingualism—more generally, multilingualism—is a major fact of life in the world today. To begin with, the world's estimated 5,000 languages are spoken in the world's 200 sovereign states (or 25 languages per state), so that communication among the citizens of many of the world's countries clearly requires extensive bi- (if not multi-) lingualism. In fact, [British linquist] David Crystal (1997) estimates that two-thirds of the world's children grow up in a bilingual environment. Considering only bilingualism involving English, the statistics that Crystal has gathered indicate that, of the approximately 570 million people worldwide who speak English, over 41 percent or 235 million are bilingual in English and some other language. One must conclude that, far from being exceptional, as many lay people believe, bilingualism or multilingualism—which, of course, goes hand in hand with multiculturalism in many cases—is currently the rule throughout the world and will become increasingly so in the future."

Foreign Language Instruction in the U.S.

According to language research consultant Ingrid Pufahl, "For decades, U.S. policymakers, business leaders, educators, and research organizations have decried our students’ lack of foreign language skills and called for better language instruction. Yet, despite these calls for action, we have fallen further behind the rest of the world in preparing our students to communicate effectively in languages other than English.

"I believe the main reason for this disparity is that foreign languages are treated by our public education system as less important than math, science, and English. In contrast, E.U. governments expect their citizens to become fluent in at least two languages plus their native tongue. Foreign language instruction in the U.S. is frequently considered a 'luxury,' a subject taught to college-bound students, more frequently in affluent than poor school districts, and readily cut when math or reading test scores drop or budget cuts loom."

What is Intercultural communication?

Intercultural communication is the study and application of knowledge on “cultural perceptions and symbol systems” of people belonging to different cultures.

The intended meaning of any message differs when encoded by a person of a certain culture and decoded by someone of the other. The different meanings of symbols in different culture also vary making the interpretation difficult.

While applying inter-cultural communication, it refers to making people aware and able to adopt others’ cultures when they communicate with them and thus have a meaningful communication.

Forms of Intercultural Communication

Intercultural communication refers to the communication between people from two different cultures. Intercultural communication is a symbolic, interpretive, transactional, contextual process in which people from different cultures create shared meanings.

1.) Interracial Communication

A genre of communication study that embraces the interactions between people representing the different historical races. It encompasses the encounters between people in a practical sense – the ordinary engagement of human beings from various racial, cultural, linguistic, and ethnic backgrounds with each other in the quite human activity of social interaction.

Interethnic Communication

Can be envisaged as a specific type of intergroup communication (Giles & Mass, 2016), in which people relate to each other primarily based on their ethnic membership. Members of the ethnic group see themselves as sharing cultural traditions and history that distinguish them from other groups.

2.) International Communication (also referred to as the study of global communication or transnational communication)

Is the communication practice that occurs across international borders. The need for international communication was due to the increasing effects and influence of globalization

3.) Intracultural Communication

Is a meaningful exchange between members of the same social group or groups with similar cultural properties.