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UNIT 1

COMMUNICATION

MEANING

- The word communication is derived from the Latin word “communicare”
- It is the process of exchanging information, usually through a common system of symbols.
- Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.

DEFINITION

- “ **Communication** is transfer of information from one person to another, whether or not it elicits

confidence. But the information transferred must be understandable to the receiver.” **G.G. Brown.**

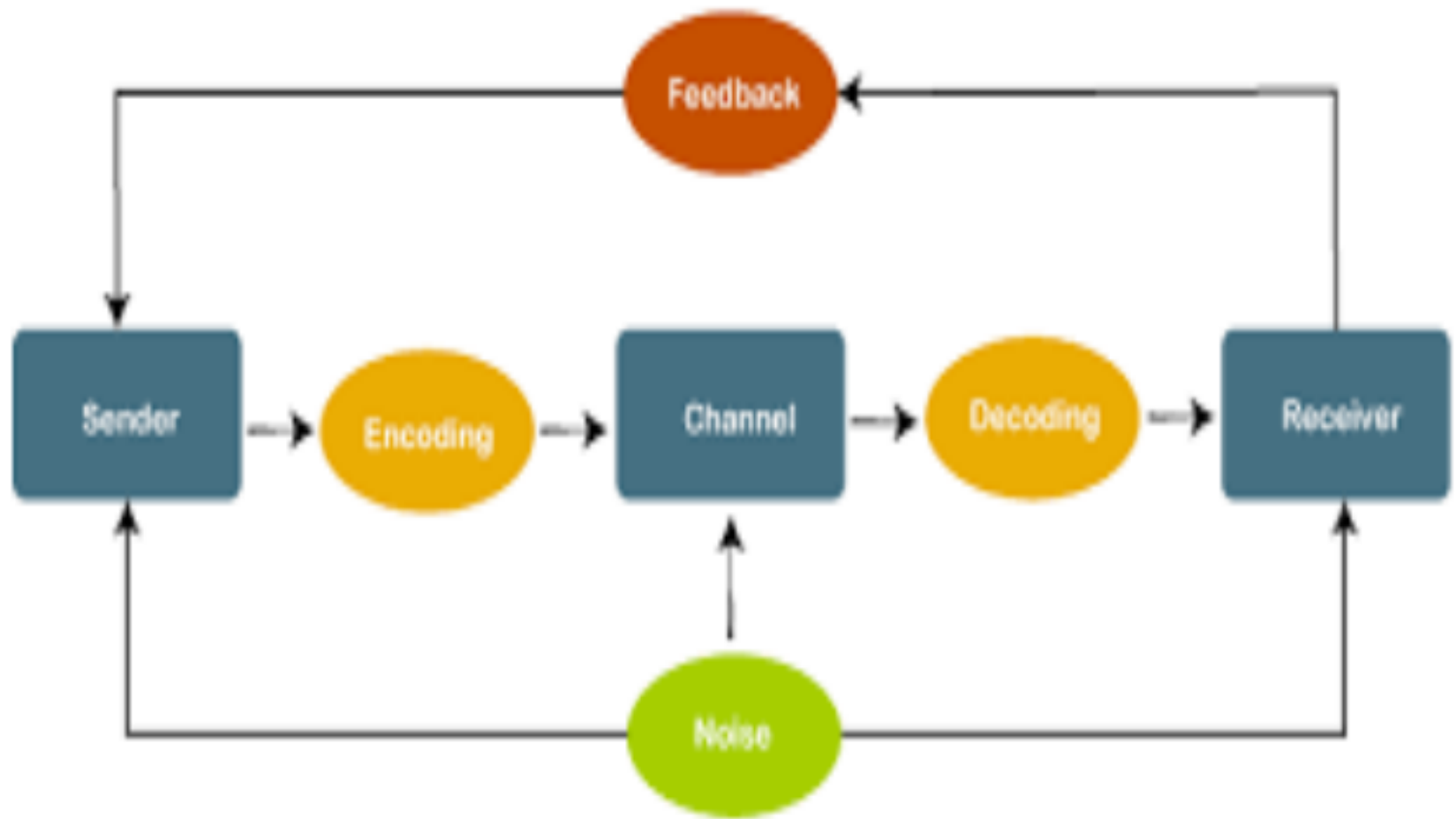
- According to **Keith Davis**, "Communication is a process of passing information & understanding from one person to another.”
- According to **William Newman & Charles Summer**,” Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.”

Definition of Technical Communication

- The Society for Technical Communication defines,” the field as any form of communication that focuses on technical or specialized topics, communicates specifically by using technology, or provides instruction on how to do something.”

- The European Association for Technical Communication defines communication as, "the process of defining, creating & delivering information products for the safe, efficient & effective use of products (technical systems, software, services etc.)"

COMMUNICATION PROCESS



COMMUNICATION PROCESS

1. **Developing idea by the sender:** In the first step, the

communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.

2. Encoding: Encoding means converting or translation the idea into a perceivable form that can be communicated to others.

3. Developing the message: After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cries, the crying is the message.

COMMUNICATION PROCESS

4. Selecting the medium: Medium is the channel or means of transmitting the message to the receiver. Once the sender has

encoded his into a message, the next step is to select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signaling, gesturing etc.

5. Transmission of message: In this step, the sender actually transmits the message through chosen medium. In the communication cycle, the tasks of the sender end with the transmission of the message.

6. Receiving the message by receiver: This stage simply involves the reception of sender's message by the receiver. The message can be received in the form of hearing, seeing, feeling and so on.

COMMUNICATION PROCESS

7. Decoding: Decoding is the receiver's interpretation of the sender's message. Here the receiver converts the message into

thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.

8. Feedback: The final step of communication process is feedback. Feedback means receiver's response to sender's message. It increases the effectiveness of communication. It ensures that the receiver has correctly understood the message. Feedback is the essence of two-way communication.



LEVELS



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INTRA-PERSONAL COMMUNICATION

This

INTRAPERSONAL COMMUNICATION

communication
occurs within the

individual's brain in the form of internal dialogue.

It helps one to think, plan, analyze, and interpret ideas and messages.

It can be in the form of Spoken, Written or Thought.

It helps in better understanding of oneself & also helps in developing empathy towards others.

INTRA-PERSONAL COMMUNICATION

Examples:

1. Thinking Form- Thinking about what to have for dinner or how to solve a complex mathematical problem or which colour dress to buy etc.
2. Vocal Form- This way of performing intrapersonal communication is essentially talking to yourself out loud while studying or rehearsing the dialogues or talking to oneself when angry.
3. Written Form- It includes preparing notes or shopping lists or reminders or even writing a personal diary.

INTER-PERSONAL COMMUNICATION

It involves two parties-a sender and a receiver who use common language to transit message either through oral communication or written communication.

It happens with an



individual through out the day.

It can be termed as one of the important level of communication.

INTER-PERSONAL COMMUNICATION

Examples

1. Verbal- It includes talking to a friend over the phone, giving an interview, argument or fight with someone, asking for some help etc.
2. Written- It is in the form of Reports, E-mails, Notices, chats etc.
3. Non-Verbal- Inter-personal communication can also be in the form of Non-verbal symbols or gestures like waving hands to say Hello, Nodding head while listening to someone etc.

EXTRAPERSONAL COMMUNICATION

Extrapersonal Communication



In extra personal communication, human beings interact with non human entities.

This form of communication requires coordination & understanding between the sender and the receiver.

EXTRAPERSONAL COMMUNICATION

Examples

1. Talking to our Pets
2. Talking to a tree
3. Talking with rain drops etc.

ORGANIZATIONAL COMMUNICATION



Organizational Communication refers to the communication that takes place within the parties in and outside the organization.

Inside the organization,

communication is in the form of upward, downward, horizontal, grapevine etc.

ORGANIZATIONAL COMMUNICATION

External Communication refers to the communication with the public outside the organization like Suppliers, Customers, Government & Public in general.

MASS COMMUNICATION



According to Emery, "Mass Communication is the process of sending a message, thought and attitude through some media at

a time to a large
number of
heterogeneous
audience.

Examples: article in a
newspaper, public
speech by a famous
figure, you tube
videos,etc.

COMMUNICATION NETWORK



Types of Communication Network

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UPWARD COMMUNICATION
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Upward Communication flows from subordinates to the superiors. Also known as Up stream Communication.

Bartol & Martin defines Upward Communication as “the vertical communication flows from lower level to one or more higher levels in the organization.

Upward Communication is vital for any organization to survive & succeed in this competitive business world.

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UPWARD COMMUNICATION

Subordinates send reports, present their findings and recommendations, grievances, suggestions to the managers, open door policy etc.

In an open culture, a lot of upward communication will take place.

Upward Communication brings harmony in the organization. The management & the employees work as a team & work for the success of the organization.

DOWNWARD COMMUNICATION

MANAGING DIRECTOR



GENERAL MANAGER



SECTIONAL MANAGERS



SUPERVISORS



STAFF AND WORKERS

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DOWNWARD

COMMUNICATION

It flows from the Managers to the Subordinates in the organization.

In other words, it **flows** from the top management to the **lower** level management.

It can be routine information, instruction about policies and procedures.

It can also be feedback from Superiors.

Issue of notices and memos is also part of Downward communication.

What is Vertical Communication

Upward
communication

Downward
communication

Downward Communication



Upward Communication

Figure: The flow of vertical communication

VERTICAL COMMUNICATION

According to Ricky W.Griffin," Vertical Communication is the communication that flows up & down the organization, along formal reporting lines".

It is the communication where information or messages flows within the top level of the organizational structure & bottom level of the organizational structure.

Vertical Communication helps the top management to control the activities at different levels.

Diagonal Communication



DIAGONAL COMMUNICATION

It takes place at different levels in the hierarchy.

It occurs both ways, that is from the upper level to the lower level and vice versa.

The path is mixture of both horizontal and vertical movements.

HORIZONTAL COMMUNICATION



HORIZONTAL COMMUNICATION

1. Horizontal Communication is the information that is

shared among people on the same hierarchical level.

2. it has several important functions like :

It allows sharing of information, coordination & problem solving among units.

Helps to solve conflicts

Provides emotional & social support.



NOISE

Definition of noise- Noise is an **unwanted signal** which interferes with the original message signal and corrupts the parameters of the message signal. This alteration in the communication process, leads to the message getting altered. It is most likely to be entered at the channel or the receiver.

NOISE

Communication noise can be defined as any barrier

preventing an effective communication process. When a form of noise disrupts the communication process from the sender to the receiver, it is considered communication noise.

The noise might distract the receiver, causing them not to hear the sender's message properly. Or it might distract the sender, making it difficult for them to communicate the message effectively. Either way, noise becomes a barrier to communication.

Communication noise can be found in almost all settings and contexts, including face-to-face, groups and organizational settings.

NOISE AS A BARRIER OF COMMUNICATION

PHYSICAL NOISE



Any disturbance or interference

that is coming from an external source is considered a form of physical noise.

In other words, it can be anything causing a noisy environment in communication.

Examples of physical noise can include static on a call, the noise of an airplane flying over the building and people talking during a meeting or presentation, among many others.

PHYSICAL NOISE

Physical noise can also be non-auditory. For instance, someone making a

gesture and
distracting you might
cause you not to
receive the message.
This is visual noise,
another form of
physical noise.

PHYSIOLOGICAL NOISE



Physiological noise
occurs when a
sensation within your
body prevents you
from listening to a
message. You might
not listen well
because you are

feeling exhausted or hungry, for example. This prevents you from being able to focus and take in the information.

CULTURAL NOISE



People can belong to many different cultures or cultural groups. Some of these include nationality, region, social position, gender, age and careers.

Because every individual is a member of unique cultural groups, their values, beliefs, attitudes and expectations also differ. This can often lead to cultural noise as the messenger

might not communicate the message in the best way for the receiver to understand it due to cultural differences.

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PSYCHOLOGICAL NOISE



Psychological noise includes distractions within the listener's own mind. You know the voice in your head? It could be talking over the person you're speaking to. You might also be thinking about other things — such as what you're having for dinner or how you'll deal with a sticky situation at work — that prevent you from listening attentively.

PSYCHOLOGICAL NOISE



Psychological noise can also stem from differences between individuals' personal views, attitudes, assumptions and biases. Because people see and understand the world in different ways, they might misinterpret the language used, content, perceived beliefs or attitude of the messenger during communication. As a result, the receiver might not understand the message the way it was intended to be communicated.

TECHNICAL NOISE

Technical noise is anything technical that prevents the audience

from hearing, receiving and understanding a message clearly. This can include any technical issues like slow connectivity, down servers, or issues with technical equipment like web cameras or microphones.

A



communication network refers to how information flows within the organization. Information within an organization generally flows through a system, rather than being a free flow. Communication networks are regular patterns of person

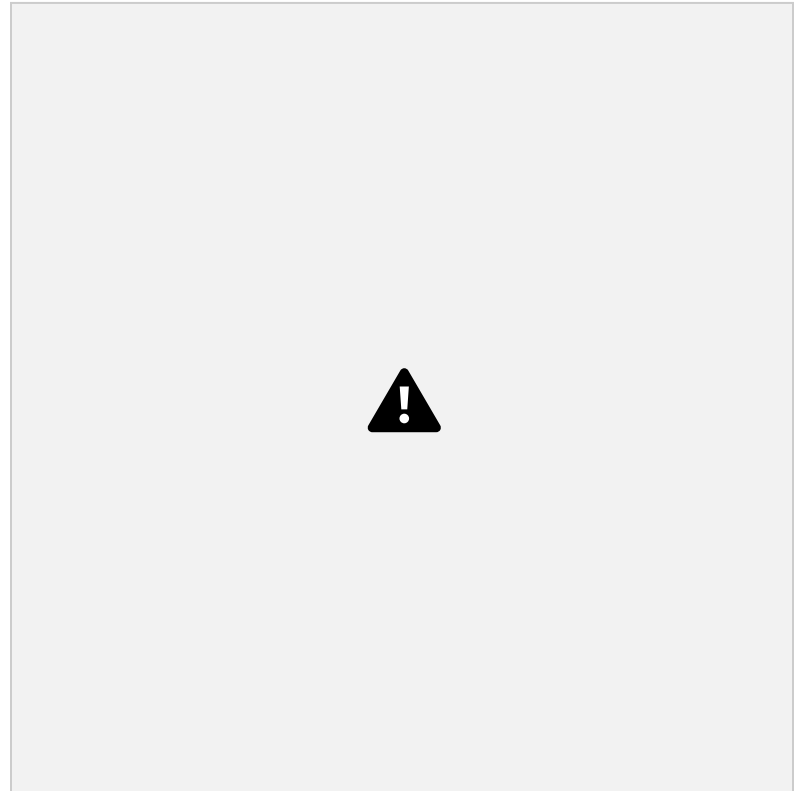
to-person relationships through which information flows in an organization. This means that the flow of information is managed, regulated. and structured. Communication networks may be formal or informal.

FORMAL COMMUNICATION

A formal communication network is one which is created by management and described with the help of an organizational chart.

An organizational chart specifies the hierarchy and the reporting system in the organization.

Therefore, in a formal network, information is passed on only through official channels such as



memos, bulletins and intranet
(email within the organization).

FORMAL COMMUNICATION

Different types of Formal Communication are:

1. Upward Communication
2. Downward Communication
3. Horizontal Communication
4. Diagonal Communication

The formal communication follows a proper predefined channel of communication and is deliberately controlled.

INFORMAL COMMUNICATION

The Informal Communication is the casual and

unofficial form of communication wherein the information is exchanged spontaneously between two or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command.

Informal communications are based on the personal or informal relations such as friends, peers, family etc. and thus is free from the organizational conventional rules and other formalities.

INFORMAL COMMUNICATION

The gossip in the organization is the best example of informal communication, wherein the employees of different department irrespective of their hierarchical positions come

together and communicate with each other.

The grapevine satisfies the social needs of people and smoothens the formal relations by filling in the gaps and even bring together different people who do not fall under the common chain of command.



GRAPEVINE

Grapevine is a form of informal communication, operates both in internal and external informal channels which can contribute to and benefit the organization.

Therefore, it is found in all organizations. It does not follow any prescribed or predetermined rule and spreads any information quickly.

Grapevine is a natural person-to-person informal communication channel through which information flows horizontally, vertically or diagonally without following any set rule or regulation among the people within or outside the organization.

ADVANTAGES OF GRAPEVINE

Grapevine channels carry information rapidly. As soon as an employee gets to know some confidential information, he becomes inquisitive and passes the details then to his closest friend who in turn passes it to other. Thus, it spreads hastily.

The managers get to know the reactions of their subordinates on their policies. Thus, the feedback obtained is quick compared to formal channel of communication.

The grapevine creates a sense of unity among the employees who share and discuss their views with each other. Thus, grapevine helps in developing group cohesiveness.

The grapevine serves as an emotional supportive value.

The grapevine is a supplement in those cases where formal communication does not work.

DISADVANTAGES OF GRAPEVINE

1. The grapevine carries partial information at times as it is

more based on rumours. Thus, it does not clearly depicts the complete state of affairs.

2. The grapevine is not trustworthy always as it does not follows official path of communication and is spread more by gossips and unconfirmed report.
3. The productivity of employees may be hampered as they spend more time talking rather than working.
4. The grapevine may hamper the goodwill of the organization as it may carry false negative information about the high level people of the organization.



MEANING & DEFINITION

Non-verbal Communication is the process of conveying meaning without the use of words. It includes facial expressions, eye contact, tone of voice,



body posture &
motions. It also includes
the clothes one wear &
also the silence one
keeps.

FORMS OF NON-VERBAL COMMUNICATION

Conscious Non-verbal Communication



Senders of conscious non-verbal communication are aware that they are sending a message & are also aware of the general meaning of that message.

Conscious Non-verbal Communication

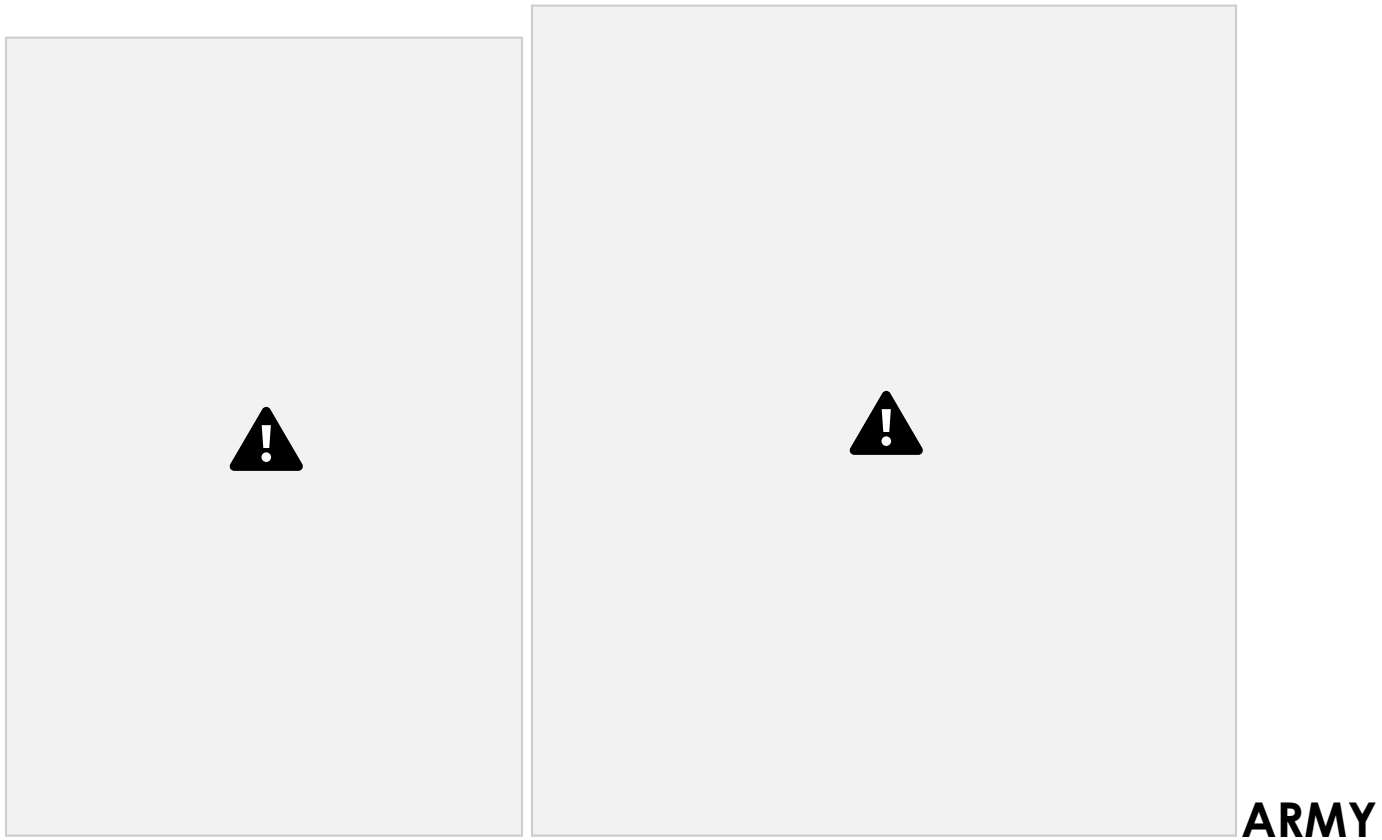
For
eg:



Individuals

extending a hug
know that they are
embracing someone
& that the action is
normally perceived
as indicating
affection.

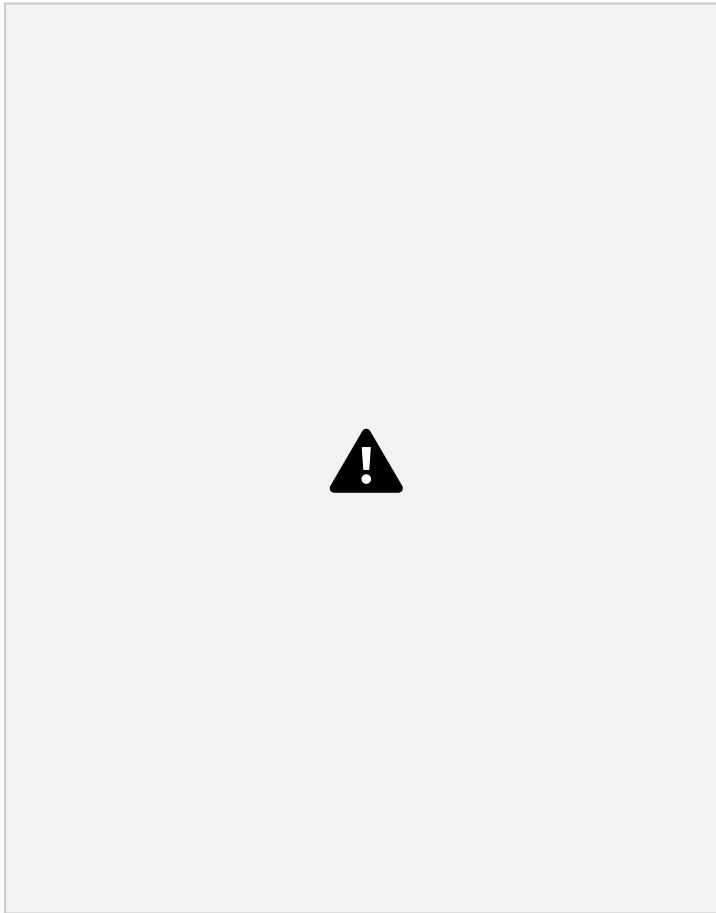
Sub-Conscious Non-Verbal Communication



Police

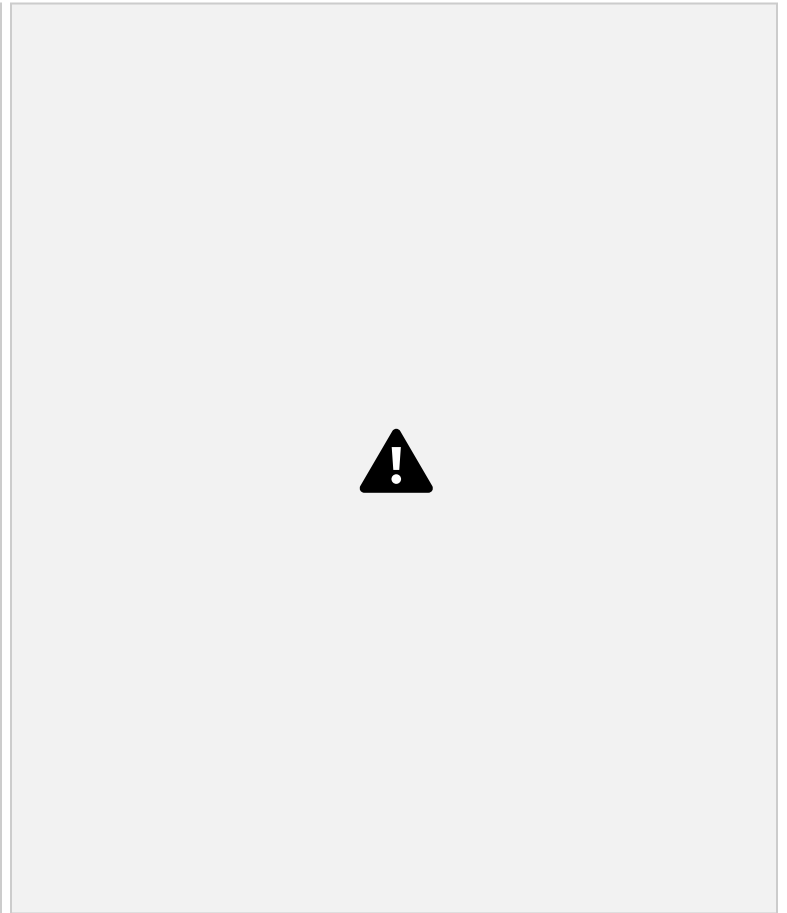
ARMY

Sub-Conscious Non-Verbal Communication



Well Dressed

Not so well dressed



Sub-Conscious Non-Verbal Communication

Sub-conscious messages are also called “ Subliminal messages”

These messages are communicated to the receiver unintentionally.

Receivers of such messages are not consciously aware of the message, however the messages are important.

For eg: Police & Army/ Military uniforms subconsciously communicate the authority of those wearing them.

Well –dressed executives project success & credibility.

Subconscious communication is often more powerful than conscious communication.

Involuntary non-verbal communication

Most non-verbal messages are involuntary.

Many communicators are not aware that they communicate non-verbally.

Body language is one area where the involuntary nature of non-verbal communication is particularly evident.

Also people unintentionally convey non-verbal signals by their facial expressions, gestures & body postures.

Involuntary non-verbal communication tends to be more revealing & more honest than verbal communication.





Voluntary Communication

Voluntary Communication refers to the control displayed by a communicator, when it comes to non-verbal communication.

For eg: A person who knows that people telling lies often blink their eyes can take special care not to blink when telling a lie.

A person is who is nervous during a presentation, but covers the nervousness with confident body language.

Types of Non-Verbal Communication

1.

It is

&



Kinesics

interpretation of
body language,
facial
expressions,
gestures
posture.

Kinesics is the

name

given to study of
Body's Physical
Movements.

It is considered to be
“an intelligent way of
communication”.

Kinesics

Body



movements &
Gestures are
regarded as form of
non-verbal
communication.

It is an important
category of non
verbal
communication

OCULESICS



OCULESICS



OCULESICS

When someone looks right into somebody's eyes, this is generally a good sign. After all, most of us will try to look into someone's eyes to show interest. Usually, people look away because they're processing something.

While looking up indicates contemplation, looking down is not a good sign. It could also express guilt or disinterest. Constantly looking down, on the other hand, signals submissiveness.

Looking in the upper-left direction indicates the person may well be trying to fetch something from their immediate visual memory. Looking towards the lateral left indicates an effort to recall a song or a sound memory.

Looking towards the upper-right corner of their eyes could mean the person is creating a visual image of something or it could potentially indicate that they are lying. If someone is potentially lying about a conversation, they are likely to look towards their lateral right. When you close your eyes, remember, you always move them towards the lower right.

HAPTICS





HAPTICS

It is a branch of non-verbal communication that refers to the ways in which people communicate & interact through the sense of touch.

It is the characteristic of non-verbal communication & used when we come into physical contact with other people.

For eg: We use handshakes to gain trust & introduce ourselves.

PROXEMICS





The term paralanguage is combination of two words, “para” means “like” & “language” means mode of communication. Thus it means like language.

Paralanguage acts as a support to the verbal message & convey our emotions & intentions to the audience.

Paralanguage consists of 8 parts:
Pitch, tone, rate of speech per minute, stress, articulation, Pronunciation & Silence.

PERSONAL APPEARANCE

