

UNIT

COMMUNICATION-MEANING

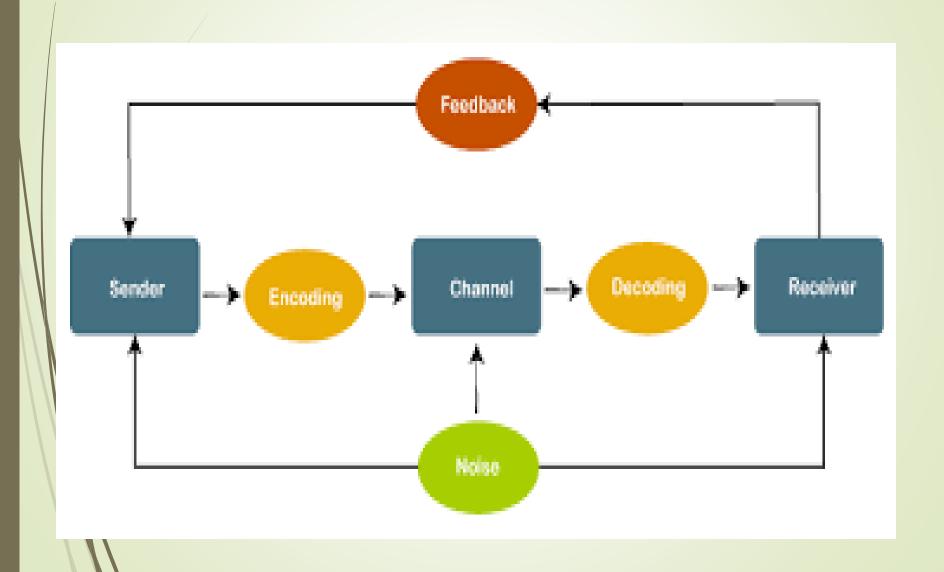
- The word communication is derived from the Latin word "communicare"
- It is the process of exchanging information, usually through a common system of symbols.
- Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or 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.)"



- 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.

- 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.

- 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.

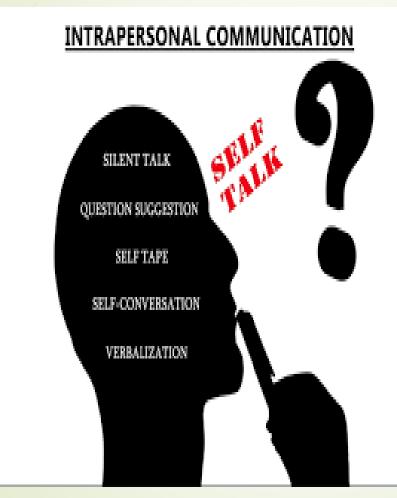
LEVELS





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INTRA-PERSONAL COMMUNICATION



- This 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:
- Thinking Form- Thinking about what to have for dinner or how to solve a complex mathematical problem or which colour dress to buy etc.
- 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

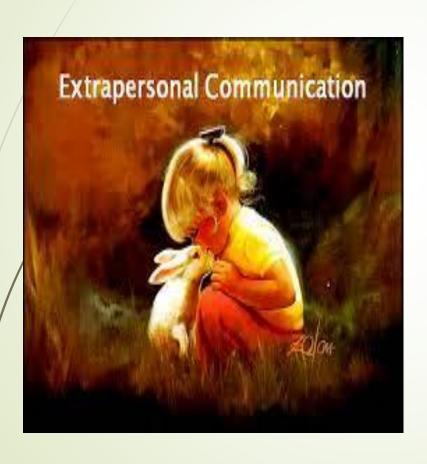


- It involves two parties-a sender and a receiver who use common language to transit message either through oral communication or written communication.
- It happens with an individual through out the day.
- It can be termed as one of the important level of communication.

INTER-PERSONAL COMMUNICATION

- Examples
- Verbal- It includes talking to a friend over the phone, giving an interview, argument or fight with someone, askng 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



- In extra personal communication, human beings interact with nonhuman 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

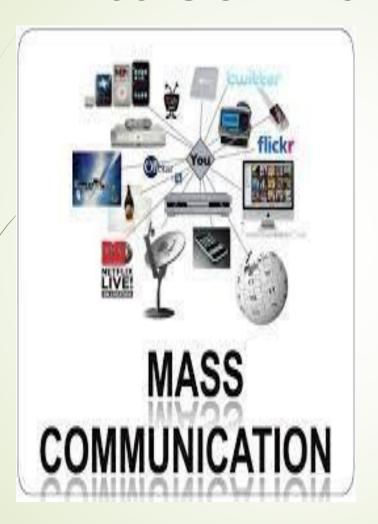


- Organizational Communication refers to the communication that takes place within the parties in and outside the organization.
- Inside the organization, communication is in the form of upward, downward, horizontal, grapevine etc.

ORGANIZATIONAL COMMUNICATION

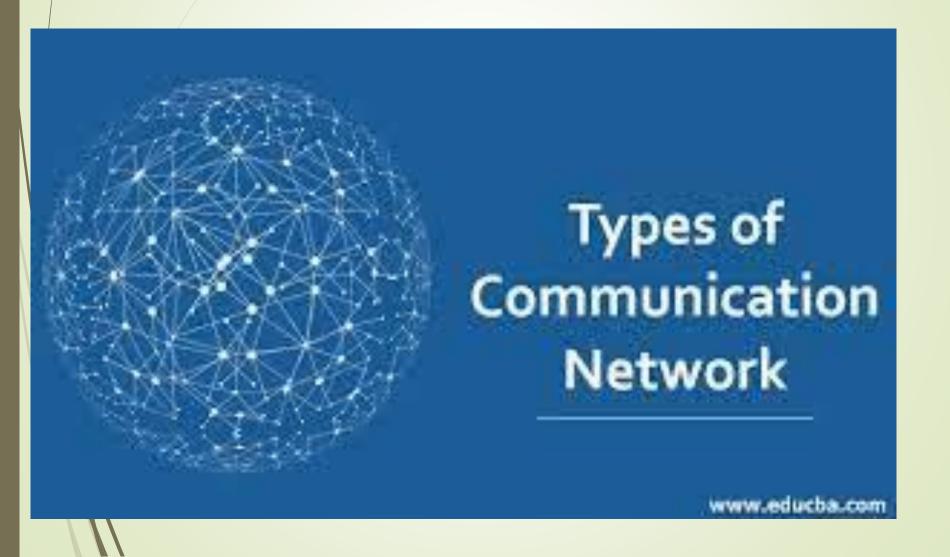
External Communication refers to the communication with the public outside the organization like Suppliers, Customers, Government & Public in general.

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





- Upward Communication flows from subordinates to the superiors. Also known as Upstream 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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- 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

J.

GENERAL MANAGER

J

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 commication



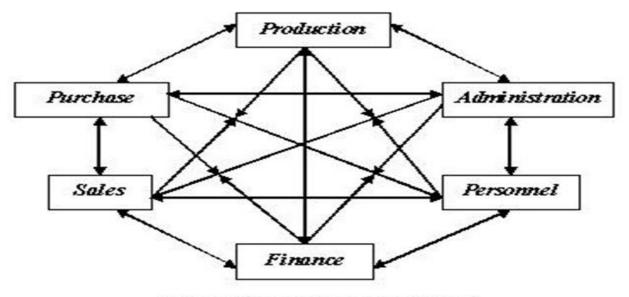
Figure: The flow of vertical communication

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



[Dimensions of 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

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HORIZONTAL COMMUNICATION

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HORIZONTAL COMMNICATION

- 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

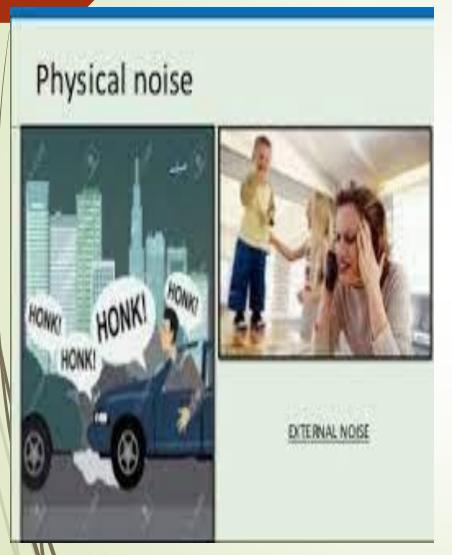
Definition of noise- Noise is an unwanted signal which interferes with the original message signal and corrupts the parameters of the message signal. This alteration in the communication process, leads to the message getting altered. It is most likely to be entered at the channel or the receiver.

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.

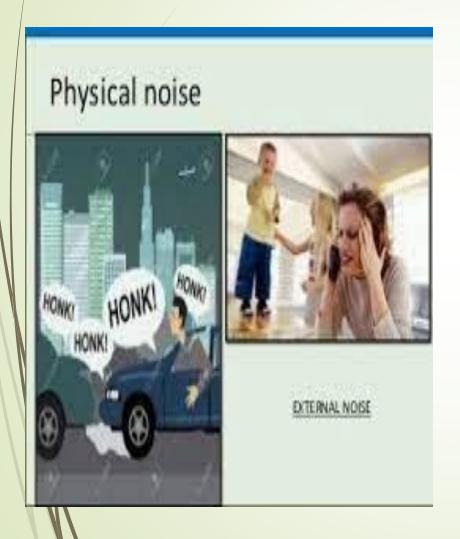
NOISE AS A BARRIER OF COMMUNICATION

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

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physiological

Of or pertaining to physiology; relating to the science of the functions of living organism; as, physiological botany or chemistry.

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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



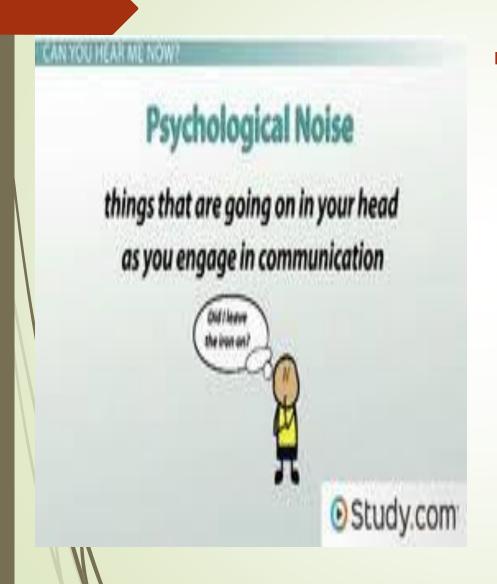
- People can belong to many different cultures or cultural groups. Some of these include nationality, region, social position, gender, age and careers.
- member of unique cultural groups, their values, beliefs, attitudes and expectations also differ. This can often lead to cultural noise as the messenger might not communicate the message in the best way for the receiver to understand it due to cultural differences.

CULTURAL NOISE



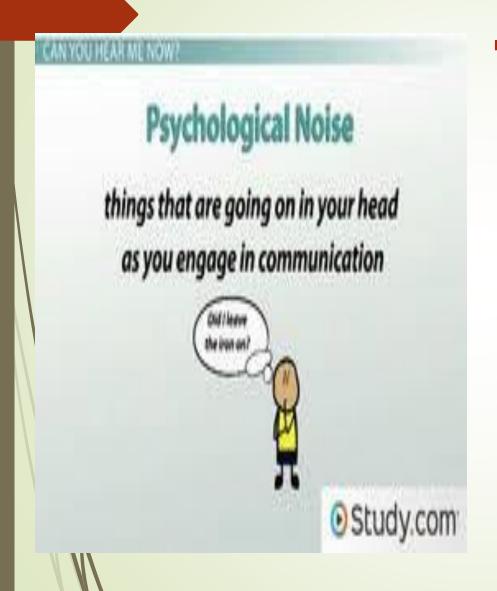
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PSYCHOLOGICAL NOISE



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

- Technical noise occurs when the sender and the receiver use a tool to communicate for example, a phone.
- Network Facilities



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 personto-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.



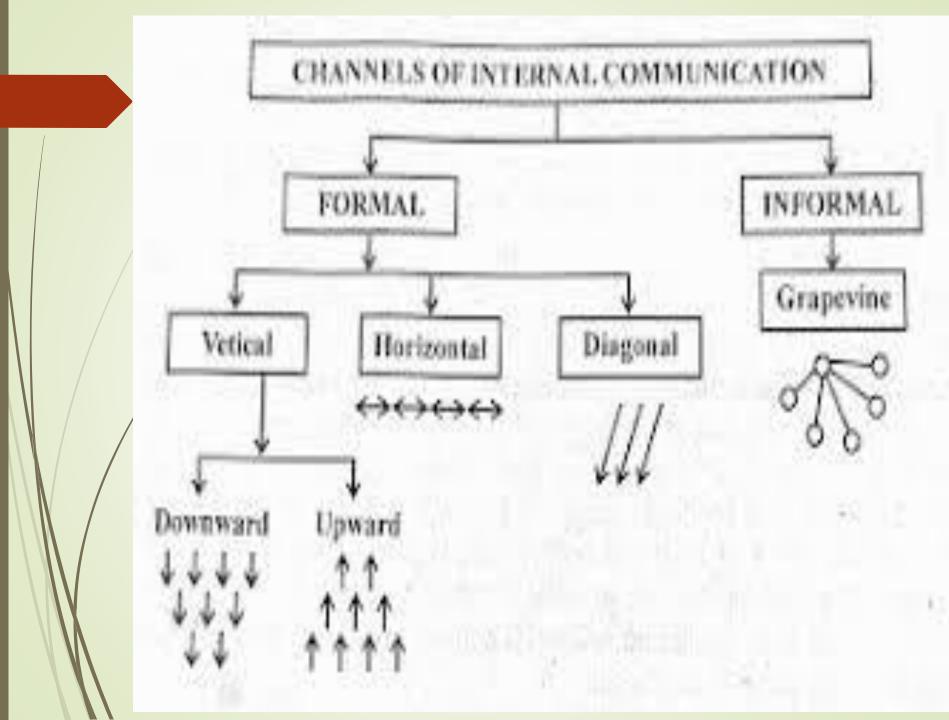
FORMAL COMMUNICATION

- 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.

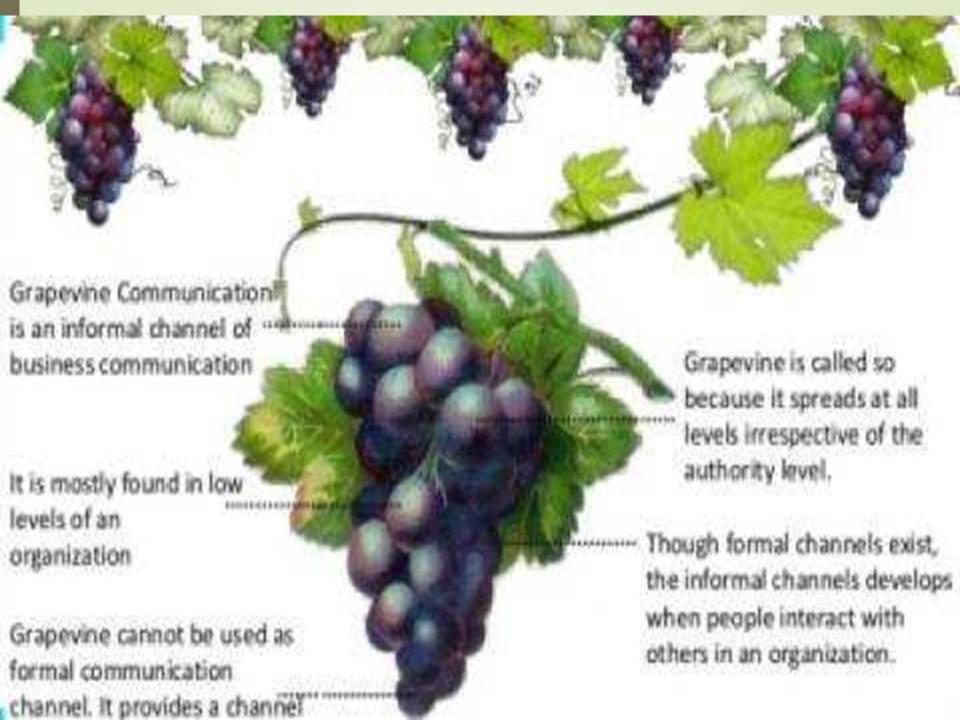


INFORMAL COMMUNICATION

- 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.

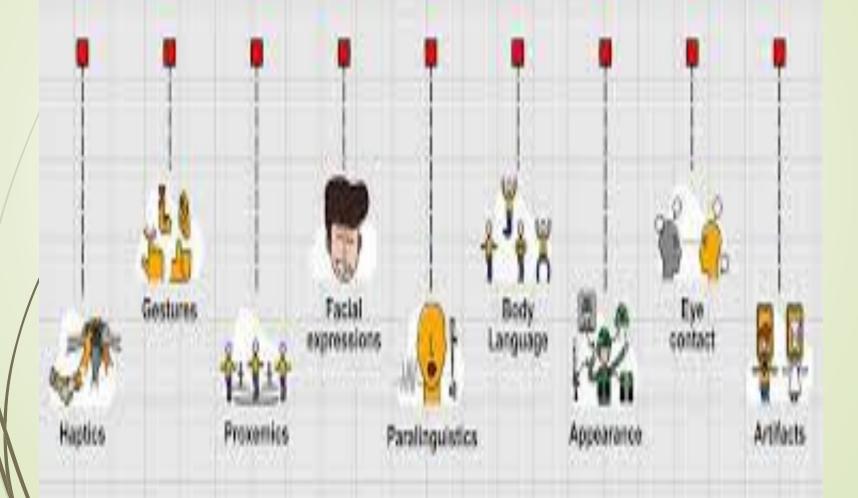
ADVANTAGES OF GRAPEVINE

- 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.

NONVERBAL COMMUNICATION



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

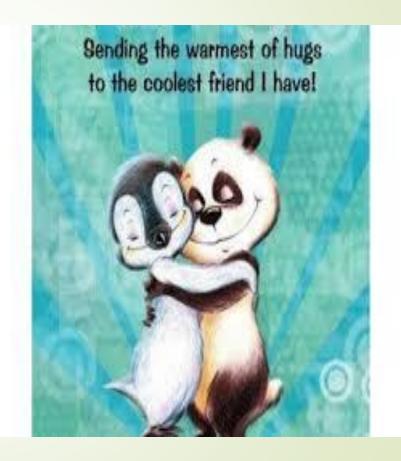
Conscious Non-verbal Communication

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

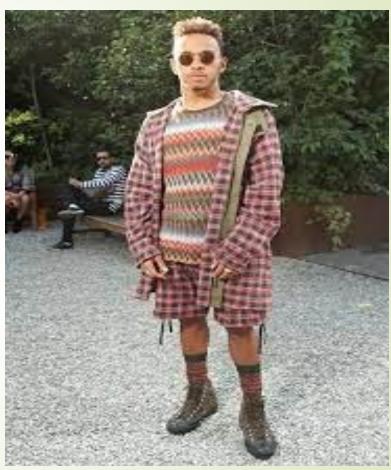




ARMY Police

Sub-Conscious Non-Verbal Communication





Well Dressed

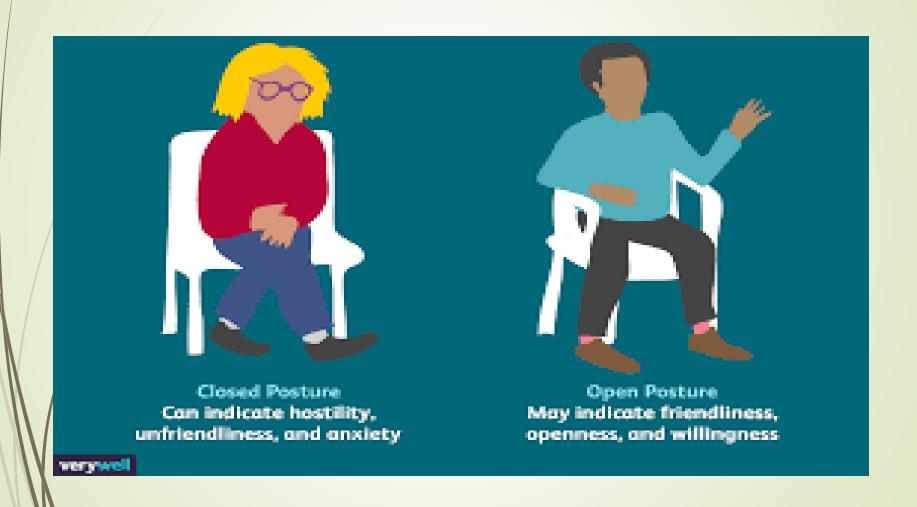
Not so well dressed

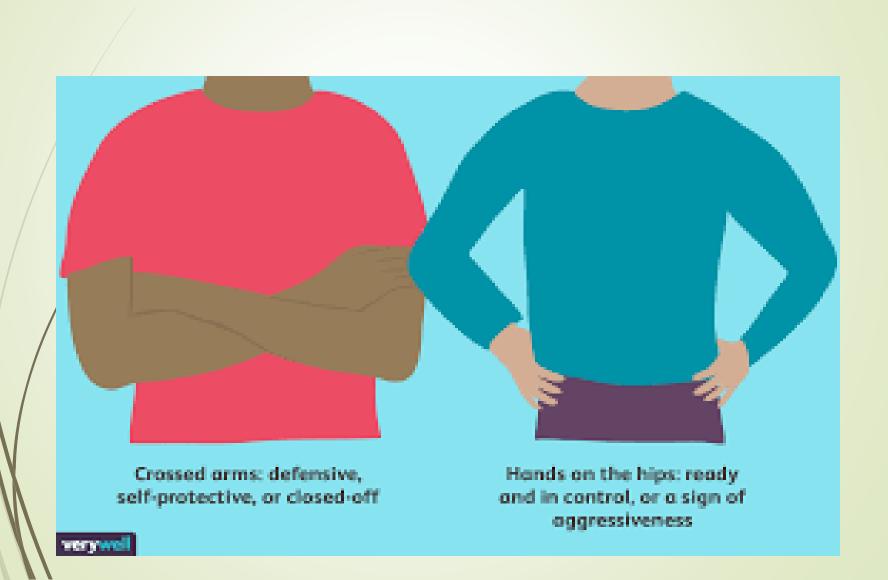
Sub-Conscious Non-Verbal Communication

- 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.



IMPORTANCE OF BODY LANGUAGE

Well, below are a few examples of what correct body language can do for you

1 Increase in self-confidence

- 2 Raising self-esteem
- **3** Being the charm

- 4. Attract the audience
- 5 Be successful in different aspect of life
- 6 Workplace and relationship success

7 Public speaking



Types of Non-Verbal Communication

1. Kinesics

 It is 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".

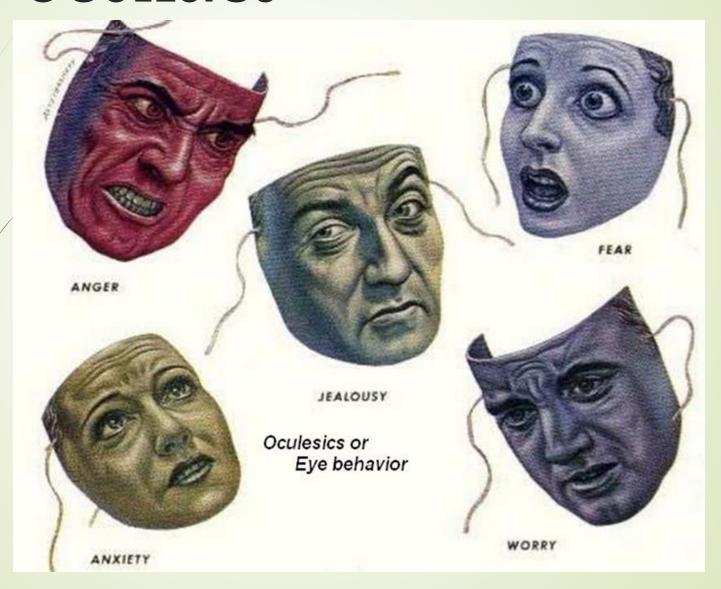


Kinesics

- Body movements & Gestures are regarded as form of non-verbal communication.
- It is an important category of nonverbal communication



OCULESICS



OCULESICS

Oculesics

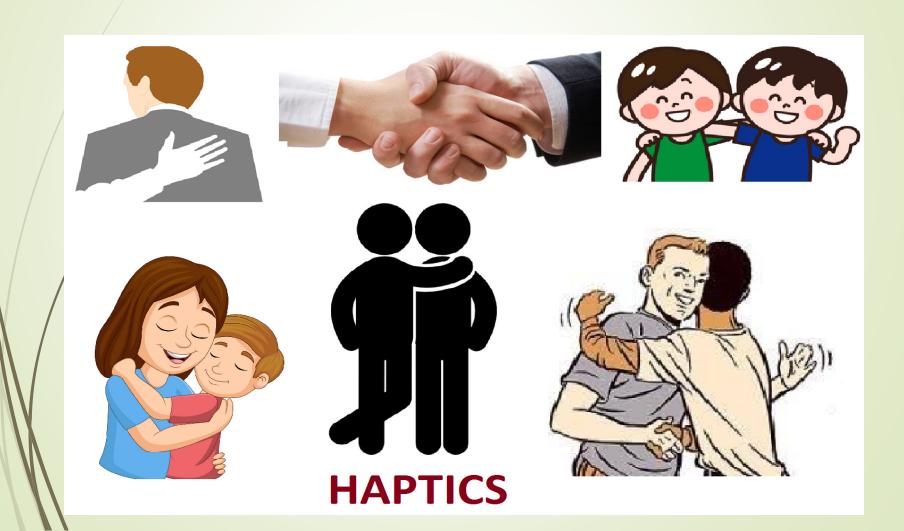


- Study of eye-contact as a form of non-verbal communication.
- Eye contact is the most important cue
- Avoiding eye contact considered as insecure, untrustworthy
- Direct eye contact may be misinterpreted as hostility, aggressiveness
- Lowering eyes in China and Indonesia-sign of respect. They prefer indirect eye contact, prolonged eye contact is seen as sign of bad manners

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.



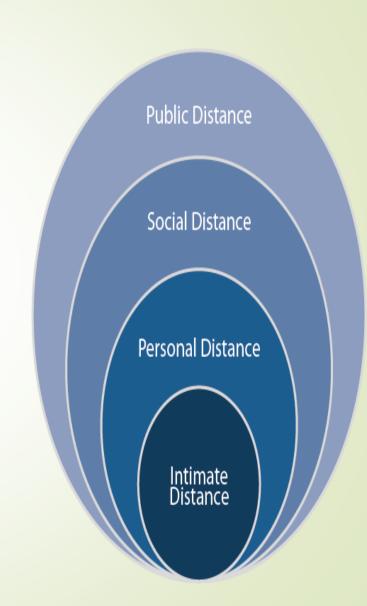
PROXEMICS

PROXEMICS 1

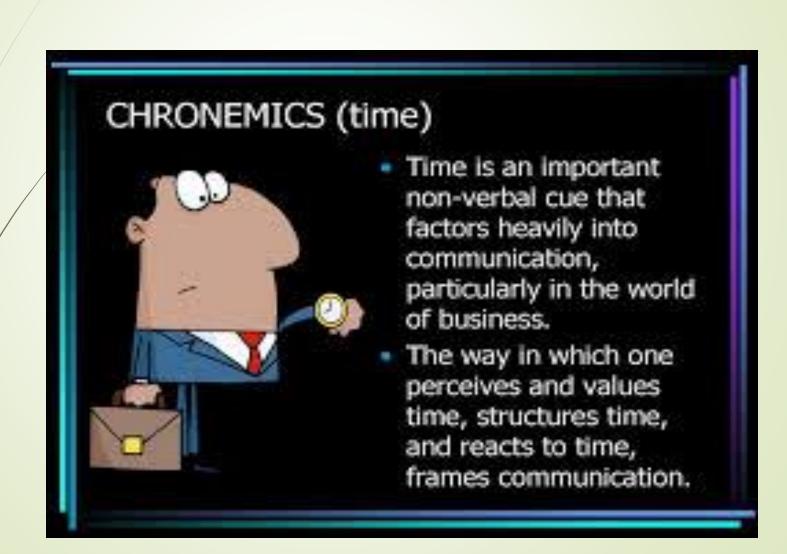
1-Proxemics is a type of non verbal communication.

2-It is the study of how we communicate with the space around us.

3-It involves how we arrange personal space and what we arrange in it.



ubuntu*



What is Chronemics?

The study of how people communicate through their use of time is known as Chronomics.



- 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



PERSONAL APPEARANCE

- Our choice of clothing, hairstyles & other factors affecting appearance are also considered a means of non-verbal communication.
- Appearance can also alter physiological reactions, judgements & interpretations.

Importance of

NONVERBAL COMMUNICATION



IMPORTANCE OF NON-VERBAL COMMUNICATION

- According to Albert Mehrabian,70% of total communication consists of non-verbal communication.
- Success of Non verbal communication depends upon the right cues given by the communicator.
- It is one of the honest & natural form of communication.
- Non-Verbal communication gives support to verbal communication to make it very effective.