1Communication process consists of some interrelated steps or parts through which messages are sent form sender to receiver. The process of communication begins when the sender wants to transmit a fact, idea, opinion or other information to the receiver and ends with receiver’s feedback to the sender. The main components of communication process are sender, message, channel, receiver and feedback. In the following, some definitions of the communication process are quoted:

*Robert Kreitner defined, “Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback.”*

*In the opinion of S. K. Kapur, “The communication process is the method by which the sender transfers information and understanding to the receiver.”*

*According to Bovee, Thill and Schatzman, “The communication process consists of six phases linking sender and receiver.”*

*C. B. Mamoria has pointed out the parts of communication process by saying, “That communication process model is making up of seven steps or parts: a. the communication b. Encoding c. The message and the medium or channel, d. reception by the feceiver e. decoding f. Action and g. feedback.”*

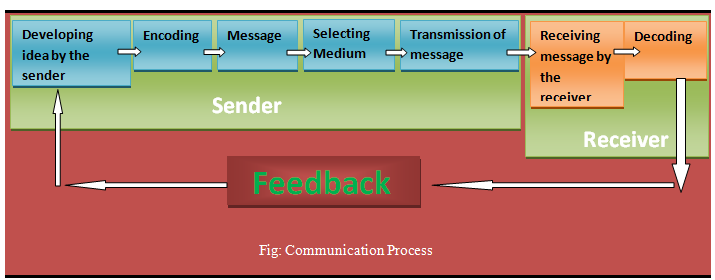
**The following diagram represents the communication process**

Thus, it is clear that **communication process** is the set of some sequential steps involved in transferring message as well as feedback. The process requires a sender who transmits message through a channel to the receiver. Then the receiver decodes the message and sends back some type of signal or feedback.

Steps or elements of communication process

The communication process refers to the steps through which communication takes place between the sender and the receiver. This process starts with conceptualizing an idea or message by the sender and ends with the feedback from the receiver. In details, communication process consists of the following eight steps:

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.



2 **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.**

**Common Barriers to Effective Communication:**

* **The use of jargon.** Over-complicated, unfamiliar and/or technical terms.
* **Emotional barriers and taboos.** Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo.
* **Lack of attention, interest, distractions, or irrelevance to the receiver.** (See our page [**Barriers to Effective Listening**](http://www.skillsyouneed.com/ips/ineffective-listening.html) for more information).
* **Differences in perception and viewpoint.**
* **Physical disabilities such as hearing problems or speech difficulties.**
* **Physical barriers to non-verbal communication.** Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective.
* **Language differences and the difficulty in understanding unfamiliar accents.**
* **Expectations and prejudices which may lead to false assumptions or stereotyping.**  People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
* **Cultural differences.**  The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.  
  See our page on [**Intercultural Awareness**](http://www.skillsyouneed.com/general/intercultural-awareness.html) for more information.

**A skilled communicator must be aware of these barriers and try to reduce their impact by continually checking understanding and by offering appropriate feedback.**

Physical barriers

Physical barrier is the environmental and natural condition that act as a barrier in communication in sending message from sender to receiver. Organizational environment or interior workspace design problems, technological problems and noise are the parts of physical barriers.

Disturbance in hearing due to thunders, telephone call disconnection, problems in television reception, message not being sent in chat, etc. are some examples of physical barriers of communication.

.Psychological barriers

## Definition of Physiological Barriers

Physiology is the state of human body and mind. Physiological barriers of communication occur due to the physical condition of sender or receiver which might even be physical disabilities. It includes sensory dysfunction and other physical dysfunctions.[Effective communication](https://www.businesstopia.net/blog/effective-communication-skills)requires proper functioning of the senses in both the sender and the receiver. Limitation of human body and mind adds up to the physiological barrier causing interruption in message from reaching its destination or having meaning.

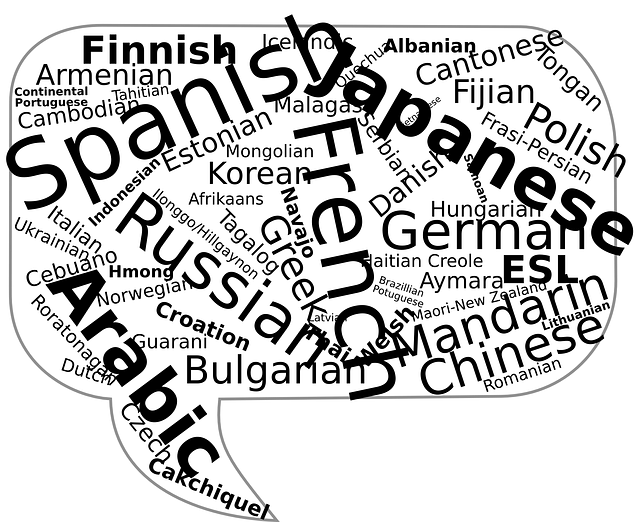
**For example,**  A person with short term memory loss is unable to convey the message after a while as he/she forgets the message and hence the communication fails.

Linguistic barriers

## Definition of Language Barriers

Language is needed for any kind of [communication](https://www.businesstopia.net/communication), even people with speech impairments communicate with sign language and brail. Communication becomes difficult in situations where people don't understand each others' language. The inability to communicate using a language is known as language barrier to communication.

Language barriers are the most common communication barriers which cause misunderstandings and misinterpretations between people. Most of the people in the world do not speak English or, even if they use, it is their second or third language. If the speaker and receiver do not use same language and words, there is no meaning to the communication. Not using the words that other person understands makes the communication ineffective and prevents message from being conveyed.



Cultural barriers

## Definition of Cultural Barriers

“Culture is the pattern of taken-for-granted assumptions about how a given collection of people should think, act, and feel as they go about their daily affairs”  
-Joynt & Warner, 1996

Cultural diversity makes communication difficult as the mindset of people of different cultures are different, the language, signs and symbols are also different. Different cultures have different meaning of words, behaviors and gestures. Culture also gives rise to prejudices, ethnocentrism, manners and opinions. It forms the way people think and behave. When people belonging to different cultures communicate, these factors can become barriers.

The way you communicate is affected by the culture you were brought up in. The opposite is also true. Culture is, to a large extent, determined by the way we communicate. In America, people communicate freely and that is a part of their culture. In Germany, an Indian who is used to being very indirect with his communication might find their direct way of speaking rude. Being direct is part of the German culture and it is reflected in the way they communicate. Communication shapes culture and culture shapes communication.

Essentials of an effective communication:

#### 1) Clarity of Information:

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Commenting on the ‘communication realism’ Terry says that first essential of effective communication is to ‘inform yourself fully’. It implies that first of all the communicator must be clear in his mind with the information he wants to communicate. Communication should always be in common and easily understandable language so that it may not be misunderstood by the persons receiving it.

#### (2) Adequacy of Message:

The message to be communicated should be adequate and complete in all respects since incomplete information turns out to be dangerous from the viewpoint of business. The adequacy of information being transmitted depends upon the intellectual capabilities of parties concerned.

#### (3) Consistency of Message:

The message to be communicated should not be mutually conflicting rather it should be in line with the overall objectives, policies, programmes and procedures of the organisation. Self-contradictory messages always create chaos and confusion in the organisation which is highly detrimental to the efficient running of the enterprise. If the message is amended from the previous one, the fact should be clearly stated so that the chances of confusion can be reduced.

#### (4) Feedback:

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Feedback is an important method of ensuring effective communication. It refers to the confirmation of the idea communicated whether the message has been understood by the receiver in the same sense in which the sender makes or whether the recipient is agreed or disagreed to the proposal of the communicator, makes it essential on the part of the sender to confirm it from the receiver.

In case of face to face communication, it is easier to get feedback information observing the emotions and expressions on the face of the receiver. But, for written communication, the management should devise or evolve suitable means and ways for making communication more effective.

#### (5) Understanding the Receiver:

Understanding is the main aim of communication. The communication must create proper understanding in the mind of the receiver. Killian advised, “communicate with an awareness of the total physical and human setting in which the information will be received.

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Picture the place of work; determine the receptivity and understanding levels of the receivers; be aware of social climate and customs, question the information’s timeliness. Ask what, when and in which manner you would like to be communicated with if you were in a similar environment and position.”

#### (6) Consultation:

It is generally desirable to consult others in planning communication. This will provide additional insight and objectivity to the message. An important advantage of consultation will be that those who have been taken into confidence while planning communication will lend active support.

#### (7) Determine Medium:

After having decided the subject matter it should be determined as to how best this message is to be communicated. All aspects of oral or written communication must be carefully examined.

#### (8) Tone and Content:

The communicator must be careful about the language he uses while speaking or writing. His tone, expression and emotion will have a definite impact on the effectiveness or otherwise of what he is trying to communicate.

#### (9) Timing and Timeliness:

Proper attention should be given to the timing and timeliness of the communication. The same message will be received or responded differently by different individuals and groups at one time and differently by the same individuals and groups at different times.

Even in an emergency one dare not overlook the situational, psychological and technical aspect of timing. Moreover, it is also necessary that information should be given in time as out-of-date information is as bad as or worse than none at all.

#### (10) Support with Action:

It is highly necessary that the actions of the communicator should support his communication. This is because action speaks louder than words. The most persuasive communication, it should be noted, is not what one says but what one does.

#### (11) Listening:

A very important aspect of effective communication is that executives and supervisors should be good listeners. It is dangerous to be inattentive or indifferent when others are attempting to communicate. The ten commandments of American Management Association state: “Listening is one of the most important, most difficult and most neglected Skills M communications.

It demands that we concentrate not only on the explicit meanings another person is expressing, but on the implicit meanings, unspoken words, and undertones that may be far more significant. Thus, we must learn to listen with the inner ear if we are to know the inner man. ”

#### (12) Environment of Trust and Confidence:

F.E. Fischer has pointed out that ‘communication grows best in a climate of trust and confidence’. Every effort should, therefore, be made to win confidence by reporting facts honestly. Employees need to be convinced and feel that the company is truthful and sincere in its contacts.

Paul Arnold, President of Arnold Bakeries: “If your employee’s relation programme is a sound one, if your intent is true, if your people believe in that intent, and in that truth, then and only then you are successfully communicating.”

#### (13) Keeping the System Always Alive:

The system of communication should be kept open and alive all the year round. It is only by honest attempts that good communication relations can be developed.

3. Body language:

Body language is synonymous to **communication skills,**just as a power point slide is to your presentation. More than 90% of communication is non verbal, which is why it impacts others more than what you say.

Nearly all body language behaviours and non-verbal cues include one or more of eight primary elements.

##### The Eight Primary Elements of Body Language

The eight primary elements of body language are commonly listed as follows:

* Face – Your face is a major source of expression when communicating with others. It can smile, frown, remain neutral, show anger, show disgust, indicate you want to speak, and show interest.
* Eyes – Your eyes are often the first piece of body language others see or notice. They can be used to make visual contact, avoid visual contact, express feelings based on intensity and length of eye contact, and the like.
* Posture – Your posture includes how you hold your head, shoulders, legs, arms, and hips. Each of these parts of your body work separately as well as together to send non-verbal cues. Examples include tilting your head, slumping your shoulders, turning your hips sideways, and the like.
* Gestures – Your gestures can be related to verbal communication or unrelated to verbal communication. For instance, you might wave at another person as a way of saying ‘hello’, but you do not have to actually say the word out loud for the message to be clear. Or, you might use hand gestures to emphasise a key point during a speech or presentation; in this case, your gesture is related to the verbal communication.
* Voice – Your voice is used to verbalize language, but is an integral part of your non-verbal communication. For instance, your tone of voice, volume, emotion, pace, and the like, all influence the messages you send as part of your body language.
* Movement – Your movement, whether using your entire body or just part of your body, is both flexible and commanding. For instance, moving toward another person may send a message of dominance or assertiveness, while moving away from another person may send a message of avoidance, submission, or simply bringing the interaction to a close.
* Touch – This is one of the most powerful elements of body language. It is capable of communicating so many different messages, and can also be interpreted in so many different ways. Touch is usually divided into four main categories: friendship, professional, social, and intimacy.
* Appearance – Your physical appearance includes clothing, neatness, body shape, and anything else that provides visual messages and cues to other people. For instance, you dress conservatively and formally for a funeral, but casually and informally for a backyard barbecue.

Itvaries from culture to culture, but it’s important to recognize that the body language of English speaking cultures is just as important to learn as the language. Psychologists estimate that 50-80% of communication is done via body language.

Your body language is a huge indicator of your confidence level, and how open you are to the speaker. If you’re scared, body language will communicate this to the speaker.

Even if you are on the phone, sitting up straight and smiling can really help with your confidence and so your fluency. If you are face to face, make sure you also keep eye contact and it will also probably get the same positive body language from the person you are speaking to, making you feel more confident and so setting off a positive feedback loop.