ARDHI UNIVERSITY

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QN: List the different barriers of communication and their sources , and to suggest how such barriers could be minimised

Communication means to unite, join, share and to make common. In every communication there is two important things which is sender and receiver, also in many communications there are barriers of communication which means any interference between sender and receiver during the communication and it lead the communication to be ineffective, barrier of communication sometimes called noise

The following are the different barriers of communication and their sources.

Internal barriers; according to Marshall McLuhan (1964) Sayed errors can occur when individuals fail to consider the medium there are some causes of this barrier which are attitudes towards the people or ideas, selective perception, past experience, poor listening, wrong perception, status barrier, egoism, lack of planning and multitasking and inattentiveness so due to those causes it lead to internal /psychological barrier which may interfere the communication between sender and receiver which lead the communication to be ineffective

External barriers; external barriers are the barriers which occur around the sender and receiver but externally like place noise. according to Claude Shannon and Warren Weaver (1949) Sayed that errors in communication can be caused by external factor such as physical noise, the following are some causes of external barrier, physical/ environmental interference, poor media selection or channel breakdown, time, place space, weather, noise.

Semantic or linguistic barrier; this barrier occur when sender use words which have more than one meaning so it can be hard for receiver to understand what sender mean and lead to ineffective communication so this barrier is caused by several things like message to have more than one meaning, emotionally charged words, confusing terms or jargon, grammatically error and inappropriate visuals, example if someone talk to you in Italian, and you don’t know Italian, this is semantic barrier, because meaning exist in the mind its not in the word

Physical barrier; communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience, or the context of the document or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barrier.

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Physiological barrier; this is among of communication barrier which is caused by

human sensory disabilities such as hearing problems, sight problems, gender physiological

difference, poor sensory perception and memory problems, therefore due to those causes lead the existence of physiological barrier which may cause the communication to be ineffective communication.

Cultural barrier; According to Wilbur Schram (1964) cultural barrier was among of the barrier of communication which cause communication to be ineffective cultural barrier may be caused by several things like language, religion, sign and symbols (NVC), behaviors and beliefs, stereotypes and prejudices, ethnocentrism.

The following are the ways to overcome barriers of communication.

Checking whether it’s a good time and place to communicate with the person; in order to overcome or to minimize communication barriers its good or it’s advised to check if its right time and right place and right topic to communicate with that people in order to avoid some barriers like external barriers.

Being clear and using understandable language; understandable language help for peoples during the communication to understand what other people says and it help to reduce some communication barrier like cultural barrier and semantic or linguistic barrier and cause information to be very effective.

Communicating one thing at a time; this was among of the ways of minimizing errors in communication because it helps peoples or audience to understand well the topic which is discussed on that time without interfering by other topics

Respecting a person’s desire to not communicate; before communication and during communication you should respect and understand every person’s desire in order to make good communication which will be very effective.

Checking that the person has understood you correctly; it’s among of the ways of minimizing communication barriers this may be done by doing several things like asking

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Audience, giving the audience exams or quiz about the discussed topic, this will help to know if the audience understood you correctly or not.

Communicating in a location that is free of distractions; this was the best thing on minimizing barriers of communication, because a location which is free from distraction help the audience to be comfortable in listening and help them to understand well the topic discussed without any barrier.

Acknowledging any emotional responses the person has to what you has said; during communication you should understand emotional response of the audience if they are tired or didn’t understand on what you talk to them.

Conclusively there are different barriers of communication as identified above but also these barriers could be overcome by considering the ways mentioned hence communication can be conducted smoothly. The barriers create misunderstanding between the sender and the receiver hence cause communication to be ineffective

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REFFERENCES

Claude Shannon & Warren Weaver (1949) Mathematical theory of communication

Marshal McLuhan (1964) understanding media

Wilbur Schramm (1964) Mass media and national development

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