

## \* Meaning, Importance & Cycle of Communication \*

(2 marks)

Q1 Define communication or what is communication?

Ans Communication is developed from a latin word "communi" which means 'to share'.

Communication is that process in which people try to exchange or share emotion, feelings, technology, news, information, thoughts etc. between two or many people.

Human is a social animal which lives in a group. Communication is a social process.

Q2 What is importance of communication in our life?

or

what is importance of communication in our corporate life?

Ans Communication plays a vital role in building up a strong relationship across the world. By communication, we connect with people.

There are some important influence of communication.

1. In personal life:-

We are dependent on each-other.

Communication is essential to healthy relationships. It helps you connect with others, share idea and build trust.

→ Effective communication can help you avoid or resolve conflicts in a respectful manner.

→ Communication makes easy to survive on this earth.



## 2. In professional life:-

- (i) It develops the coordination between the people.
- (ii) It is a medium to take the fast proper decision.
- (iii) promotes corporation and industrial peace.  
misunderstanding can be removed by communicate. It smooths work flow and makes people's work easier.
- (iv) Boost moral and provides motivation:-  
An informed employee has motivated. He/She has high moral. communication increases confidence and gives a support for working & sense of belongingness.
- (v) Helps to maintain public relationship.
- (vi) It helps in training and development.
- (vii) It helps in managerial skills and efficiency.
- (viii) When you communicate properly then employee will accept you. It establishes effective leadership.

## 3. In Social life:-

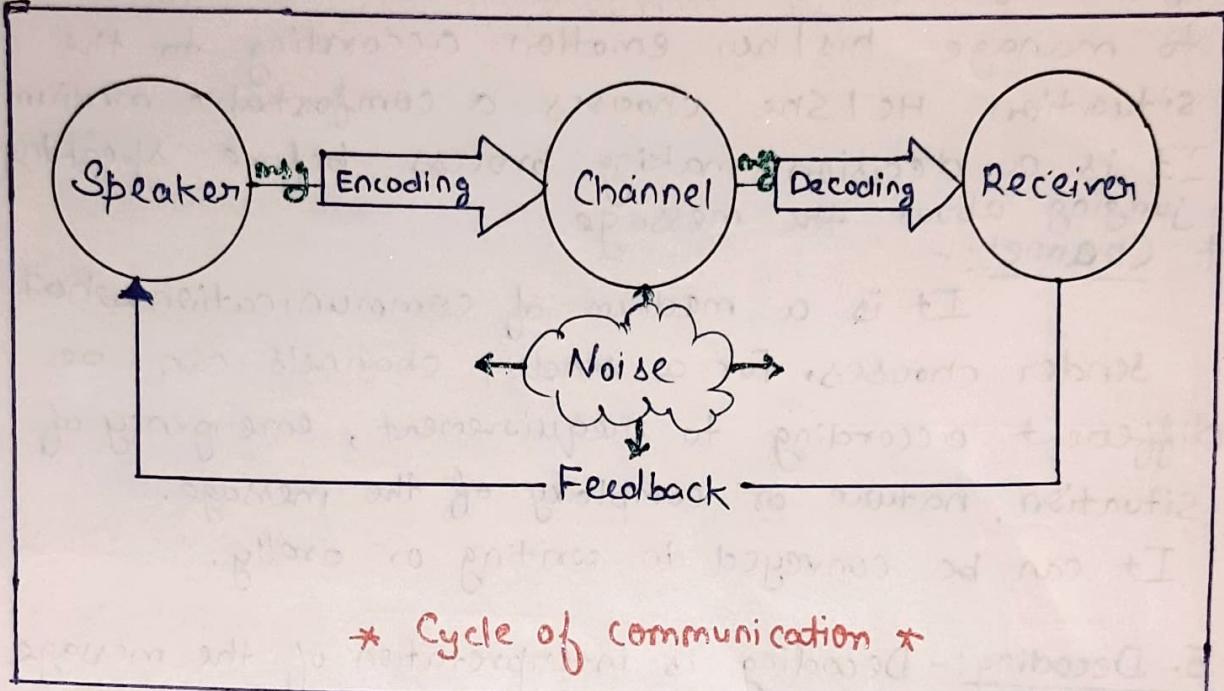
If you are a good communicator, you will have name & fame. communication makes stronger support network for a person which helps him/her in any kind of situation. Society will accept you and provides more chances to participate in social activities. It makes your way easy to get success.

Distortion  $\Rightarrow$  Change in the meaning of topic  
When message passes through multiple medium its essence will / could be change.

Q3 What is the process of communication?  
or

Explain cycle of communication.

Ans



Communication is an ongoing process that mainly involves three components → sender, message & receiver.

1. Sender:- who transmits the message or delivers the message according to situation. He is the source of this cycle.

2. Message:- It is an idea, fact, news, feeling, emotion, knowledge etc. produced by the sender. It can be in verbal, non-verbal or in written form. depends on the condition or emergency. Sender has intention behind the communication which he/she try to explain to the receiver.

Any piece of information.

3. Encoding:- Encoding is the formation of message by sender. Sender tries to make more effective / powerful message. A person has different types of relation with receivers. So sender tries to manage his / her emotion according to the situation. He / She chooses a comfortable medium. It is a decision making process before speaking. judging about the message.

4. Channel:- It is a medium of communication what a sender chooses. For a sender, channels can be different according to requirement, emergency of situation, nature or complexity of the message. It can be conveyed in writing or orally.

5. Decoding:- Decoding is interpretation of the message. Sensing or understanding the message out of the noise is called decoding. He / She tries to decode the message based on his / her old experiences. So decoding is completely receiver's responsibility. Language of sender and receiver should be common or known.

6. Receiver:- Receiver who receive the message and tries to make sense or understand.

Receiver can be one or many. Receiver is the last person of this cycle who receives and acts on the message.

7. Feedback:- Once the receiver confirms to the sender that he received the message and understood it, the process of communication is complete. It is most crucial part of communication. It can be a sign or a verbal answer. It signifies the agenda of communication is successful.

Q. Noise:- Restriction caused by the sender, message or receiver during the communication process. There are lots of noise surroundings. Incorrect understanding of the message due to discrimination or inappropriate touch.

## Media for communication (unit -1)

- In Communication, media are the tools used to store and deliver content.
- Media contains semantic information or subject which matters for communication.
  - It includes a broad range of platform and tools that enable communication between individual groups and organisation, according to requirement.
- It includes face to face , email, social media, written documents , Power Point presentation , websites and more.

Here are some of the key objective of this form of media:-

- Connecting people :-

Communication media is the bridge for geographical gaps , allowing individuals from different locations to connects, interact and build relationship.

- Share information :-

Communication media serves as powerful tool for sharing news, knowledge and insights , reaching a wide audience and keeping people informed.

- Facilitating the exchange of Ideas :-

Communication media creates platforms and spaces where ideas can be shared, discussed and debated . It fosters innovation & intellectual growth.

## o Various types of Communication media:-

Communication media plays a significant role in delivering information, entertainment and connecting people across the globe.

From traditional forms to digital platform, the evolution of communication media has revolutionised the way we exchange ideas, disseminate news and engage with diverse audience According to requirement-

### 1. Electronic media :-

A form of media that uses electronic or electromechanical means to distribute information and news to audience.

Ex Radio, Television, Personal computer, Internate, mobile phone etc

### 2. Social media :-

A way for people to interact & Share information, ideas and content in virtual communities & networks. It is used for digital marketing also.

Ex Instagram, Facebook, twitter, whatsapp, Telegram, LinkedIn , Youtube , Pinterest etc

### 3. Print media:-

It refers to all forms of physical, printed material to Share knowledge, spread ideas & how we think about the world. It is used for educating, informing & entertaining.

Ex. News-paper, Magazines , Pamphlets, brochures, posters , books and Journals.

#### 4. Mass media:-

A variety of communication methods that are used to reach large audiences. This is the primary way to communicate with the general public. That's why mass media is also known as "Traditional media"

#### 5. New Media:-

New media are communication technologies that coined in 21<sup>st</sup> century. The phrase "New media" became widely used as part of sales pitch for the influx of interactive CD-ROM's for entertainment & education.

Many old technologies are replaced by new technologies.

### • Means of Communication

media / means of communication are broadly of two types: Verbal and Non-verbal.

#### (1) Verbal communication:-

Verbal means "related to words and the use of words".

The process of communication involves the use of a common set of symbols between the sender & receiver. Words are more accurate and powerful set of symbols.

All serious and formal communication is in words.

Spoken communication is known as oral communication.

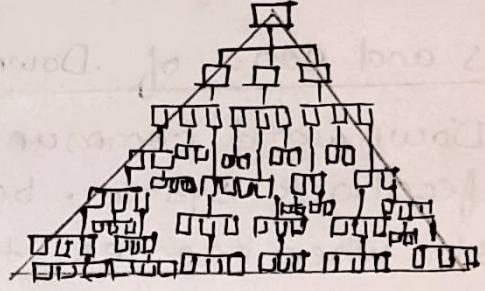
## 2. Non-Verbal communication:-

Non-verbal communication has a vast range of media. Mainly they are: Sign language, body language and para language.

## \* Types of Communication:-

Every organisation has a built-in hierarchical system that can be compared to a pyramid. Communication in an organisation is multidirectional.

- (a) Downward
- (b) Upward
- (c) Horizontal (Lateral)
- (d) Diagonal (Cross-wise)



Structure of Business

here  
D = Director  
Z = Zonal manager  
C = City manager  
S = Supervisor

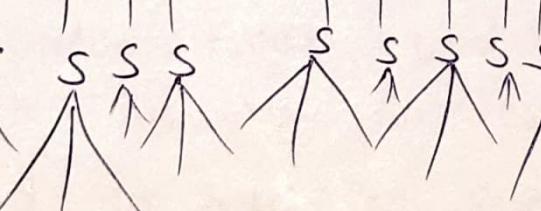
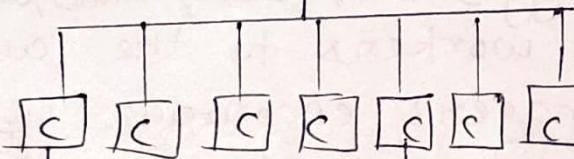
Upward communication.

(Superiors) ↲ ↲



↓  
downward communication

Subordinates



## (1.) Downward communication:-

It is based on the assumption that the people working at higher levels have the authorities to communicate to the people working at lower levels. This direction of communication strengthens the authoritarian structure of organisation.

- When communication flows superior to subordinates or top to bottom, is called down-ward communication
- Orders, instructions, policy, statements, notice, job sheets are the main objectives.

### • pros and cons of Downward communication -

- Downward communication requires an efficient feedback system, because sometime messages may get lost when it comes to Higher level to lower level.
- It becomes time consuming. The more the levels, the greater chances of delay.
- Some superiors talk too much while other talk too little. When a manager transmits too much information to his subordinates, he may create confusion or may leak confidential information.
- It is a easier way to communicate.

## (2.) Upward communication:-

The function of upward communication is to send information, suggestions, complaints, and grievance of the lower level workers to the authorities above.

- Modern managers encourage upward communication. This is a direct result of increasing democratisation.

## • Pros and cons of Upward Communication:-

- Upward communication provides valuable feedback to managers.
- When employees communicate freely with their employers, they do not resist new ideas.
- It helps to create greater harmony and mutual understandings between management & employee.
- Managers can get constructive suggestion and innovative ideas.
- But subordinates may feel some fear while communicating with seniors.
- Superior may not be patient enough to listen to juniors or may even suppress the message sent to them from below.

## (3.) Horizontal communication :-

When communication flows among the same designation or same level, it is known as Horizontal or Lateral communication.

The main use of this direction of communication is to maintain coordination and review the activities assigned to various subordinates.

## • Pros and Cons of Horizontal Communication:-

- Helps to create mutual understanding and trust.
- It makes it possible to solve problems at lower levels.
- It is very effective because there are no status barriers.
- As each individual holds equal rank, none may take initiative talk. This may creates gap between colleagues.
- There is need to shed ego and communicate freely.

#### (4) Diagonal Communication:-

Diagonal or crosswise communication takes place when people working at the same level interact with those working at a higher or lower level of hierarchy.

→ It completely depends on interpersonal relationships. There is no boundary. No hierarchy follows in such a way of communication.

#### • pros and cons of diagonal communication:-

- This crosswise communication serves the important purpose of coordination.
- Informal meetings, interact with managers, it gives them moral boost and further commitment.
- The superior may feel it is as an infringement that his subordinate has been given undue importance and that he has been bypassed.
- The superior may not implement the suggestion as he has not been consulted.

24/09/24

- Q Difference between Verbal & non-verbal communication  
or  
Q Pros and cons of verbal & Non-verbal communication.

points of comparison	Oral Comm. (Verbal)	Written Comm. (Non-verbal)
1. Nature	Informal with personal touch.	Formal without personal touch.
2. Speed	Fast.	Slow.
3. Flexibility	High [Easy]	Low.
4. Record	No record.	Permanent record.
5. Cost	low cost. (Economical)	High cost (expensive)
6. Gestures.	Can be used	Can't be used
7. Feedback	Immediately.	Delayed feedback.
8. Suitability	Short & Simple messages.	Lengthy or complicated message.

# Barriers to Communication (Unit - 1)

→ Anything that prevents a message from being delivered or received effectively.

Some examples of barriers of communication -

## \* Semantic Problems :-

Semantic is "the study of the meaning" from dictionary. The problems arising from expression or transmission of meaning are called Semantic Problems.

A speaker assigned different meaning of the word but listener / receiver misunderstood the message. It depends on how sender encoded his message.

## \* Lack of Planning :-

Many times people take communication lightly. The result is that the message to be sent across may not be carefully planned. He may not explain his motive to listener or listener may miss-communicate. So pre-planning before communication is important.

## \* Noise :- The unavoidable unwanted sound is called noise. Sound of machine in workshops makes oral communication difficult. Technical problem, Adverse weather condition or some fault in telecommunication system may also cause of wrong interpretation of message.

## \* Socio Psychological :-

Everyone have different status, different social condition. They may interrupt their status barrier in a hierarchy system. It may cause of less communication.

## \* Cultural Barriers:-

In International environment, the same category of words, phrases, symbols mean different things of people of different countries or different cultural background. It is caused of miscommunication.

## \* Information Overload / Poor listening:-

Unchecked inflow of information very often becomes another barrier to communication. It may bore or frustrate the listener. It may cause of poor listening. It may lead serious problems. Communication needs effective, patient and empathetic listening with sufficient information.

## \* Wrong Assumptions:-

When listener do not pay attention on effective listening, He/She may assumed some missing place of message according to situation. Many times lack of information may cause of wrong assumption.

## \* Emotions:-

Both encoding & decoding of message are influenced by emotions. Anger is the worst emotion to enemy of communication. Every emotion has their different own meaning.

## \* Filtering:- Manipulating the message in more favourable for receiver is caused of distorting of info.

They may ignore the important part of information due to filtering.

## \* Selective Perception :-

It means that the receivers selectively select & hearing depending upon their needs, background, experience & other personal characteristics.

Decoding is mostly receiver's project, their own interest & expectations into process of communication leading to a particular kind of feedback.

## \* Offensive Style of Communication :-

Offensive style of communication leads to communication breakdown. It is a rather sensitive point. Status barrier in hierarchy / hierarchical system is major reason of offensive style. It is necessary for the management to adopt a persuasive style of communication.

## \* Goal Conflicts :-

Diff. departments have diff. goal. If they don't have interdepartmental communication, then they can't progress in their goal. Companies do exercises to resolve the problem of conflicts like cultural program or games etc.

## \* Loss of transmission :-

When the message transmits by the chain of receivers, then message changes / dilutes drastically.

To care to be taken in transmission. It may be a form of Rumors

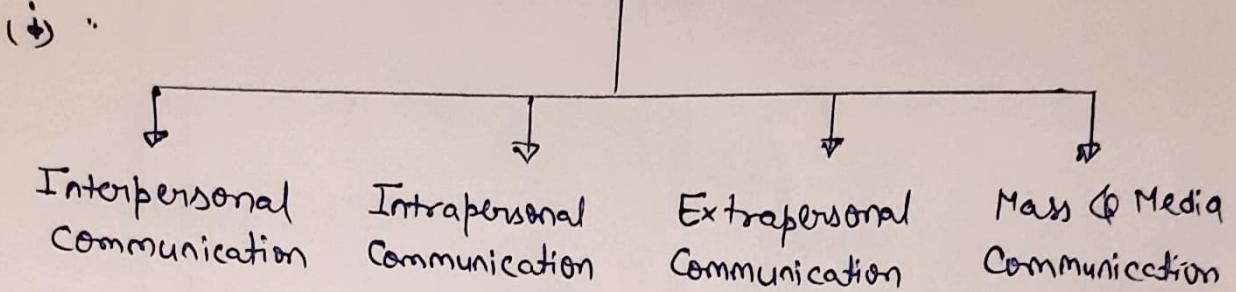
## \* Insufficient Period for Adjustment :-

People respond to change in a diff. ways. If Management do not give/provide sufficient time for adjustment with sudden change, they will respond negatively.

## Divisions of Human Communication

Methods to improve Interpersonal Communication

### Human Communication



(i) Interpersonal Comm. :- This communication takes place b/w two people, Using words or symbols. It depends on the familiarity of knowledge, background & experience.  
Ex. Small group meetings, some interviews and letters.

(ii) Intrapersonal Comm. :- A person talks to himself, that is, he talks to his own self, without Intra means within. In such a communication, activities of the bodily senses are involved.

(iii) Extrapeopleal Comm. :-

Human being also communicate with large groups. In this communication, Sender uses words but may receive response in form of gestures as in the case of animals. This is a medium to express sender's joy, sorrow & frustration.

(iv) Mass and Media Comm. :- When we have to communicate with large groups senders use electrical/mechanical device to send his message. Channel - Newspaper, radio, TV, video etc. Feedback & Response are difficult to be sought or expected.

## Methods to improve Interpersonal Communication:-

Actions speak louder than words

### (1) Be open and ask for feedback:-

Whenever you are talking or discussing, you should ask the receiver for feedback. It implies that you are interested to know about their point of view.

### (2) Never talk over people:-

We should wait for our turn. Don't jump into other discussion. It left bad impression on other.

### (3) Don't finish other people statement:-

Many times, we guessed what other one was wanting to say and we complete their sentence where they take a small pause. but it shouldn't be done. It irritates others.

### (4) Paraphrasing:-

Use short and simple words for making the message clear. Do not complicate it by using typical words.

### (5) Listen actively:-

Concentrate on listening to what the other person is saying. Listen with an open mind. Once you understand the meaning of the message, you can engage in effective interpersonal communication.

### (6) Maintain eye Contact:-

Maintaining eye contact implies that you are interested and you are involving in discussion. But it doesn't mean you stare at only one person. You should be careful.

## (7) Be aware of your body language:-

"Actions says more then word"

It make more effective your conversation. You should nod your head up & down showing approval. Be aware your facial expressions. Like smile, crossing your arm, or nodding.

## (8) Avoid unnecessary fillers:-

Avoid fillers → be conscious of words like "um", "uh", "you know", brief pause etc. that should not too much in talking.

## (9) Be respectful of others people's thought & opinion:-

We should think about others prospectives. We are independent to think but should respect other's opinion. Don't show strong disagreement. Give chance to others.

## (10) Practice:-

"Practice make a communicator perfect".

For being a good communicator we need a lot of practice of given points and need extra careful for other's emotions. So do practice & make your communication skill strong.

## \*Qualities of Good Communication\*

Also known as 7's of Communication. (Unit 1)

(1) Clarity:- Good communication never "happens".  
It is result of Advance thinking & planning.

It implies clarity of thought & expression. Communicator needs to clarify it in his mind that what / why / whom and How he communicate.

(2) Completeness:- Every communication must be complete & adequate. Incomplete message keep receiver guessing, misunderstanding and delay. All figures & facts should be mentioned.

(3) Conciseness:- "Brevity is the soul of communication"  
We should use only relevant details in our message. It saves time.

(4) Consideration:- We should think about receiver's angle. We should understand the emotion & sentiments of receiver.

"First understand then be understood"

(5) Correctness:- Accuracy & authenticity of message is required. Transmission of incorrect information to outsiders may spoil relation & reputation.

(6) Courtesy:- Courtesy means a friendly & helpful behaviour. Polite manners facilitate communication.

Thank, Apologize, Avoid irritating expression and ~~Ans~~ use empathy, it ensures courtesy.

(7) Careful of body language:-

In Oral communication, body language should be used to reinforce words. Proper gesture & posture etc. needed.

(8) Attentiveness:- You must pay full attention. It is necessary to insure that all relevant details are included.

(9) Objectivity:- Communicator should not allow his ~~emotions~~ attitudes or bias to distort message. He should be careful that the feelings of the receiver are not hurt.

(10) Use grapevine strategically:-

Informal channels of communication should be used judiciously to supplement the official channels.

(11) Feedback:- Feedback should be used carefully in planning & executing. If feedback is not available automatically, Sender should ask for feedback.

(12) Elimination of Noise:-

→ Noise is the greatest barrier to communication. Every possible methods should be done to eliminate noise.