



Communication

Communication skills (Poornima University)

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Communication

• Communication is a buzz word that is derived from Latin language. The original terms were 'Communico', 'Communis' & 'Communicare' that means 'to share' or 'to make common'.

- Communication is a process when individual comes into contact to each other, shares info, ideas or experiences and respond appropriately.

• Characteristics of communication

- i) It's a two way process.
- ii) Leads to organizational goals.
- iii) ~~It~~ needs proper understanding
- iv) Dissipels misunderstanding
- v)

• Objectives / importance of communication

- i) Backbone of organization
- ii) Human relations
- iii) Harmony
- iv) Understanding & cooperation
- v) Decision making
- vi) Leadership
- vii) To the customer you are the company
- viii) Planning

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• Process of communication

Communication is a process where by information is encoded, channeled and sent by sender to receiver via medium. The receiver then decodes the message and gives the sender a feedback.

• Elements in the process of communication:

① Source Idea / Ideation

The source idea is the process by which one formulates the idea to communicate. This process can be influenced by external stimuli such as books or radio or internet (google) or it can come about internally by thinking.

② Sender

Sender is the one who transmits the message.

③ Message

The message is ~~the~~ what will be communicated to another.

④ Encoding

Encoding is how the message is transmitted. The message is converted into a suitable form of the communication. For ex: spoken or written

⑤ Channel

The channel is the medium of communication. The channel can be a piece of paper, radio,

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E-mail, whatsapp, facebook, one to one, video call.

⑥ Noise

The barriers that distort the message

⑦ Receiver

The receiver is the one who receives the message.

⑧ Decoding

It is the process where the message is interpreted / analysed / understood.

⑨ Feedback

It is the final step in the communication process. This step conveys to the transmitter (sender) that the message is understood by the receiver.

⑩ Language

It is one of the most important part in process of communication.

- On the basis of media, communication can be classified into two categories:

① Physical media

Physical media are the channels where the person who is talking can be seen and heard by the audience.

The whole point is to be able to not only hear the message but also to see the body language and feel the climate in the room.

Ex: Classroom, lectures, meetings, group discussion, wedding ceremonies, kitty parties etc

② Mechanical media

By this, we mean written or electronic channels. These channels can be used for giving the big picture and a deeper knowledge. It is always interpreted by the readers based on his/her mental condition.

Ex: TV, Radio, internet, e-mail, billboard etc

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Communication can be classified into five categories on the basis of expression:

① Verbal communication : ^(verbal) It is of two types:

a) Oral communication : The messages that are conveyed in spoken form is called oral communication.

Ex: conversation b/w two friends, interview, lectures

b) Written communication : The messages that are conveyed in written form is called written communication.

Ex: letters, Telegram, Newspaper, Templates etc.


② Non-verbal communication : Body language is the communication of personal feelings, emotions, attitudes and thoughts. Through body movements, gestures, postures, facial expressions, walking styles, positions etc. and other dimensions accompanied or not accompanied by verbal communication.

Ex: sign language, symbols, dance, sceneries, etc.
giggling sound, yawning, tempo, pitch variation etc.

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- ③ Interpersonal communication: Communication b/w two or more than two. e.g.
For ex: Telephonic conversation, dialogues etc.
- ④ Intrapersonal communication: Communication with
Ex: Meditation, prayer before God or spirits
- ⑤ Extrapersonal communication: Communication with non-human entities i.e. animals / birds.

● Non-Verbal communication

- Definition
- Kinds

Non-verbal comm. is categorized into five

1. Proxemics (Spatial)
2. Kinesics
3. Chronemics (Temporal)
4. Paralingual (Vocal cues)
5. Artifacts (Object language)

① Proxemics

The study of how people's ~~perfe~~ perception of space communicates information is known as proxemics. (Four types)

- a) Intimate distance for embracing or whispering
(physical contact to 18 inch)

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- Personal distance for conversation among friends
(18^{inch} to 4 ft)
- Social distance (4 ft to 8 ft)
- Public distance (12 ft to the range of eyesight or hearing)

② Kinesics

- It is the study of body language.
- Haptics (Touch)

③ Chronemics

- It refers to the study of cultural understandings of time. ^{In this} How people communicate through their use of time.

④ Paralingual

- It refers to the vocal signs that accompany spoken language.


⑤ Artifacts

- It refers to the object language which can either be intentional or non-intentional. It includes clothing, jewellery, tattoos, piercings, religious objects etc.

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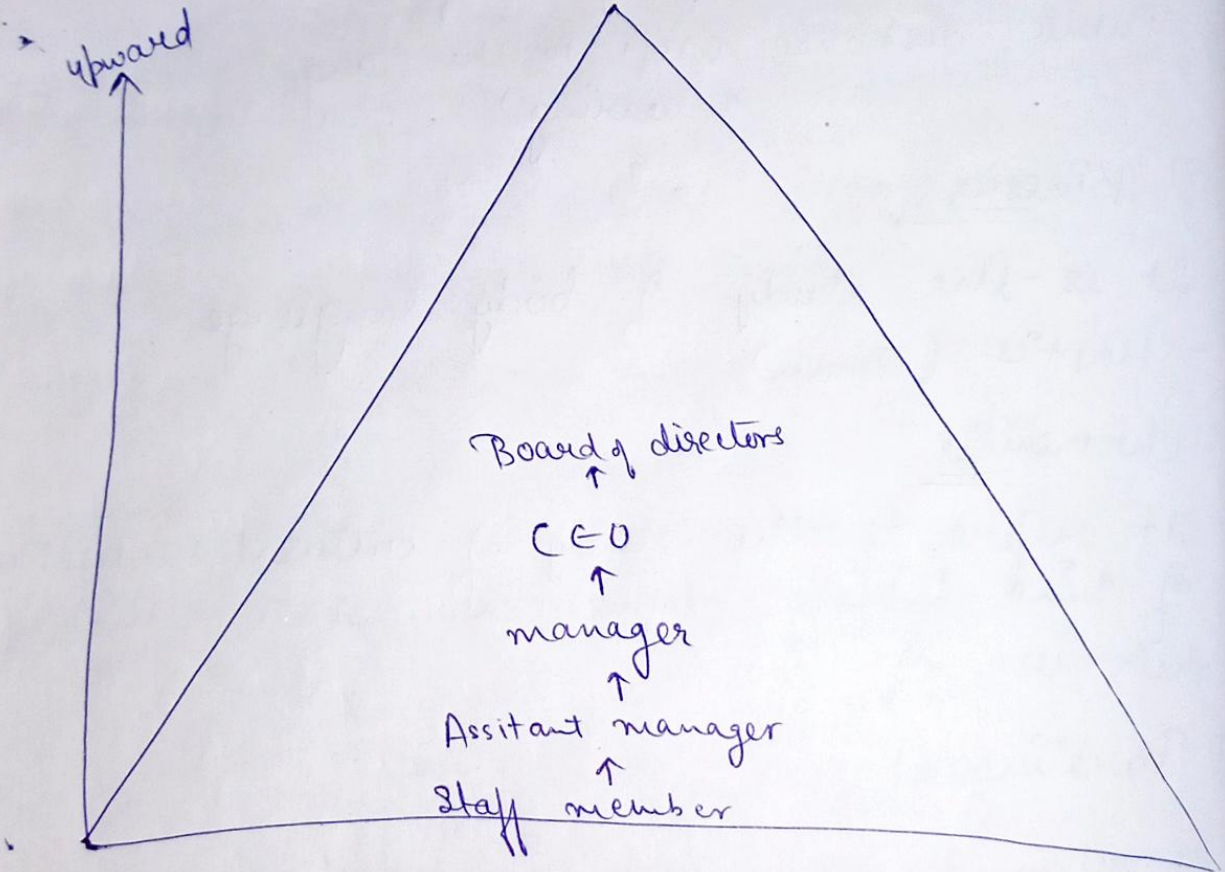
They communicate nonverbal way of living culture or background or style

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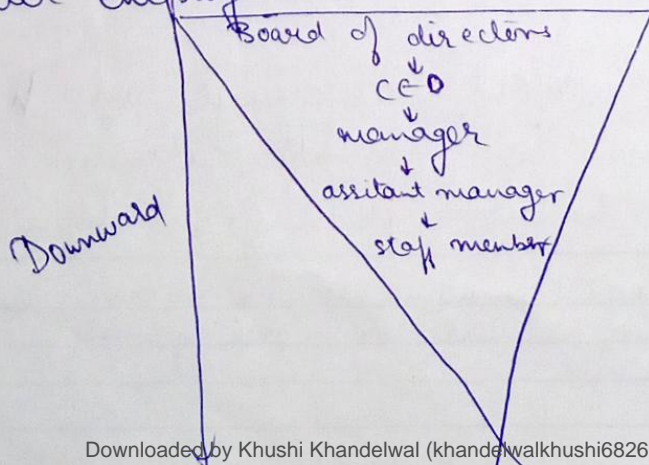
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- Formal and informal channels to communication
- Formal channels are classified into three :
 1. Vertical communication
 - a) Upward communication : Comm. b/w lower ^{level} employee to higher level employee (authority)

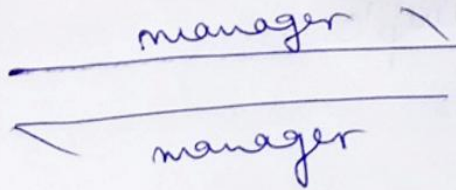


- b) Downward communication : Comm. from higher authority to lower employee.

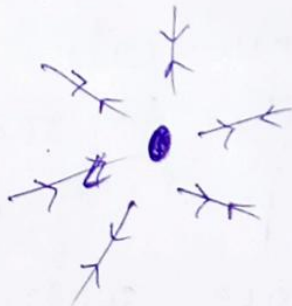


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2. Horizontal communication: Comm. b/w people of equal status Ex: HOD to HOD, manager to manager.



3. Diagonal comm. - It occurs b/w people who do not have to follow rigid norms of comm. protocol, it flows in all directions



- Informal channels: (Grapevine) is an informal and unofficial comm. network which spreads rumours and gossips at all level of the organization.

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Qualities of good communication / Effective communication

7c's method

- ① Clarity :
 - i) use clear simple and sound words
 - ii) Be clear in your thoughts
 - iii) Remember the answers of wh words
 - iv) Use examples
- ② Completeness :
- ③ Conciseness (to brief, shorten) : only relevant information should be passed on.
- ④ Correctness : check the authenticity
- ⑤ Consideration : To communicate effectively one, must have the ability to see and think from the listener's point of view
- ⑥ Courtesy : Keep your face smiling always.
Use thank you and sorry.
Be generous.
- ⑦ Careful use of body language : Body language and facial expression says the unsaid

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Barriers to communication

Barrier is a hurdle or obstacle in the smooth flow of communication process. A barrier comes in the way of desired outcome.

Barriers can be classified into six:

- ① Intrapersonal barriers: Individuals are unique because of difference in perceptions, experiences, education, culture, personality etc.
- ② Each of us interprets the same information in different ways as our thinking varies. These differences lead to intrapersonal barriers.
- ③ Interpersonal barriers: It occurs due to the inappropriate transactions of words.
 - negative aspect
 - emotion
 - poor listening skills
 - clash of verbal and non-verbal message
 - inefficient communication skill

- ③ Organizational barriers: Use of inappropriate media, fear of superiors, information overload, negative tendencies, too many channels
- ④ Semantic barriers: Semantics is the study of meaning. The problem arises from expression, transmission of meaning in communication is called semantic barriers.
- ⑤ Sociopsychological barriers: The attitudes, opinions, power in society, status, senior, junior, family background.
- ⑥ Physical barriers: It is the environmental and natural condition that acts as a barrier. Ex: dim light, unwanted sounds from outside, inappropriate/improper seating arrangement.

* How to overcome

(friendly)
- create synergistic environment

- active listening
- use appropriate language
- use proper channel
- encourage open communication
- ensure two way communication
- make best use of body language