

## UNIT-1 THEORY OF COMMUNICATION

### 1.1 Concept of Effective Communication and communication skill

**Definition:** Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

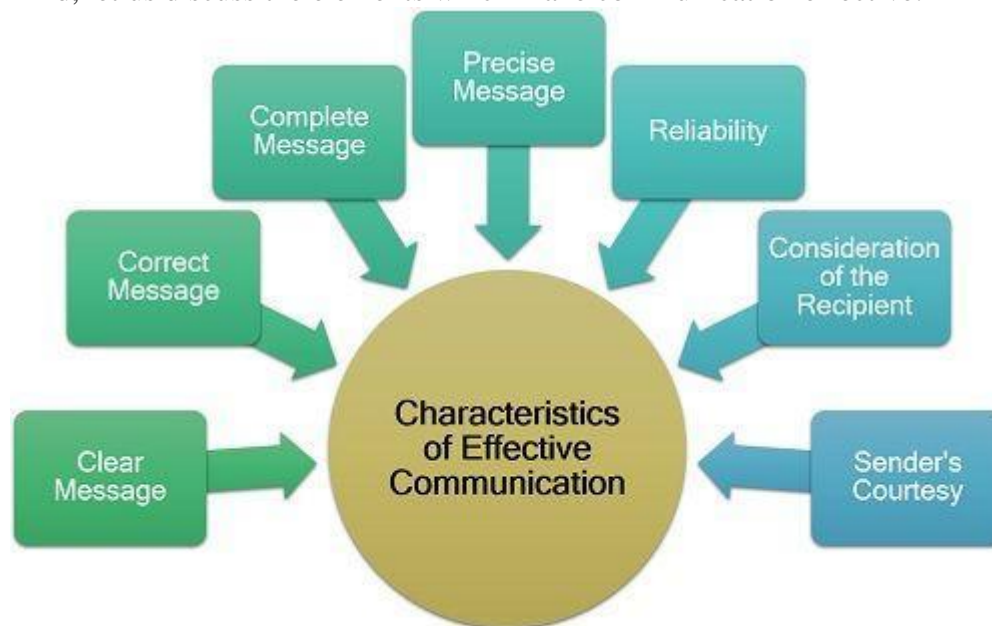
We can say that it generally involves;

*Sender:* The person who initiates the process of communication by sending a message;

*Receiver:* The one to whom the message is to be delivered.

Characteristics of Effective Communication

Just delivering a message is not enough; it must meet the purpose of the sender. Keeping this in mind, let us discuss the elements which make communication effective:



### **Effective Communication Skills**

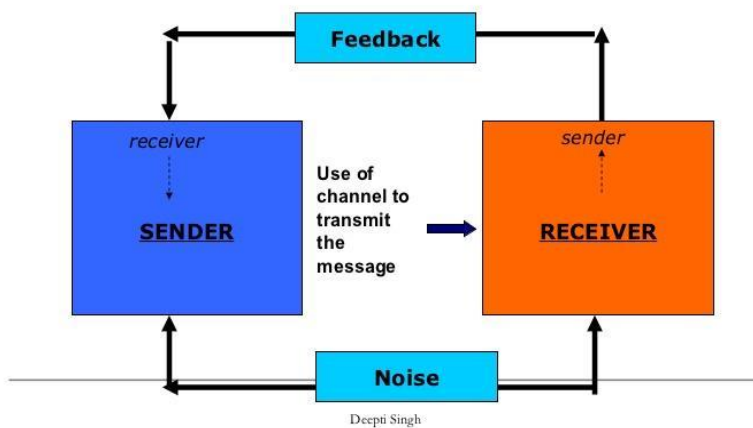
Conveying a message effectively is an art as well as a skill developed after continuous practice and experience. The predetermined set of skills required for an influential communication process are as follows:



## 1.2 Communication model

### Communication Process

Communication is the process of sending and receiving information among people...



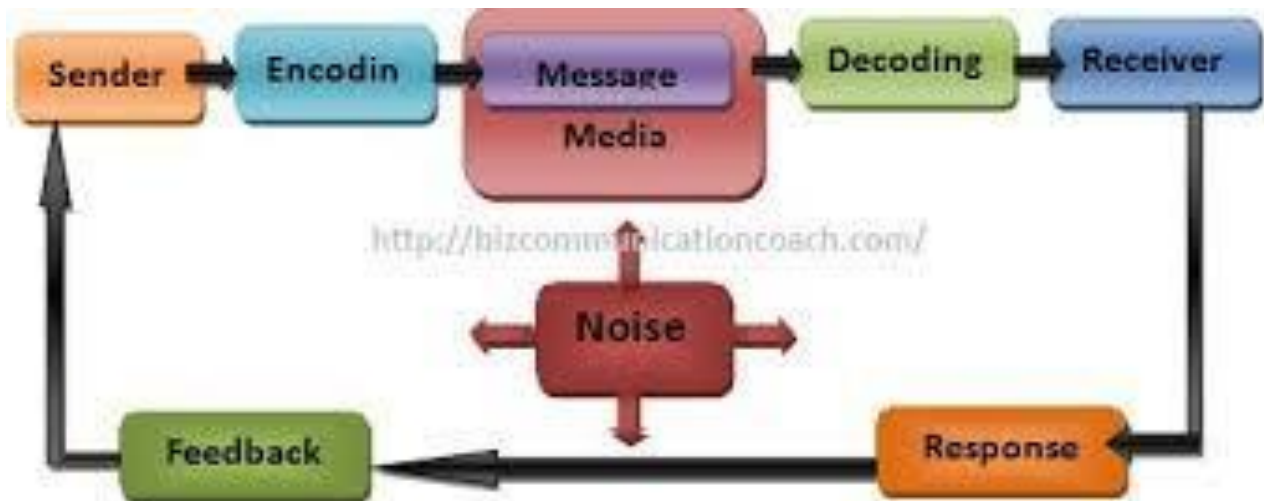
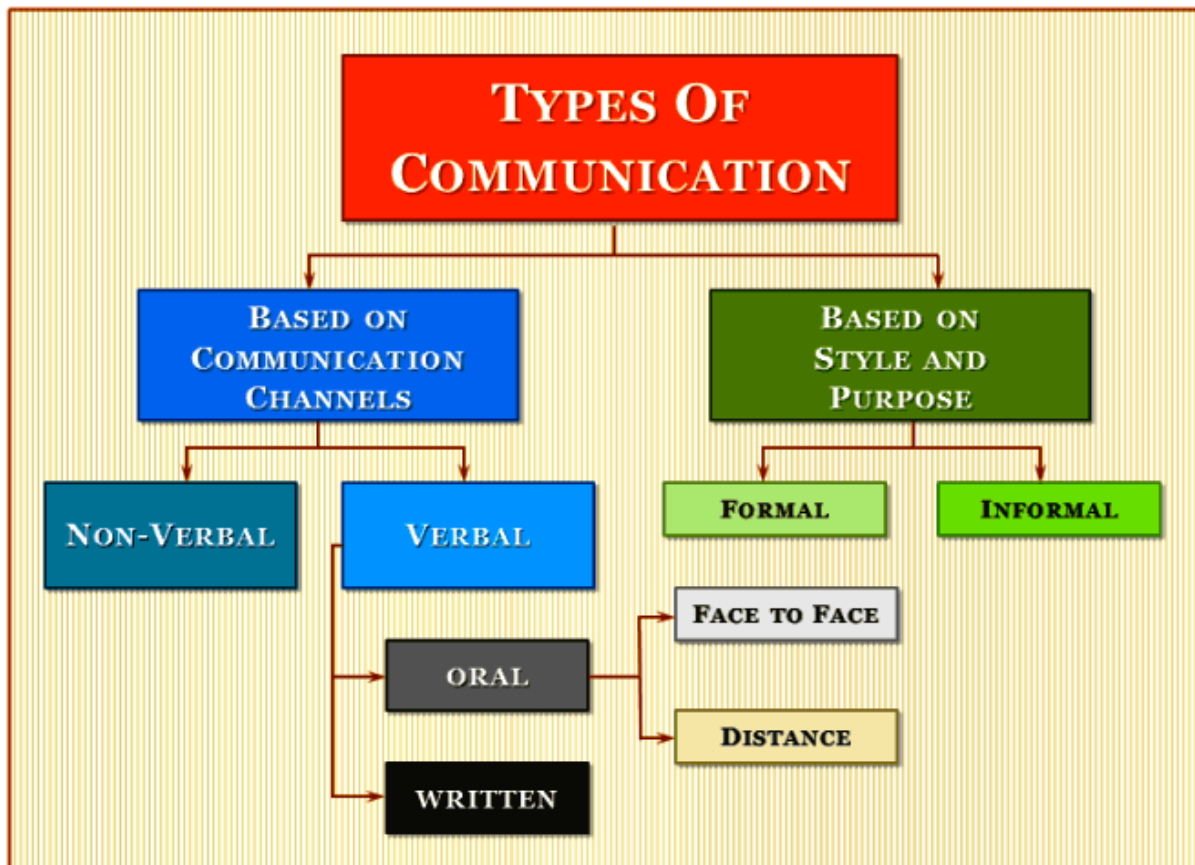


Figure: The Modern Model of Communication

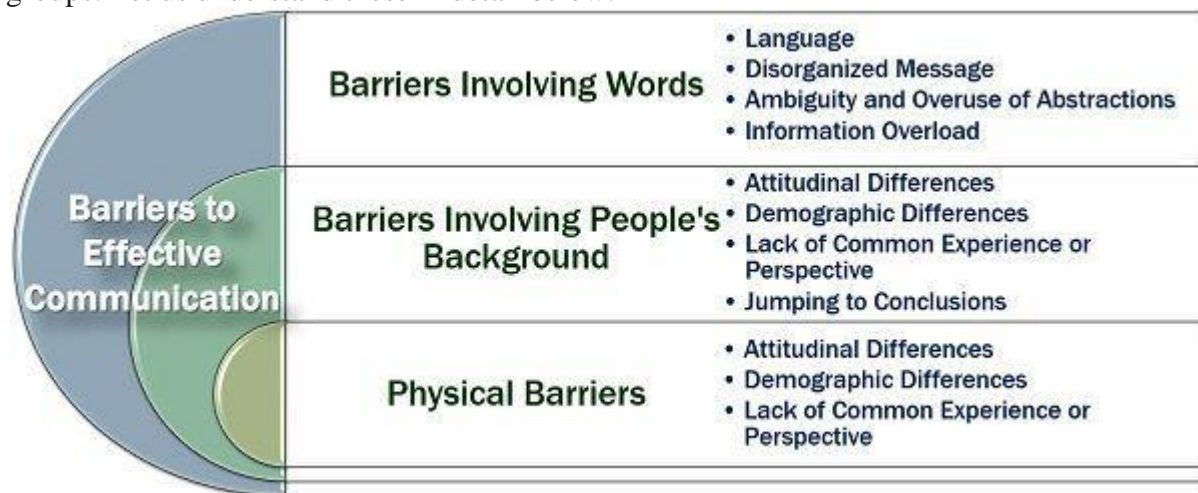
### 1.3 Types of Communication



### 1.4 Barriers to Effective Communication

There are certain obstacles which sometimes hinder the process of communication, making it less useful for the sender as well as the receiver. These barriers are categorised under three

groups. Let us understand these in detail below:



#### *Barriers Involving Words*

Words play an essential role in the process of communication. Any disturbance or distraction in the way a message is presented may lead to miscommunication. Following are the different types of communication barriers related to words:

- **Language:** It is a medium of communication. If the sender is making excessive use of technical terms, it will become difficult for the receiver to understand the message clearly.
- **Ambiguity and Overuse of Abstractions:** Even if the message is presented in a non-realistic or vague context involving a lot of notions, the receiver won't be able to connect with the idea properly.
- **Disorganised Message:** When the words are not organised systematically to form a powerful message, it loses its efficiency and meaning.
- **Information Overload:** The effectiveness of communication reduces when a person keeps on speaking for an extended period. Thus, leading to the receiver's exhaustion, who won't be able to keep track of everything that is conveyed.

#### *Barriers Involving People's Background*

People belong to different backgrounds, i.e., culture, education level, gender, etc. These attributes majorly affect the efficiency of the communication process. It involves the following related obstacles:

- **Attitudinal Differences:** At times, people are resistant to understand or change their mind when they have set their views about a particular topic. Their attitude obstructs meeting the purpose of the communication.
- **Demographic Differences:** The difference in age, generation, gender, status, tradition, etc., creates a lack of understanding among people and thus, hinders the process of communication.
- **Lack of Common Experience or Perspective:** The experiences of a person develop their perspective of seeing things in a particular way. This perspective varies from person to person. Therefore, it becomes difficult for a receiver to relate with the sender's experience or views as he might have never gone through it himself.

- **Jumping to Conclusions:** Some people lack the patience of listening to others and often jump to conclusions between the communication, thus neglecting the motive of the message.

### *Physical Barriers*

These barriers can be experienced directly but challenging to overcome. These include:

- **Physical Distance:** When people communicate over long distances, they miss out the non-verbal aspect of communication, since the gestures and expressions of the receiver cannot be interpreted.
- **Noise:** The environment or the communication system sometimes involve unwanted noise which interrupts the process of communication making it inefficient.
- **Physiological Barriers:** One of the most common barriers to effective communication is the physical disability of the people involved. Some of these are hearing impairment, poor eyesight, stammering, etc.

Thus, we can say that the significant purpose of communication is to pass on the information to the receiver in such a manner that it does not lose its significance. At the same time, the message must be received in its purest form.

## **Levels of Communication**

### **1. Extrapersonal Communication**

Extrapersonal communication is that way of communication in which a human being interacts with other species. Communication between human beings and non-humans is extra personal communication. For example, communication with animals; communication with plants; communication with robots etc. In everyday life, we communicate with animals, we train them and they react according to our instructions and commands. For example, house dogs, horses, cats and monkeys etc. sometime we find some persons, who have the habit of talking at with plants. Certain plants react to our touch, for example, touch-me-not plant

### **2. Intrapersonal Communication**

Intrapersonal communication is the process by which an individual communicates within themselves, acting as both sender and receiver of messages. Self-motivation is an example of intrapersonal communication. Intrapersonal communication also includes reading aloud, repeating what we hear etc.

### **3. Interpersonal Communication**

Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people. This is done through verbal or non-verbal methods. It often includes face-to-face exchange of information, in the form of voice, facial expressions, body language and

gestures. The examples of interpersonal communication include daily communication between employee and employer, client meetings, employee performance reviews and project discussions. Moreover, online conversations, meetings and chatting are also a part of interpersonal communication. This type of communication is very important because it allows people to discuss problems and also help to avoid miscommunication. People with good interpersonal communication skills can, therefore, build healthy relationships with their colleagues and work much better as a team.

#### **4. Organizational Communication**

Organizational communication includes communication within an organization as well as among various other organizations. For example, an educational institute communicates with the teachers, staff and students. Besides, it also communicates with other institutes, government and private organizations and society. Team meetings, work related trainings, social events etc. are the common examples of organizational communication.

#### **5. Mass Communication**

Mass communication is the process of exchanging information through mass media to a very large section of the population. TV, print media like newspapers, magazines and journals, social networking sites, advertisements, films, books etc. are the methods of Mass Communication. The purpose of this communication is to change the behavior, attitude, opinion, or emotion of the people who are watching, reading or listening to it. In today's modern world, this is a very effective, fast and cheap method of sending information to large number of people.

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