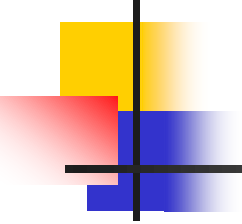


Communication





If all my possessions were taken from me
with one exception, I would hope to keep
my power of communication
--- for by it I would regain all the rest."

--Daniel Webster, American Journalist



"People don't get along because they
fear each other."

People fear each other because they
don't know each other.

They don't know each other because
they have not properly
communicated with each other."

Martin Luther King Jr.



A Process is:

- A set of steps leading to a desired result

Communication-Definition

- Communication is the **process** of conveying information in such a way that the message is received and understood.
- What is the **desired result** of this **process**?





The Essence of Communication

- ★ Personal process
- ★ Occurs between people
- ★ Involves change in behaviour
- ★ Means to influence others
- ★ Expression of thoughts and emotions through words & actions.
- ★ Tools for controlling and motivating people.
- ★ It is a social and emotional process.



Features of Communication

- Two-way Process
- Information Sharing and Understanding
- Circular Flow
- Goal Oriented
- Continuous Process
- Pervasive Activity.



Forms of Communication

- **VERBAL:** Verbal form can either be spoken or written. It involves the use of words.



Forms of Communication

- **NON-VERBAL:** In this form, words or graphics are not employed. It is present in written, oral, and graphic communication. It involves the use of body language, paralanguage, dressing in speech. On the other hand, format, layout, handwriting style, etc are non-verbal elements in writing.



Forms of Communication

- **GRAPHIC COMMUNICATION:** It represents ideas, feelings, views, etc visually by the use of shapes, diagrams, lines, symbols, illustrations, color, etc. It can have both verbal and non-verbal elements.



Types of Communication

- **INTERPERSONAL:** It involves interaction between people on a one-to-one basis or a one-to-many basis.



Types of Communication

- **INTRAPERSONAL:** In this, you think about, learn about, reason with, and evaluate yourself. It includes use of one's mental faculties for a better understanding of oneself as well as the world.



Types of Communication

- **TELEPHONIC COMMUNICATION:** It uses a telephonic or any other advanced medium for communication between participants.



Types of Communication

- **PUBLIC COMMUNICATION:** It involves informing and persuading the members of an audience to hold certain attitudes, values, or beliefs, so that they will think, believe, or act in a particular way; on the other hand, you can also function as a member of an audience, in which case another person will do the same for you.



Types of Communication

- **ORGANIZATIONAL COMMUNICATION:** It generates from one source and takes place when the organization communicates with a number of receivers. This kind of communication can be made either to receivers within the organization, or to others outside the organization in the form of reports or meetings.



Types of Communication

- **MASS COMMUNICATION:** Mass communication is communication between mass media (electronic and print) and the public.

The Process of Communication and it`s Barriers



A scientific model



Activity

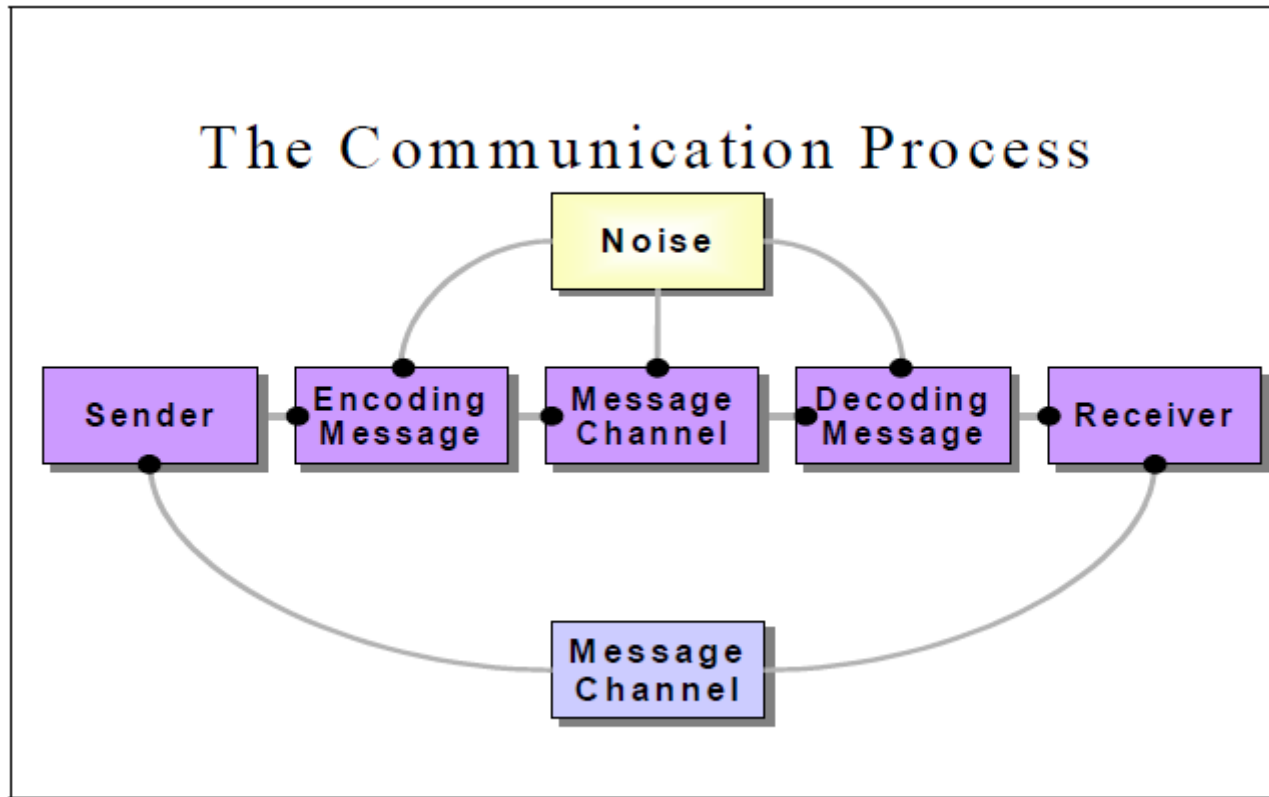
- **The following slide lists the elements involved in the process of communication. In what order will they appear in any single act of communication.**



The Elements

- Decoding
- Sender
- Feedback
- Receiver
- Message
- Encoding
- Channel

The process of Communication





1. SENDER

- The person/entity who sends messages.

Senders have a background of accumulated attitudes, experiences, skills, cultural conditioning, and individual differences that influences how they communicate.



MESSAGE

- It is the idea or feeling that the sender wants to communicate.



ENCODING

- Encoding is the process where the information you would like to communicate gets transferred into a form (words or signs) to be sent and decoded by the receiver.
- Encoding is a complex activity.
- Encoding must happen after considering the objective of communication, the receivers, the channel and the context.



CHANNEL

- The channel is the means or technique used to convey the message, like, a conversation, telephone call, radio, television program, etc.



THE RECEIVER

- The receiver is the target recipient of the message.
- It is important to understand that receivers have to engage in a whole process to receive messages.
- Receivers decode messages after active listening.



THE RECEIVER

- Receivers decode or interpret messages under the influence of
 - Self Concept
 - Presuppositions
 - Experience
 - Expectations
 - Attitudes and values
 - Cultural, social, religious, and educational background
 - Feelings
 - Intellectual level, age



FEEDBACK

- Feedback is the main component of communication process as it permits the sender to analyze the efficacy of the message. It helps the sender in confirming the correct interpretation of message by the decoder. Feedback may be verbal (through words) or non-verbal (in form of smiles, sighs, etc.). It may take written form also in form of memos, reports, etc.



FEEDBACK

- Feedback is important as it
 - Provides continuity in communication
 - Indicates effective understanding or misunderstanding of the message
 - Stimulates further communication and adds discussion



FEEDBACK

- It can be both constructive or destructive in business settings.

How should a manager respond to a poorly written proposal by an employee?



CONTEXT

- Context is the situation or setting within which communication takes place. It plays an extremely important part in how a message is encoded and decoded.



Activity

- ABS Corp is an organization that has been around for ten years. It has revised its Medical Leave Policy. The allowable medical leaves have been cut down from 10 to 5 days. This message has to be delivered to the employees ASAP. How best to compose the message?
- What factors will be considered while formulating the message.



Activity

- If the employees of ABS Corp are unhappy with the new Medical Leave Policy, how should they voice their opinion?



Barriers to Communication

- Barriers can occur at any stage of the communication process and block, distort, or interrupt it.
- Sources of barriers can lie in Senders, Receivers, or Channels

Sender related factors that cause Communication barriers

- Ineffective encoding, like, inappropriate choice of words
- Violation of 7Cs
- Inappropriate channel selection
- Ineffective audience analysis
- Information overload
- Language proficiency

Receiver related factors that cause Communication barriers



- Different world views and ideologies
- Distractions: physical and emotional
- Language proficiency
- Inaccurate interpretation
- Selective Perception
- Inadequate feedback



Channel related factors that cause Communication barriers

- Noise
- Interruptions, interference,
- Distractions

eg, failure of technology in case of emails,
projectors, etc



Overcoming Barriers

For the sender

- ✓ Be clear about the message to be sent.
- ✓ Be precise and to the point
- ✓ Use a language understandable to the receiver.
- ✓ Request a feedback to ensure receipt of message

For the receiver

- ✓ Listen Actively.
- ✓ Concentrate on the message
- ✓ Ask for clarifications wherever required.
- ✓ Understand the body language.
- ✓ Make notes if required.



Activity

- Nesta is a business corporation. It is facing issues like unsatisfactory employee productivity, unhealthy interpersonal relationships between the employees, lack of creativity.
- How can communication be used to resolve the above problems.