

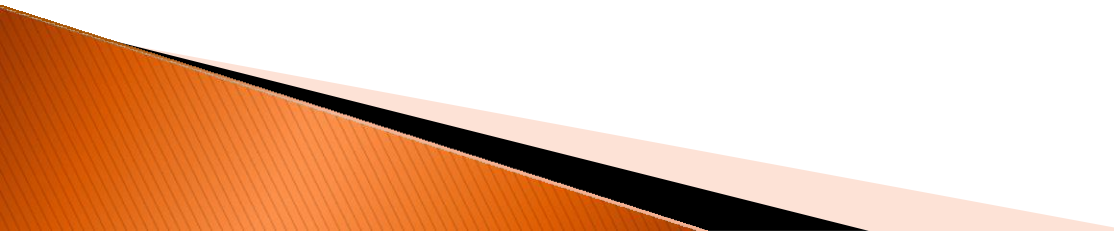


**NED UNIVERSITY OF
ENGINEERING & TECHNOLOGY**

Week 6

**Communication dilemma ,Feedback and
Audience Analysis**

This week covers

- Communication dilemma
 - Communication Barriers/problems
 - Feedback, its importance
 - Types of Feedback
 - Audience Analysis
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COMMUNICATION

- the act or process of communicating; fact of being communicated.



the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.



dilemma

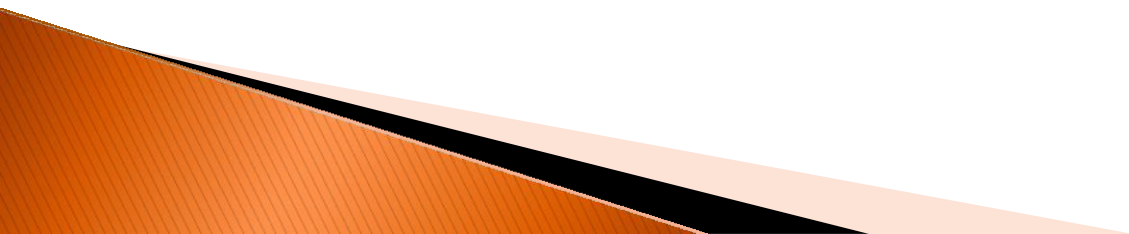
a situation in which a difficult choice has to be made between two or more alternatives, especially ones that are equally undesirable.

Or

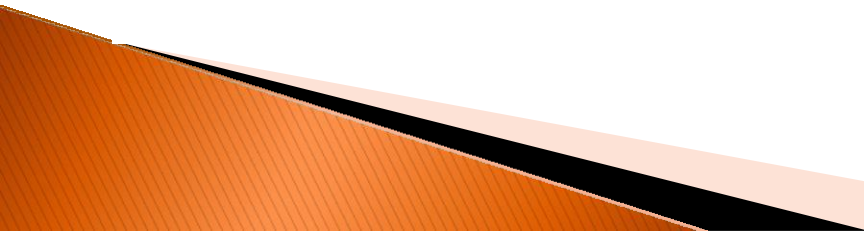
a difficult situation or problem

Or

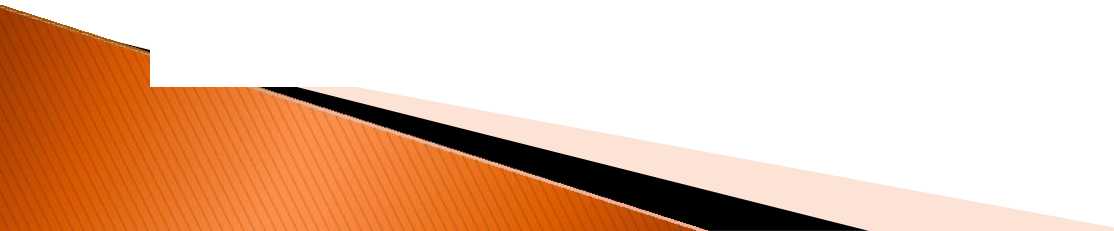
an argument forcing an opponent to choose either of two unfavorable alternatives.



WHAT IS COMMUNICATION AND BARRIER ?

- ***Communication*** is the activity of conveying meaningful information. It requires a sender, a message, and an intended recipient.
 - ***Barrier*** An obstacle in a place that prevents us from completing certain tasks.
 - ***Communication barriers*** can be defined as the aspects or conditions that interfere with effective exchange of ideas or thoughts.
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TYPES OF BARRIER

- Physical Barrier
 - Cultural Barrier
 - Language Barrier
 - Emotional Barrier
 - Gender Barrier
 - Organizational Barrier
 - Perceptual Barrier
- 

PHYSICAL BARRIER

- Physical barriers relate to disturbance in the immediate situation, which can interfere in the course of an effective communication.
- Some of them are easy to Alter whereas, some may prove to be tough obstacles in the process of effective communication.

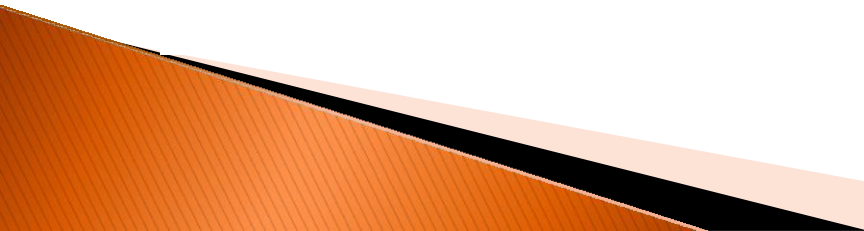


FACTORS CAUSING PHYSICAL BARRIER

- Defects in media
- Distraction in environment
- Distance
- Ignorance of medium
- Physical disability



HOW TO OVERCOME?

- To be updated with latest technologies.
 - Choosing a suitable environment.
 - Removing obstacle.
 - Making signs easier to read, example, you could supplement written signs with pictures and visual signs.
 - Self Motivation.
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Example for psychological

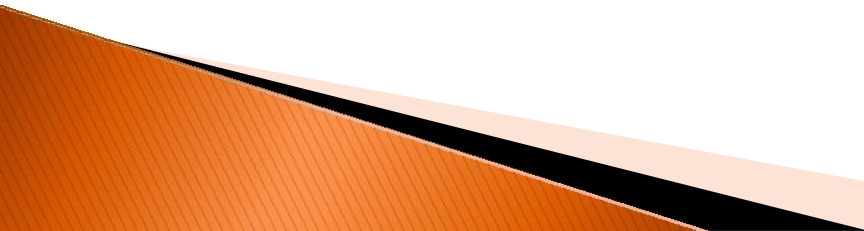
- A person might have a belief that they can't ride a bicycle and carry this belief with them through their life, and as such they would never attempt to ride a bicycle. This belief will usually have been developed as a result of their past experience - they may have tried to ride a bicycle as a young child, perhaps they started to ride but fell off - hurting themselves in the process. If they tried to ride again shortly after the first accident, and subsequently fell off again, hurting themselves, they would perhaps begin to believe that they can't ride a bicycle. And they will hold this belief or psychological barrier until they receive sufficiently strong evidence to change this belief.

CULTURAL BARRIER

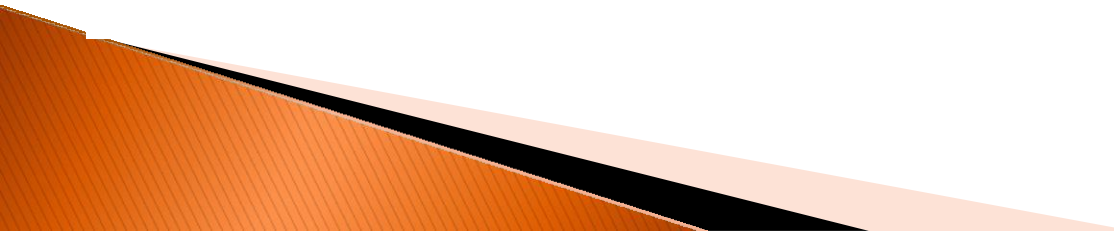
- Cultures provide people ways of thinking--ways of seeing, hearing, and interpreting the world.
- Similar words can mean different things to people from different cultures, even when they talk the "same" language.



FACTORS CAUSING CULTURAL BARRIER

- Diversified cultural background.
 - Language and Accent.
 - Behavior and Nature.
 - Religion.
- 

HOW TO OVERCOME ?

- Cross culture environment.
 - Have a thorough knowledge of your counterpart's culture background.
 - Conduct effective communication workshop.
 - Work in groups and run frequent meeting
- 

LANGUAGE BARRIERS

- Inability to converse in a language that is known by both the sender and receiver is the greatest barrier to effective communication.
- When a person uses inappropriate words while conversing or writing, it could lead to misunderstanding between the sender and a receiver.

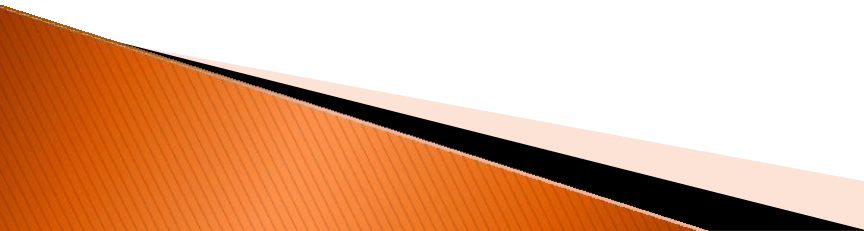


FACTORS CAUSING LANGUAGE BARRIERS

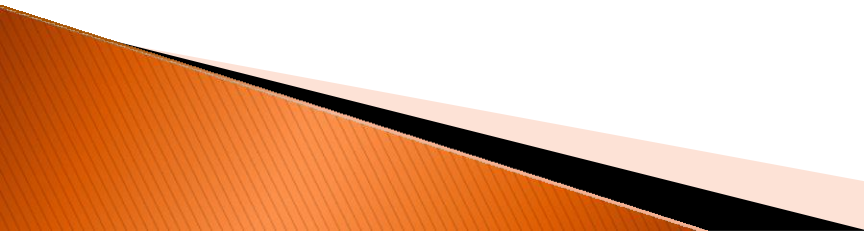
- Multi language
- Region
- Inadequate vocabulary
- Interpreting difference



HOW TO OVERCOME ?

- Speak slowly and clearly.
 - Ask for clarification.
 - Frequently check for understanding.
 - Be specific.
 - Choose your medium of communication effectively.
 - Be patient.
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EMOTIONAL BARRIER

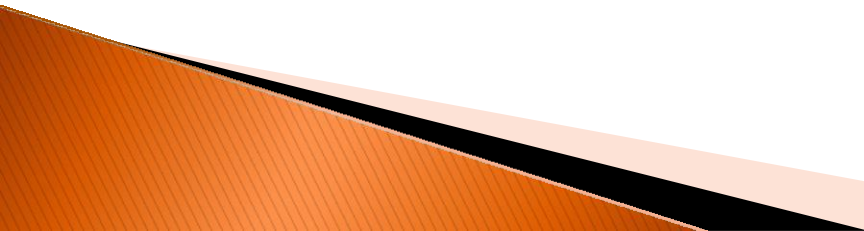
- The emotional state may influence your capacity to make yourself understood and hamper your understanding of others.
 - Many times, emotional barriers on your part or the part of the person you are speaking which may inhibit your ability to communicate on an effective level.
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FACTORS CAUSING EMOTIONAL BARRIER

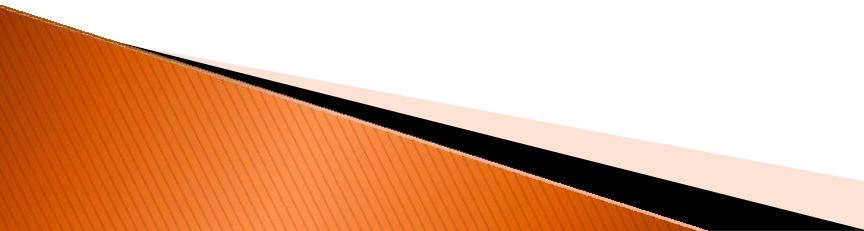
- Fear/ insecurity
- Mistrust
- Stress



How to overcome

- Motivation and commitment to change.
 - Peer or mentor support .
 - Practice expressing recognition .
- 

GENDER BARRIERS

- Relationships, respect, workplace authority and education are common ways men and women are pitted against each other.
 - Overcoming barriers in gender communication isn't simple but can be made clear with a little patience and understanding.
 - This barrier arises because men and women have different ways of thinking and communication.
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FACTORS CAUSING GENDER BARRIERS

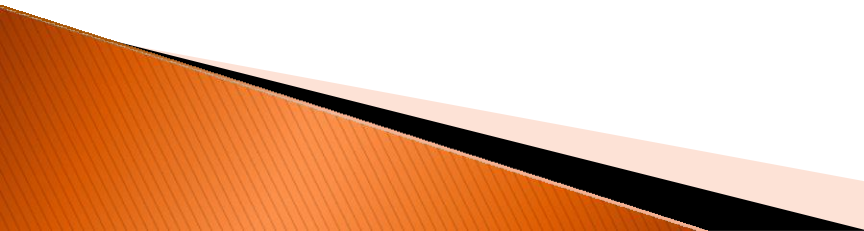
- Fear and shy
- Environment
- Misunderstanding

How to overcome

- The process of bridging the gap in gender communication requires the great deal of patience and understanding that only time and attention will teach.



ORGANIZATIONAL BARRIERS

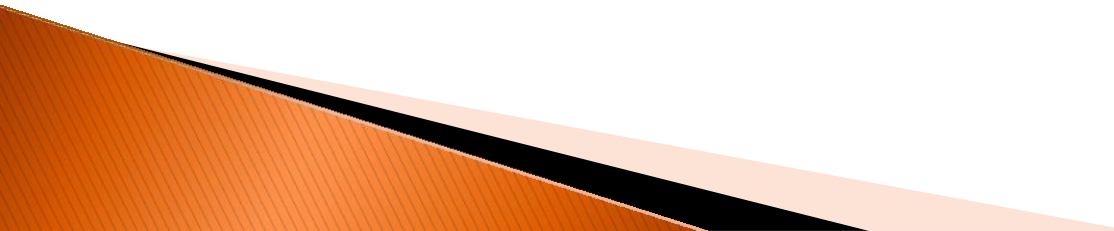
- Organizational structure greatly affects the capability of the employees as far as the communication is concerned .
 - All the internal factors which stymie or block the process of communication are known as organisational barriers. Some such factors have already been discussed like restrictive environments, deceptive tactics, communication network.
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FACTORS CAUSING ORGANIZATIONAL BARRIERS

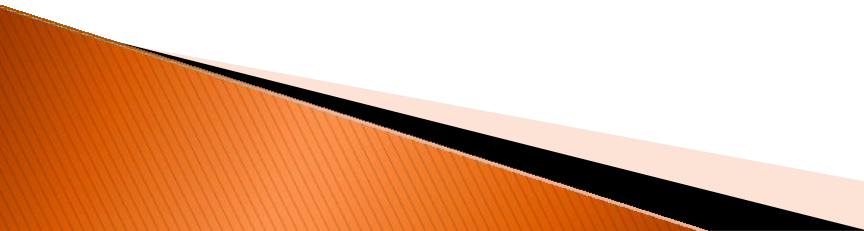
- Status relationship
- One way flow
- Organization structure
- Rules and regulations
- Too many levels in organization structure



HOW TO OVERCOME?

- Poor structure to the communication.
 - A weak delivery.
 - The use of the wrong medium to deliver the communication.
 - A mixed message.
 - The message is delivered to the wrong audience.
 - A distracting environment.
- 

PERCEPTUAL BARRIERS

- The most common problem is that the people have difference opinion .
 - The varied perceptions of every individual give rise to a need for effective communication.
 - We all have our own preferences, values, attitudes, origins and life experiences that act as 'filters' on our experiences of people, events and information.
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FACTORS CAUSING PERCEPTUAL BARRIERS

- Difference in Understanding
- Difference in Perception of Reality
- Differences in Values, Attitudes and Opinions



HOW TO OVERCOME?

- Start by listening to others.
- Clarify if there is confusion.
- Stay calm and be positive.



FEEDBACK

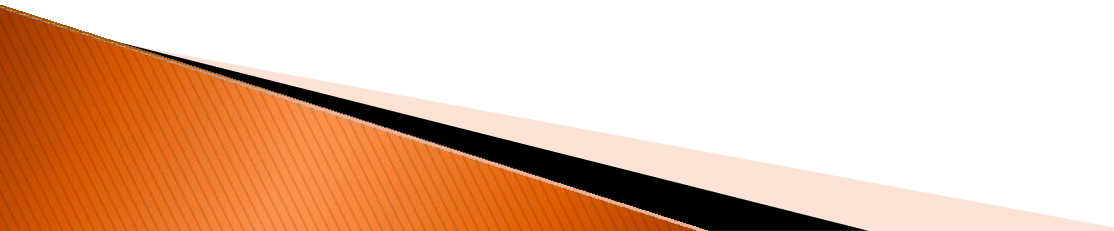


What is Feedback?

The observation of the receiver's response is called feedback.

Or

In other words, the part of the receiver's response communicated back to the sender is called feedback.

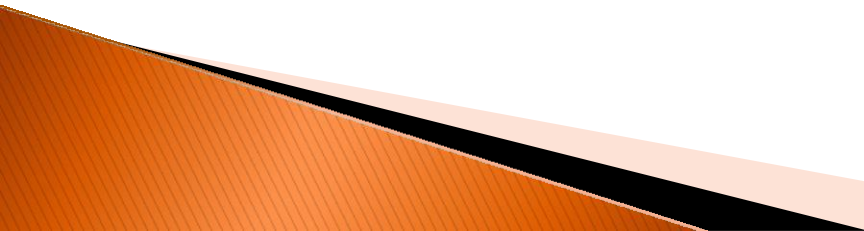


Why Feedback is Essential for effective Communication

It is inevitably essential in case of two-way communication. Without feedback, two way communication is either ineffective or incomplete.



Feedback is needed for:

- Collection of Information
 - Completion of Entire Communication Process
 - Measuring the Effectiveness of Communication
 - Improving Labor-Management Relationship
 - Measuring the Effectiveness of Media
 - Taking proper Decision
 - Problem Solving
 - Coordination among Various Departments
 - Getting the Reactions of Receiver
- 

Types of Feedback

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graph TD; A[Types of Feedback] --> B[Positive Feedback]; A --> C[Negative Feedback];
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**Positive
Feedback**

**Negative
Feedback**

Positive & Negative Feedback

- * POSITIVE feedback is praise for a successful performance. Aimed at motivating performer.
- * NEGATIVE feedback is external information about how a performance was incorrect.
- * Task: If you were coaching someone trying to learn to serve in tennis which type of feedback would you use? What factors would influence your decision?



AUDIENCE ANALYSIS

Audience Analysis

A nalyze	Who is/are the recipient(s)?
U nderstand	What is their knowledge of your message?
D emographics	What is their age, gender, education level, position?
I nterest	What are their interests or investment to your message?
E nvironment	What is your relationship to the audience? What is their likely attitude to your message? Have you taken cultural differences into consideration?
N eeds	What information does your audience need?
C ustomize	How do you adjust your message to your audience?
E xpectations	What is your audience's expectations?

TIPS

10 Tips to Effective Audience Analysis

1

Create buyer personas to uncover purchase behaviors

2

Ask your audience about their interests using free survey tools

3

Collect data about your audience via Google Analytics

4

Get additional data with SimilarWeb's audience analytics

5

Leverage social analytics platforms like Twitter Insights

6

Monitor your social media with tools like Sprout

7

Access your CRM to analyze current customers' preferences

8

Collect feedback via email, website reviews, and more

9

Analyze your competitors' websites and social media

10

Join relevant online groups, forums, and discussions