# UNIT-1

Communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.                                                                                    **-Thed Haiman**

Communication is the two way process of exchanging ideas and information.                                                          **-Murphy-et-al**

## Roles of Communication:
1) It increases interaction in a giant organization.
2) It helps in operating in global business organization.
3) Many companies operate in the international level.
4) This requires dealing with people of different language and culture.
5) Timely information.
6) To keep pace with a changing environment.
7) Better decision making.
8) Better human relations.
9) Achieving organizational goals.
10) Better public relations.
11) Generations of better ideas.
12) Helpful as a motivational force.

## Process of Communication:
1) Communication is process which involves sender of a message and receiver.
2) Communication is complete only when the receiver is able to inter spread a message as desired by the sender and responds to it.
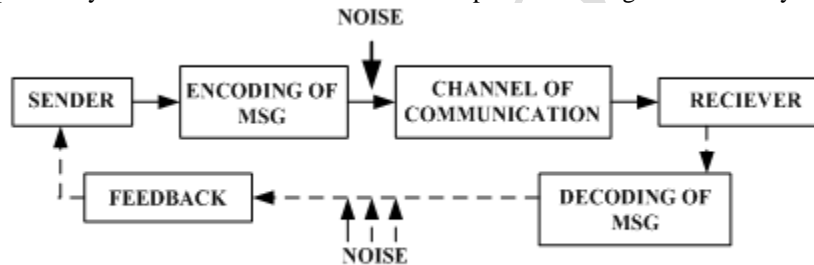
Fig. 2

## Elements of Communication:
1) **Sender:** The person who feeds the needs to express certain ideas and thoughts is known as sender or communicator. It initiates the message.

2) **Message:** Message is the fact idea, meaningful content or piece of information that sender wants to convey and send to the receiver.

3) **Encoding of Message:** Encoding is the process by which the sender translates his thoughts, ideas into a series of symbols (words, signs) or any medium that is shared between the sender and receiver. It is for safety purpose.

4) **Communication Channel:** Communication channel is the medium through which the message passes. It may be formal channel (ex-member, presentation, reports) or informal medium (ex personal letters).

5) **Receivers:** The person who receives the message and provides feedback is called Receivers.

6) **Decoding:** Decoding is the process of comprehensing meaning and all the sense of the message so that the receiver understands it.

7) **Feedback:** Feedback is the receiver's response to the message sent by the sender. Feedback confirms the receipt of message by the receiver.
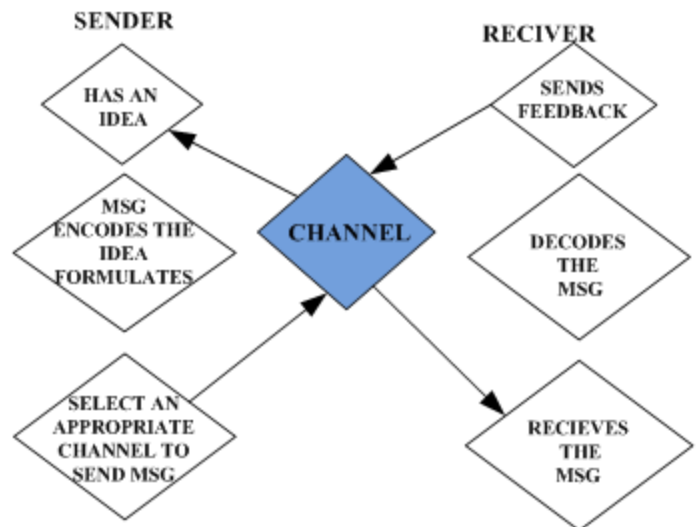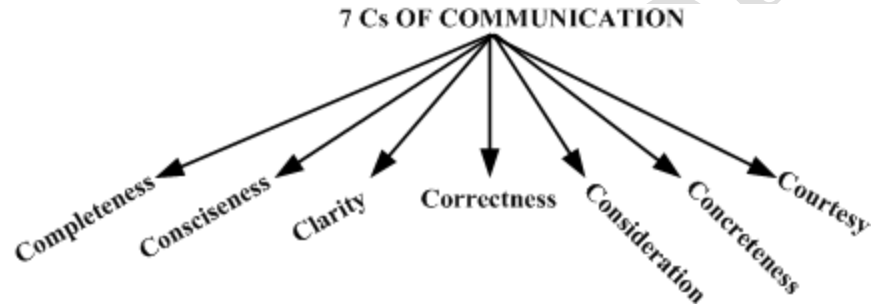
Fig.3 COMMUNICATION CYCLE
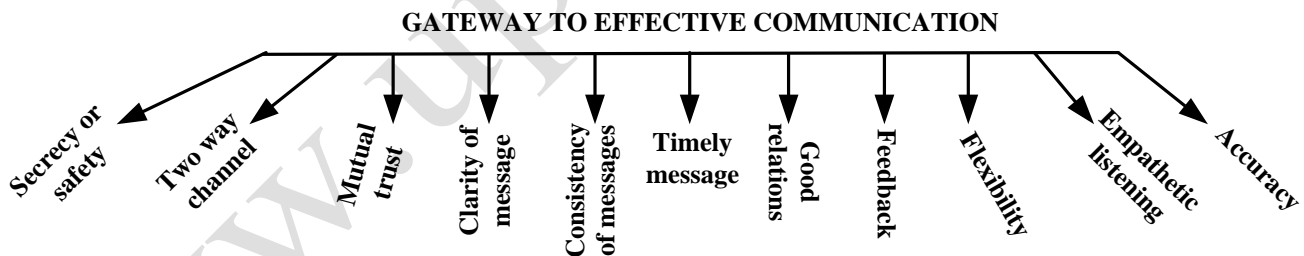
## Classification of Organizational Communication:

1) Internal Communication: When people within the organization communicate with each other, it is called internal communication. It could be individual to individual, individual to group, group to individual and department to department.

Modes Of Internal Communication: Memos (it can be exchanged within the department), reports, official orders, circulars, staff letters, email, fax, notices.

2) External Communication: When people in the organization communicate with anyone outside the organization. E.g. clients, customers, dealers, government, distributers and media.
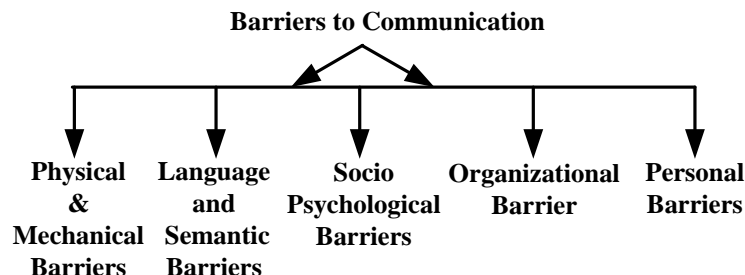
## 7 C's of Communication:

1) **Completeness:** Every communication must be complete and adequate. Incomplete messages keep the receiver guessing, create misunderstanding and delay action. Every person should therefore, be provided with all the required facts and figures.

   E.g. when the factory supervisor instructs workers to produce, he must specify the exact size, shape, quality and cost of the product.

2) **Conciseness:** It means that in business communication you should be brief and be able to say whatever you have to say in fewest possible words.

3) **Clarity:** The message must be put in simple terms to ensure clarity. Words must mean the same thing to the receiver as they do to the sender.



7 Cs OF COMMUNICATION

Completeness  Consciseness  Clarity  Correctness  Consideration  Concreteness  Courtesy

4) **Correctness:** The term correctness as applied to business messages means bright level of language and accuracy of facts, figures and words. If the information is not correctly conveyed the sender will lose credibility.

5) **Consideration:** Consideration means preparing the message with the intended receiver in the mind. In order to communicate effectively, the sender should think and look from the receiver's angle, i.e. adopting a humane approach and understanding the emotions and sentiments of the receiver.

6) **Concreteness:** It means be specific, definite and vivid (clear) rather than vague (not clear) and general. In oral communication, we can't draw the tables, diagrams and graphs to make our statement vivid which is relevant with facts and figures.

7) **Courtesy:** Courtesy and politeness stems from a sincere youth attitude. It is not merely politeness with mechanical insertions of please and thank you. Although applying socially accepted manner. Rather, it is politeness that grows out of respect and concern for other.

## Gateway to Effective Communication:



GATEWAY TO EFFECTIVE COMMUNICATION

Secrecy or safety  Two way channel  Mutual trust  Clarity of message  Consistency of messages  Timely message  Good relations  Feedback  Flexibility  Empathetic listening  Accuracy

## Barriers to Communication:



Barriers to Communication

Physical & Mechanical Barriers | Language and Semantic Barriers | Socio Psychological Barriers | Organizational Barrier | Personal Barriers
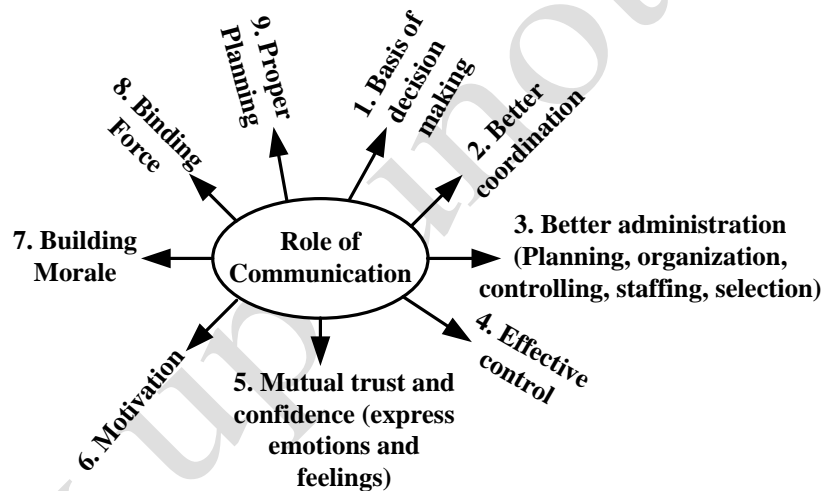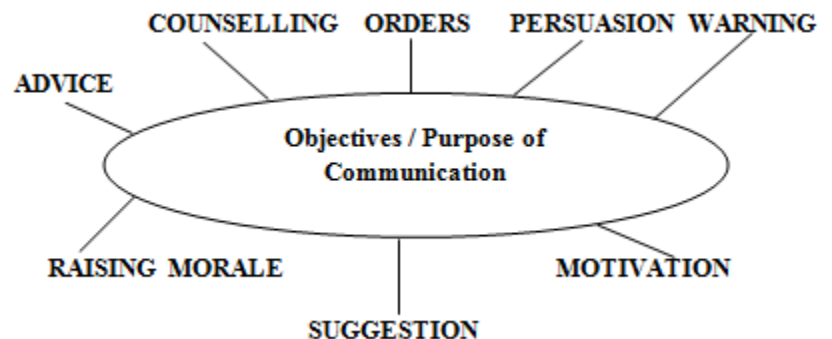
**Types of Communication:**
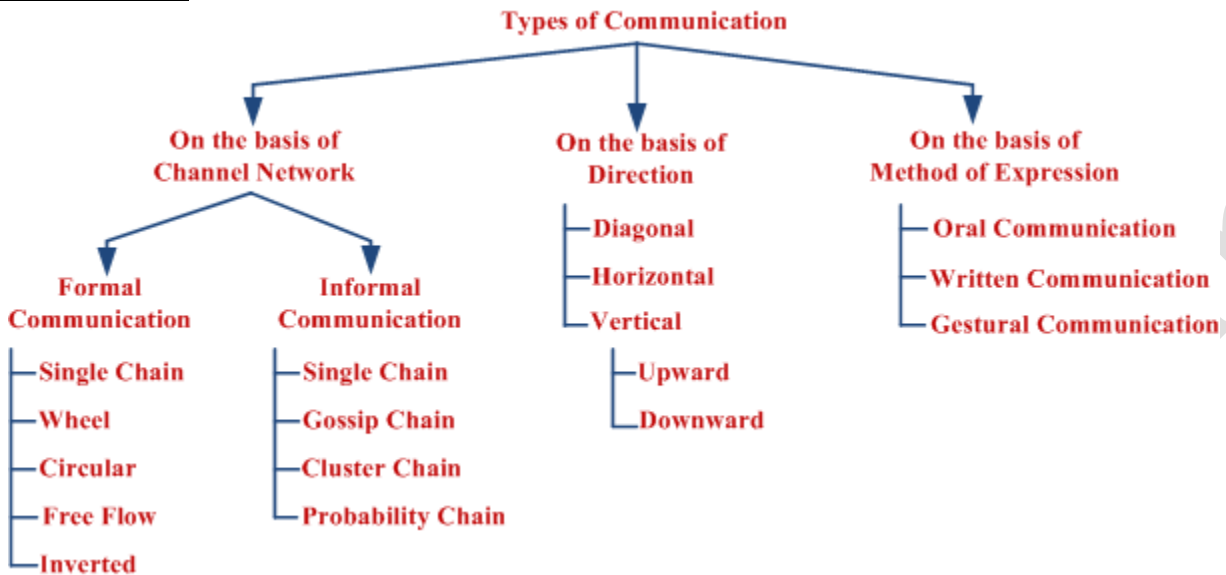


**Role and Importance of Communication:**



**Objectives / Purpose of Communication:**

1) **Advice:** Managers often give advice to their subordinates and colleague on both personal and official matters.
2) **Counseling:** When the subordinate is in difficulty or under stress, e.g. an employee with family problem, not able to do his job properly, in such situation psychological counseling can help a lot in modifying his behavior under stress and overcoming his problem.
3) **Persuasion:** To get favorable response and influence people's behaviors and attitude.

   E.g.          1).When dues have to be collected from an unwilling customer.

               2).When goods have to be sold despite competition.

               3).When employees have to be convinced of the need for greater efforts.

4) **Suggestion:** Very mild and subtle form of communication both upward and downward.
5) **Motivation:** Suggestion schemes, joint consultation praise for outstanding efforts, etc help motivation. Process of inducing people to work hard for achieving organization goals.
6) **Raising Morale:** By creating an atmosphere of mutual trust, feeling of reassurance.
7) **Warning:** To ask the employees to abide by the rules and regulations and work with dedication. E.g. no smoking, outsiders are not allowed.
8) **Orders:** It is an authoritative communication. The downward flow of communication is dominated by orders.

## ORAL COMMUNICATION:
Oral communication involves exchange of message with the help of spoken words.
**Methods of Oral Communication:**
1. By face to face contacts: Face to face conversation is the most natural way of transmitting the message. E.g. oral orders, face to face interviews, lectures, group discussion, social gatherings, etc. It is frequently used in our daily life.
   Advantages:        1). Better listener's attention.
                      2). More forceful effect through facial expressions.
   Disadvantages:     1). Inattentive listening.
                      2). Difficulty arranging personal contacts at distant place.
                      3). Unproductive in unhealthy relations.
2. Through mechanical devices (e.g. telephone, teleconferencing, intercom system, cellular phones).

**Two Types of Oral Communication:**
1. Listening: Any discussion of oral communication is incomplete without considering listening as an important tool to communication. Speaking and listening, listening and speaking go hand in hand. No oral communication can be effective without proper listening.
2. Presenting: Along with listening skills, ability presents ones viewpoint is also important for effective oral communication. In order to be a good presenter, one should present facts and not opinions, keep it to the point, keep the listener's interest in mind, ask for feedback and answer questions honestly.

**Goals of Oral Communication:**
1. To inform the listener
2. To persuade the listener
3. To build good will.

**Advantages of Oral Communication:**
1. Oral communication is more effective because of direct contact between the communicator and communicatee.
2. Oral communication helps in getting quick response from the receivers.
3. Oral communication particularly face to face contacts can be made more effective by supporting them with gestures and demonstrations.
4. Oral communication is faster as compared to written communication.
5. Verbal communication provides for greater flexibility since no record of verbal communication is kept.
6. Verbal communication is relatively less expensive.
7. Spontaneous.
8. Midway correction is possible.

**Limitations of Oral Communication:**
1. Oral communication may not be effective when the communicator and communicate are talking from a long distance with the help of a mechanical device.
2. Oral communication is not feasible when the information to be conveyed is very lengthy because the listener will not be able to understand the whole information.
3. Oral communication is not possible when parties to communication are at distant places and no means of communication is possible.
4. Oral communication cannot serve as an authentic piece of record until the conversation is audio or video recorded.
5. Oral communication may give rise to conflicts in certain situations because of immediate response from listener.
6. Oral communication in the form of face to face meeting may prove to be time consuming and costly.

**Principles of Successful Oral Communication:**
1. Clarity of expression: Pronunciation and accent of the speaker are important in oral communication. The speaker should speak clearly and slowly.
2. Be precise: In oral communication, the words should mean what they should.
3. Choice of words: Sometimes words carry shades of meaning and as such the speaker may use them in one sense while the listeners may understand them differently. E.g. The speaker says what a clever idea" meaning "stupid idea" while the listener may take it as a "clever idea".
4. Avoid Hackneyed phrases: Hackneyed phrases are those which have been used so often that they have lost their impact and have

become dull. E.g. 'so then', 'You see', 'You know'.

5. <u>Avoid communication overload:</u> The messages are likely to be lost if the speaker speaks for a long time. Hence, it is said – Kill your speech before it dies.
6. <u>Listener's Interest:</u> A speaker should also consider the listener's point of view, the type of audience, its culture, education and level of intelligence.
7. <u>Sequence:</u> The speaker should make his speech effective and forceful by arranging various ideas in a logical sequence.
8. <u>Strong Conviction:</u> The speaker should think carefully, speak sincerely, and plan intelligently in order to make his speech effective.

## NON VERBAL COMMUNICATION:

By non verbal communication, we mean all communication that involved neither written nor spoken words but occurs without the use of words.

**Types of Non Verbal Communication:**

1. <u>Kinesics (Body Language):</u> Kinesics means the study of the body language i.e. the study of the role of body movements such as winking struggling etc in communication.

E.g. nodding head up and down conveys agreement, while shaking head from side to side shows disagreement.

Elements of Body language: Personal appearance, facial expressions, posture or body positions, eye contacts.

2. <u>Proxemics (Space Language):</u> It is the space language which deals with the way people use physical space to communicate.

Edward T Hall has described human relationships in terms of four kinds of distances.



   i). Intimate: Physical contact to 18 inches
   ii). Personal: 18 inches to 4 feet
   iii). Social: 4 feet to 12 feet
   iv). Public: 12 feet to the range of eye sight and hearing.

3. <u>Chronemics (Time language):</u> It involves the meaning given to time dimension when we are communicating it to someone.

E.g. Completion of task within a specific time period communicates sincerity, hard work and loyalty, reliability whereas frequent late coming and absenteeism may communicate unreliability laziness and disinterestedness of person.

4. <u>Haptics (Touch Language):</u> It is a study of low physical contact or touch s used to communicate the ideas and feelings.

Modes: Stroking, hitting, patting, shaking hands, etc.

E.g. A gentle touch of a friendly hand on the shoulders can communicate encouragement; a limp shake hand indicates lack of interest or friendship for them.

5. <u>Para Language (Like Language):</u> Paralanguage is the study that how the speaker verbalizes. It shows as how the words are spoken or uttered, voice and word stress. Vocal tones indicate meaning to others such as that we are sad, happy, excited, nervous and so on.

Para Language can be studied under two heads:

   i). Voice: It refers to the quality of voice.
      a). Pitch Variation: Rise and fall in pitch is also a way of non verbal communication, expressing one's anxiety, excitement, etc.
      b). Speed: The speed of articulating words carries meaning in oral presentation. E.g. if too much fast speed or too much low speed, it irritates the listener.
      c). Pronunciation: Mispronunciation leads to the bad effect on one's speech.
   ii). Word Stress: Meaning conveyed by the verbal utterance very much depends on the word on which the speaker brings about a change in pitch pattern, i.e. which word is stressed.

Features of Para Language:

   i). Para language is a mid path between verbal and non verbal communication.
   ii). Para language uses various signs and signals to communicate between people.
   iii). Para language is not a language but like a language.
   iv). Para language tells the communicators on "how to communicate" and not "what to communicate".
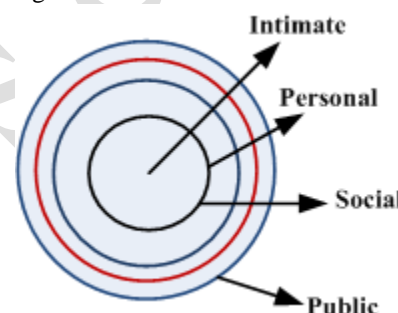
# STRUCTURE / TYPES OF COMMUNICATION

## ON THE BASIS OF CHANNEL OF COMMUNICATION:

**1). Formal Communication:** It refers to the official communication which takes place following the chain of command in the organization.

The organization structure reflecting superior subordinate relationship determines the flow of formal communication.

**2). Informal Communication (Grapevine):** Communication between individuals and groups which are not officially recognized are known as informal communication. It consists of ideas and information resulting from social interaction among the members of an organization.

Types of Grapevine Chain:
1). Single Strand Chain: Communicating with another individual through the interviewing in air.
2). Gossip Network The individual communicates with every one without any particular selection.
3). Probability Chain: The individuals communicate randomly with others according to the law of probability.
4). Cluster Chain: Here the individual communicates with only those individuals whom he trusts.

## ON THE BASIS OF COMMUNICATION NETWORK:

A network of communication represents the pattern of contact among the members of an organization.

Types of Formal Communication Networks:

**1). Single Strand or chain Network:** As shown in figure, here one person communicates with one person only. It can flow from top to bottom or bottom to top in a line.

**2). Wheel Communication Network:** As shown in figure, the wheel network represents the communication pattern under which the subordinates can communicate with and through one manager.



**Chain Network**    **Wheel Communication Network**    **Circular Communication Network**    **Free Flow Communication Network**    **Y-Communication Network**

**3). Circular Communication Network:** In case of circular network, the message moves in circle. Each person can communicate with his two neighboring colleagues only.

**4). Free Flow Communication Network:** In such an communication network, everyone is free to communicate with anyone or everyone in the organization.

**5). Y Communication Network:** This network is centralized with information flows along the pre determined paths. Such networks may be appropriate for simple operations requiring little interaction among the members of the group.

## ON THE BASIS OF METHODS OF EXPRESSION:

**1). Oral Communication:** It involves the exchange of messages with the help of spoken words. Oral communication may take place by two means:
1). By face to face contacts: E.g. oral orders, personal interviews, lectures, group discussions, social gatherings, etc.
2). Through mechanic devices: E.g. signals, telephones, intercom systems, mobile phones, fax, emails, etc.

**2). Written Communication:** written communication is transmitted by written words in the form of letters, memos, circulars, bulletins, reports, instruction cards, manuals, magazines, handbooks, etc.

**3). Gestural Communication:** Communication through gestures or postures is often used as a means to supplement verbal communication.

**Difference between Oral and Written Communication:**

| | Oral Communication | | Written Communication |
|---|---|---|---|
| 1. | It is expressed through spoken words. | 1. | Communication is expressed in writing. |
| 2. | It takes less time. | 2. | It takes more time. |
| 3. | It may not be precise. | 3. | It can be very precise. |
| 4. | It may not be complete. | 4. | It is generally complete. |
| 5. | It is generally informal in nature. | 5. | It is generally formal in nature. |
| 6. | Oral message may be taken casually. | 6. | It is generally taken seriously. |
| 7. | Oral message may not be verifiable. | 7. | Written message is verifiable from the records. |

**Distinction Between general and Technical Communication:**

| | General Communication | | Technical Communication |
|---|---|---|---|
| 1. | General Communication includes day to day gossips, casual talks among peers. | 1. | All communication, written or oral, done in the professional arena to a specific audience for specific purpose. |
| 2. | It is done without reference to any specialized techniques, terminology and format. | 2. | It is specifically in a proper format. |
| 3. | It doesn't need any boundaries and rules. | 3. | It is for specific audience only. |
| 4. | It could be vague, suggestive, equivocal, and very plain. It hasn't ant set pattern of communication. | 4. | The writing is concise, clear and accurate. It conveys technical, complex or specialized information. |
| 5. | It is elegant and creative and can be poetic, literary or generic. | 5. | It is strictly technical and organized in a way that is easy for a non technical reader to understand. |

**TECHNICAL COMMUNICATION:**
"All the information which is organized, presented and communicated in a specific format for a specific purpose and to specific audience is called Technical Communication". For e.g. business plan, business letter, agenda, advertisement, action plans, audit report, brochure, catalogue, contract, data book, memo etc.

**COMMUNICATION:**
"Communication is sharing of thoughts, knowledge, information or message with others." **-Anonymous**
"Communication is the ability of the various functional groups within the enterprise understand each other and each other's functions and concerns" **-Peter Drucker**
"Effective communication is one of the most important functions of management". **-Molloy**
"Communication is the transfer of information and understanding from person to another person. It is the way of reaching others with facts, ideas, thoughts and values". **-Keith Davis**

**PURPOSE OF PROFESSIONAL COMMUNICATION:**
- T o inform the worker and officials about what they are supposed to do.
- To collect some information vital to making of a decision.
- To make enquiries, fix responsibilities, demand explanation and enforce discipline.
- To advice or to seek advice.
- To appreciate a work or to express disapproval.

**Requisites of Technical Communication:**
1). **Proficiency in Subject:** The command on subject is the backbone of an effective technical communication.
2). **Proficiency in Language:** Proficiency in language is must. Language error in technical writing is never entertained.
3). **Proficiency in Structuring:** To synchronize the thoughts and information in a logical order and to ensure coherence is the main intention of technical communication.

**Requisites of Technical Communication**

Proficiency in Subject    Proficiency in Language    Proficiency in Structuring

**Elements of Technical Writing:**
1). **Simple Diction:** "Diction means words". And style determines the choice of words. Diction is the art of speaking clearly so that each word is clearly heard and understood. Usage of familiar words is encouraged for clarity.
2). **Short Sentences:** Vague and ambiguous states are not appreciated in technical communication. It should be straight, to the point and clear.

**Elements of Technical Writing**

Simple Diction    Short Sentences    Order    Punctuation    Objectivity

3). **Order:** Sequence of idea makes big difference, Ideas placed in correct sequence brings clarity and avoid confusion. Hence it should be logically arranged.
4). **Punctuation:** It can suggest the right tone, stress pause, emotions to the written passage.
5). **Objectivity:** One must use an objective tone rather than subjective. Technical communication should be expressed in plain objective language which can be understood easily.
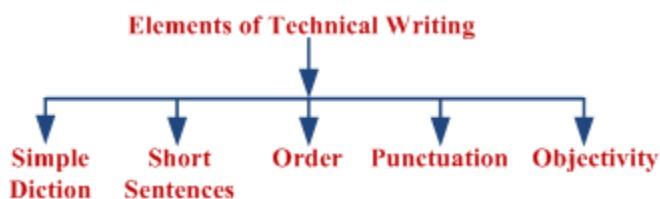
6). **Conciseness:** To concise means to avoid usage of unnecessary and overused words. Best phrases can be possible by using best and least possible words.

## Importance of Technical Communication:
Technical communication plays a vital role in an organization, whether it is business, industry or an academic institution.

All managing or administrative activities involve communication, be it planning, organizing, recruiting, coordinating or decision making.

It is impossible for an organization to survive without communication for all its activities would come to a standstill. Therefore, its importance can never be undermined.

## Features of Technical Communication:
**1). Plain language and Relevant Content:**
  - Purpose of technical communication is to inform, instruct or persuade a reader.
  - Language need to be plain, straight forward with an easy understandable terminology.
  - A good technical document doesn't encourage unusual or unreasonable content and loquacious phrases. Unnecessary words or content has to be avoided.

**2). Specific Style:**
  - Technical documents have a set style based on specific format that straight away reach purpose of writing.
  - Paragraphs are short, focusing on only one idea and clearly demarcated with headings and sub headings, tables and examples.
  - Intention of technical communication or writing is to inform rather than to entertain its style. Personal pronoun should not be used. For instance: "I/We took measurements." Rather than using this statement we should write "Measurements were taken".

3). **Specific Format:** Technical document enables the reader to assimilate information at a glance. Technical document could be in the format of various letters, report, technical, manual, memorandums, emails, fax or any presentation. For instance: Various journals and government documents require specified:
  - Font
  - Line and paragraph spacing
  - Margins
  - Number of words
  - Specifically MLA format
  - Figures and graphics
  - Division of section, etc.

4). **Analyzing Audience:** In technical communication, the analysis of audience is a must. The communicator must keep in notice whether the audience is Technical (Engineers, Scientist, Doctors, etc) or Semi Technical (Staff of admin, clerk, secretary, etc) or Non Technical (General public with a combination of technical, semi technical, non technical, customers, clients, patients, etc).
The document must be designed such a way so as to meet the needs of its specific readers in terms of subject matter, vocabulary, level details and writing style.
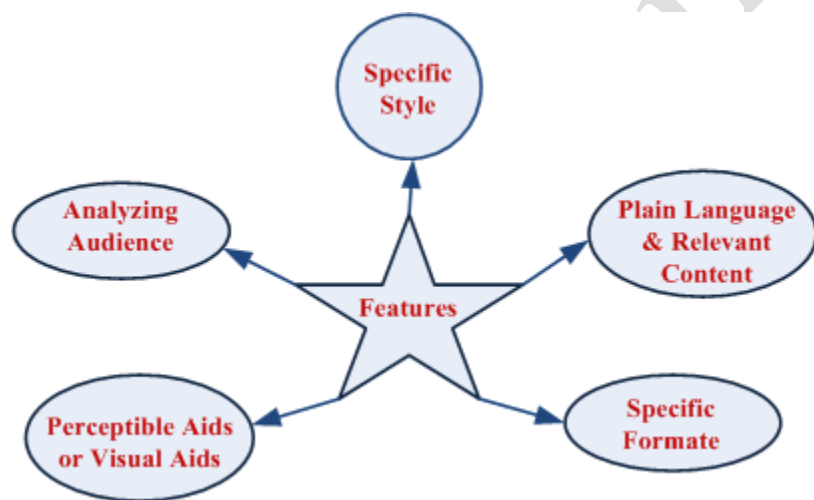
## Perceptible Aids or Visuals Aids:
Perceptible aids enhance the effectiveness of technical presentation. It said that a picture is worth a thousand words.

People learn and retain information better that is presented to them visually than that which is provided verbally.

## Language as a Tool for Communication:
Language simplifies the way to express thoughts, ideas and emotions. Language has become an important aspect in our today's life because it enables us to communicate.
It is said that speech is primary while writing is secondary.
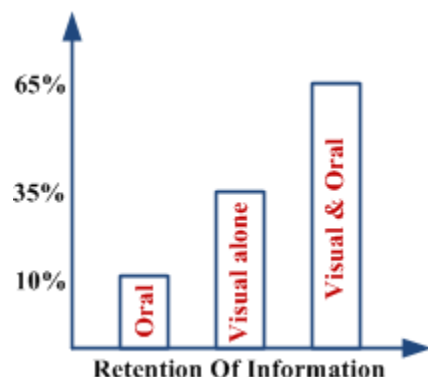
"Language is the expression of ideas by means of speech sounds combined into words. Words are combined into sentences, this

combination answering to that of ideas into thoughts."                                         **- HENRY SWEET**
"A language is a system of arbitrary vocal symbols by means of which a social group cooperates".      **- GEORGE L. TRAGER**

## Characteristics of Language:

1). Language is social phenomenon: People communicate all the time, whether on work or on home, so we can say that language is examined as socio-cultural functions.
2). Language is arbitrary: It means language gives us the freedom to use words of our own choice giving similar meaning, which beautifies the expression.
3). Language is symbolic: Language consist various sound symbols and it denotes some objects, happenings and occurrences which depend on correct interpretation of these symbols.
4). Language is a means of communication: Through language, one can share thoughts and express emotions.
5). Language is semantic: Although it is symbolic it is arranged in a systematic way. It follows grammatical systems and sub systems such as plurals of tenses etc.
6). Language is vocal: Written form of language is an attempt to repress.ent these vocal sounds. Hence speech is primary.
7). Language is non instinctive and conventional: Like all human institutions languages also change, grow and expand. Language is the outcome of evolution and convention. Nobody gets a language in heritage; he acquires it.
8). Language is abstract: Language is abstract as vocabulary signifies a concept, quality or abstract idea and helps in communication.
9). Language is creative but redundant: Language changes according to the needs of society, hence the freshness of language maintains creativity, but redundancy (repetition of words) sometimes adds on the beauty to language whereas in some cases it simply adds to wordiness and nothing else.

## On the Basis of Direction or flow of Communication:

1). **Vertical Communication:** The communication flow that moves upward to downward and downward to upward is called vertical communication.
   a). Downward Communication: It represents the flow of information from the top level to the lower levels of the organization.
      Modes of Downward Communication:
      - Handbooks and pamphlets
      - Posters and bulletins
      - House journal
      - Annual reports
      - Special meetings
      - Circulars
      - Group Meetings
      - Organizational publications
      - Minutes of meeting
   b). Upward Communication: It signifies the flow of communication from the lower level to the higher levels of organization (from subordinate to higher authorities).
      Modes of Upward Communication:
      - Complaints and suggestion box
      - Job satisfaction surveys
2). **Horizontal or Lateral Communication:** It refers to the transmission of information among persons of the same level and status.
      Objectives of Horizontal or Lateral Communication:
      - To coordinate
      - To solve problems
      - To resolve conflicts
      - To exchange information
      - To promote social relation
3). **Diagonal Communication:** Diagonal communication cuts across different junctions and levels in an organization. When a supervisor in the credit department communicate directly with a regional marketing manager who is not only in different department but also at a higher levels in the organization, diagonal communication is said to take place.
4). **External Communication:** It takes place between HR director and external groups such as MNCs, financial institutions etc for various placement drives.

## BARRIERS TO COMMUNICATION:

The term 'barrier' means hurdles, hindrance and obstacles. Thus barrier to communication imply hurdles or obstacles on the way of transmission of message from the sender to the receiver.

## Types of Barriers:

1). **Physical and Mechanical Barriers:**
   a). Noise: Noise though of varying degree, disturbs or interferes with communication. E.g. Noise of heavy traffic and human sound.
   b). Distance: Long distance between sender and receiver often resorts to disturbance in telephone connection.
   c). Time: Time refers to the reaching of message. If an important message reaches late it is sure to affect communication.
   d). Information Overload: If much more information is transmitted to receiver then he cannot pass it due to lot of confusion.
   e). Physical Barriers: Poor lightning, too cold or thundering weather etc lead to physical obstruction in communication.
   f). Use of words with different meanings: E.g. The word 'tube' may mean tube, cycle tube or water tube which may be taken differently by different persons.
   g). Denotations and Connotations: The literal meaning of words is known as Denotation. E.g. pen, book, chair and table. Connotative words like honest, punctual and cheap arouse qualitative judgments. Mostly denotation should be used.

2). **Language or Semantic barriers:**
   a). Unclear Message: Lack of clarity and poor expressions phases etc leads to poor understanding of message.
   b). Words or symbols with multiple meanings: A word may have several meanings but that expression should made which is understood as it is by receiver.
   Example: The word 'value' may be expressed in different ways:
   - The value of this book is Rs 100.
   - We value our customer.
   c). Technical words or jargons: Specialists and technical experts always use technical language but common man cannot understand it. So too much use of jargons should be avoided.
   d). Faulty translation: Sometimes instructions originally drafted in a language need to be translated in a language understood by workers (Hindi) or else they won't be able to draw the meaning out of it.
   e). Unclarified Assumptions: Sometimes messages are based on certain assumptions which are subject to different interpretations. E.g. Take care of your guest. One may take care of only few problems but some other may do it right from vehicles to lodging and food.
   f). Body language and Gesture: Along with verbal communication, body language should also mean the same or else it will obstruct the proper meaning.

3). **Socio Psychological Barriers:**
   a). Difference in perception: Due to the differencing experience, education and culture, the two people perceive the same information in a different way and it creates problem.
   b). Difference in attitude: If the message is consistent with our attitude, we tend to like it otherwise dislikes it. E.g. A news of salary hike will please mood of the employees while the implantation of new machinery will disappoint many of the employees.
   c). Emotions: How the receiver feels at the time of receipt of information, affects a lot on how he interprets the information. E.g. If the receiver feels that the communicator is in jovial, he interprets that the information being sent by the communicator to be interesting.
   d). Inattention: If receiver or sender and of them does not pay attention on what the other person is saying, it will obstruct communication.
   e). Closed Minds: Both the sender and receiver should be open minded while listening to each other or else it will cause misunderstanding and misinterpretations.
   f). Pre mature evaluation: Some people form a judgment before receiving the full information which becomes a barrier in effective communication.
   g). Distrust: If the sender and receiver both do not trust each other, none of them can communicate effectively with other.
   h). Resistance to change: When new ideas are communicated, most of the people do not filter them or resist them. It works as a barrier to communication.
   i). Cultural Differences: People with different cultures have different meanings of different signs, symbols and assumptions. So in communication, while communicating by a person by one culture may be interpreted differently by the receiver of other culture. E.g. thumb up means all the best in one culture but a kind of disrespect in some other culture.

4). **Organizational Barrier:**
   a). Status Relationship: Organizational structure creates a number of status levels in the organization (e.g. CEO and supervisor). If the upper and higher level/state does not share a good relationship communication between them will be obstructed.
   b). One way flow: When sender and receiver both in the organization don't participate in communication, it will not be effective.
   c). Complex Organizational Structure: that is
   - several layers of supervision
   - long communication lines
   - organizational distance between workers and top managers
   These many formalities may create problems in communication.

d). <u>Rigid rules and regulations:</u> Lots of Do's and Don'ts obstruct the communication flow.

e). <u>Distance Barriers:</u> If the receiver is too far in an organizational structure, sender avoids communicating.

**5). Personal Barriers:**

a). <u>Attitude of superiors:</u> If the attitude of superiors is fine, there is no problem in communication but if the attitude is unfavorable, there is a greater possibility that messages would not flow adequately from/or to superior.

b). <u>Lack of confidence in subordinates:</u> When the subordinates are less competent or less confident they don't flow information upwards.

c). <u>Insistence of proper channel:</u> That means when superiors do not like by passing any information in order to prove their own importance, it obstructs communication.

d). <u>Ignoring Communication:</u> Sometimes even superiors do not like to communicate properly with subordinates as to maintain status quo, it creates problems.

e). <u>Filtering of Information:</u> Sometimes the sender intentionally screens the information for passing only such information which will look favorable to the receiver.

f). <u>Shortage of time:</u> "No time", "lack of time" etc phases are used by superiors and they do not communicate properly.

g). <u>Barriers in Subordinates:</u> Following barriers in subordinates act as barrier to communication:

- They dislike showing mistakes.
- People generally resist new ideas.
- Unwillingness to communicate upward a message on personal grounds.
- Lack of incentives and encouragement.
- They suppress information relating to their failure.

h). <u>Miscellaneous Barriers:</u> Sometimes sheer fear and distrust may effective communication flow badly. Sometimes the sender may fear of the consequence of passing the information by making a preconception and it acts like a barrier.

**Levels of Communication:** Learning to communicate with others by using language in an effective way in both personal and professional field is a challenge itself.

Basically human communication takes place at six levels:

1). <u>Extra Personal Communication:</u> When communication is done with non human entities and humans results to extra personal communication. E.g. The bark of a pet dog when something happens to the master.

2). <u>Inter Personal Communication:</u> In this two people share their ideas and thoughts which enable us to get along with each others. E.g. Fight, Friendship, productivity in life etc.

3). <u>Intra Personal Communication:</u> It is all about talking ourselves. Prefix "intra" means "within", hence it means 'self talks'. E.g. If you become overweight, then you admit it and plan a diet for you.

4). <u>Group Communication:</u> Group communication occurs when three or more than three individual with a common goal, interact formally or informally.

5). <u>Mass Communication:</u> It occurs when extremely large group receive information at the same time but at different location. E.g. Television Audience.

6). <u>Organizational Communication:</u> Communication in an organization takes place at different hierarchical levels. Direct contact and communication is further divided into three steps:

a). **Inter operational:** Communication that occurs in conducting work within an organization is called as inter operational communication. This is the backbone of any organizations.

b). **External operational:** All work related communication that an organization does with other organization or dealers is classified as external operational communication.

c). **Personal:** Any sort of communication that takes place without the intention of business or communication not related to organization is known as personal communication.