

INTRODUCTION TO COMMUNICATION

DEFINE COMMUNICATION:

Communication, the buzz word in today's world, originates from the Latin word "communico" or "Communicare" which means 'to share'. Various researchers and analysts define the term 'Communication' in their own way.

Despite their different versions, it can be briefly summed up that 'communication essentially means the transfer of ideas, feelings, facts, thoughts, plans, messages or information from one person to another. Obviously however, communication is considered effective only when it gets the desired action or response.

IMPORTANCE OF COMMUNICATION:

Communication has a central role in our lives. We spend a lot of time communicating with others – relatives, friends, colleagues, employers or even unknown people. We have various social needs, such as pleasure, affection, inclusion, relaxation etc., with others.

The following factors make communication indispensable in the world:

1. Communication is essential for the existence of our society.
2. It makes professional interaction possible.
3. It directs the flow of technical information and knowledge for the guidance of technocrats, engineers and others in their professional activities.
4. The free exchanges of information and ideas can establish a good relationship with each other and avoid misunderstandings.
5. As the professional world becomes more diverse, competitive and result-oriented, the importance of technical communication skills has increased.
6. Success in the highly competitive environment of today will depend not just on your professional knowledge and skills but on the ability to analyze, organize and present essential information effectively. It can be made possible only through communication.
7. It develops the ability to understand an issue from another point of view.
8. It helps us in inculcating decision-making skills.

IMPORTANCE OF COMMUNICATION IN ENGLISH:

It is not surprise that English is now the most widely used language in a large number of workplaces in India. It is also the most common language (Lingua Franca) used by speakers of different languages around the world. One must have proficiency in English besides academic or professional career. Elements that define English as pivotal are:

1. The increasing importance of English has led several employers in India and abroad to recruit people with a good command over English for operations that involve communicating with both national and international clients.

2. Courses like English skills, business English, technical English, or professional English have been included in the current academic curriculum to beef up the students' abilities.
3. People found that being knowledgeable in English is the key factor for better career, huge advantage in terms of knowledge, status in society and better communication in the entire world.
4. As the economy grew rapidly and people are interconnected as way before, the need of being able to speak in English is increasing.
5. The phenomenal development of 'WWW' has been lead to the increased manifold of English, where students and professionals use English as the medium to browse the internet
6. English helps to decrease the distance between countries and break the barrier that leads to misunderstanding among them. It also opens the door of opportunities for many aspiring employees.

COMMUNICATION COMPETENCE:

It is the ability to express views in an effective manner, enabling one to achieve goals and enhance relationships. It is the skill to understand and share emotional reactions according to the situation concerned.

Situations that involve communication competence are

1. A person may be very skillful in interacting with peers but less proficient in interacting with older or younger people
2. A person may be very proficient in some aspects of communication and less proficient in others
3. A person who values relations may communicate better that the person who don't

To overcome the above mentioned competences, one must acquire the ability to choose the most appropriate behavior in the defined situation, because what is appropriate for one person may not be appropriate for another.

COMMUNICATION AND SELF CONCEPT:

Self-concept is simply how we understand, assess and define ourselves. It includes opinions on our own physical features, talents, likes and dislikes. Self-esteem is a part of self-concept, and who has that communicate more openly. And this form of communication leads to the formation of 'Self'.

Factors that develop self:

1. Development of identity from personal experiences in dealing with the society
2. Lesser influence of others on an individual, as he grows older
3. Impact of self –beliefs and perceptions on an individual
4. Loosing dependence on elders in assessing situations

ROLE OF EMOTIONS IN COMMUNICATION:

The feelings which decide our approach, our outlook, the way we think and behave are called emotions. They decide not only our thought processes (the mind set), but also responsible for our reactions, responses, mood, attitude that instills passion in humans, which give rise to excitement, enthusiasm, and zeal to excel. Hence, these are our feelings that help us to create the right impression of us and others.

Sometimes, we are unable to express these emotions properly, as we allow them to overpower our rational mind. When we are overwhelmed, the part of the brain controlling higher reasoning shuts down, this hinders the communication capabilities. People often hesitate in conversation because they allow their emotions to take control in situations like feeling threatened by someone's stature, being conscious of one's regional accent or shortcomings, worrying about not having prepared well etc. One can overcome all these problems with rigorous practice, or else has to suppress in the clutches of fear forever. Being empathetic with others may solve the problem of overpowered emotions, especially in professional interactions.

LANGUAGE AS A TOOL OF COMMUNICATION:

- ❖ Language arose out of the human need to communicate.
- ❖ Effective communication is made possible with the help of language.
- ❖ Language will certainly help to understand the intricacies of writing and speaking.
- ❖ Language is a system of words and sounds to communicate idea in a meaningful way.
- ❖ Our use of language reflects our personality and gives an insight into our thinking.
- ❖ Success in one's academic or professional career without adequate proficiency in English.

CHARACTERISTICS OF LANGUAGE:

English is now most widely used language in a large number of work places in India. People use language to express their experiences. Since language is not exact, many a time it leads to misunderstandings. One must be aware of the basic characteristics of language.

Language is Artificial:

1. Language does not exist alone outside the minds of people.
2. It is created by humans based on their needs.
3. Every symbol is attached to a particular thought or thing called a *referent*.
4. The process of a few words how they were created can be easily traced. For Example: 'Aids' which did not exist until people were infected by this contagious disease.
5. Humans attach meaning to words according to needs. They also modify these meanings according to changing needs.
6. Popular dialogues from movies and songs catch the imagination of the youth and soon make it to their slang.

This is why we say that Language is ‘artificial’.

Language is Restricted:

1. When we think and translate our thoughts into language some meaning is lost in the process.
2. No symbol or word can transmit our exact perception.
3. Language is restricted as we cannot find words always to express our feeling. It has limitations.
4. To overcome this limiting quality of language, people add meaning to their needs with non-verbal cues to explain things better.
5. To give more specific description, one should have to supplement words with other words or symbols.

Language is Abstract:

1. Language is abstract because it represents generalized ideas of things or thoughts.
2. A word could represent different ideas at different times.
3. To be abstract is to generalize, and to generalize is to leave out many details.
4. When we talk about a number of similar items such as paper clips, pins, staples, etc., we can group them through abstractions, labeling their common features.
5. When we categorize, we need not constantly redefine the new information.
6. Meaning get associated with symbols and users keep expanding the range of meanings.

Language is Arbitrary:

1. There is no direct relationship between a word and the idea or object it represents.
2. People were representing a certain object or idea by a specific sound or symbol.
3. There may have been some correlation between the symbol and the sense – they are onomatopoeic. The words might have contained sounds similar to the noises they described. Eg: buzz, hiss, boom, drizzle and murmur.
4. Language keeps changing to include new concepts and words can assume a number of specific and arbitrary meanings.

Language is Creative:

1. Language is indeed very creative. Its ability to generate so many words every day is a marvel.
2. Every year many words are added to the dictionary. These words can be added by different processes.
3. Borrowing: (taking over words from other languages) e.g., ‘alcohol’ from Arabic; ‘boss’ from Dutch.
4. Constructing portmanteau words (words made by combining the sound and meaning of two different words) E.g. netiquette = net + etiquette; edutainment = education+ entertainment)

5. Back forms: (where a word of one type, usually a noun, is reduced to a word of another type) E.g. 'opt from 'option' and 'emote' from 'emotion'
6. As computers entered offices, new words such as 'keyboard' and 'emoticons' came into usage. Meanings of other words – such as mouse, virus, and boot were expanded or modified.

Language is Redundant:

1. Whatever language you use, it has the capacity for redundancy or repetition.
2. This may either improve or impede effective communication.
3. Repetition of information makes the meaning clear.
E.g. A couple of girls are riding their bicycles.
4. On the other hand, excessive and unnecessary repetition may lead to verbosity or wordiness without contributing to meaning.
E.g. I take this opportunity to announce a meeting together at 3p.m in the afternoon.

Language is Recursive:

1. Recursion is the characteristics of language which enables one to generate any number of sentences using the same basic grammatical templates.
2. It also allows one to express any idea, thought, or feeling using the same finite vocabulary.
3. It implies that there is no limit to the potential strength.
E.g. This man who is wearing a crumpled suit, which he borrowed from me to wear to his interview, which was on Wednesday, which was the day it was raining.....
4. Like way this kind of sentences can continue to any length if you keep an adding qualifying
Clauses for every noun

COMMUNICATION SKILLS – LSRW

Communication means to convey thoughts, feelings, etc., to the desired audience. There is no fixed way in which this can be achieved. Communication may be oral or written. It involves all the skills of language: Listening, Speaking, Reading and Writing.

LISTENING:

1. One's response in an oral communication largely depends on one's ability to understand and appreciate the speaker's perspective.
2. Quick, efficient and imaginative listening techniques are required in order to communicate effectively.
3. Various business activities such as interviews, group discussions, meetings, etc., demand effective listening skills.

4. Listener's response to the message can indicate interest, empathy, boredom, etc.
5. Listening is a tough task because it involves comprehension of the explicit as well as implicit meaning of the delivered message.
6. Listening comprehension also includes certain sub-skills such as skimming, scanning, speech decoding etc.

SPEAKING:

1. Effective speaking is the most frequently require skill in professional as well as social spheres.
2. One should be able to speak fluently, effectively and confidently.
3. One requires effective oral communication skills in several formal communicative situations that are meetings, conferences, group discussions, panel discussions, interviews, teleconferencing, video conferencing, seminars, workshops and symposiums.
4. Messages can be delivered through face-to-face or through electronic devices.
5. Speaking can be further aided with the help of appropriate gestures and postures.
6. One should know how to speak using appropriate grammatical and lexical forms and how to sound using appropriate phonological and graphical forms.

READING:

1. Reading is crucial to effective communication.
2. Professional in different fields needs to read academic, professional and business documents.
3. It requires decoding and comprehending the written message.
4. The reader has to develop different skills such as vocabulary, fast reading and intensive reading.
5. Fast reading skills include both scanning and skimming skills.
6. Comprehension of materials such as academic text books, professional journals require basic understanding of the subject, familiarity with terms, words and phrases etc.

WRITING:

1. As a professional student, a person needs effective writing skills because one has to write examination answers, project reports, lab reports, summaries, synopsis, abstracts and subject notes.
2. Written communication is more important than oral communication because it is a permanent record of your transactions. It can be referred at any point of time.
3. The skill of writing comes through practice.
4. Professionally, it is difficult to survive without writing skills because most electronic communication such as business letters, reports, emails or slides for a presentation.
5. For effective writing, one must write, rewrite and finally learn to edit.

EFFECTIVE COMMUNICATION:

There are certain features which are essential for effective or productive communication.

1. The most important features of effective communication is clarity and integrity of the message to be conveyed.
2. The communicator must know the main purpose and objective of the message he/she wants to achieve.
3. The language chosen should be known to both the parties.
4. An appropriate medium should be chosen to convey the message properly.
5. Among all other above factors, feedback plays a prominent role in effective communication. There should be appropriate feedback to the message.

SOME IMPORTANT GUIDELINES FOR EFFECTIVE COMMUNICATION SKILLS:

1. One should analyze and simplify the content of the message.
2. One should ensure an appropriate atmosphere for delivering the message.
3. One should be very careful about the content as well as paralinguistic features such as tone, pitch and voice.
4. One should emphasize verbal communication with the help of appropriate gestures and postures.
5. One should know proper planning, rightly encoded message, understanding other cultures and conducive environment.
6. One should know the three basic elements of communication. They are Accuracy, Brevity and Clarity.
7. Accuracy demands exactness and precision. Brevity can be achieved by avoiding wordiness and repetition.
8. Clarity can be achieved by using direct language, specific and concrete words and clear expressions.

ASSERTIVE COMMUNICATION

Being assertive means that you express yourself effectively and stand up for your point of view, while also respecting the rights and beliefs of others. Assertiveness help you to boost self- esteem and earn other's respect. It is a clear and direct way of conveying ideas and information. It is often mistaken as aggression, but there is a fine line between the two. Being assertive means to face the odd situations and overcome the fear of speaking with appropriate reasoning, whereas, being aggressive means to oppose everything with force. If one is assertive, positive approach can be achieved by giving up submissive behavior.

Merits of assertive communication

1. It gives a positive vision of life and helps us feel good about ourselves as well as others.
2. It reduces anxiety and helps in inculcating decision making skills.
3. It boosts our self-respect and consequently build a positive image of us among people.

4. It builds the qualities like honesty and directness.

Demerits of assertive communication

1. Inappropriate use of assertive communication may be understood as aggression.
2. Giving too much importance to the rights of other people, one can't deliver one's point of view.
3. People often get confused whether they are acting inferior or superior to others.
4. People often realize that they are not right about their own opinions.

MODES OF COMMUNICATION

Formal and Informal:

1. Relationship with person defines the formality or informality of the communication.
2. On first meeting the communication is formal- the words used, tone and the way we address them are all formal.
3. With familiarity informality creeps in – one needs to be very alert in formal communication and can afford to be carefree in informal/ casual communication.
4. In an organization, discussion of business strategies is done in formal communication style
But sharing with colleagues impressions of the latest film can be informal.
5. Both modes of communication are important but choice between formal and informal communication should be made on basis of relationship, purpose and occasion.
6. When in confusion to choose a particular mode of communication, formal communication should be preferred.
7. Formal communication does not offend the opponent.
8. Written communication is not always formal communication.
9. Informal communication within a set-up is called **grapevine**- refers to rumor.
10. Grapevine can be both be useful and harmful for the growth of the organization as well as individual.

Oral and Written:

1. Written mode of communication has several advantages over the oral mode.
2. Written communication is convenient for lengthy messages, loads of information etc.
3. Receiver gets ample time to respond to written communication.
4. Written communication can also be supplemented with visual aids.

5. Disadvantages of Written Communication:

- a) It takes longer to draft
- b) Takes long time to receive reply
- c) It cannot be supplemented with non- verbal gestures and postures.

Internal and External

1. Communication within the organization is called internal communication.

2. Interactions within the organization usually are formal and take place through preset formats.
3. Internal Communication helps in achieving organizations' goals
4. Information is disseminated to various departments and employees within the organization.
5. External Communication is needed to expand boundaries of business.
6. All official, technical, or professional communication with people outside the organization is known as External Communication.
7. It includes interaction with shareholders, regulators, vendors, service companies, customers and general public.

Verbal and Non- verbal

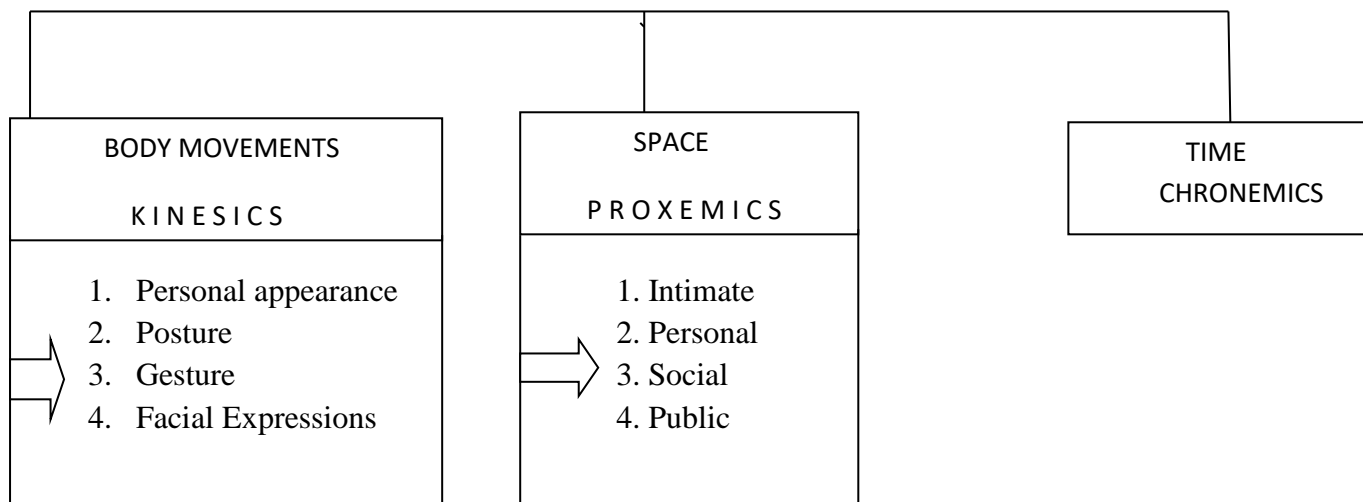
1. Verbal Communication Includes both oral and written Communication.
2. Non- verbal communication refers to all communication that occurs without the use of words, spoken or written.

NON-VERBAL COMMUNICATION

Communication can be both verbal and non-verbal. If verbal communication deals with words, sentences or spoken expressions, non-verbal language constitutes body movements, gestures and facial expressions. In fact, extensive research has proved that only 7 per cent of our communication takes place through words. About 38 per cent of the message is conveyed through tone, voice, inflection and so on and non-verbal physical behavior accounts for around 55 per cent of our communication.

1. Non-verbal communication is concerned with body movements (kinesics); Space (Proxemics) and Vocal (Paralinguistic) features.
2. It includes all unwritten and unspoken messages, both intentional and unintentional.
3. Non-verbal cues, however speak louder than words as even though speech can be made up.
4. Bodily expressions can rarely be masked well enough to hide one's true feelings and emotions.
5. The non-verbal part of any communication is not as deliberate and conscious as the verbal part. It is often involuntary

NON-VERBAL COMMUNICATION



5. Eye-contact.

KINESICS:

1. Kinesics is the study of the body's physical movements.
2. Body communicates without words through the various movements of its parts.
3. In face-to-face communication, the message is conveyed on two levels simultaneously. One is verbal and the other is non-verbal.
4. Nodding your head, blinking your eyes, shrugging shoulders, waving hands and giving handshake are kinesics which enhances the impact of your verbal communication.

A. PERSONAL APPEARANCE:

- It plays an important role as people see before they hear.
- Appearance includes clothes, hair, accessories, and cosmetics and so on.
- Today the purpose of clothing has altered from a basic need to expressing oneself.
- Appearance communicates how we feel about ourselves and how we want to be viewed.

B. POSTURE:

- Posture generally refers to the way we hold ourselves when we stand, sit, or walk.
- Pacing, bobbing the shoulders, fidgeting with notes, jingling coins, moving constantly or staying glued to the ground are a few postures when we are nervous.
- When we encounter an unfamiliar situation, we become more conscious of our posture.
- The way one sits reveals a lot:

i)	Slumped posture	-	low spirit
ii)	Erect posture	-	high spirits, energy, and confidence
iii)	Lean forward	-	open, honest, and interested
iv)	Lean backward	-	defensive or disinterested
v)	Crossed arms	-	defensive and not ready to listen
vi)	Uncrossed arms	-	willingness to listen.

C. GESTURES:

- Gesture is the movement made by hands, head or face.
- Skillful and appropriate gestures can add to the impact of verbal communication.
- A well timed gesture not only drives a point home but also enhances the value of what is being said.

- Similarly, an awkward gesture (like playing with a key chain or button) can mar the effectiveness of the message.
- Gestures should be quite natural and spontaneous.
- One should be aware of and avoid irritating gestures such as playing with a ring, twisting a key chain, clasping hands tightly or cracking knuckles.

D. FACIAL ESPRESSIONS:

- The face is the most expressive part of our body.
- Facial expressions are subtle. They can be used in a variety of ways to aid, inhibit or complement communication.
- Facial expressions may show anxiety, recognition, hesitation and pleasure in quick succession.
- A smile stands for friendliness, a frown for discontent, raised eyebrows for disbelief, tightened jaw muscles for antagonism, etc.,
- The six basic facial expressions are Happiness, Disgust, Anger, Surprise, Fear and Sadness.

E. EYE-CONTACT:

- Eyes are considered to be the window of the soul.
- Eyes of a speaker can convey the truthfulness of his/her words, intelligence, attitudes and feelings.
- In the professional world one should make personal and pleasant eye contact with the listeners.
- Eye contact shows one's intensity and elicits a feeling of trust.
- The eyes should convey the message, I'm pleased to talk to you, and do you believe in what I'm saying?

PROXEMICS:

1. Proxemics is the study of physical space in interpersonal relations.
2. Space is related to behavioral norms.
3. The way people use space says a lot about them.

Edward T.Hall divides space into four distinct zones.

A. INTIMATE:

- This zone starts with personal touch and extends just to 18 inches (one and a half feet). Members of the family, lovers, spouses, relatives and parents fall under this zone.
- One can whisper or make unintelligible sounds but still be able to communicate.
- A hand shake, a pat on the back or a hug all come into this zone.

B. PERSONAL:

- This zone stretches from 18 inches to 4 feet.

- Close friends, colleagues, peers etc. fall in this zone.
- Instead of whispering sounds, there can be normal conversations.
- It permits spontaneous and unplanned communication.
- Sitting or standing so close brings one closer to the listener and gives the impression of friendliness and warmth.

C. SOCIAL:

- Social events take place in the radius of 4 feet to 12 feet.
- In this zone, relationships are more formal and official.
- These situations involve less emotion and more planning.

D. PUBLIC:

- This zone starts from 12 feet and may extend to 25 feet to the range of eyesight and hearing.
- Events that take place in this zone are formal.
- Here the audience views what is happening as an impartial observer.
- The degree of detachment is very high.
- The audience is free to do whatever it feels like.
- Here the speaker has to raise voice to communicate to others or use a microphone.

CHRONEMICS:

- Chronemics is the study of how human beings communicate through their use of time.
- In the professional world, time is a valuable resource. When we are late for an appointment people react negatively. If we arrive early we are considered either over-eager, or aggressive. So we should always be on time.
- By valuing someone else's time, we should communicate subtly and explicitly.

CORRELATING VERBAL AND NON-VERBAL COMMUNICATION:

As a saying goes 'Words conceal but actions reveal', we always send nonverbal cues while we speak. The way we use our voice, body language including facial expressions, postures, gestures, eye contact, and the distance we maintain add meaning to the words spoken, or modify the verbal message being conveyed. As per psychologist, people use non-verbal cues to express their emotional attitudes. However, without mental and emotional confidence, our words will sound hollow to the audience.

Non-verbal communication can be divided into two categories – conscious (intentional) and unintentional. Conscious is the silent pause we take to emphasize on some point and the unintentional is not trying to express certain feelings and thoughts but displays them

involuntarily. People who are good in interpreting body language can catch the difference between these two. Eyes play a very important role in both of these. We express happiness, sadness, surprise, irksome etc. with eyes. Hand movements are also very effective non-verbal cues. However, when our verbal and non-verbal messages do not match, our listeners will rely more on our non-verbal cues.

BARRIERS TO COMMUNICATION

A barrier is defined as something that prevents or controls progress or movement. It comes in the way of the desired outcome. It might have occurred while you were in conversation with your boss, parents, friends or colleagues. This barrier impedes the communication and the message is not received properly from the sender. This kind of break in communication leads to misunderstanding between/among communicators. Communication would be effective only when it creates the desired impact on the receiver. Such an issue arises when one lacks effective communication skills. When a barrier occurs, they need to be addressed in order to ensure that no gap could happen. In a great extent, if the sender of the message analyses his/her message thoroughly and anticipates the likely response before sending it, the barrier could be resolved.

Step by step suggestions to be taken in order to solve the barriers in communication

1. Identify the problem
2. Find the cause/barrier
3. Work on alternative solutions
4. Opt for the best solution
5. Follow up rigorously

NOISE:

Noise is defined as any unplanned interference in the communication environment, which affects the transmission of the message. It is a break or disturbance in the communication process. It can be classified as channel or semantic.

1. Channel noise is any interference in the mechanics of the medium used to send a message. It is external.

Ex: faulty background, noise in telephone lines, or too high a volume or pitch from loudspeakers.

2. Semantic noise occurs due to the connotative (implied) meaning of a word that is described differently by the sender or the receiver. It is internal. In a great extent, a person who uses the word "bimonthly" might mean twice per month while the person hearing it thinks it is once in two months.

Ex: ambiguous (unclear) sentence structure, faulty grammar, misspellings, and incorrect pronunciation.

CLASSIFICATION OF BARRIERS:

To communicate smoothly and effectively in an organization, irrespective of one's position, one needs to know how barriers operate, why they cause misunderstandings, and how to minimize their negative impact. Even with the best intentions, communication barriers occur and our written and spoken messages are misunderstood. So, based on the formation and delivery in our communication, barriers are classified into three types.

1. Intrapersonal 2. Interpersonal 3. Organizational

1. Intrapersonal Barriers

Every individual has his own concept. Everyone is unique due to the differences in experiences, education, value and personality. Each of us interprets the same information in different ways, as our thinking varies. Certain common causes are responsible for an individual's inbuilt barriers. The common causes that lead to these barriers are:

a. Wrong assumptions: These generally occur because the sender or the receiver doesn't have adequate knowledge about the other's background or develops false concepts, which are fixed in his/her mind.

Ex: A doctor asks his patient to take medicine only 'SOS' (i.e., during an emergency), without knowing if the patient understands the term 'SOS'

Overcome: The best way to overcome this barrier is to put yourself in the shoes of the listener and becoming yourself as a good communicator.

b. Varied Perceptions: These happen when individuals in certain scenario perceive the situation in different ways. The way we understand the world around is called as perception. Each one perceives the world in his own unique way and interprets what has been perceived in yet another unique way.

Ex: In the story 'The elephant and six blind men', the elephant was perceived by each man as a fan, a rope, a wall, a sword, a snake, and a tree. Here every individual holds different viewpoints about the same situation.

Overcome: The best way to overcome this barrier is to take step back and take a wider, unbiased perspective of the issue.

c. Differing backgrounds: These occur when people are different due to different education, culture, language, environment, financial status, etc. Our background plays a significant role

in how we pass information. When something not experienced is described or received, people may not find it interesting at all.

Ex: A professor talks about his rock-climbing adventure. Students who have experienced that may appreciate his talk, while others who have never been to that couldn't enjoy it all.

Overcome: The best way to overcome this barrier is to show empathy and identify other's background on the subject concerned.

d. Wrong inferences: These occur when we fail to distinguish between what actually exists and what we had assumed to exist. Inferences are more dramatic than facts, and for this reason they can provide more scope for gossip and rumor to spread. While we solve problems, examine materials, plan any procedures, it is essential that inferences be supported by facts.

Ex: An employee returns from a business trip and finds that two of his colleagues are absent. They don't turn up for several days. As there is recession on, he draws an inference that they have been dismissed.

Overcome: The best way to overcome this barrier is to use qualifiers such as 'evidence suggests' or 'in my opinion' to remind yourself and the receiver that this is not yet an established fact.

e. Blocked categories: These happen when people ignore the current developments and updates, as they feel it difficult to quickly adapt themselves to these resolutions. Instead of taking advantage of such developments, which facilitates the communication process, these people resist and criticize them. It is because of their closed mind set. Such people are called 'Misionists'. Rejection, distortion and avoidance are three common factors which lead to blocked categories.

Ex: one reacts positively to the matter if it suits one's views and attitudes, and ignores which doesn't suit. Like, a student may think that only student of science are good in reasoning; another might be of the opinion that young executives are more efficient than older ones.

Overcome: The best way to overcome this barrier is to be open minded, depersonalize, unbiased and technologically upgraded.

f. Categorical thinking: This occurs with the people who feel that they know everything about a particular subject, and therefore refuse to accept any further information on the topic. It happens due to 'know it all' attitude and such people are called 'Pansophists'. This becomes a major barrier, leading to a failure in communication.

Ex: In a general body meeting, an employee doesn't pay attention, as he was already briefed about the agenda by the secretary. Later he proposes to buy new vehicles and feels embarrassed after knowing that the same was discussed and decided by the Manager.

Overcome: The best way to overcome this barrier is to identify the words in one's or other's communication like all, always, every day, every time, everything, everybody and their

opposite like none, never, nobody, and nothing; and substitute these words with phrases like 'in most situations' or 'most likely'. It is also suggested to label one's opinions with phrases like, 'it appears to me' or 'the evidence indicates'.

By above all, to be a good communicator, one should sum up the following steps too

- Be non-judgmental
- Be empathetic
- Not assume anything
- Stick to the subject
- Listen, and above all, paraphrase(express the same with different ideas)
- Don't be generalized always

2. Interpersonal Barriers

Interpersonal barriers occur due to the inappropriate transaction of words between two or more people. These lead to the result of the limitations in the communication skills of the sender or the receiver, or of both. The two broad categories into which these barriers can be classified are:

- Inefficient communication skills
- Negative aspect nurturing in the climate

With proper understanding and right behavioral attitude, we can try and understand the role of differences among individuals that lead to these communication breakdowns. The most common reasons for interpersonal barriers are:

a. Limited Vocabulary: This occur when we find ourselves searching for the exact word or phrase that would be appropriate for what we are trying to express. On the other hand, merely having a wide vocabulary if of no use unless the communicator knows how to use it. So, the denotative and connotative meanings of the words should be absolutely clear to the receiver.

Ex: When a person is at a loss of words during a speech, his communication will be very ineffective, and he will leave a poor impression on the audience.

Overcome: The best way to overcome this barrier is by putting constant efforts in increasing vocabulary by regularly reading a variety of books and listening to native speakers of the language.

b. Incompatibility of verbal and non-verbal messages: This happen when there is no connection between what a person speaks and what he expresses. When a person interprets the non-verbal communication which doesn't suit his verbal communication, he leaves his listeners confused and puzzled. Assumptions based on the physical appearance also lead to this communication barrier.

Ex: While introducing the newly recruited manager to other employees, the CEO of the company conveys the message that he is very delighted to have the new manager appointed. However, the expression on his face shows just the opposite of what he is saying.

Overcome: The best way to overcome this barrier is to be aware of one's own body language besides trying to accurately gauge the others'. Dressing according to the occasion, wearing neat and clean clothes, choosing an appropriate hairstyle and wearing clean and polished shoes also help in overcoming this barrier.

c. Emotional Outburst: It occurs when we are overwhelmed by our emotions. Though moderate level of emotional involvement heightens our communication, excessive emotional involvement can be an obstacle in communication. Negative emotions such as prejudice, stereotyping, boredom and positive emotions like happiness and excitement, both hinder effective communication. These barrier happens especially in situations where people react negatively. Depending on their nature and the situation, this negative reaction may be classified as hostile or defensive. Messages are misinterpreted, ignored, or overwhelmed to by people displaying such behavior. Extreme anger also creates such barrier.

Ex: There is a rumor floating amongst the employees that the president of certain company involved in fraud. The president is aware of that he thinks they are baseless. When the president of a company is asked to address the same employees, he isn't able to put his point across, as he is flushed with anger.

Overcome: The best way to overcome this barrier is to sharpen self-awareness, intuition, composure and empathy, in order to develop an environment that would be highly conducive to good communication skills. People with the so said attitude should be calmed down and taken to a quiet place to try out and sort the problem that caused their emotions to spin out of control.

d. Communication Selectivity: This happens when the receiver in a communication process pays attention only to a part of the message. This happens because he is interested only in that part of the message which may be use to him. In such cases, the sender isn't a fault. It is the receiver who breaks the flow of the communication.

Ex: A meeting is held by the CEO of a company. She calls all her executives from various divisions-production, finance, marketing, etc. when she addresses the message related to finance, the other ignores thinking that is not important for them. And it is vice versa with the rest too.

Overcome: The best way to overcome this barrier is to be attentive and resourceful irrespective of one's position and profession.

e. Cultural Variations: As businesses are crossing national boundaries to compete on a global scale, the outlook of the global and domestic workforce has changed drastically. And if we lack in observing the laws, customs, traditions, cultures and business practices while dealing with multinational people as a part of our personal and professional life, it leads to the cultural variation barrier.

Examples:

1. In America, it is okay to address one's senior with his/her first name, whereas in India it shows disrespect.
2. 'Thumbs up' in America means approval, but is considered vulgar in Iran and Ghana
3. In Kenya, a mother-in-law and a son-in-law avoid eye contact, but in America this would be a sign of disrespect

Overcome: The best way to overcome this barrier is to know the business practices, social customs, and etiquette of the particular country or place one is dealing with.

f. Poor listening skills: This happens when an individual is engrossed in his own thoughts and not able to concentrate on listening. We should remember that listening and hearing are not the same. Hearing is a passive exercise while listening requires careful attention and accurate decoding of signals received from the speaker. Distractions like emotional disturbances, indifference, aggression, and wandering attention lead to poor listening skills.

Ex: A superior goes on shifting the papers on his desk while listening to his subordinate, without making eye contact with the latter, he pays divided attention to the speaker's message.

Overcome: The best way to overcome this barrier is to be attentive while listening the message. Misunderstandings and conflicts can be avoided if people listen to the message with attention, because the divided attention adversely affects the sender-receiver relation, besides distorting the communication.

g. Noise in the channel: This barrier occurs if there is any unwanted noise signal that acts as a hindrance in the flow of communication. It isn't necessarily limited to audio disturbances, but can also occur in visual, audio-visual, written, physical, or psychological forms. All these forms of noise communicate extraneous matter which may distract the receiver from the message, and even irritate him.

Examples:

1. Disturbances in telephone lines, din of machines, the blare of music from a stereo system, poorly designed acoustics are some examples of technical noise.
2. Employees gather for a meeting and a member arrives late distracting everybody's attention is an example of human noise.

Overcome: The best way to overcome this barrier is to be conscious of the ambiance around us when we are in the process of communication and act accordingly in an empathetic manner.

3. Organizational Barriers

Every organization, irrespective of its size, has its own communication techniques, communication policies, and each nurtures its own communication climate. If the flow of communication is downward, feedback is not guaranteed. On the other hand, organizations with a flat structure have an intricately-knit communication network. And all these organizations have their own protocol to be followed. It is the structure and complexity of this protocol that usually causes communication (organizational) barriers. Many companies realize that a rigid, hierarchical structure usually restricts the flow of communication. Since there are numerous transfer points between the sender and receiver in an organization, this reduces the effectiveness of the message and creates a barrier. The main organizational barriers are as follows:

a. Too many transfer stations: This occurs when there are more communication links between the main sender and receiver. The message between them gets distorted as there are several layers of communication channels. It is not only due to poor listening, but also of several other reasons like filtering the message or considering it as unimportant. Transfer stations serve a purpose, but having too many is a barrier.

Ex: A professor asks his assistant to inform a student to meet him on Friday instead that day, as he is going out of station the next day. Then assistant asks his friend to inform the student that he should meet the professor tomorrow, as the professor is going out of station that day. And this friend of an assistant informs the student to meet the professor that day, as he will not be available the next day.

Overcome: The best way to overcome this barrier is to avoid too many transfer stations which is always the obstacle for an effective communication.

b. Fear of superiors: These barriers happen when inferiors have fear or awe of superiors in organizations. An employee is not free enough to speak directly with his superior, as he was restricted with power. Some employees may even avoid a mild talk with their superiors, or else give all the information to them in an extreme level of fear. This is because they feel that they will be viewed in an unfavorable light by leaving out some information. In written communication, this results in bulky reports, where essential information is clubbed with unimportant details.

Ex: An employee may not be pleased with the way his boss extracts the work from him, but is unable to put his point across because of fear of losing the boss's goodwill.

Overcome: The best way to avoid this barrier is by creating an open environment to the employees to increase their confidence. Moreover, by encouraging active participants from their subordinates, senior officers pave the way for more ideas, resources, or solutions to come forth from their subordinates.

c. Negative tendencies: Every organization has groups like social, music, refreshments etc. This happens when there is a conflict between the members and non-members of a particular group. This type of opposition gives rise to insider-outsider equations, which in turn pave the

way for negative tendencies in the organization. Once these develop, they create noise in interpersonal communication too.

Ex: The student members of the sports club of an educational institution may be annoyed with non-members who oppose the club for allocating more funds to purchase sports equipment.

Overcome: The best way to overcome this barrier is to create an environment where all the members can respect and like each other's group and also realizing that every group is important in order to facilitate the things forward.

d. Use of inappropriate media: Media like graphs and charts, telephones, facsimile machines, boards, email, telephones, films and slides, computer presentations, teleconferencing and video conferencing are used in organizations in order to pass the information. If the media chosen isn't appropriate that leads to barrier and creates miscommunication.

Examples:

1. Telephone would not be an ideal medium for conveying confidential information.
2. Facsimile machine isn't an apt medium for conveying students' information to their parents or vice versa

Overcome: The best way to overcome this barrier is by mixing the media, for instance, after booking an order online, a follow-up call can be made to verify whether the order has been placed. And considering the factors like time, cost, type of message and intended audience also avoids this barrier.

e. Information Overload: This happens when there is inefficiency in manual handling of huge amount of data. The usual results of this barrier are fatigue (tiredness), disinterest, and boredom. Under these communication further communication isn't possible. In this barrier, usually, important information gets mixed up with too many irrelevant details, and is therefore causes confusion, errors and finally ignored by the receiver.

Ex: A teacher gives too much information at once for the students to handle as he has very short time to finish the syllabus.

Overcome: The ways to overcome this barrier is to reduce the information given, screen the information, highlight only the major information and direct the information to the people who are benefited from it.