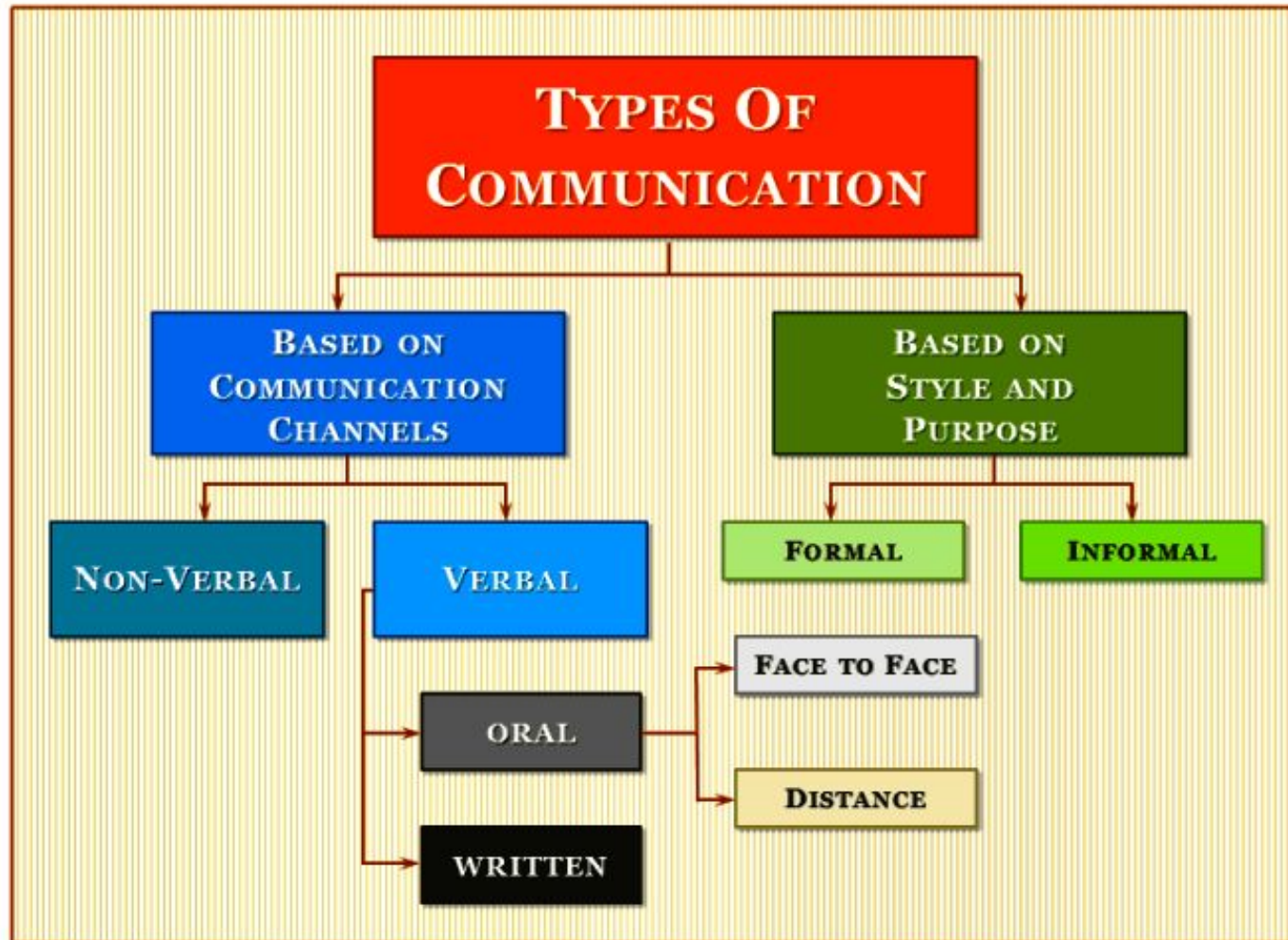


COMMUNICATION PROCESS

Communication is a process of transmitting and receiving verbal and non verbal messages. Communication is considered effective when it achieves the desired reaction or response from the receiver. It is a two-way process of exchanging ideas or information.



TYPES OF COMMUNICATION



MODES OF COMMUNICATION

- Interpretive communication- Comprehending written, oral, or visual communication on array of topics. It includes listening to an excerpt, viewing images and reading a text.
- Interpersonal communication- Interpersonal communication occurs in the form of two-way oral or written form. It involves sharing of information among people. (smaller groups)
- Presentational communication- In this mode of communication, visual aids and presentational materials are used to convey the message in front of an audience. (Oral or written material is shared with a group of people)



FORMAL AND INFORMAL COMMUNICATION

- Formal communication can also be termed as “official communication”.
- It follows a particular set of communication protocol.
- In most formal communications, oral mode is backed by a written form that can be a part of documentation evidence for the oral conversation.
- Informal communication takes place in an organisation without following the formal lines of communication. Such type of communication usually takes place among the workers to exchange their views and to satisfy their social needs.
- For example, workers talking about the behaviour of their superiors, discussing about some rumours etc. are some of the examples of informal communication.
- “Grapevine network”

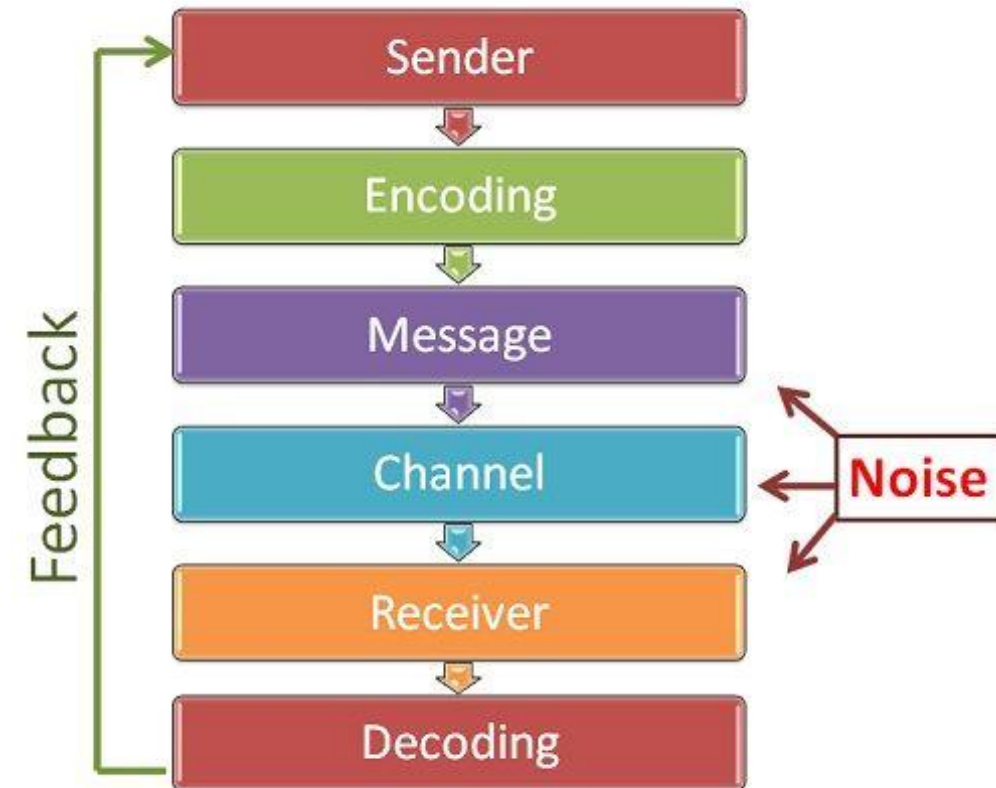


7 STEPS TO COMMUNICATION

The 7'Cs of Communication:

According to the 7' Cs, communication needs to be:

- CLEAR
- CONCISE
- CONCRETE
- CORRECT
- COHERENT
- COMPLETE
- COURTEOUS



LEVELS OF COMMUNICATION

- Communication takes place at these levels:
- Extrapersonal- Human and non-human interaction.
- Intrapersonal- Self talk and inter dialogue
- Interpersonal- Sharing of information happens among people.
- Organisation- It happens at organisational level and functions within the hierarchy.
- Mass communication- It is intended for larger audiences and persuasive in nature.



FLOW/CHANNELS OF COMMUNICATION

- The flow of communication in any organisation occurs formally and informally. There are various channels for formal communication, such as
- Vertical communication- It flows vertically, and it can also be grouped as upward and downward communication.
- Downward communication- It occurs in a downward manner. When the manager instructs or sends information, it can be regarded as downward communication.
- Upward communication- This flow of communication happens when the subordinates send information in the form of feedbacks, recommendations or, findings.
- Horizontal communication- It is also called as lateral communication, which takes place among peer groups and employees.
- Diagonal communication- Diagonal communication flows in all directions pertaining to all levels in an organisation.



BARRIERS TO COMMUNICATION

- It is defined as something that prevents or controls progress or movement.
- We can classify barriers into three types: Intrapersonal, Interpersonal and Organisational.
- Intrapersonal barriers can occur individually and is caused by various factors such as,
 - Wrong assumptions- presuming information incorrectly
 - Wrong inferences- interpreting without enough evidence/proof
 - Varied perceptions- having a biased perspective
 - Blocked categories- unable to broaden views/ unaccepting of differing views
 - Categorical thinking- possessing “all-knowing” attitude
 - Differing background- disregarding the audiences’/listener’s background



INTERPERSONAL BARRIERS

- Interpersonal barriers occur between two or more people.
- There are broadly two categories: Inefficient communication skills and Negative aspect nurturing in the climate.
- Some of the common reasons for interpersonal barriers are as follows:
 - 1) Limited vocabulary- lack of right words
 - 2) Incompatibility of verbal and non-verbal messages
 - 3) Emotional outburst
 - 4) Communication selectivity
 - 5) Cultural variations
 - 6) Poor listening skills
 - 7) Noise in the channel



- 8) Organisational barriers
- 9) Too many transfers
- 10) Fear of superiors
- 11) Negative tendencies
- 12) Use of inappropriate media
- 13) Information overload



VERBAL AND NON VERBAL COMMUNICATION

- Oral communication in the workplace is pertinent.
- Listening skills
- Speaking skills
- We communicate orally in the form of –
 - private conversation, discussing matters over lunch, sharing a gossip in the elevator, telephonic conversation, impromptu meetings, informal gathering of staff, delivering instructions to subordinates, cliental discussions, formal meetings, conducting interviews or attending interviews, training programmes, presentation with or without aids, national or international conferences and seminars.



NON-VERBAL COMMUNICATION

- Non-verbal communication is as crucial as verbal communication. It generates instant feedback and also creates impact on the speaker as well as the listener.
- It reveals personality and professional competence.
- 1) Kinesics- It is the study of “the language of body”
- Personal appearance
- Facial expression
- Eye contact
- Movement
- Posture
- Gesture



- 2) Paralinguistics- The language of voice.
- Quality
- Volume
- Pace
- Pitch
- Pronunciation
- Pauses
- 3) Proxemics- The language of space.
- Intimate
- Personal space



- Social space
- Public space
- 4) Chronemics- The language of time
- Being on time for work commitments/ appointments
- Variations in time language
- 5) Haptics- The language of touch
- Work appropriateness
- Understanding gestures

