COMMUNICATION NOTES

1. What is Communication?

 The term communication has been derived from the latin word "communicare" or "communis" which means to make common. Communication means to make common facts, thoughts, information and requirements. Therefore, Communication is the exchange of thoughts, information, message etc. by way of speech, writing or signal.

2. Definition of Communication

Many renowned scholars have defined the term as follows:

- Communication is the sum of all things, one person does when he wants to create understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding.
 - Allen Louis
- Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.
 - George Terry
- Communication is the process by which information is transmitted between individuals and/or organization so that an understanding response results.
 - By Peter Little

3. Characteristics of Communication

 Two or More Persons: There must be at least two persons i.e. the sender of the message and the receiver.

- Exchange of Ideas: There must be an exchange of ideas, information, feelings, etc., among two or more than two persons.
- Mutual Understanding: Receiver should receive the information in the same manner with which it is being given.
- Continuous Process: Communication is an endless process. It never stops.
- Use of Words as well as Symbols: There can be many means of communication, like the oral, the written and symbolic.

4. Process of Communication

- Sender: He is the person who sends the message which may be a thought, idea, symbol, a picture report or an order and postures and gestures, even a momentary smile. He is the initiator of the message.
- Message: It is the content the sender wants to convey to the receiver. It is the information conveyed by words as in speech and write-ups, pictures, signs, or symbols depending upon the situation.
- Encoding: Encoding is transforming the message into an appropriate medium which may be verbal or non-verbal depending upon the situation, space, time, and nature of the message to be sent to the intended receiver. The sender encodes the message into a series of words, symbols or pictures.
- Media: Media refers to the channel or medium through which the message is transmitted. The message may be written or oral and it may be transmitted via a computer, telephone, cell phone, apps or televisions etc

- Receiver: Receiver is the person or group of person for which
 the message is meant for. He is at the other end of the process.
 He may be a listener, viewer or a reader. He needs to decode
 the message sent in the best possible manner such that the true
 intent of the communication is attained.
- Decoding: Decoding refers to interpreting or comprehending the sent message. The receiver interprets the message and tries to understand it in the best possible manner.
- Feedback: It refers to the response given by the receiver after interpreting the message. It is necessary to ensure that the message has been correctly decoded and comprehended the way it was sent.

In short, the process of communication can be defined as:

- The sender has an idea/information.
- Sender encodes the idea in words, symbols.
- The sender transmits the message through the medium/channel.
- The receiver receives the message and decodes it.
- The receiver sends feedback to the sender.

Seven C's of Effective Communication

These are 7 terms that help to improve the communication skills and increase the chance that the message will be interpreted in exactly the same way as it was intended.

Seven C's of Effective Communication

CLEAR	 Make the objective clear. Avoid complex words and phrases.
CONCISE	 Keep it clear and to the point. Avoid filler words and sentences. Convey the message in the least possible words without forgoing the other C's of communication
CONCRETE	 Be specific, not vague. Use facts and figures to support your message
CORRECT	 The message is exact, correct and well-timed. Error-free communication. Use the right level of language. Use correct facts and figures.
COHERENT	Does your message make sense?Ensure the message is logical.

COMPLETE	 Does the message contain everything it needs to? Include a call to action. Convey all the facts and information required by the audience
COURTESY	 Being polite builds goodwill. Ensure the message is tactful. The sender should be sincerely polite, reflective, judicious, friendly and enthusiastic

Four S's of Communication

These are 4 terms starting with letter S, which add to the value of the message in Communication. These are as equally important as 7 C's.

Four S's of Effective Communication		
Short	Keep the message short and to the point.	
Simplicity	 Reveal clarity in the message by using simple terminology and simple concepts. Easier to understand. 	

Strength	 If the sender himself believes in a message that he is about to transmit, there is bound to be strength and conviction in whatever he tries to state. Strong enough to create an impact.
Sincerity	If the sender is genuine, it will be reflected in the manner in which he communicates.

Purpose/Objectives of Communication

The objectives of communication are numerous depending on the situation. Some of the common objectives of official communication are:

- to get or provide information,
- to ask for or give instructions or suggestions or advice
- to make requests,
- to persuade other people to agree with us.

UGC NET: Communication Notes (Part - II)

Communication is the exchange of thoughts, information, message, etc. by way of speech, writing or signal. Communication can be classified/divided on the basis of the following criteria:

1. Classification on the basis of receivers:

It classifies communication according to the number of persons (receivers) to whom the message is addressed:

- <u>Intrapersonal Communication:</u> It refers to talking to oneself in one's own mind. It is a communicator's internal use of language or thought. Examples: Asides or soliloquy in dramatic works.
- Interpersonal Communication: It is the exchange of facts, information and messages between two persons. For example, a conversation, an interview, letter or a dialogue, in which two persons interact (others may also be present as the audience). An author is also an example where he/she interacts messages with the reader, who is a silent audience in the author's mind.
- Group Communication: It is an extension of interpersonal communication where more than two persons are involved in the exchange of ideas, messages, skills, and interests. Examples: Meeting in an organization, club or classroom, Committee meetings
- Mass Communication: It refers to imparting and exchanging of information on a large scale to a wide range of people. It occurs when the information is shared with large groups of people. There are fewer chances of direct feedback as there is no personal contact between the senders and receivers. Examples: It can be done through various mediums such as newspaper, radio, or television, social networking etc.

2. Classification on the basis of the medium employed

Communication can be classified on the basis of the medium, channel or source used to share the ideas, information etc.

 <u>Verbal Communication:</u> It is a type of communication where the messages or information is exchanged through words either oral or written. It consists of speaking, listening, reading, writing and reading. It can be classified into two categories: Oral

- Communication and Written Communication. Examples: Face to Face Conversation, Telephonic Conversation, Emails etc.
- Non-verbal communication: It is a type of communication where information is exchanged by using signs, facial expressions, body language, and gestures. It is a wordless communication. It is done through sign language, object language, or an action language. Further, non-verbal communication can be categorized into:
- o Facial expressions- smile, frown, sad, angry, confused, surprised
- o Gesture- a movement of the hands, face, or other parts of the body.
- o Paralinguistic
- o Body Language and Posture
- o Proxemic
- o Eve Gaze
- o Haptics
- Appearance
- o Artifacts
- Meta Communication: It is a secondary communication about how a piece of information is meant to be interpreted. Most of the time, the speaker's choice of words unintentionally communicates something more than what the actual words state. It is actually the combination of verbal and non-verbal communication. For example: If I say "Glad to see you" and roll my eyes at the same time, you will not feel that I am actually glad to see you.
- Informal Communication: It is a type of communication that doesn't use any formal
 channel or structures in a company. The information flows through an informal
 communication channel that exists in a workplace is often termed -the grapevine.
 Communications travel in all diverse directions through which the employees get to
 know each other, know each other well and interact socially. It isn't confined to
 following the typical hierarchical flows of information, such as up and down the chain
 of command.
- Formal Communication: This communication is formally and mostly controlled by managers or people occupying positions in a particular organization. The communication passes through a formal channel, i.e. officially recognized positions along the line in the organization. This ensures that the information flows timely, orderly and accurately. Any information, memo, decision, reminder etc. will follow this path. It can be categorized into the following types:
- (i). <u>Downward Communication:</u> The communication that flows from top to bottom i.e. from top management to subordinates in a hierarchy. The subject-matter of this communication includes instructions, policies, orders, rules, information, etc.

- (ii). Upward Communication: The communication that flows from bottom to top, i.e. from lower hierarchical level (subordinates) to the higher level (managers). The subject-matter of this communication includes reports, complaints, suggestions, reactions etc.
- (iii). Horizontal/Lateral Communication: The communication that takes place when two individuals of the same level exchange information. It is significant for the reviewing of the activities assigned to subordinates having identical positions. The subject-matter of horizontal communication includes mutual problems, information, requests, suggestions, and coordination-related information.
- (iv). Diagonal /Crosswise Communication: The communication that includes the flow of information among persons at different levels who have no direct reporting relationships. It is used to speed up information flow, to improve understanding, and to coordinate efforts for the achievement of organizational objectives. Example: Communication between the marketing manager and training supervisor, regarding the Training of the selected employees of the Marketing Department, is Diagonal Communication.

Barriers to Effective Communication

There are many reasons why the message conveyed may not be received exactly the way the sender intended. These reasons are termed as barriers to communication and these may occur at any stage in the communication process. Following are the common barriers to effective communication:

- <u>1. Organizational Barriers:</u> These are the barriers that generate from within the organization. These barriers include:
 - Negative organizational climate
 - An absence of communication policy
 - Willful distortion of information (Filtering)
 - Excessive authority layers
- <u>2. Individual Barriers:</u> These are the barriers created by the sender and receiver because of their diverse personalities. These barriers include:
 - Differences in personality
 - Perceptual differences

- Stereotyping
- Halo Effect
- Inattention
- <u>3. Language or Semantic Barriers:</u> This barrier occurs when words and symbols are interpreted differently by the sender and the receiver. This includes:
 - Technical Jargons
 - Unclarified Assumptions
 - Words with different meanings
 - Faulty Translations
- <u>4. Physical Barriers:</u> These are the environmental and natural conditions that act as a barrier in communication in sending the message from sender to receiver. This includes:
 - Environment weather conditions
 - Distance working in different offices
 - Ignorance of Medium
- <u>5. Psychological Barriers:</u> This barrier is the influence of the psychological state of the communicators (sender and receiver) which creates an obstacle for effective communication. This includes:
 - Lack of Attention
 - Poor Retention
 - Distrust and Defensiveness
 - Perception, Viewpoint, Attitudes and Opinions
 - Emotions
 - Premature Evaluation
- <u>6. Cultural Barriers:</u> Cultural diversity creates hindrances in communication as the mindset of people belonging to different cultures are different, the language, signs and symbols are also different. These barriers include:
 - Language
 - Signs and Symbols (Semantics)
 - Stereotypes and Prejudices
 - Behavior and Beliefs

The barriers mentioned above are the common ones. These have to be overcome in order to make communication effective.