



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 22

Communication Breakdown Part II

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Organizational Breakdown

- ❖ Organizational Characteristics
- ❖ Fear of Superior's Perception
- ❖ Negative attitudes in organization
- ❖ Misunderstood application of Media
- ❖ Information Overload



Contd.

- ❖ Who should talk to whom?
- ❖ Disparity in status
- ❖ Gap between senior and junior level employees
- ❖ Lack of trust
- ❖ In large organizations, often groups and sub-groups are formed.

Too many transfer stations

- Message gets twisted.
- The message sent is not the message received.



Wrong choice of medium

- ❖ Media richness
- ❖ Technical and objective messages are lean media.



Physical Distraction

- ✓ Venue
- ✓ Acoustics
- ✓ Outside disturbances
- ✓ Lighting and climatic conditions



Ethical Considerations

- ✓ Difference between what you have a right to do and what is the right thing to do.
- ✓ Plagiarism
- ✓ Misquoting
- ✓ Predictions



Ways to overcome

- ✓ Non-judgmental
- ✓ Proper selection of words
- ✓ Empathetic
- ✓ Avoid assuming too much



Contd.

- ✓ Listen patiently.
- ✓ Avoid using jargons.
- ✓ Keep your cultural bias aside.
- ✓ Use short sentences and paragraphs.



Contd.

- ✓ Create a synergy between your verbal and non-verbal.
- ✓ Adopt an audience- centred approach.
- ✓ Encourage open communication climate.
- ✓ Reduce the number of levels.
- ✓ Facilitate feedback.
- ✓ Commit to ethical communication.
- ✓ Create lean, and efficient messages.

Contd.

- ✓ Create a candid environment.
- ✓ Care for audience's background.
- ✓ Minimize transfer stations.
- ✓ Beware of cultural diversity.
- ✓ Select the most suitable medium.

“I celebrate myself, and sing myself,
And what I assume you shall assume,
For every atom belonging to me as good belongs to you.”
— Walt Whitman

