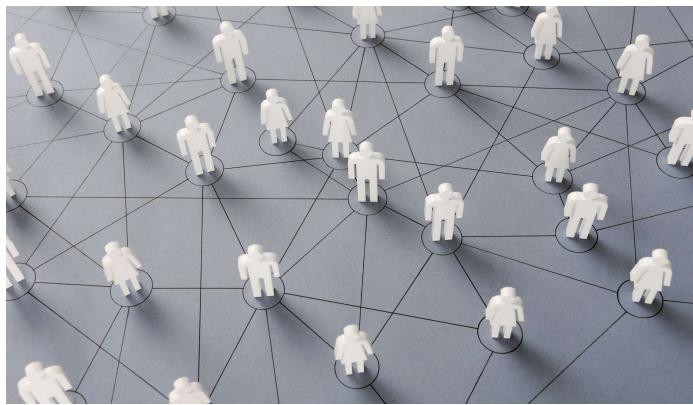


GROUP COMMUNICATION



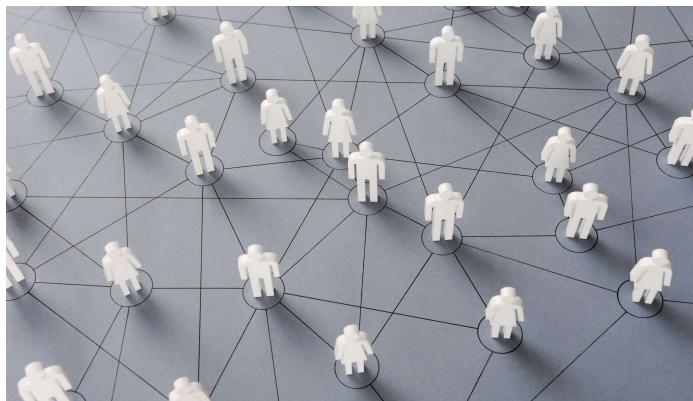
GROUP COMMUNICATION



Group communication is the process of exchanging ideas, information, and messages among individuals within a group.

It enables collaboration and coordination toward shared goals.

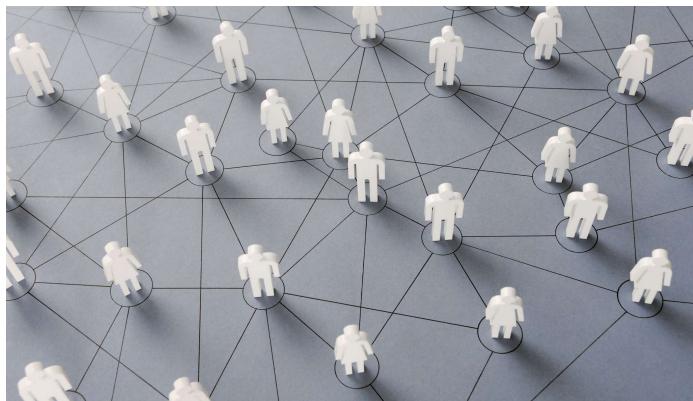
GROUP COMMUNICATION



Key Features of Group Communication

- Involves interactive dialogue among members.
- Facilitates knowledge sharing, decision-making, and problem-solving.
- Supports teamwork and effective cooperation.

GROUP COMMUNICATION



Importance of Group Communication

- Essential for fostering understanding and mutual respect.
- Enhances cooperation and productivity in organizations, social groups, and academic settings.
- Helps groups achieve common objectives efficiently.

GROUP COMMUNICATION

Importance of Teamwork and Group Communication

- Teamwork and group communication are vital in organizations embracing open climates and participative management.
- Found in diverse settings: factories, corporate offices, research labs, universities, hospitals, law firms, government agencies.
- Groups handle complex decisions that individuals alone cannot manage efficiently.
- Effective group communication supports collaboration and better decision-making.

GROUP COMMUNICATION

Difference Between Teams and Groups

- **Teams** are process-based: members have specific roles and work toward a clear, set objective.
- **Groups** are function-based: focus on discussing and planning broader, long-term goals.

Example:

- A project team develops software for a client (process-focused).
 - A group discusses potential changes in manufacturing (function-focused), usually long-term.
-
- Groups become teams when members share a clear common purpose and leadership is established.



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GROUP COMMUNICATION

Group Activity:

Discuss the strategies of attracting more students to get admitted to BCA program.

Team Activity:

Discuss the conduction of inter-collegiate fest.

GROUP COMMUNICATION

Purposes of Group Communication

Members communicate in groups to:

- Share and exchange information and ideas.
- Collect feedback on projects, policies, or schemes.
- Make decisions on important organizational issues.
- Solve problems affecting the entire organization.
- Discuss group-specific or wider organizational concerns.
- Gather feedback on completed work or research.
- These purposes highlight the critical role of communication in group effectiveness.

GROUP COMMUNICATION



SUMMARY

GROUP COMMUNICATION

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GROUP COMMUNICATION

Forms of Group Communication

- Group communication includes discussions, meetings, conferences, seminars, symposia, and conventions.
- All forms involve oral communication requiring strong verbal skills to present and defend viewpoints convincingly.
- Analogy: Like different types of musical ensembles, each form has a unique structure but all require harmony among participants.

GROUP COMMUNICATION

Key Principles of Effective Group Communication

- Speak clearly and concisely; avoid repeating ideas unnecessarily.
- Ask for clarifications to ensure understanding.
- Encourage contributions from all members, not just a few.
- Use evidence like statistics and examples to support your points.
- Maintain an impersonal tone; treat all members equally as collaborators.

GROUP COMMUNICATION

Language Use in Group Communication

- Use accurate, clear, and context-appropriate language.
- Avoid jargon, colloquialisms, and ambiguous terms; define unclear concepts immediately.
- Be cautious with connotative words (beyond the literal meaning) that might offend; choose words that foster respect.
- Example: Replacing “You sound ridiculous” with “I’m not sure I agree with that view” maintains politeness.

Delivery Skills in Group Communication

- Articulate words clearly; avoid mispronunciations that confuse meaning (e.g., ‘effect’ vs. ‘affect’, ‘there’ & ‘their’).
- Use a natural tone, facial expressions, and gestures that match your message.
- Maintain eye contact and speak with enthusiasm and vocal variety to engage listeners.

GROUP COMMUNICATION

Discussing Problems and Solutions

- Clearly define the problem at the start to ensure shared understanding.
- Example: Identify if a department's issue is with efficiency or output.
- Analyze the problem by examining factors systematically with knowledgeable participants.
- Discuss multiple solutions, weighing pros and cons, to select the optimal one.

Creating a Cordial and Cooperative Atmosphere

- Listen openly and respect differing views.
- Build mutual trust and use first names to reduce formality.
- Use body language to show interest and avoid favoritism.
- Encourage all members to speak and appreciate valuable contributions.

GROUP COMMUNICATION

Persuasive Communication Strategies

- Be well-informed and prepared on the topic.
- React maturely with appropriate body language and tone.
- Always support your views with evidence and examples.
- Show respect, confidence, and willingness to listen to opposing views.
- Analogy: Persuasion is like planting seeds; it takes time and nurturing to grow consensus.

Politeness and Firmness in Expression

- Be assertive without hostility; express disagreement politely.
- Use phrases like: “I’m afraid this idea may not align with our goals” or “Could you please clarify that point?”
- These soften potential conflicts while maintaining clarity.

GROUP COMMUNICATION

Turn-Taking Strategies in Group Discussions

- Effective discussions require fair turn-taking through verbal and nonverbal cues/signals.
- Interrupt politely: “May I add something?” or “Could I finish my point?”
- Avoid dominating the conversation; allow others to contribute.
- Analogy: Turn-taking is like passing a baton in a relay race—smooth transitions ensure team success.

Examples of Turn-Taking in Practice

- Speaker 1 asks a question to yield the turn.
- Speaker 2 responds and then signals to others to speak.
- Speaker 3 holds the turn but eventually yields for input.
- Balanced participation leads to productive discussions.

Effective Interventions During Discussions

- Interrupt only when necessary and use polite expressions:
“Excuse me for interrupting...”
- Intervene to correct errors, clarify points, or manage disruptions.
- Example: “Sorry to barge in, but this topic has already been covered.”
- Interventions maintain focus and decorum.

GROUP COMMUNICATION

Reaching Decisions in Group Discussions

- Active participation and exploration of ideas lead to consensus.
- Discuss pros and cons; rank solutions by feasibility.
- Leader summarizes key points and presents the agreed solution.
- Sometimes interim decisions are made if full agreement isn't possible.

GROUP COMMUNICATION

Real-World Example of Group Decision-Making

- College curriculum revamp: administrative heads discuss courses.
- Some decisions made on certain courses; others deferred for later discussion.
- Demonstrates practical application of structured group communication and decision-making.

GROUP COMMUNICATION



Summary