

# COMMUNICATION *UNIT III* |



# TOPICS TO BE COVERED

- ❑ Introduction meaning and significance of communication.
- ❑ Process of communication
- ❑ Oral and written communication
- ❑ 7 C's of communication
- ❑ Barriers and the ways to overcome them.
- ❑ Importance of communication for technical students.
- ❑ Non- Verbal communication.

# WHAT IS COMMUNICATION?

Communication is the process of sending and receiving messages through verbal or nonverbal means.



# INTRODUCTION MEANING AND SIGNIFICANCE OF COMMUNICATION.

- The word communication is derived from a Latin 'communis' word meaning "to share."
- Communication can be defined as "purposefully and actively exchanging information between two or more people to convey or receive the intended meanings through a shared system of signs and (symbols)."
- Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project.
- Communication skills involve listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and

- The exact meaning of the word communicate is 'to share' or 'to participate'. The dictionaries say that communication is the transmission of a message or information by speaking or writing. Another dictionary declares that communication is giving or exchanging information, signals, messages by talk or gestures or writing. Yet another definition says that communication is social intercourse. Communication is all this and much more.
- Communication is giving, receiving or exchanging ideas, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.
- This broad definition includes body-language, skills of speaking and writing. It outlines the objectives of communication. It emphasizes listening as an important aspect of communication.



# DEFINITION OF COMMUNICATION

” Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver – *G.G. Brown.*

“Communication is the intercourse by words, letters or messages” – *Fred G. Meyer.*

# THE SIGNIFICANCE OF COMMUNICATION

- Organizations are totally reliant on communication, which is defined as the exchange of ideas, messages, or information by speech, signals, or writing.
- Without communication, organizations would not function.
- If communication is diminished or hampered, the entire organization suffers.
- When communication is thorough, accurate, and timely, the organization tends to be vibrant and effective.
- Communication is central to the entire management process for four primary reasons

- Communication is a linking process of management. Communication is the way managers conduct the managerial functions of planning, organizing, staffing, directing, and controlling. Communication is the heart of all organizations.
- Communication is the primary means by which people obtain and exchange information. Decisions are often dependent upon the quality and quantity of the information received. If the information on which a decision is based is poor or incomplete, the decision will often be incorrect.
- The most time-consuming activity a manager engages in is communication. Managers spend between 70 to 90 percent of their time communicating with employees and other internal and external customers.
- Information and communication represent power in organizations. An employee cannot do anything constructive in a work unit unless he or she knows what is to be done, when the task is to be accomplished, and who else is involved. The staff members who have this information become centers of power.



## 1.Planning

It is the basic function of management. It deals with chalking out a future course of action & deciding in advance the most appropriate course of actions for achievement of pre-determined goals. According to KOONTZ, "Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be". A plan is a future course of actions. It is an exercise in problem solving & decision making. Planning is determination of courses of action to achieve desired goals. Thus, planning is a systematic thinking about ways & means for accomplishment of pre-determined goals. Planning is necessary to ensure proper utilization of human & non-human resources. It is all pervasive, it is an intellectual activity and it also helps in avoiding confusion, uncertainties, risks, wastages etc.

## 2.Organizing

It is the process of bringing together physical, financial and human resources and developing productive relationship amongst them for achievement of organizational goals. According to Henry Fayol, "To organize a business is to provide it with everything useful or its functioning i.e. raw material, tools, capital and personnel's". To organize a business involves determining & providing human and non-human resources to the organizational structure. Organizing as a process involves:

- Identification of activities.
- Classification of grouping of activities.
- Assignment of duties.
- Delegation of authority and creation of responsibility.
- Coordinating authority and responsibility relationships.

### 3. Staffing

It is the function of manning the organization structure and keeping it manned. Staffing has assumed greater importance in the recent years due to advancement of technology, increase in size of business, complexity of human behavior etc. The main purpose of staffing is to put right man on right job i.e. square pegs in square holes and round pegs in round holes.

According to Kootz & O'Donnell, "Managerial function of staffing involves manning the organization structure through proper and effective selection, appraisal & development of personnel to fill the roles designed in the structure". Staffing involves:

- Manpower Planning (estimating man power in terms of searching, choose the person and giving the right place).
- Recruitment, Selection & Placement.
- Training & Development.
- Remuneration.
- Performance Appraisal.
- Promotions & Transfer.

## 4. Directing

It is that part of managerial function which actuates the organizational methods to work efficiently for achievement of organizational purposes. It is considered life-spark of the enterprise which sets it in motion the action of people because planning, organizing and staffing are the mere preparations for doing the work. Direction is that inert-personnel aspect of management which deals directly with influencing, guiding, supervising, motivating sub-ordinate for the achievement of organizational goals. Direction has following elements:

- Supervision
- Motivation
- Leadership
- Communication

**Supervision**- implies overseeing the work of subordinates by their superiors. It is the act of watching & directing work & workers.

**Motivation**- means inspiring, stimulating or encouraging the sub-ordinates with zeal to work. Positive, negative, monetary, non-monetary incentives may be used for this purpose.

**Leadership**- may be defined as a process by which manager guides and influences the work of subordinates in desired direction.

**Communications**- is the process of passing information, experience, opinion etc from one person to another. It is a bridge of understanding.

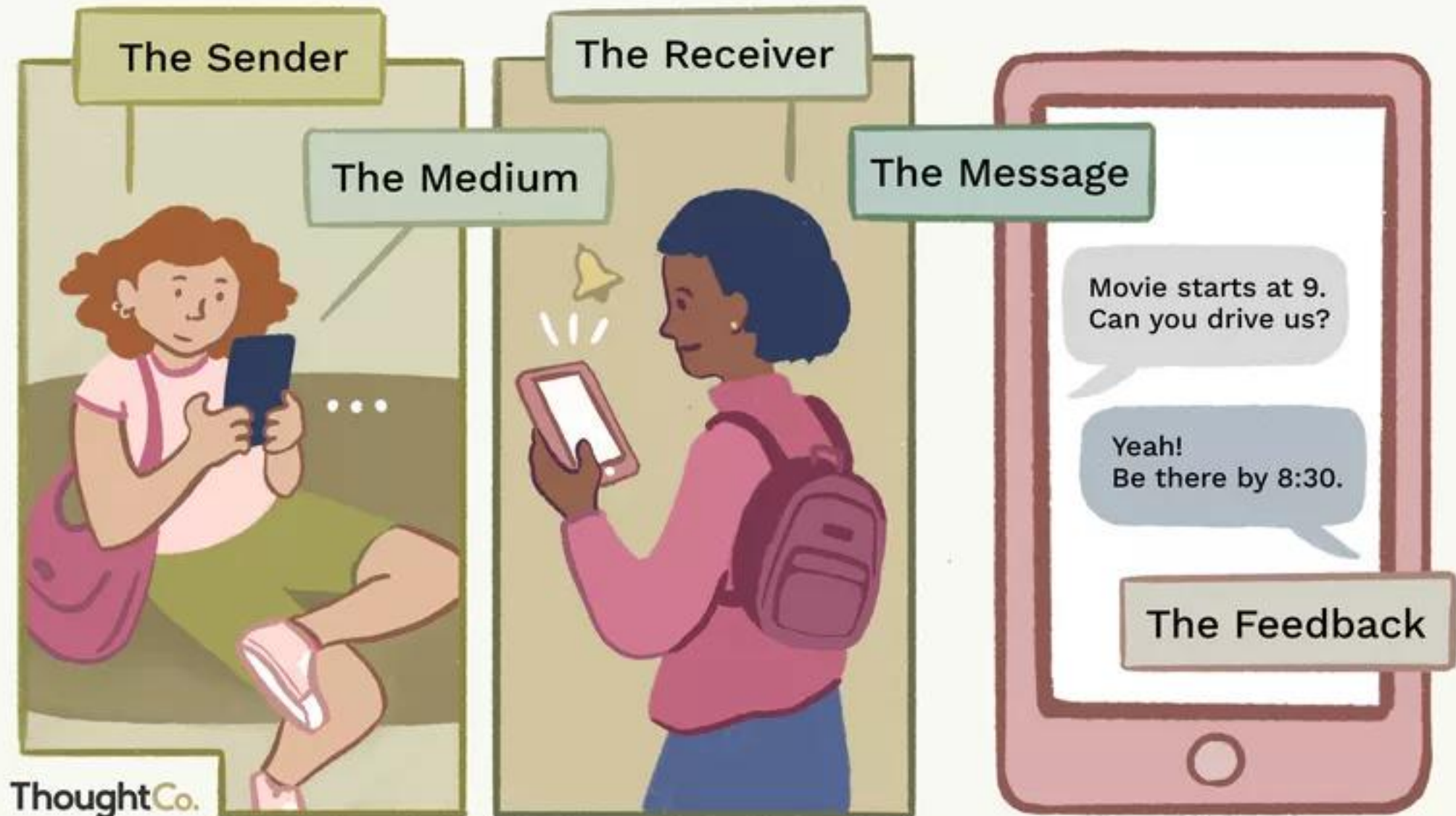
## 5. Controlling

It implies measurement of accomplishment against the standards and correction of deviation if any to ensure achievement of organizational goals. The purpose of controlling is to ensure that everything occurs in conformities with the standards. An efficient system of control helps to predict deviations before they actually occur. According to Theo Haimann, "Controlling is the process of checking whether or not proper progress is being made towards the objectives and goals and acting if necessary, to correct any deviation". According to Koontz & O'Donell "Controlling is the measurement & correction of performance activities of subordinates in order to make sure that the enterprise objectives and plans desired to obtain them as being accomplished". Therefore controlling has following steps:

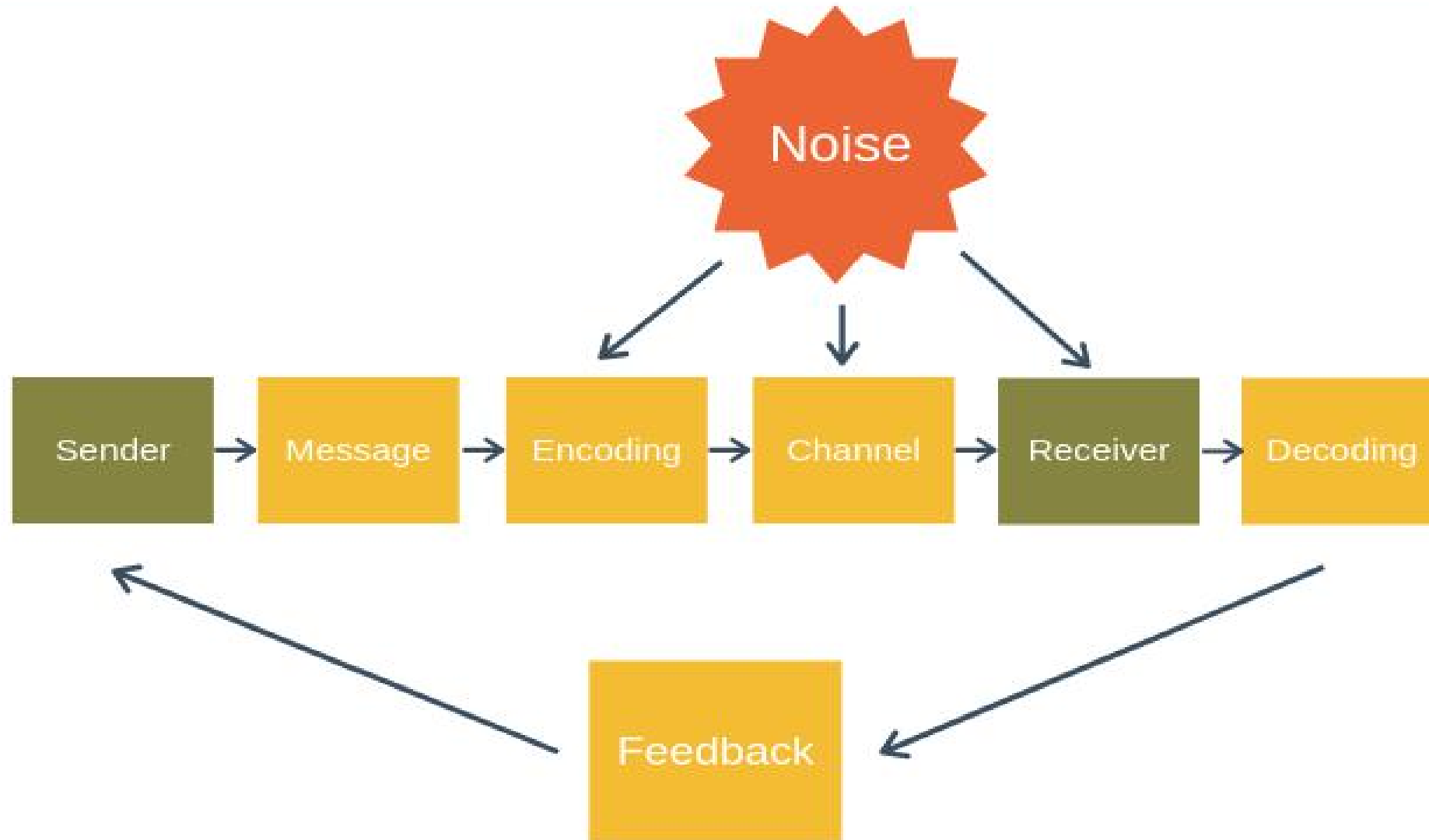
- a. Establishment of standard performance.
- b. Measurement of actual performance.
- c. Comparison of actual performance with the standards and finding out deviation if any.



# Elements of the Communication Process



# Communication Process



1. **Sender**= The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

2. **Message**= It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

3. **Encoding**= The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

4. **Channel**= It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.



5. **Decoding**= It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

6. **Receiver**= He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

7. **Feedback** = Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

# Verbal Communication Skills

“ Verbal Communication is the use of words to share information with other people, it includes both spoken and written communication. ”



Speak with confidence



Art of Listening



Body language



Be friendly

## Types of Verbal communication



```
graph TD; A[Types of Verbal communication] --> B[Public Communication]; A --> C[Small group Communication]; A --> D[Intrapersonal Communication]; A --> E[Interpersonal Communication];
```

Public Communication

Small group  
Communication

Intrapersonal  
Communication

Interpersonal  
Communication



# WHAT IS ORAL COMMUNICATION?

- ❑ Oral communication is the exchange of information and ideas through spoken word.
- ❑ It can be directly in person in a face-to-face interaction or through an electronic device such as a phone or radio.
- ❑ The most effective way for businesses to transmit information verbally is through oral communication such as a staff meeting.



**“ Written Communication refers to the process of conveying a message through the written signs or symbols ”**



## Report



## Memo



## EMAIL



## Post Card

# WRITTEN COMMUNICATION

- Written Communication' means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc. It is a formal method of communication and is less flexible.
- A written document preserved properly becomes a permanent record for future reference. It can also be used as legal evidence. It is time-consuming, costly and unsuitable for confidential and emergent communication.

➤ Written communication is to be effective and should be



# ADVANTAGES OF WRITTEN COMMUNICATION

1. It is suitable for long distance communication and repetitive standing orders.
2. It creates permanent record of evidence. It can be used for future reference.
3. It gives the receiver sufficient time to think, act and react.
4. It can be used as legal document.
5. It can be sent to many persons at a time.
6. It is suitable for sending statistical data, chart, diagram, pictures, etc.
7. Order, allocation of work, job distribution, etc. in written form reduce ambiguity and help in fixation of responsibility.
8. Uniformity in work procedure can be maintained through written communication.
9. It is easy to send unpleasant or bad news through written communication.
10. A good written communication can create goodwill and promote business.

# DISADVANTAGES OF WRITTEN COMMUNICATION

1. It is time-consuming. Composing a message in writing takes much time. Writing letters, typing orders, notices, etc. and sending to appropriate destination require time. Feedback process also is not instant.
2. It is expensive not so much due to postal charges but in terms of so many people spending so much of their time.
3. It cannot maintain strict secrecy which would have been possible in oral communication.
4. Written communication has no scope for immediate clarification if not understood properly.
5. Being written in nature it is less flexible and cannot be changed

# Non Verbal Communication

“ **Nonverbal communication** is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and the distance between two individuals. ”



Facial expressions



Touch



Body movements and posture



Eye contact



Gestures

# KINESICS

Kinesics communication is the technical term for body language, i.e., communicating by body movement. We call the study of kinesics communication kinesics.

Kinesics communication is a non-verbal form of communication. However, it is not the only non-verbal way of communicating with other people.

Non-verbal communication is one of the processes of conveying messages without writing or uttering words.

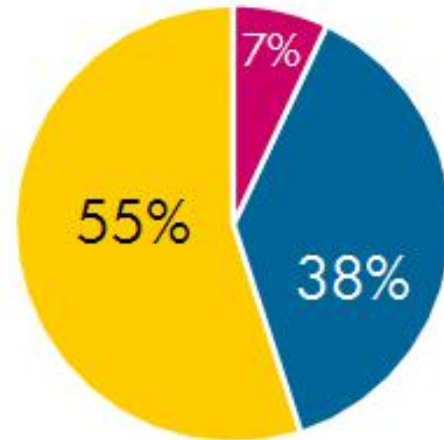
Kinesics is all about communication through body movements, such as gestures and facial expressions. It is all about non-verbal behavior using any part of the body. It also includes communicating using the body as a whole.

The founder of kinesics American anthropologist Ray Birdwhistell



# ROLE OF KINESICS IN COMMUNICATION:

- Kinesics is one of the main powerful ways that humans communicate non-verbally. Spoken language and voice is only 7% to 38% of commun



## Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

- Kinesics is used to portray moods and emotions effectively. One of the best examples for kinesics that we use in our daily routines is:
- subtle cues like eye contact, hand gesture, posture, and mirroring (people copying each other's postures during conversation) show a person's interest in the conversation
- usually, those who use hand gestures may be more self-confident and energetic or may be perceived as such
- studies have even shown that sitting or standing in more open and widespread postures reduces stress levels

- In a face to face interaction, body language plays an important role. We begin to form an impression of a speaker as soon as we see him. The way he is dressed, the way he walks, the way he smiles, the way he stands, -all these things show his personality.
- These movements reflect an individual's thought process and regulate communication. The key to effective gestures and postures is they need to appear natural and authentic. If the body language appears to be faked then others will perceive you as unauthentic.
- In a current application, kinesics behavior is sometimes used as signs of deception by interviewers looking for clusters of movements to determine the veracity of the statement being uttered, although kinesics can be equally applied in any context and type of setting to

# FACIAL EXPRESSIONS



SMUG OR  
VAIN



DOUBT OR  
DISINTEREST



SURPRISED OR  
AMAZED



FEAR OR  
SHOCK



LOVE OR  
DAYDREAM



PUNCH DRUNK



SUSPICION OR  
FLIRTATION



PAIN OR  
STRAIN



MIXED EMOTIONS

DMV30222

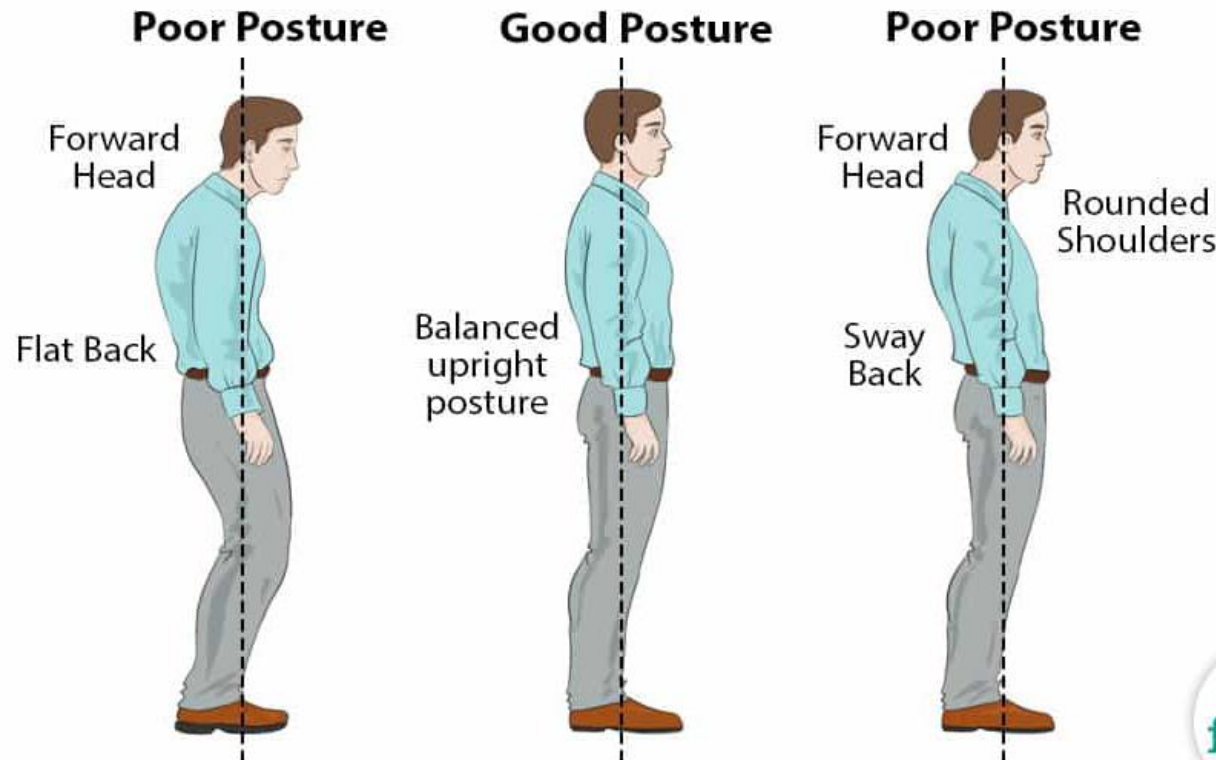
- The face seems to be the most important component of body language, but it is the most confusing and difficult to understand.
- A popular saying goes like this “ the face is the index of the heart.”
- Whatever we feel deep within ourselves is at once reflected on the face.
- Facial expressions are like sentence in human language, they are infinite in variety.



# POSTURE

The way you sit or stand can also communicate your comfort level, professionalism and general disposition towards a person or conversation. Example: Someone might slouch their shoulders if they feel tired, frustrated or disappointed.

## Good Posture



# TUR

While gestures vary widely across communities, they are generally used both intentionally and unintentionally to convey information to others. Example: Someone in the United States might display a “thumbs up” to communicate confirmation or that they feel positively about something.

1		Thumb up	7		"OK"
2		Index extension	8		"Victory"
3		Make fist	9		"Call"
4		Palm open	10		"Drag"
5		Wrist out	11		Wrist out (fist)
6		Wrist in	12		Wrist in (fist)

# OCULESICS

Oculesics is a form of nonverbal communication that derives meaning from eye behavior. It is a subcategory of kinesics — the study of body language — which decodes eye movement, gaze, eye behavior and everything your eyes may be conveying in a secret code.

Eye contact is a direct and powerful form of non-verbal communication. Eye contact has great importance in oral communication especially face to face contact

The direct stare of the sender of the message conveys candor and openness. It elicits the a feeling of trust.

Downward glazes are generally associated with modesty. Eyes rolled up is associated with fatigue. Eyebrows and eyelids raised and combined with dilated pupil tells us someone is excited.

A major feature of social communication is eye contact. It can convey emotion, signal when to talk or finish, or a aversion. The frequency of contact may suggest either interest or aversion. It is most noticeable non-verbal behavior and affects credibility. Like the old saying. 'eyes are your window to the world'.





Normal



Sad/Upset



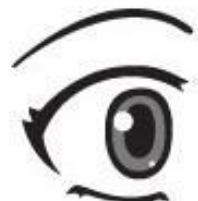
Angry



Surprised/Scared



Bored/Indifferent



Really Surprised/Scared

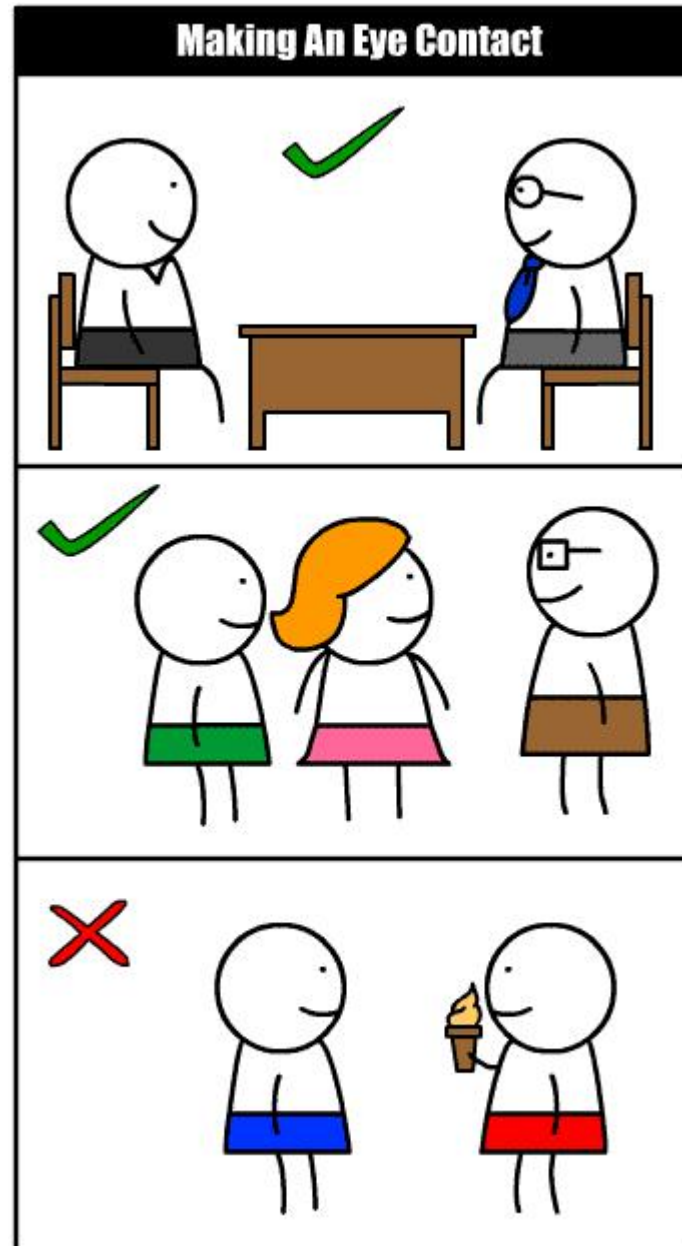


Shy



Happy





### 3. Positive eye contact



Look your interviewer in the eye when you greet them, it shows confidence and helps build a connection.

# HAPTICS

. Touch – Some people also use touch as a form of communication. Most commonly, it is used to communicate support or comfort. This form of communication should be used sparingly and only when you know the receiving party is okay with it. It should never be used to convey anger.

## Haptic or Touch

Haptic communication is communicating by touch. Touch or Haptics is the characteristic of nonverbal communication and used when we come into physical contact with other people.

For example: We use handshakes to gain trust and introduce ourselves.





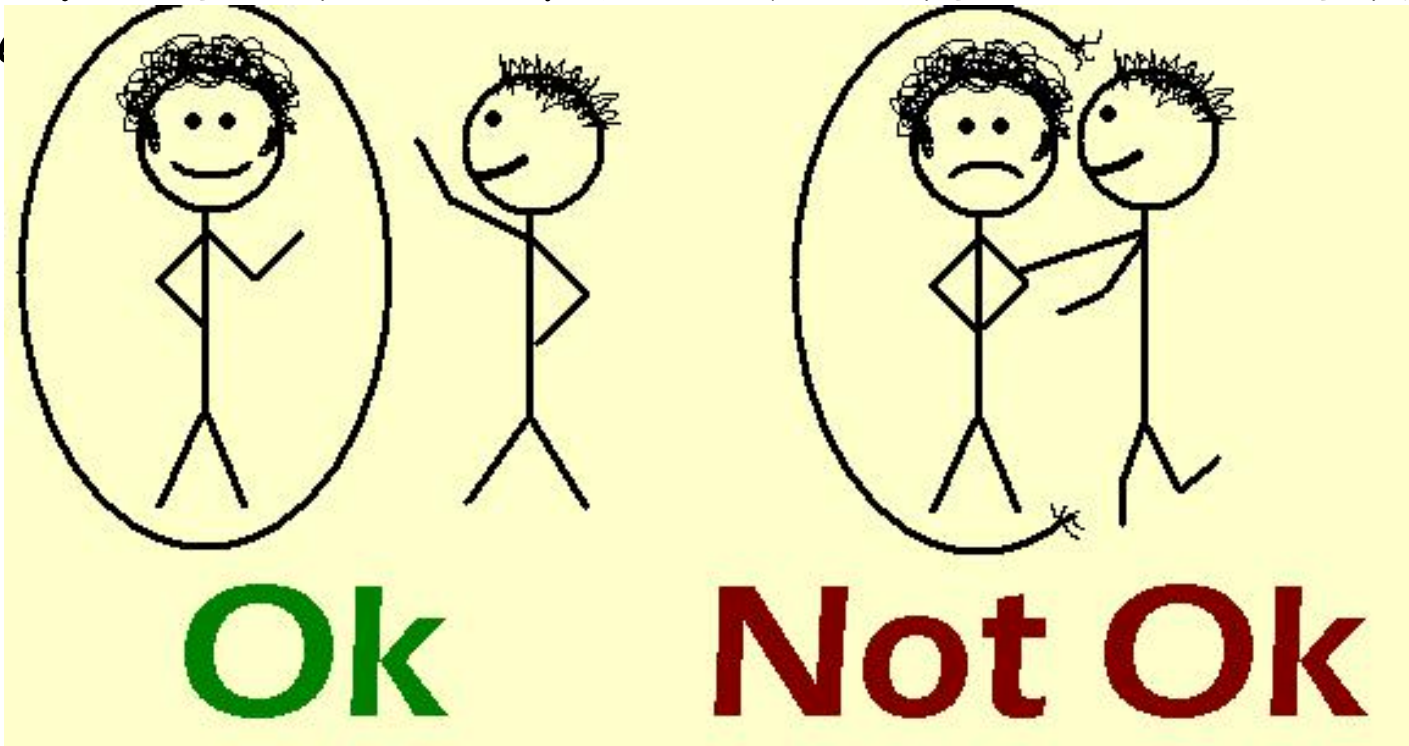
# TYPES OF HANDSHAKE

- A firm handshake – conveys power, confidence, and sincerity.
- A limp handshake – conveys weakness, disinterest, lack of confidence, deceit.
- A clasp – using both hands displays a high degree of respect.
- A vice like grip – is used to intimidate or display dominance.

# PROXEMICS

- ❑ Proxemics refers to the study of how interpersonal distance and space is maintained between people from the same or different cultural backgrounds.
- ❑ It is important to know the cultural differences when communicating in an interpersonal environment.
- ❑ In individualistic countries like the United States, there are typically four spatial zones, which are depicted in Figure.
- ❑ The first is the intimate zone. This zone is used when people are emotionally close, such as dating, married, etc.
- ❑ In this zone individuals typically stand between zero and two feet apart when communicating. The most common zone when communicating in the work place is the personal zone. Two to four feet of distance is the norm when communicating personally.

- ❑ In the social zone individuals are between four and nine feet apart. This zone is typically seen when giving presentations to coworkers. Lastly, anything over nine feet is considered the public zone .
- ❑ With the increase in globalization it is important to know the culture of areas where your organizations are conducting business in order to communicate effectively.
- ❑ Where these zones hold true for individualistic countries like the United States be the norm.



**Intimate  
Space**

**Personal  
Space**

**Social  
Space**

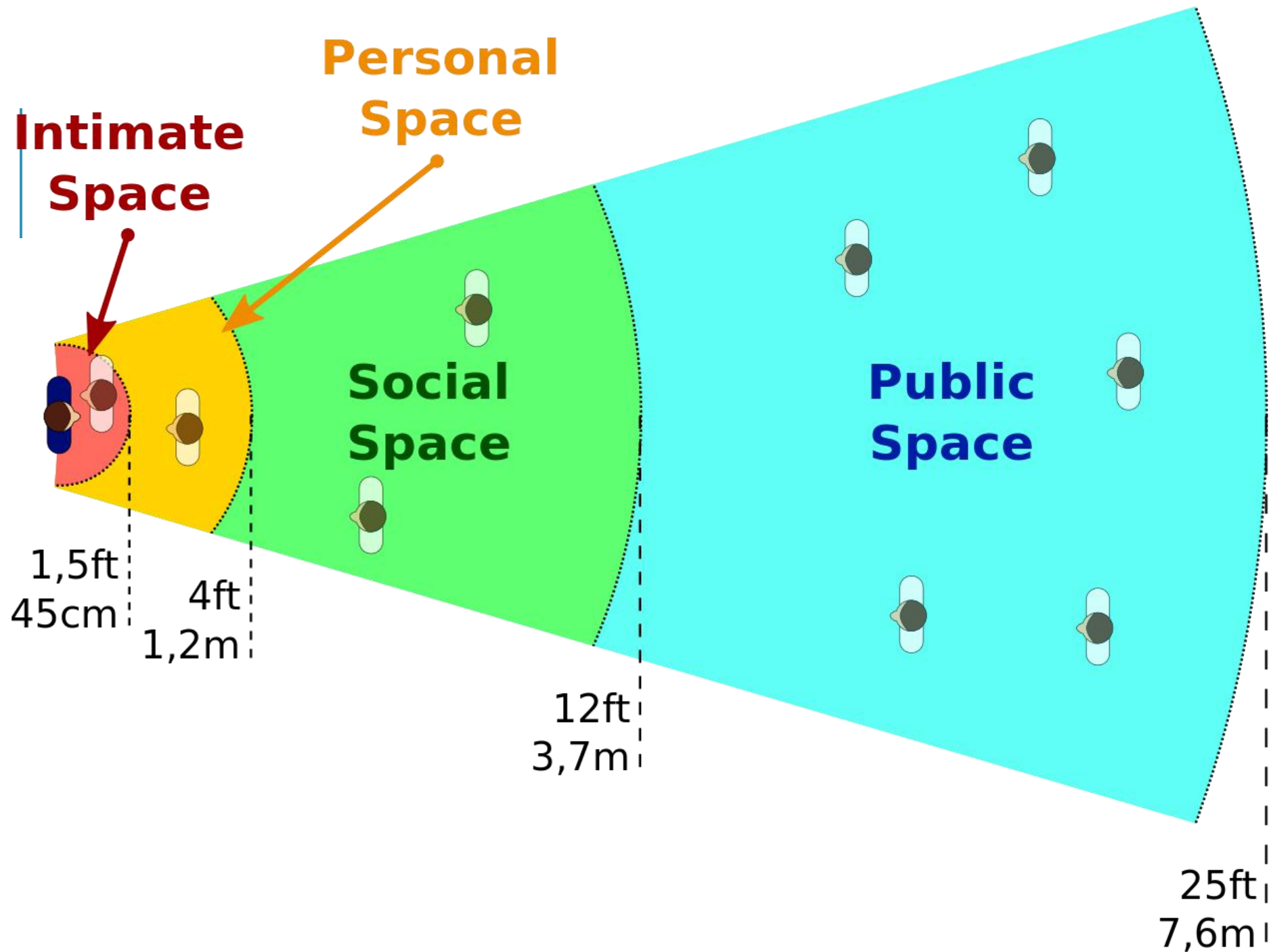
**Public  
Space**

1,5ft  
45cm

4ft  
1,2m

12ft  
3,7m

25ft  
7,6m















# APPEARANCE & DRESS:

- ❑ Believing that others “do not judge a book by its cover” is a naive frame of thought. How one dresses and presents themselves proclaims a persona and creates a first impression (Eaves & Leathers, 1997).
- ❑ If a person is sloppily dressed some may assume their work is also sloppy.
- ❑ If one's appearance is well kept and professional others might assume their work follows suit.
- ❑ To be successful, one needs to look the part and “appear corporate”; doing this will lead to a better first impression (Lazarus, 2013)



# INFORMAL Vs. FORMAL DRESS CODE

					
Streetwear	Casual	Business Casual	Smart Casual	formal	Semi-Formal
					

# Interviewing Attire

## Dos

Jewelry in moderation

Conservative 2-piece suit

Skirt: Knee-length

Hoisery at or near skin color

Dark Shoes



## Don'ts

Necklace too large/distracting

No bright colors/patterns

Capris: too casual

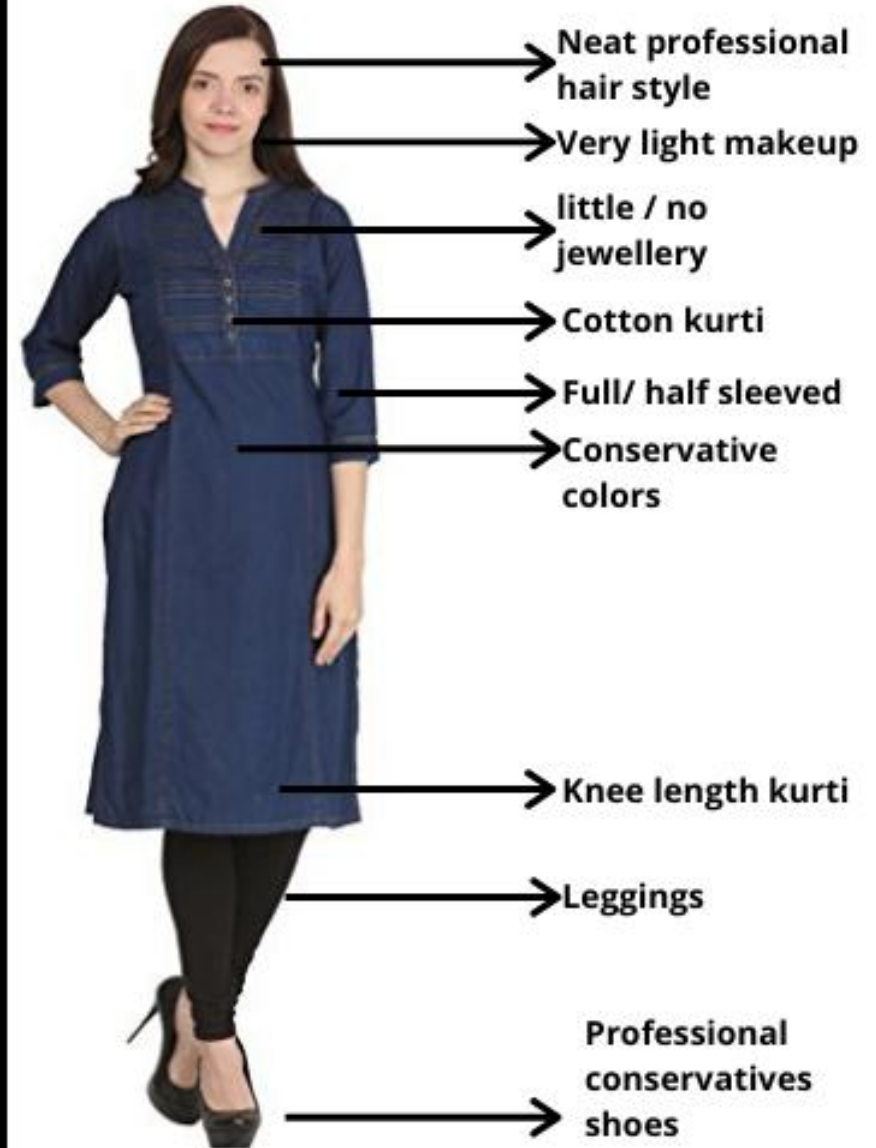
No open-toed shoes



## Western dress code



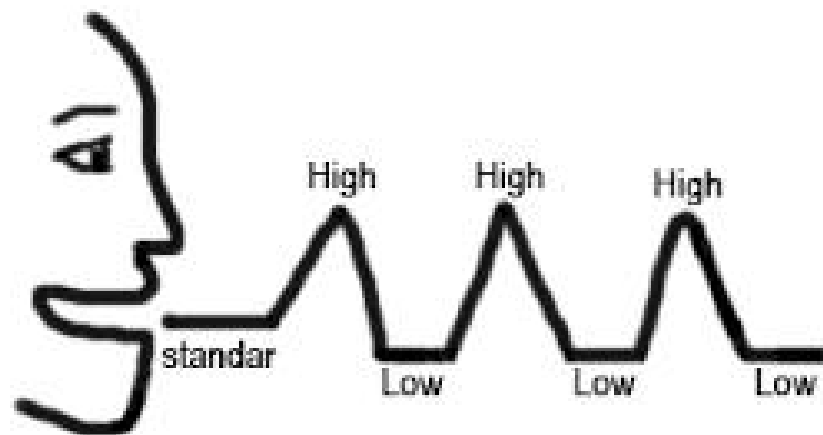
## Interview Indian dress code



# VOICE AND TONE

- ❑ Paralinguistic cues are vocal cues based off the sounds of the human voice. There are five attributes vocal cues consist of: loudness, pitch, rate, quality or timbre, and regularity.
- ❑ Loudness is the volume one uses when speaking. Too high volume and others will perceive you as shouting.
- ❑ Too low volume and you will not be heard. Pitch is the amount of inflection in your voice when speaking.
- ❑ A higher pitch can be used to elicit excitement, whereas a low pitch can be used to express anger.
- ❑ Rate is how quickly or slowly one speaks.
- ❑ Speaking too quickly can express nervousness, but if you speak too slowly you may lose the attention of the listener.
- ❑ Timbre is the characteristic that permits an individual to differentiate one person's voice from another.

- Tone taken in its most literal meaning, is a feature of non-verbal communication. It's the physical level at which the sound of the human voice is transmitted. Tone is used to convey an attitude.
- This may be consciously and unconsciously. It could be said that there is no such thing as a text or verbal utterance without a tone. In most cases, tone is either taken for granted, or perceived unconsciously. This also includes the pitch of the voice.





# CHRONEMICS

- “Chronemics includes time orientation, understanding and organization; use of and reaction to time pressures; our innate and learned awareness of time; wearing or not wearing a watch; arriving, starting, and ending late or on time.”
- The way someone values and perceives time plays a considerable role on his or her communication process. The use of time can affect lifestyles, personal relationships, and work life.
- Across cultures, people usually have different time perceptions, and this can result in conflicts between individuals. Time perceptions include punctuality, interactions, and willingness to wait.



# Chronemics

- ➔ **Chronemics is the study of how human beings communicate through their use of time.**
- ➔ **We attempt to control time, trying to use it more effectively. Good timing is very crucial, and you should rehearse a formal presentation until it is a little under line, because staying within time limits is a mark of courtesy and professionalism.**





# 7C'S OF COMMUNICATION

The 7 C's of Communication is a checklist that helps to improve the professional communication skills and increases the chance that the message will be understood in exactly the same way as it was intended. To have effective communication, one should keep the following 7 C's of communication in mind:

- **Clear:** The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.
- **Correct:** The message should be correct, i.e. a correct language should be used, and the sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.
- **Complete:** The message should be complete, i.e. it must include all the relevant information as required by the intended audience. The complete information gives answers to all the questions of the receivers and helps in

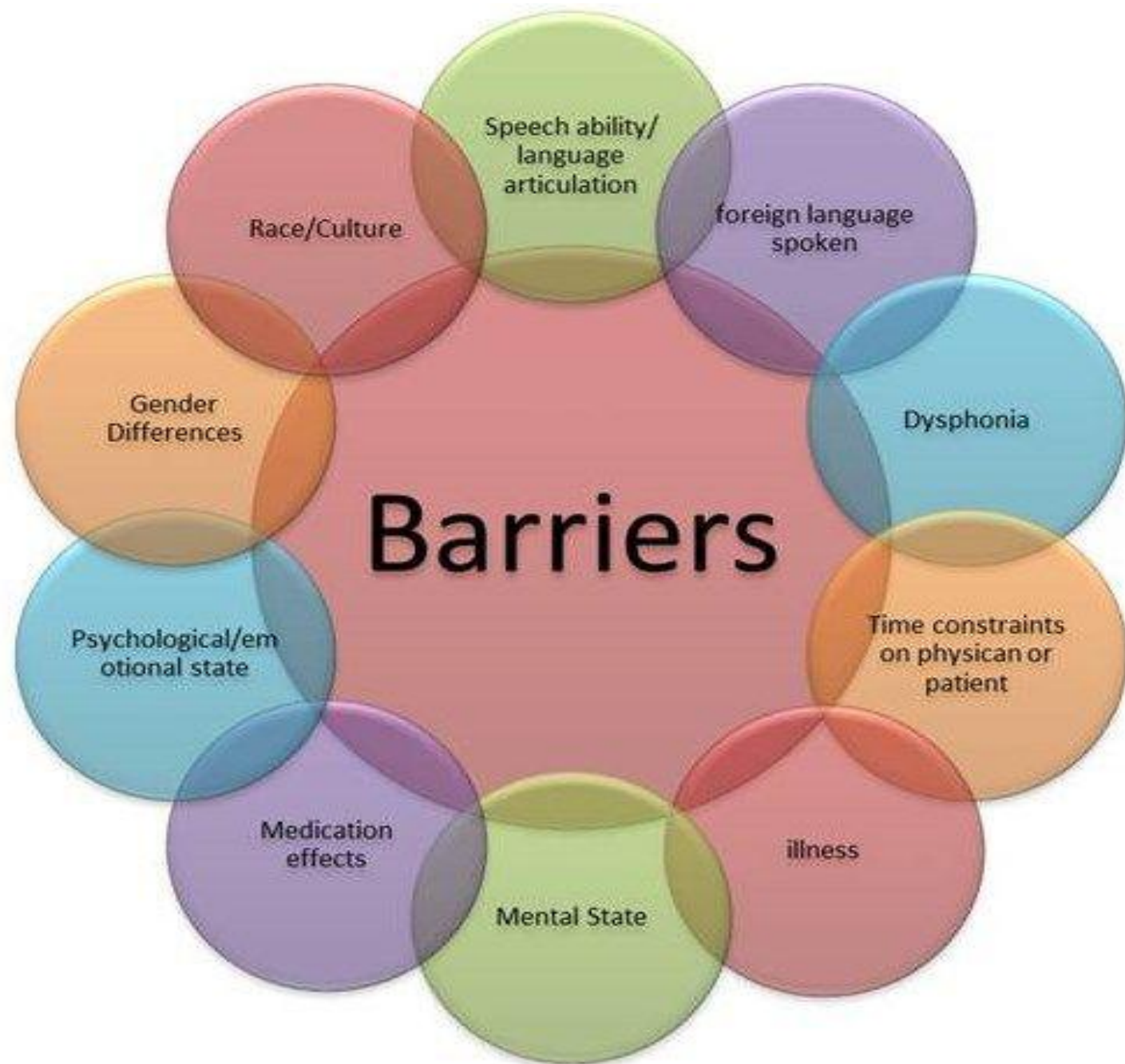
# 7 C'S OF COMMUNICATION

## DEFINITION:

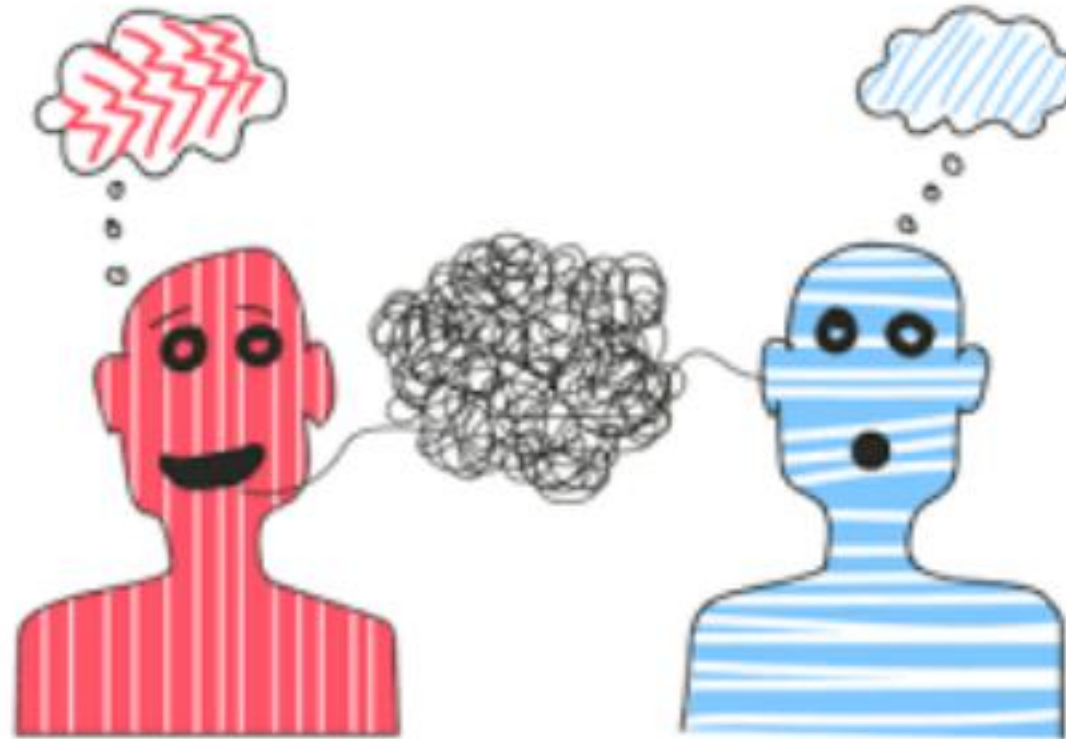
- **Concrete:** The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.
- **Concise:** The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.
- **Consideration:** The sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.
- **Courteous:** It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include







# PHYSIOLOGICAL BARRIERS



# PHYSIOLOGICAL BARRIERS

- Physiology is the state of human body and mind. Physiological barriers of communication occur due to the physical condition of sender or receiver which might even be physical disabilities.
- It includes sensory dysfunction and other physical dysfunctions. Effective communication requires proper functioning of the senses in both the sender and the receiver.
- Limitation of human body and mind adds up to the physiological barrier causing interruption in message from reaching its destination or having meaning.
- For example, a person with short term memory loss is unable to convey the message after a while as he/she



# PHYSICAL BARRIERS





# PHYSICAL BARRIERS

- Physical barrier is the environmental and natural condition that acts as a barrier in communication in sending message from sender to receiver.
- Organizational environment or interior workspace design problems, technological problems and noise are the parts of physical barriers.
- When messages are sent by the sender, physical barriers like doors, walls, distance, etc. do not let the communication become effective.
- The barriers are less if the proximity of the sender and the receiver is high and fewer technologies are required.
- Disturbance in hearing due to thunders, telephone call

# CULTURAL BARRIERS



# CULTURAL BARRIERS

- Cultural barrier is when people of different cultures are unable to understand each other's customs, resulting in inconveniences and difficulties. An example would be a Chinese living in Canada.
- The most significant cultural barrier would be language — if the Chinese doesn't know how to speak English or French, it'd be almost impossible to communicate with anyone.
- This means that they'd have a hard time doing even the simplest of things, such as ordering food at a restaurant or talking to friends.
- They may also be unable to communicate with colleagues at work, leading to trouble and misunderstanding.
- Another cultural barrier would be the customs and practices of a person's culture. In Greece, you nod your head to say "no" and shake your head to say "yes". A Greek person living in almost anywhere else may run into some major misunderstandings.

# LANGUAGE BARRIERS

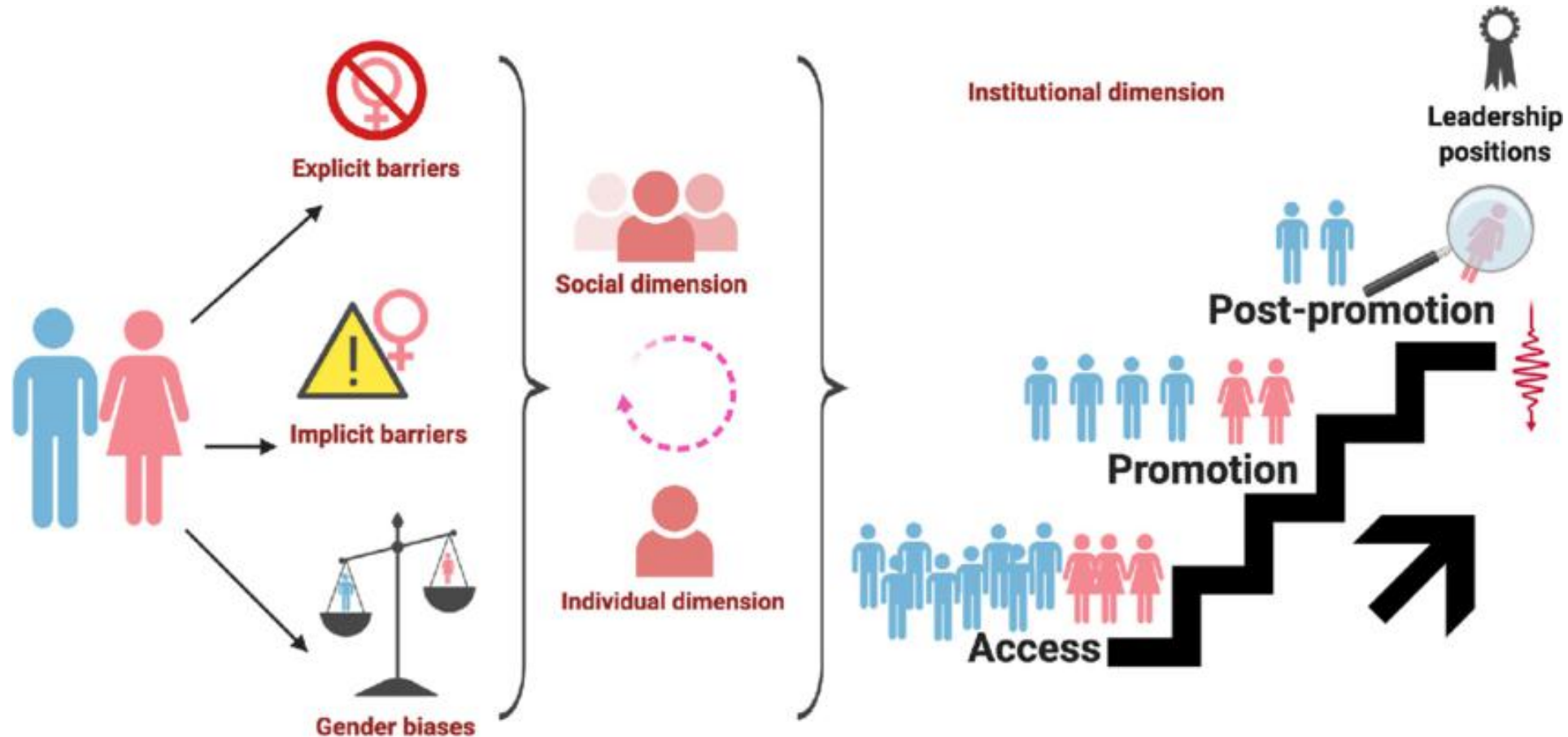


# LANGUAGE BARRIERS

- Language is needed for any kind of communication, even people with speech impairments communicate with sign language and brail.
- Communication becomes difficult in situations where people don't understand each other's' language.
- The inability to communicate using a language is known as language barrier to communication.
- Language barriers are the most common communication barriers which cause misunderstandings and misinterpretations between people.
- Most of the people in the world do not speak English or, even if they use, it is their second or third language.
- If the speaker and receiver do not use same language and words, there is no meaning to the communication. Not using the words that other person understands makes the communication ineffective and prevents message from being conveyed.



# GENDER BARRIERS



# GENDER BARRIERS

- Gender barriers have become less of an issue in recent years, but there is still the possibility for a man to misconstrue the words of a woman, or vice versa.
- Even in a workplace where women and men share equal stature, knowledge and experience, differing communication styles may prevent them from working together effectively.
- Gender barriers can be inherent or may be related to gender stereotypes and the ways in which men and women are taught to behave as children.
- Although not all men or all women communicate the same way as the rest of their gender, several traits that tend to be more common in one gender or the other have been identified.

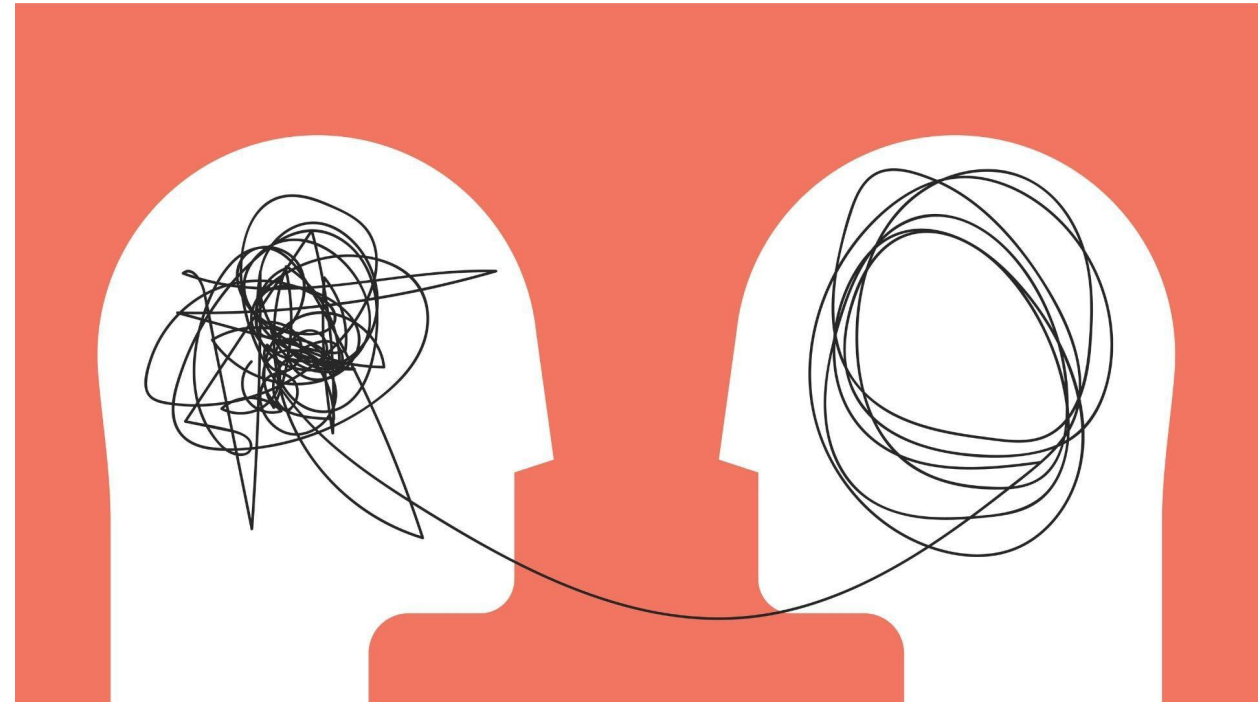
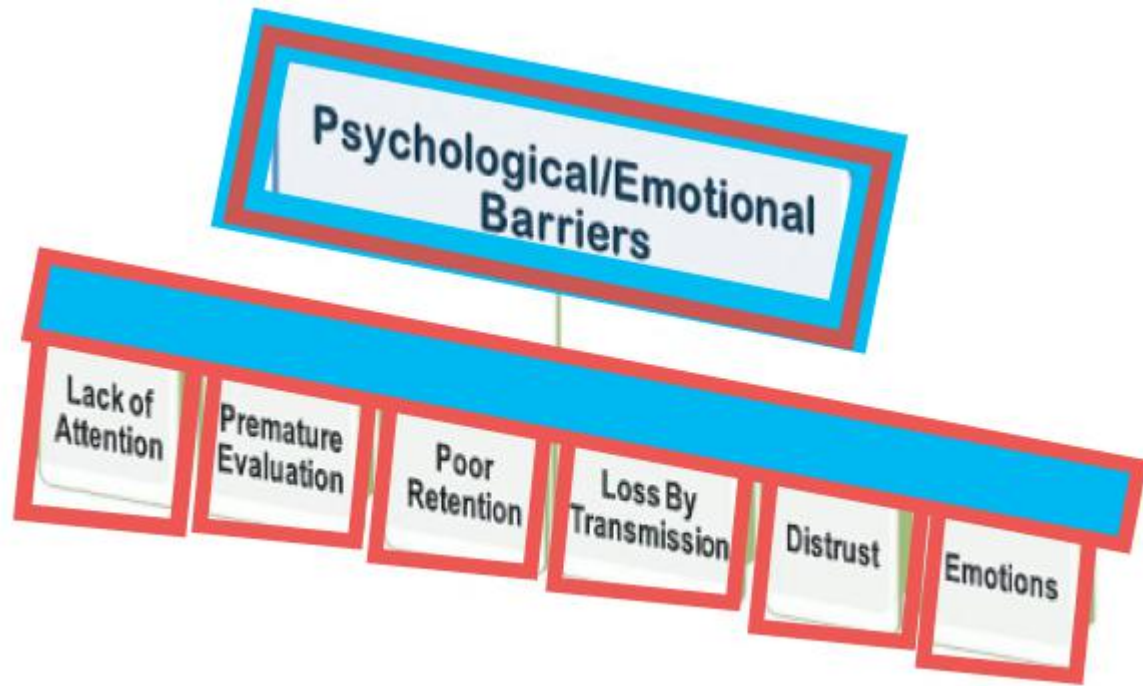
# INTERPERSONAL BARRIERS



# INTERPERSONAL BARRIERS

- An interpersonal barrier is something that prevents an effort to communicate between two or more people.
- Stage fright, a language barrier, the state of grieving, and a stroke involving the speech area are four examples.
- An intrapersonal conflict involves the self and/or selves being blocked by a misconception, incorrect facts, a state of shame and/or delusions, anger that is unresolved, prejudice, previous lack of success in communicating about a difficult topic such as work performance, video game obsession, etc.
- Interpersonal conflict requires at least two people attempting to communicate about a barrier that leaves a significant gap in acceptance or understanding.

# PSYCHOLOGICAL BARRIERS





# PSYCHOLOGICAL BARRIERS

- Psychological Barriers: Communication is highly influenced by the mental condition that the communicators are in and is disturbed by mental disturbance.
- If the people involved in communication are not emotionally well, they won't be able to communicate properly.
- Every person's mind is unique and communication does not work like that in machines or in numbers.
- The people who are involved in the communication matter as much as the message e.g. If your boss doesn't trust you, he/she will only send selective information, which makes the communication ineffective.

# EMOTIONAL BARRIERS

- Emotional barriers to communication are usually due to a lack of emotional awareness or control, often referred to as emotional intelligence. By better understanding our inner emotions, we can communicate more productively with others in the workplace and our everyday lives.



# 9 IMPORTANT MEASURES TO OVERCOME THE BARRIERS OF COMMUNICATION

(1) *Clarify Ideas before Communication:* The person sending the communication should be very clear in his mind about what he wants to say. He should know the objective of his message and, therefore, he should arrange his thoughts in a proper order.

(2) *Communicate According to the Need of the Receiver:* The sender of the communication should prepare the structure of the message not according to his own level or ability but he should keep in mind the level, understanding or the environment of the receiver.

(3) **Consult Others before Communication:** At the time of planning the communication, suggestions should be invited from all the persons concerned. Its main advantage will be that all those people who are consulted at the time of preparing the communication plan will contribute to the success of the communication system.

(4) **Be Aware of Language, Tone and Content of Message:** The sender should take care of the fact that the message should be framed in clear and beautiful language. The tone of the message should not injure the feelings of the receiver. As far as possible the contents of the message should be brief and excessive use of technical words should be avoided.

(5) **Convey Things of Help and Value to the Listener:** The subject matter of the message should be helpful to the receiver. The need and interest of the receiver should specially be kept in mind. Communication is more effective in such a situation.

(6) **Ensure Proper Feedback:** The purpose of feedback is to find out whether the receiver has properly understood the meaning of the information received. In the face-to-face communication, the reaction on the face of the receiver can be understood. But in case of written communication or some other sort of communications some proper method of feedback should be adopted by the sender.



(7) **Consistency of Message:** The information sent to the receiver should not be self-contradictory. It should be in accordance with the objectives, policies, programmes and techniques of the organization. When a new message has to be sent in place of the old one, it should always make a mention of the change otherwise it can create some doubts.

(8) **Follow up Communication:** In order to make communication effective the management should regularly try to know the weaknesses of the communication system. In this context effort can be made to know whether to lay more stress upon the formal or the informal communication would be appropriate. Similarly, suggestions can be invited in respect of the medium of communication (oral, written and gestural) to know as to which medium would be more effective and appropriate.

(9) **Be a Good Listener:** It is the essence of communication that both the sender and the receiver should be good listeners. Both should

# ENGINEERS AND ENGINEERING MANAGERS NEED COMMUNICATION SKILLS

- Work doesn't happen in a vacuum. Engineers have to communicate on a daily basis — with each other, with supervisors, with people in different departments, and even with clients.
- Their work is complex and technical, but not everyone they work with has the same technical expertise, which makes it even more important for them to have good communication skills.
- Effective communication in engineering is critical to ensuring that all project participants are on the same page.
- When it comes to demonstrating good communication skills, managers and others in leadership positions face a high bar.
- Nearly every part of a manager's job involves communication. Engineering managers communicate with clients and their own supervisors about new projects.

- They also relay project parameters and deadlines to their reports, while providing updates to their managers and clients.
- Good managers invest significant amounts of time in setting their engineers up for success. Moreover, regular communication builds trust and makes it easier for all team members to do their jobs well.
- For engineers to be successful over the course of their careers, communication skills are just as important as technical knowledge.
- This is certainly the case in engineering firms, where collaboration is key. One of the best ways for engineering managers to bring value to their companies and help their own careers is by learning and practicing good communication skills.