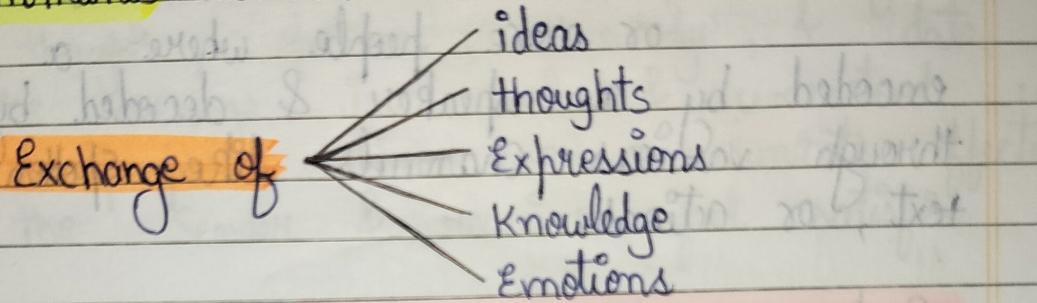


Communication (Unit 1)

Communication derived from Latin word **Communicare** or **Communis** which means **'to share'**.



Nature

Goal Oriented
(focused)

Formality
(formal/informal)

Audience
Specific

Documented

Goal Oriented: Being goal oriented means you're focused on reaching or completing specific tasks to achieve a planned outcome. Someone who is goal-oriented uses targets to stay motivated in their work.

Formality: Formal communication is a structured way of sharing official information, while informal communication is a more casual way of sharing info. Formal communication includes business letters, reports & orders while informal includes phone conversations, group chats, face-to-face communication.

Audience Specific: It is a type of Nature when a

Speaker analyzes the audience to determine the content, language usage, interest & listener's expectations.

Documented : Communication involves a process b/w two or more people where a message is encoded by a speaker & decoded by a receiver through various channels like spoken words, written text, or actions.

Scope of Communication :

1. Organizational Management
2. Supply Chain Management
3. Relationship Marketing
4. International Trade
5. Public Relations
6. Commerce & Trade
7. Social Responsibility

Objectives of Business Communication :

1. To Exchange information
2. To develop plans
3. To implement the plans
4. To facilitate policy formulation
5. To achieve organizational goal
6. To organise resources
7. To co-ordinate
8. To direct these subordinates
9. To motivate the employees

10. To Create Consciousness
11. To increase your Efficiency.
12. To bring dynamism.

03/09/24

Effective Communication is the process of exchanging ideas, thoughts, opinions, Knowledge, & data so that the message is received & understood with clarity & purpose. When we communicate effectively, both the Sender & receiver feel satisfied.

Benefits of Effective Communication :

Quicker problem solving.
Better decision making.
Steady work flow.
Strong Business relation.
Better professional image.

The 7 c's of Communication

1. Completeness
2. Conciseness
3. Consideration
4. Concreteness
5. Clarity
6. Courtesy
7. Correctness

1. Completeness : The communication must be complete. It should convey all facts required by the audience.

5 W's & 1 H : Who, what, when, where, why & how.

2. Conciseness : It means wordiness - communicating what

you want to convey in least possible words.
Short & crisp.

3. **Consideration** : Implies "stepping into the shoes of others". (Emotional factor when we put on)
Take note of audience's view point.

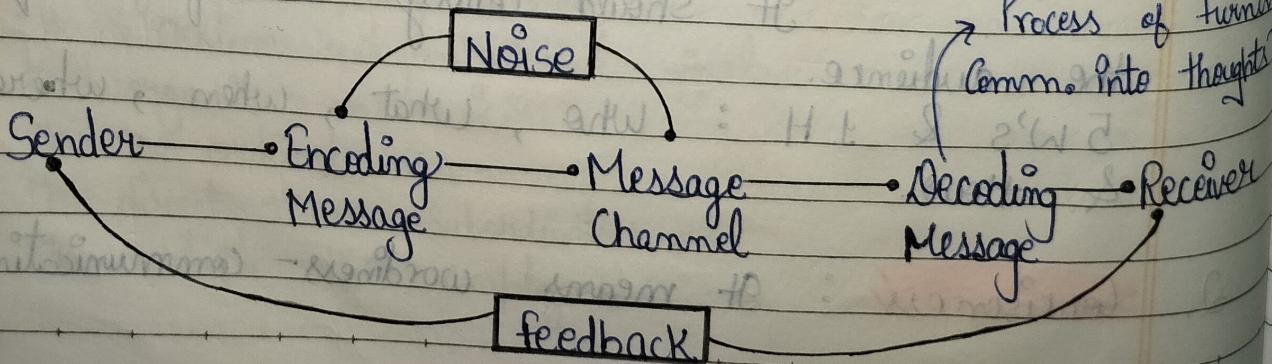
4. **Concreteness** : Be particular & clear rather than fuzzy & general.
It strengthens the confidence.
Concrete msg (to the point), focusing on the main p

5. **Clarity** : Clarity emphasise a specific msg or goal at a time, rather than trying to achieve too much at once.
It makes understanding easier.

6. **Courtesy** : Shows sender's expression and respect to the receiver.
Polite, Reflective.

7. **Correctness** : Implies there are no grammatical errors in communication.

The Communication Process



Encoding - The conversion of the msg or the information which is to be sent to the receiver into a symbolic form is known as Encoding.

Barrier in Communication can be defined as anything which acts as an obstacle b/w the Sender & Receiver.

Types of Barriers :-

1. Physiological Barrier - This barrier is related to the well-being of human body.
Ex - Poor Eyesight, Poor hearing, fatigue, bad health.

2. Semantic Barrier - The barrier which arises due to poor construction of message or information is known as Semantic Barrier.
Ex - Half info. Statement, Ambiguous Statement, Multiple Meanings.

3. Physical Barrier - It is a physical factor or element that inhibits effective exchanges b/w two or more parties.
Ex - Environment, Noise, Distance, Imposter time.

4. Language Barrier - A barrier to communicate b/w people who are unable to speak a common language. Some of the lang. Barrier are:
• Poor vocabulary and grammar
• Unclear graphics & symbols
• Verbose & Verbosity

5. Psychological Barrier - In Interpersonal Communication psychological factors like interest, attention, motivation, concentration of both sender & receiver have an impact.

It could be lead to a sit where a person is not physically present.

6. Emotional Barrier - A person who is emotionally mature will be able to communicate effectively.

7. Organisational Barrier - The organisational levels to avoid the organisational barrier should be optimum.

Q. How do you overcome the barriers of communication?

- i) To overcome Physical Barrier.
- ii) To overcome language Barrier.
- iii) To overcome Psychological Barrier.
- iv) To overcome Emotional Barrier.
- v) To overcome organizational Barrier.

i) Choose a quiet, well-lit place for imp. conversations.
It can also be achieved by measures like open workspace design, usage of concise messages, maintenance of technical equipment and many more.

ii) Use simple, familiar words & phrases.
Try to communicate visually.
Facial Expressions & body lang. can help bridge the communication gap.

- iii) Confidence - Having Self-Confidence can help you break down psychological barrier.
- Challenge negative thoughts - Actively Confront negative thoughts & foster a more positive outlook.
- Avoid distractions - Identify the Source of mental barriers and recognize them as they appear throughout the day.
- iv) To overcome Emotional barrier, it is crucial to practice emotional regulation techniques such as deep breathing, taking a pause before responding & seeking a healthy outlet for anger before engaging in Communication.
- v) To avoid the Organisational barrier we must be optimum.

+ Some Ways to overcome Communication Barriers:

