**UNIT-3**

**CHAPTER-1**

**Que – : Explain Barriers / Hurdles / Obstacles to Effective communication.** **OR**

**What is noise ?**

OR

**Important Classification of Barriers to Communication**

The Purpose of Communication : The purpose of communication is to get a definite response and an immediate response. In other words, he (receiver) must be interested in the message, and he (receiver) must accept it. There are several things which can prevent the message from reaching the target (Receiver). Any interference in the message sent and message received leads to the production of “noise”. Noise here does not mean cacophony, but a break in the communication process. The term communication barrier is an expansion of the concept noise. A noise is a break in the communication process.

VERBAL& NONVERBAL

**A). EXTERNAL OR MECHANICAL BARRIERS OR PHYSICAL**

**1. Defect in Channel**

**2. Noise**

**3. Defect in Organization and Communication System**

**(1) Defects in the channel :** Defects in the devices used for communication are purely external; and usually not within the control of the parties engaged in communication. The telephone, the postal system, the telegraph, the loud speaker and other channels may break down or suffer from disturbance and may not convey the message properly. A partial failure of the mechanical equipment is more dangerous than a complete failure, because a partial failure carries an incomplete or distorted message, which might cause a wrong action to be taken. The postponement .of transmission, or communicating by an alternative method, is the only way to overcome the barrier.

**(2) Noise :** Even in face-to-face communication without a microphone, the air may be disturbed by noise in the environment such as traffic, construction work, or human sounds in the neighborhood; organizations which can afford soundproof rooms can overcome this barrier. Communication by word of mouth has to be kept to the minimum in a factory because of the noise of the machines.

**(3) Defects in the Organisation and System :** Within the organization, orders and information are passing through too many levels of authority They are also likely to be distorted, because, at each level, they are edited, interpreted and explained before being passed on. This can result in communication gaps. In downward communication, the loss of information is said to be so great that many employees at the lowest level receive only 20 per cent of what they should get. Circulars, bulletins, notices and even letters are not read carefully. Many employees even when they are literate are unable to read and understand long messages. Even among better educated employees at higher levels, all written communication does not receive the attention that it should.

**(B) PSYCHO-SOCIOLOGICAL**

**1. Self-Centered Attitude**

**2. Status Block**

**3. Group Identification**

**4. Closed Mind**

**5. Poor Communication Skills**

**6. Snap Reaction**

**7. State of Health**

**(1) Self-Centered Attitudes :** We want to see and hear everything in the light of our opinions, ideas and views. We usually accept what agrees with our views, and reject or forget what goes against our opinions. The attitudes may come from religion, nationality,

ideas of the community to which one belongs, place of living or family ideas.

**(2) Status Block :** A "boss" usually doesn’t accept any communication from his subordinates. People in senior positions often develop the feeling that they know everything about the business. They do not realize that a junior may have something useful to say about the business. Many good ideas go unheard and are wasted . This barriers seems to be connected with the feeling of “Superiority Complex” which is also one type of barrier.

**(3) Group Identification** : Our values and opinions are influenced by the group to which we belong. We belong to many groups; for example, family, our city, our religion or language group, age group, nationality, locality, club, economic group etc. An idea which goes against the interests of the group may be intellectually understood but may be emotionally rejected. Suppose, Students are going for mass bunk. Many students know the fact that this bunk is not good. But being a part of that group, they become a part of mass bunk. They will not accept any communication because they don’t want to separate from this group.

**(4) Closed Mind :** Limited intellectual background, limited reading and narrow interests cause a person's mind to be narrow. This limits his understanding and makes him incapable of receiving communications.

**(5) Poor Communication Skills :** Lack of skill in writing and speaking obviously prevents the sender from encoding his ideas properly what he wants to convey to his audience. Both these skills can be developed by training and practice.

**(6) Snap Reactions/ Premature evaluation :** A listener or reader may quickly or prematurely respond to the message because he/she is hot tempered. Such reactions are called as ‘snap reactions.’ They may prove to be barriers to communication. Or this may involve misunderstanding due to jumping to conclusions too quickly instead of taking time to evaluate the communicated message.

**(7) State of health** /**:** Physical condition can affect one's efficiency both as sender and as receiver. It is common experience that a person in pain or fever is not interested in communication; but even when there is no pain or fever, if the state of health is poor, communicating ability is reduced because the mind is not sufficiently alert .

**(C) INTRAPERSONAL BARRIERS**

**1. Wrong Assumption/ Inadequate knowledge**

**2. Self-Centered Attitude**

**3. Closed Mind**

**4. State of Health**

**5. Wrong Inferences**

**6. Different Background**

1. **Wrong Assumptions/Inadequate knowledge:** Many barriers originates from wrong assumptions. Wrong assumptions are made because the sender or the receiver does not have adequate knowledge about each other’s background or entertains certain false notions. A skilled communicator keeps these issues in mind to prevent them from becoming barriers.
2. **Self-Centered Attitudes :**Already explained
3. **Closed Mind:** Already explained
4. **State of Health:** Already explained.
5. **Different Background:-** No two person have a similar back round: even sibling differ in their genetic inheritance. People vary in term of their education, culture, language, age and financial status. Our background plays a significant role in how we interpret the message.
6. **Wrong Inferences:-**Inferences is the process of drawing conclusion by applying logic statistics to observation the conclusion drown is also called inferences. Some times we fail to distinguish between what actually exists and what we assume to exist. Inferences are more dramatic then fact. And for this reason they give wide scope for gossips and rumour to grow. And this act as a barrier.

**(D) INTERPERSONAL BARRIERS:**

**1. Emotional Outbursts/Emotional Interference/ Emotional Distractions:**

**2. Poor Communication Skills'**

**3. Snap Reaction.**

**4. Limited Vocabulary**

**5. Status Block**

**6. Cultural Barriers**

**7. Noise**

**8 Group Identification**

1. **Emotional Outbursts/Emotional Interference/ Emotional Distractions:**An emotional individual may not be able to communicate well.  If someone is angry, hostile, resentful, joyful, or fearful, that person may be preoccupied with emotions to receive the intended message.  If you don’t like someone, for example, you may have trouble “hearing” them..  If emotions interfere with the creation and transmission of a message, they can also disrupt reception.  If you receive a report from your supervisor regarding proposed changes in work procedures and you do not particularly like your supervisor, you may have trouble even reading the report objectively.  You may read, not objectively, but to find fault.  You may misinterpret words and read negative impressions between the lines.  Consequently, you are likely to misunderstand part or all of the report.
2. **Poor Communication Skills':** Already explained
3. **Snap Reaction.: :**Already explained
4. **Limited Vocabulary:-** As inadequate vocabulary can be major hindrance in communication, at times the pen falters; tongue hesitates as we search for the exact words or phrases. During the speech ,if the speaker is at a loss of words , the communication will be very ineffective and will leave a poor impression on the audience. it should be noted that to know good vocabulary is of no use unless the communicator knows how to use it.
5. **Status Block: :**Already explained
6. **Cultural Barriers (Cultural Variations) Barriers**

Any language is the expression of thoughts, feelings and experiences in terms of cultural environment. The same language when used in different cultures, takes a different colour and conveys a different meaning. Sometimes, we modify our language according to person with whom we are speaking. There is a difference in the use of language for discussions, formal talks, informal talks etc. Language influences the behaviour individual and groups**.** Cultural differences can cause many problems in an effective discussion, for example: If two people are trying to have a discussion and both speak different languages, it would be extremely difficult to communicate, in different cultures hand signs represent gestures. Religious issues can accelerate a normal discussion into a debate.

1. **Noise: :Already explained**
2. **Group Identification: :**Already explained

**(E) ORGANIZATIONAL BARRIERS:**

The functioning of an organization depends upon proper functioning of the internal structure of the organizational grid. A variety of rules and policies have been laid out for maintaining the integrity of the organizational grid. Some of these include:

**1. Status Block** **2. Information Overload 3. Inappropriate Media 4. Fear of Superiors** **5. Many Transfer Station**

**(1). Status Block:** A "boss" usually doesn’t accept any communication from his subordinates. People in senior positions often develop the feeling that they know everything about the business. They do not realize that a junior may have something useful to say about the business. Many good ideas go unheard and are wasted . This barriers seems to be connected with the feeling of “Superiority Complex” which is also one type of barrier.

**(2) Information Overloaded:** If a person is overloaded with much information, he cannot arrange it properly and during encoding , his communication cannot be resulted successfully before audience. For example, a person wants to talk about history of india. He has read many books. While speaking, he becomes confuse with much information about india and can’t express his views properly.

**(3). Inappropriate Media /Ignorance of medium**: The various media for communication are oral, written, audio, visual, audio-visual. Use of a medium, with which the communicator is not familiar can turn the medium itself into barrier .While choosing the medium one should keep in mind the advantages and disadvantages of it. Before sending a message one should consider the following factor while choosing a medium.

* Time
* Cost
* Type of message
* Audience

**(4). Fear of Superiors:** Superiors act as barriers in these ways:

* **Attitude of superiors:**

Communication may be a complex process when the superior is acting as a middleman between senior management and lower level employees. A superior may be selfish in his/her intentions and may alter or modify the flow of communication originating from senior management or lower-level employees. This may create unfavourable barriers between senior management and lower-level employees.

* **Fear of challenge to authority:**

Some superiors may modify feedback going from lower-level employees. This may be done especially if the feedback is a complaint directed against the superior. The dishonest superior may block complaints from lower-level employees from reaching senior management in order to prevent challenge from authority.

**(5). Many Transfer Station:**

Communication is hindered as the organizational structure becomes more complex with various departments and levels. Information is distorted as it passes through various levels. The longer the communication chain, the greater the chance for error.  If a message is passed through too many receivers, the message often becomes distorted.  If a person starts a message at one end of a communication chain of ten people, for example, the message that eventually returns is usually liberally altered.

**OTHER ORGANIZATIONAL BARRIER:**

**a. Organizational Policy:** Organizational communication guidelines are based upon a policy. This document may be continuously be referred to by senior management.

**b. Organizational rules and regulations:** There may be rules and regulations to communicating within an organization. These rules may be very rigid in come cases, and may even prevent open communication. Some rules have established a very formal and channeled way to communicate upwards. Organizational rules are strictly adhered to in the Indian public sector.

**c. Status Relationship:** Close relationships between mid-level managers and their subordinates may prevent bottom-up communication because the mid-level may be worried about their reputation with senior management. Thus, mid-level managers may not openly communicate with senior managers.

**d. Organizational facilities:** If facilities that promote open communication within an organization do not function, they may prevent proper flow of information.

**(F) SEMANTIC/LANGUAGE BARRIERS**

**1. Every word/ text suggests multiple meaning. Jargon**

**and Technical term limited to group.**

**2. When we see same thing in different culture, it takes new shape.**

Language is our most important tool of communication; First of all, words have multiple meanings; for example, Oxford Dictionary shows that the word “stall” has multiple meanings, including technical meanings used in specialized activities; similarly, the words charge, spring, check, suit, ring, have several meanings. Words like minute and wind are pronounced in two different ways to mean two entirely different things. Even a concrete noun like table may suggest a statistical table, a' writing table or a dining table; and a timetable. Phrases can be more confusing; e.g ‘a red and a blue carpet’ means two carpets, while ‘a red and blue carpet’ is one carpet in two colors. Hence it is said, "Meaning is in people, not in words." Jargon and technical terms are limited to the group of persons who work together, or work in the same kind of occupation; they need to use technical terms which have special meaning and describe a process in their work.

2. Already explained.

**Methods to overcome barriers of communication**.

1. **Eliminating differences in perception:** The organization should ensure that it is recruiting right individuals on the job. It’s the responsibility of the interviewer to ensure that the interviewee has command over the written and spoken language. There should be proper Induction program so that the policies of the company are clear to all the employees. There should be proper trainings conducted for required employees .
2. **Use of Simple Language:** Use of simple and clear words should be emphasized. Use of ambiguous words and jargons should be avoided.
3. **Reduction and elimination of noise levels:** Noise is the main communication barrier which must be overcome on priority basis. It is essential to identify the source of noise and then eliminate that source.
4. **Active Listening:** Listen attentively and carefully. There is a difference between “listening” and “hearing”. Active listening means hearing with proper understanding of the message that is heard. By asking questions the speaker can ensure whether his/her message is understood or not by the receiver in the same terms as intended by the speaker.
5. **Emotional State:** During communication one should make effective use of body language. He/she should not show their emotions while communication as the receiver might misinterpret the message being delivered. For example, if the conveyer of the message is in a bad mood then the receiver might think that the information being delivered is not good.
6. **Simple Organizational Structure:** The organizational structure should not be complex. The number of hierarchical levels should be optimum. There should be a ideal span of control within the organization. Simpler the organizational structure, more effective will be the communication.
7. **Avoid Information Overload:** The managers should know how to prioritize their work. They should not overload themselves with the work. They should spend quality time with their subordinates and should listen to their problems and feedbacks actively.
8. **Give Constructive Feedback:** Avoid giving negative feedback. The contents of the feedback might be negative, but it should be delivered constructively. Constructive feedback will lead to effective communication between the superior and subordinate.
9. **Proper Media Selection:** The managers should properly select the medium of communication. Simple messages should be conveyed orally, like: face to face interaction or meetings. Use of written means of communication should be encouraged for delivering complex messages. For significant messages reminders can be given by using written means of communication such as : Memos, Notices etc.
10. **Flexibility in meeting the targets:** For effective communication in an organization the managers should ensure that the individuals are meeting their targets timely without skipping the formal channels of communication. There should not be much pressure on employees to meet their targets.
11. **Understand others who see things differently to you**. Try to predict the feelings and attitude of the receiver. What will their expectation be? What about their state of mind when you are communicating? What prejudices might they have? If you know these things before communicating, you reduce the risk if misinterpretation.

Thus, there are a lot of communication barriers faced these days by all. The message intended by the sender is not understood by the receiver in the same terms and sense and thus communication breakdown occurs. It is essential to deal and cope up with these communication barriers so as to ensure smooth and effective communication.

**General communication vs Business Communication**

There are a lot of differences between general communication (interpersonal) and business communication. These pertain to form, content, and also purpose. General communication has no rules except of course rules of etiquette and manners. However, there are rules of business communication as a lot is dependent upon effective communication in a business environment. We will harp upon these differences in this article to highlight the importance of communication in an organization.

The first and foremost difference lies in the audience. Whereas in general communication you take different tones depending upon whether you are talking to a child, a friend or someone who is a senior, in business communication takes place between people who are talking about a subject that is common and important to all. You engage with others to further your goals whereas communication is informal, rather casual and much more relaxed when you are talking to your friend or chatting with someone on FaceBook.

You can use slang terms and at times be crude when talking to a friend but in business communication, you maintain a distance and use a formal language only. Of course you can enquire about the health of the ailing mother of your client in business but that is more out of courtesy and also to cement the ties rather than any genuine concern as is the case with the mother of a friend. There are times when both types of communication appear to be similar as when you ask a client to come over to a restaurant for a lunch or dinner but if you observe closely, you can find that the ulterior motive is at work during conversation on the restaurant table if you compare it with the tone between two friends sitting in the same restaurant.

Business communication is such as to put the other person at ease but it is unemotional (lacks sentiments). On the other hand, one can feel the warmth and emotions in any general communication. At a broader level, business communication is just a subset of interpersonal communication as two business partners can talk about sports and weather just like any two friends walking down a street. In business communication, there is a clear cut purpose, like trying to convince client about the usefulness of a new product or signing a contract. In a business communication, the tone is professional, often like that of a teacher trying to explain a concept to his students. In business communication, the tone, purpose and content vary depending upon the audience.

**In brief:**

**Business Communication vs Communication**

• Business communication is more formal than general communication

• Business communication always has a purpose which is central to communication while general communication is mostly time pass

• There is difference in audience in a general and a business communication