

Oral Communication in Context

Quarter 1 – Module 3
Communication Barriers



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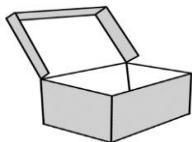
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What I Need to Know

As learners, you communicate with the use of words, actions and even with the use of technology to different people throughout each day. You further develop your relations with others through your communication skills, but not always that you successfully convey your ideas to engage to your communication dealings. Sometimes, there are some things or situations that hinder you from expressing yourself clearly and from understanding others' expressions too. These obstacles that bother communicators are called communication barriers.

Despite the barriers of communication, you can still be an effective communicator by understanding and applying the 7Cs of Effective Communication.

In this module, you will know the various types of communication barrier and how they can affect you and another communicator from expressing thoughts and feelings. Most importantly, you will realize the various strategies to avoid communication breakdown.

The goal of this module is to help you use various strategies when you are getting into trouble of expressing yourself or from listening from others.

After reading and studying this lesson, you are expected to demonstrate the following skills to:

Content Standard

- Understand the nature and elements of oral communication in context.

Performance Standard

- Design and perform effective controlled and uncontrolled oral communication activities based on context.

Learning Competency

- use various strategies in order avoid communication breakdown
(EN11/120C-Ia-6)



Moreover, in this lesson you will learn concepts and do practice activities that will help you to do the following which are linked to the main lesson:

- identify the things that may hinder the communicators from understanding each other and describe how these things serve as obstacles in the communication;
- classify examples for each of the general types of communication barrier;
- identify the communication barriers that are present from the given communicative settings;
- determine what is applicable from the 7Cs of effective communication to solve certain communication barriers; and
- express the importance of applying the 7Cs of effective communication to avoid communication barriers.



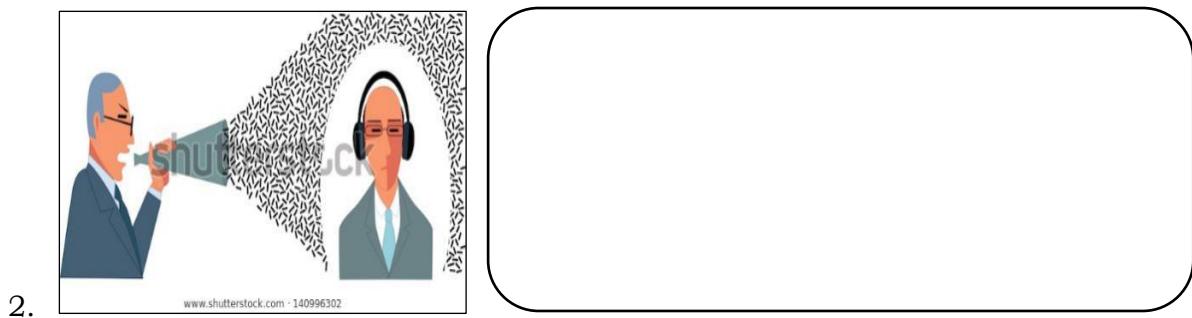
What I Know

You have learned important discussions about communication, which are tackled from the previous modules. This time, you will focus more on the strategies that will help you to avoid the factors that can block you from communicating your thoughts or feelings and that can block you from getting the point of another communicator.

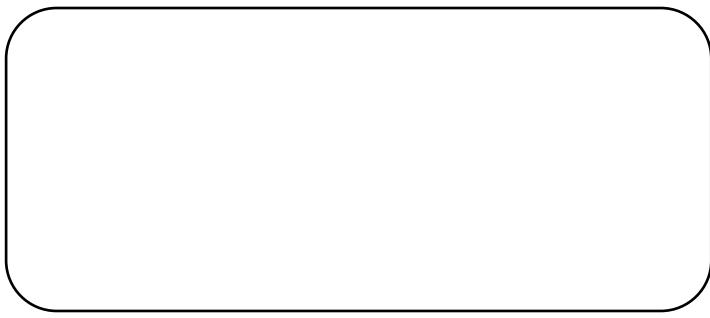
Before you deal with the lesson in this module, answer the **pre-assessment**. Identify the object/s that may hinder the communicators from understanding each other and describe how these things serve as obstacles in the communication.

1.

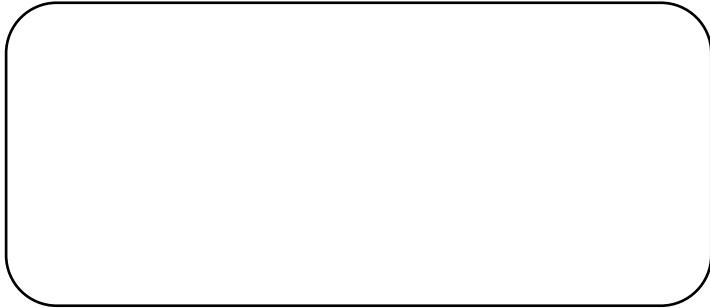
A large, empty, rounded rectangular box designed for students to write their responses to the pre-assessment question.



2.



3.



4.



5.



Lesson 1

Communication Barriers



What's In

The previous module leads you to the different models of communication, and how these models vary yet contain some common elements of communication. Can you still remember the concepts of the three models of communication?

Choose the model of communication that best corresponds to each of the given descriptions.

Shannon-Weaver Model

Transaction Model

Schramm Model

- _____ 1. The proponent of this model emphasizes that the communication is incomplete unless and until the sender receives a feedback from the recipient.
- _____ 2. This model features communication as a one-way process.
- _____ 3. This model shows that a barrier, such as noise, may interfere with the flow of communication.
- _____ 4. This model is known as the mother of all communication models.
- _____ 5. According to this model, encoding and decoding are two essential processes of an effective communication.



What's New

Observe carefully what each of the given pictures tells you about the barriers that can occur in communication.

Cite the reasons that may hinder the individuals from expressing themselves and suggest solutions that may lead them for a better communication.





1.

reason/s	solution/s



2.

reason/s	solution/s



3.

reason/s	solution/s



4.

reason/s	solution/s





What Is It

The following are the general types of communication barrier. Specific examples are also given to help you to conceptualize each type of communication barriers.

1. **Physical Barrier** - The environmental and natural condition that prevent a person from being heard and understood.
 - *Examples:* geographic distance between the sender and the receiver, defects in technology, distraction in environment, passing cars
2. **Physiological Barrier** - This barrier results from the performance characteristics and limitations of the human body and the human mind.
 - *Examples:* discomfort caused by ill-health, hearing difficulties, poor retention due to memory problem
3. **Attitudinal Barrier** – The varied perceptions or behaviors that prevent people from finding shared meanings and results.
 - *Examples:* lack of motivation, own preferences, resistance to change
4. **Emotional Barrier** – The emotional state may influence one's ability to be understood and to understand others.
 - *Examples:* withholding thoughts and feelings, angry people who limit their ability to accept explanations
5. **Language Barriers** – The inability to converse in a language that is familiar or known by the communicators.
 - *Examples:* jargons, poorly explained messages, comprehension difficulties
6. **Cultural Barriers** – Similar words can mean different things to people from diverse cultures, even they talk the same language.
 - *Examples:* diverse cultural traditions, economic position, patterns of customs and habits



Now that you have figured out some of the common communication barriers, this time you will learn about the 7Cs of effective communication from the pioneer book *Effective Public Relations* by Cutlip, Center and Broom (2012). These strategies will help you avoid communication breakdown.

1. Completeness

- Complete communication is essential to the quality of the communication process in general. Hence, communication should include everything that the receiver needs to hear for him/ her to respond, react, or evaluate properly.

2. Conciseness

- Conciseness does not mean keeping the message short, but making it direct or straight to the point. Insignificant or redundant information should be eliminated from the communication that will be sent to the recipient.

3. Consideration

- To be effective, the speaker should always consider relevant information about his/her receiver such as mood, background, race, preference, education, status, and needs, among others. By doing so, he/she can easily build rapport with the audience.

4. Concreteness

- Effective communication happens when the message is concrete and supported by facts, figures, and real-life examples and situations. In this case, the receiver is more connected to the message conveyed.

5. Courtesy

- The speaker shows courtesy in communication by respecting the culture, values, and beliefs of his/her receivers. Being courteous at all times creates a positive impact on the audience.

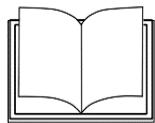
6. Clearness

- Clearness in communication implies the use of simple and specific words to express ideas. It is also achieved when the speaker focuses only on a single objective in his/her speech so as not to confuse the audience.

7. Correctness

- Correctness in grammar eliminates negative impact on the audience and increases the credibility and effectiveness of the message.





What's More

There are communication barriers that surround you. It is important that you know various strategies and how to apply them appropriately to avoid breakdown in communication.

To further reinforce your knowledge to the things that may hinder you from expressing yourself or hinder you from understanding others, and to further guide you to the strategies that you can use when you experience one of the communication barriers, let the following activities help you.

Identify at least (3) three specific examples for each of the general types of communication barrier.

Communication Barriers	Examples		
Physical Barriers			
Physiological Barriers			
Attitudinal Barriers			
Emotional Barriers			
Language Barriers			
Cultural Barriers			



Identify the type of communication barrier of each of the given situations and determine from the 7Cs the possible solution/s to each of the given situations. Note that more than one from the 7cs can be answers to solve the breakdown in communication. Explain your answers briefly.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Type of communication barrier is properly selected	10 pts	
Solution to the communication breakdown is appropriate.	10 pts	
Explanations are clear and relevant to the context.	10 pts	

1. Your cousin who always have a call disconnection with you.

Communication barrier: _____
Possible Solution from 7Cs: _____

Explanation:

2. Your friend who uses technical terms, jargon, or acronyms in medical field that you do not understand.

Communication barrier: _____
Possible Solution from 7Cs: _____

Explanation:



3. Your sibling who is upset or angry about his or her experience in sports, and not in the mood to listen up to you.

Communication barrier: _____

Possible Solution from 7Cs: _____

Explanation:

4. Your classmate who talks on his or her economic status that you cannot relate about and cannot share common experience.

Communication barrier: _____

Possible Solution from 7Cs: _____

Explanation:

5. Your friend who shares too much information about his or her personal preferences that you find confusing.

Communication barrier: _____

Possible Solution from 7Cs: _____

Explanation:



Cite an example of a possible communication barrier in the given context and provide a strategy to solve the possible breakdown in communication. Include the general type of communication barrier, identify the specific communication barrier, and determine and explain the strategy from the 7Cs that can be applied to avoid the communication breakdown.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Type of communication barrier is applicable to the given situation.	10 pts	
Communicative situation specifies a communication barrier	10 pts	
Strategy from the 7Cs is applied appropriately in the situation.	10 pts	
Explanations are clear and relevant.	10 pts	

1. Classroom activity

General type of communication barrier:
Communicative situation that specifies a communication barrier:
Strategy from the 7Cs to avoid communication breakdown:



2. Sports event

General type of communication barrier:

Communicative situation that specifies a communication barrier:

Strategy from the 7Cs to avoid communication breakdown:

3. Itinerary planning

General type of communication barrier:

Communicative situation that specifies a communication barrier:

Strategy from the 7Cs to avoid communication breakdown:



Cite an example of a communicative situation that corresponds each of the given types of communication barrier. Apply one of the 7Cs of effective communication to avoid the barrier that you cite as an example. Describe your answer briefly. As your reference, an example on the table is done for you.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Sample situation is related to the given barrier.	10 pts	
Strategy from the 7Cs is applied appropriately in the situation.	10 pts	
Explanations are clear and relevant.	10 pts	

Communication Barriers	7Cs of Effective Communication	Communicative Situations
Physical Barriers	Completeness	Example: Someone talks to you while you are browsing to your phone. You find it difficult to pay attention to what he or she is saying. If you want to hear him or her carefully and respond well, try to pause from using your cellphone and pay attention to what he or she is telling you.
	Concreteness	
Physiological Barriers	Consideration	
	Clearness	



Attitudinal Barriers	Completeness	
	Courtesy	
Emotional Barriers	Consideration	
	Courtesy	
Language Barriers	Conciseness	
	Correctness	
Cultural Barriers	Completeness	
	Clearness	





What I Have Learned

The six common types of communication barriers are physical, physiological, attitudinal, emotional, language and cultural.

There are 7Cs of effective communication from the pioneer book *Effective Public Relations*. The 7Cs are Completeness, Conciseness, Consideration, Concreteness, Courtesy, Clearness and Correctness.

You as a communicator can avoid the breakdown in communication if you are aware of the possible things that may hinder you from expressing yourself clearly to others and from paying attention on what other communicators are telling you. The 7Cs are your guide to become an effective communicator.



What I Can Do

Upon learning the various barriers of communication and how they can be avoided with some strategies, it is time for you to realize how you can help other communicators too.

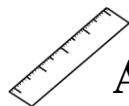
Interview your friends or family members, ask them to specify common communication barriers happening in the society or even at home. List down at least (3) five communication barriers mentioned by them. Upon having the list of barriers, your task is to suggest ways on how to avoid communication breakdown.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Communication barriers are specified.	10 pts	
Suggestions to avoid communication breakdown are purposeful and appropriate.	10 pts	
Independent thinking is evident.	10 pts	



communication barriers mentioned by your friends or family members	your suggestions to avoid the communication breakdown
1.	
2.	
3.	



Assessment

Identify the general type of communication barrier that best corresponds to each of the given examples.

Attitudinal Barrier	Emotional Barrier	Physical Barrier
Cultural Barriers	Language Barrier	Physiological Barrier

1. barking dogs _____
2. religious beliefs _____
3. temperature of a room _____
4. political views _____
5. poor eyesight _____
6. closed doors _____
7. jargons _____
8. levels of knowledge _____
9. fears _____
10. preferences _____



Determine from the 7Cs, in which each of the given descriptions that best corresponds.

Completeness	Concreteness	Clearness	Courtesy
Conciseness	Correctness	Consideration	

- _____ 1. It is achieved when the speaker focuses only on a single objective in his/her speech so as not to confuse the audience.
- _____ 2. Insignificant or redundant information should be eliminated from the communication that will be sent to the recipient.
- _____ 3. Communication should include everything that the receiver needs to hear for him/ her to respond, react, or evaluate properly.
- _____ 4. Effective communication happens when the message is supported by facts, figures, and real-life examples and situations.
- _____ 5. The speaker should always reflect on relevant information about his/her receiver such as mood, background, race, preference, education, status, and needs, among others.



Additional Activities

Choose one from the following tasks or think of your own task. Use your skill or talent to showcase what you learn from this module. Express the importance of applying the 7Cs of effective communication to avoid communication barriers using the selected task. Do this on a separate sheet of paper.

Use the following rubrics as a guide while working on this activity.

Criteria	Score	Remarks
Output is relevant to the topic.	10 pts	
Output expresses the importance of applying the 7Cs of effective communication to avoid communication barriers.	10 pts	
Effort on doing the output is evident.	10 pts	



1. writing a poem
2. writing a short story
3. writing a script or dialogue
4. composing a song
5. making a poster
6. doing a blog or a vlog
7. forming a brochure

others: _____



References

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