

UNIT - II Communication ☺

The term communication is derived from the words communis' and communicare from the latin language. The word communis' means common or sharing. Communicare is a verb which means "to make something common" or "to share something".

Communication is the process of sending & receiving msgs through verbal and non verbal means, including speech or oral communication, writing and graphical representation. More simply we can say that communication is the creation and exchange of thoughts.

Communication Process

The communication is a two way process where in messages is in the form of thoughts, idea, feeling, opinion is transmitted between two or more persons with the intend of creating a shared understanding.

The communication is a dynamic process that begins with the conceptualising of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some messages within the given time frame.

(2)

There are seven major elements of communication process

1. Sender

↓ Encoding

Message

↓ Channel

↓ Encoding

↓ Receiver

↓ Decoding

↓ Feedback

1. Sender

The sender or the communicator is the person who initiates the conversation and has conceptualise the idea that he intends to convey it to others.

2. Message

The sender begins with the encoding process, wherein he uses certain words or non verbal methods such as symbols, signs, body gestures to translate the information into a message.

The senders knowledge, skill, perceptions, background has a great impact on the success of the message.

3. Message

Once the encoding is finished, the sender gets the message that he intends to convey.

4. Communication Channel

The sender chooses the ^{medium} through which he wants to convey its message to the recipient. It must be selected carefully in order to make the message carefully and interpreted by the recipient. Oral, visual, written, sound, gestures etc are some of the commonly used communication medium.

5. Receiver

(3)

The receiver is the person for whom the message is intended or targeted. The ~~more~~ degree to which the receiver int decodes the msg depends on his knowledge of the subject matter, experience, trust and relationship with the sender.

6. Decoding

Here the receiver interprets the sender's msg and tries to understand it in the best possible manner.

7. Feedback

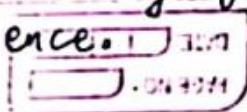
The feedback is the final step of the process that ensures the receiver has receive the msg and interpreted correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

Difference between general & technical communication.

General Communication

Technical Communication

- | | |
|---------------------------------------|----------------------------------|
| * Contains a general message. | * Contains a technical message. |
| * Informal in style & approach. | * Mostly formal |
| * No set pattern | * Follows a set pattern |
| * Mostly oral | * Both oral & written. |
| * Not always for a specific audience. | * Always for a specific audience |



11-January-19

memo's ?

Types of Communication

25

1. Verbal Communication :

Verbal communication refers to the form of communication in which message is transmitted verbally, it is done by word and a piece of writing. Objective of every communication is to have people understand what we are trying to convey.

→ Parts of Verbal communication.

(i) Oral Communication

In oral communication spoken words are used. It includes face to face communication, speech, telephonic communication, video, radio, T.V. or internet calling. In oral communication, communication is influenced by pitch, volume, speed and clarity of speaking.

(ii) Written Communication

In written communication both written signs or symbols are used to communicate. A written message may be printed or hand written.

2. Non-verbal Communication :

Non-verbal communication refers to the use of body language and symbols other than the words to transmit messages. Often referred to as para language.

→ Types of non-verbal communication

(i) Kinesics (Body language)

(ii) Haptics (Touch language)

(iii) Proxemics (Space language)

(iv) Chronemics (time language)

- ~~Silence~~ Silence
- Signs

Levels of Communication

(Q)

1. Interpersonal Communication

Communication betⁿ two or more person is known as interpersonal communication.

2. Intra-personal Communication.

Intra-personal Communication is a process in which people communicate with themselves. The individual becomes his own sender and receiver, providing feedback to himself in an on going internal process.

3. Xtra-personal Communication

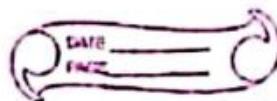
Communication between human beings and non-human entities.

4. Group Communication

Group communication is an extension of inter-personal communication where more than two individuals are involved in exchange of ideas thoughts, interest and skills.

5. Mass Communication

Communication through electronic media and gadgets like book, journals, newspapers



essentials of effective communication

fransis J. Burgin

7C's

1. clarity

- clarity of Thoughts

(i) objective

(ii) content

(iii) medium

- clarity of expression

semantic : easy words

simple words

Don't use phrases

Better use word verbs than noun

Don't use passive voice

Avoid use of pronouns

Punctuation Marks

Avoids -ve words (denotation / connotation)

(humble Request) Avoid double entry (same meaning)

Avoid JARGONS : Technical words

CLICHE, HACKNEYED (Yours obediently)

(2) completeness:

5W

H

what

how

when

why

where

who

(3)

correctness:

- correct content / fact / info
- correct time (appropriate time)
- correct style

(4)

conciseness:

- include relevant msgs / info
- avoid wordy expression
- avoid repetition
- organise your thoughts before communication, in advance.

(5)

candidness:

- straight forward
- stick to points.

(6)

concreteness:specific fact(Noun more than adjectives)

(1)

courtesy:

-
- sincerity in words
- empathetic
- gender bias/wise gentleperson

Approach:

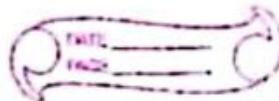
I X

You ✓

We X

Court — —

"Exchange of idea, facts, emotions between two people".



Communication

- 2 way process
- Share
- Exchange
- Information among human being.

6 factors of communication:

channel:

Message travel from
one point to another
via channel.

- Site b/w 2 people

Sender

↓
Message/channel

Receiver

Response/Feedback

Last element of communication
Response/Reaction Noise/sound

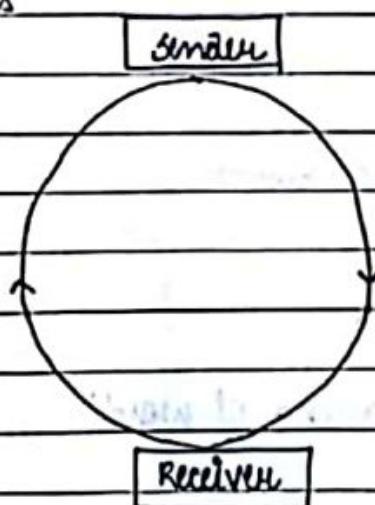
Noise

Anything that is competing the attention is called noise.

- Those features that act as blocks/barium to desired outcome.

↑ ↓
internal (anger, stress) external (shout, etc)

cyclic process



1. Selection (sender has idea)
2. Message/interpretation (getting into words or gestures)
3. Transmission (Message travel through channel)
4. Reception
5. Decoding (Receiver decodes message)
6. Responding (Receiver responds)

channel - upward

- downward

- horizontal

- diagonal.

BARRIERS TO COMMUNICATION :-

Barriers:

1. Physical
2. semantic
3. organisation
4. socio - Phycological
5. Technical
6. cultural

* (cultural is similar to socio- phycological barrier)

(1) Physical Barrier

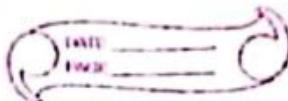
- Causes:
1. language
 2. wrong Medium
 3. Disability
 4. Distance
 5. Audiability
 6. Time
 7. inadequate msg
 8. overloaded msg
 9. undloaded msg
 10. faulty seating arrangement
 11. Poor H.W
 12. illiteracy

Outcome:
Identify the type
of barrier which
is present.

(2) Semantic Barrier (Meaning of word)

causes:

1. language
2. different context of word
3. Bypassed Instructions (e.g. CD Burn)
4. Ambiguity
5. Poor Vocabulary
6. Punctuation Marks



7. Pronunciation

outcome:

8. Denotative / connotative mean

specific about

+ve or -ve

connotative → denotative

words and

Pronunciation

(3) Organisational Barriers:

Causes: 1. System of organisation

intuit. outcome:

2. Reducing Hierarchy/
Hierarchical structure

- Support of Technology

3. Communication gap

- frequent conduction of
meeting

4. Non-conduction of meeting

- Human Relationship aspect

5. faulty seating arrangement

(More productive)

6. Trade union

- Public relation aspect

7. Wrong choice of medium

OMBUDS/SHRINK PERSON

8. Rules and regulation

- suggestion boxes

(organisation)

- open door Policy

- Notice boards.

(4) Psychological Barriers:

(Psychology of sender and receiver)

1. Abstraction

2. Slanting / Allusion

comprehending

3. Assume (Infer)

4. Attitude

5. Egotism / Egoism

6. Poor listening

7. Premature evaluation

8. Emotional disturbance

9. Long chain

(5)

Technical

(Because of technology)

1. Technical breakdown
2. fast changes in technology
3. Network error

(6.)

cultural Barrier

1. social Norms
2. cultural value system
3. Social conditioning (e.g P.K)



Types of communication :

1. Verbal → Oral
2. Non-Verbal → written (comm. in form of words)

ORAL

Positive Aspects

- Express
- simple way
- easy to understand
- don't require paper
- ✓ - faster way (speedy)
- immediate feedback
- quick clarification
- save time
- save money
- convey beyond the words
- feeling can be expressed more accurately
- suitable for illiterate people
- suitable for blind people
- Negotiations: Bargaining
- Motivation: complete change in attitude
- Persuasion: Not complete
- Get the psychology
- emergency
- effective in group
- less formalism

Negative Aspects

- ~~cannot yet psychology~~
- limitation of to human memory
- Cannot refer to it again & again
- cannot be organised in advance
- Distance act as barrier
- Time act as barrier
- Possibility of exaggeration, dilution, distortion
- Physical presence at the time of communication is essential
- No legal validity.

Written

(Opposite of oral one),

- Don't get psychology

written skills

- Observation, Planning
- Organisation & Drafting
- Editing

NON-VERBAL COMMUNICATION :-

Comm. which can be done without the use of words.

✓ - instantaneous

- more effective than verbal

✓ - complements, contradicts and substitute language.

Eg: (you come) (tear-happy) (in air)

- culture specific.

eg: namaste

- more ancient

Types of Non-Verbal communication:

(i) Environmental

(ii) Physical appearance

(iii) Kinesics

(iv) Oculics

(v) Haptics

(vi) Aefactics

(vii) Artifactics

(viii) Chronemics

(ix) Paralinguistics / paralanguage

(x) Signs

(xi) Symbols

(xii) Colour

(xiii) Silence / Pause

(xiv) Energy Contagion

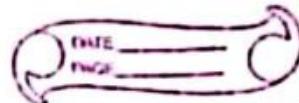
(xv) Proximities

Face to Face communication

7% Word, accent

38% Tone of voice

55% Body language



1) Environment

- it conveys other
- it convey yourself
- it can influence mind
- environment speaks abt people.

2) Physical appearance

- Background / status
- Religion
- Background interpretation
- 50% - heridity / god's gift
- 50% ↗

3) Kinesics:

language of body movement

GATE (way we walk) + (T shape)

GESTURE (Movement of hand)

POSTURE (Movement of Body)

FACIAL EXPRESSION

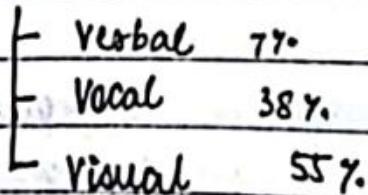
✓ status
Background
confidence
mental feeling

4) Oculistics → eye movement.

- donot fixate
- donot put hands in pocket
- donot ↗

Albert Mehrabian

V3



Interview: test of body language / personality

(*) Oculics: facial expressive

- Neutral
- Intensifying
- Deintensifying
- Masking

eye to eye: regulate the communication

bigest way to know the psychology.
response
feelings.

(5) Affactics: language of smell

- Tells about hygienes.
- Tells about fashionale background.
 - white collar
 - blue collar

(6) Antifactics / -accessories:

- Emblems - About position (e.g: Police)
↓
Rank - Speaks about status

(7) Chronemics: language of time

Shows the importance of person.

duration

Time of Day.

Hidden Meaning

(8) Haptics: language of touch

- Tells relationship / closeness / confidence

too-negative
very - positive



(9) · Energy Contagion
enthusiasm

happiness

personal ambitions.

(10) Paralanguage

Tone, Pitch, sound.

(11) Silence / Pause

- stress on voice

(12) Proxemics

language of distance and space
1.5 - 4 : intimate (closeness)

: friend

: social

public

* Big room, Big car: Authority and Power.

* Attire (Dress)