

UNIT - II Communication (1)

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

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.

Message

Channel

Encoding

2. Message 2. Encoding

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 impacts on the success of the message.

Receiver

Decoding

Feedback

3. Message

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

4. Communication Channel

The sender choses 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, virtual, written, sound, gestures etc are some of the commonly used communication medium.

(3)

5. Receiver

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 received 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

- * Contains a general message.
- * Informal in style & approach.
- * No set pattern
- * Mostly oral
- * Not always for a specific audience.

Technical Communication

- * Contains a technical message.
- * Mostly formal
- * Follows a set pattern
- * Both oral & written.
- * Always for a specific audience.

11-January-19

memos?

Types of Communication

(5)

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 understood 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)

• ~~for~~ **Silence**
• **Signs**

Levels of Communication

(5)

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

francis J. Burgin

7C's

1. clarity

- clarity of Thoughts

(i) Objective

(ii) content

(iii) medium

- clarity of expression

Semantic : easy words

simple words

Donot use phrases

Better use ~~word~~ verbs than noun

Donot use passive voice

Lesser use of pronouns

Punctuation Marks

Avoid -ve words (denotation/connotation)

(Humble Request) Avoid double entry (same meaning)

Avoid JARGONS : Technical words

CLICHÉ, 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)

(7)

courtesy:

-
- sincerity in words
- empathetic
- gender bias/wise Gentle person

Approach:

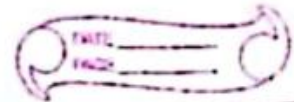
I X

You ✓

We X

Crowd — —

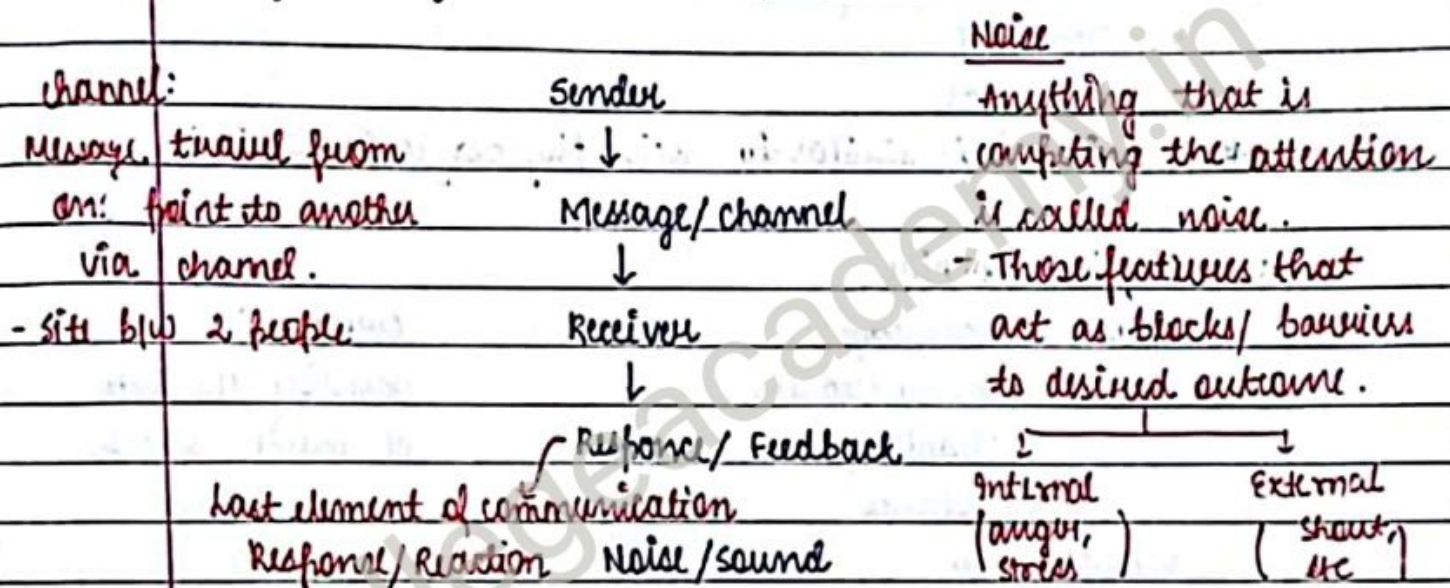
"Exchange of idea, facts, emotions between two people".



Communication

- 2 way process
- share
- exchange
- interaction among human being.
- sharing of information.
- way of reaching others with facts, ideas, thoughts and values.

6 factors of communication:



cyclic process



1. Ideation (sender has idea)
2. Message/Interpretation (idea 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- Psychological
5. Technical
6. Cultural

* (Cultural is similar to socio-psychological 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. Underloaded 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 (CID Burn)
4. Ambiguity
5. Poor Vocabulary
6. Punctuation Marks

7. Pronunciation

8. Denotative / connotative mean

+ve or -ve

connotative

Denotative

Outcome:

Specific about words and

Pronunciation

(3) Organisational Barriers:

Causes:

1. System of Organisation

2. Reducing Hierarchy/
Hierarchical structure

3. Communication gap

4. Non-conduction of meeting

5. Faulty seating arrangement

6. Trade Union

7. Wrong choice of medium

8. Rules and Regulation
(Inorganisation)

Outcome:

- Support of Technology

- frequent conduction of meeting

- Human Relationship aspect
(More productive)

- Public relation aspect

OMBUDS/SHRINK PERSON

- suggestion Boxes

- Open door Policy

- Notice Boards.

(4) Psychological Barriers:

(Psychology of sender and receiver)

1. Abstraction

2. Slanting / Allness } comprehending

3. Assume (Infer)

4. Attitude

5. EGOTISM / EGOTISM

6. Poor listening

7. Premature evaluation

8. Emotional disturbances

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
└─ Written (comm. in form of words)
2. Non-Verbal

ORAL

Positive Aspects

- Express
- Simple way
- easy to understand
- donot 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

- ~~donot get psychology~~
- limitation of 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) (hi 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) Xelactics

(vii) Iridofactics

(viii) Chronemics

(ix) Paralinguistics / Paralanguage

(x) Signs

(xi) Symbols

(xii) Colour

(xiii) Silence / Pause

(xiv) Energy Contagion

(xv) Proxemics

Face to Face

Communication

7% Words, content

38% Tone of voice

55% Body language

Posture &

P: Gesture

E: Eye contact

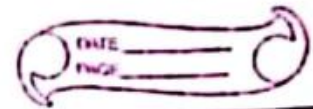
O: Orientation

P: Presentation

L: Looks

E: Expression

of Emotions



1) • Environment

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

2) Physical Appearance

- Background / status
- Age Religion
- Background interpretation
- 50% - heredity / 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) Oculesics → eyemovement.

- donot fixate
- donot put hands in pocket
- donot &

Albert Mehrabian

V3.

Verbal 7%

Vocal 38%

Visual 55%

Interview: test of body language/
personality

(4) Oculistics: Facial expressive

- Neutral
- Intensifying
- Deintensifying
- Masking

eye to eye: regulate the communication
biggest way to know the psychology.
response
feelings.

(5) Alfatics: language of smell

- Tells about hygienics.
- Tells about fashion background.
 - white collar
 - Blue collar

(6) Artifactuals /:- Accessories:

Emblems
↓
Rank

- About position (Eg: Police)
- Speaks about status

(7) Chronemics: language of time

Shows the importance of person.

Duration

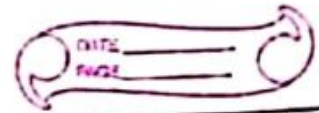
Time of Day.

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 - 1.5 : intimate (closeness)
1.5 - 4 : friend
: social
public

* Big room, Big car: Authority and Power.

* Attire (Dress)