

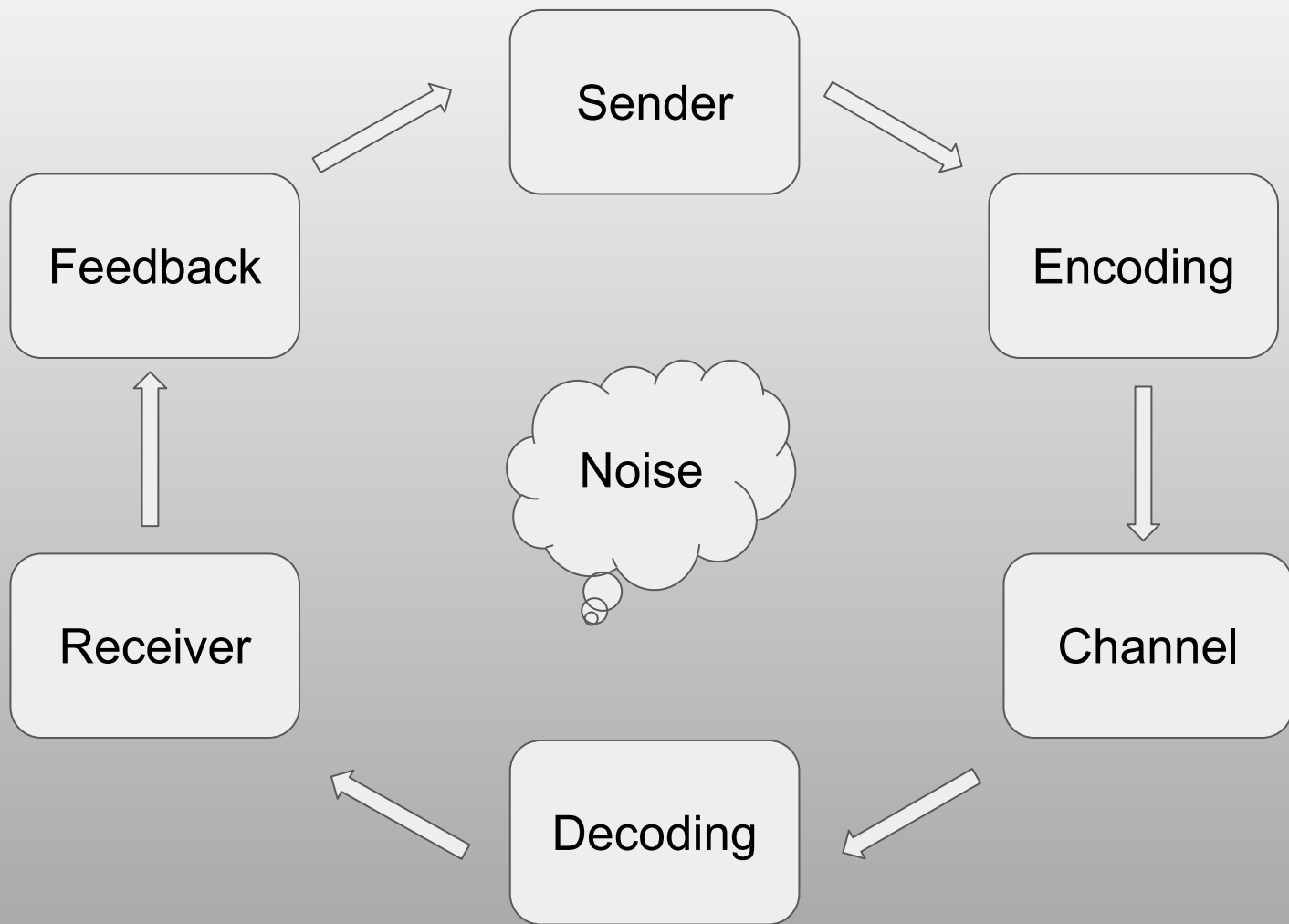
Communication Skills For Professionals

Lecture Series by Dr. Mahim Sharma

Lecture 2:
Organisational
Comm. and Comm.
Cycle

Organisational Importance of Communication

- Establishes Effective Leadership
- Encourages Motivation and Morale Development
- Smooth Functionality of various departments
- Promotes Cooperation
- Pivotal in taking Crucial Decisions
- Managerial Efficiency is greatly Increased
- Most Important Aspect in any Selection Process
- Creation of Self Image and Impactful Impression



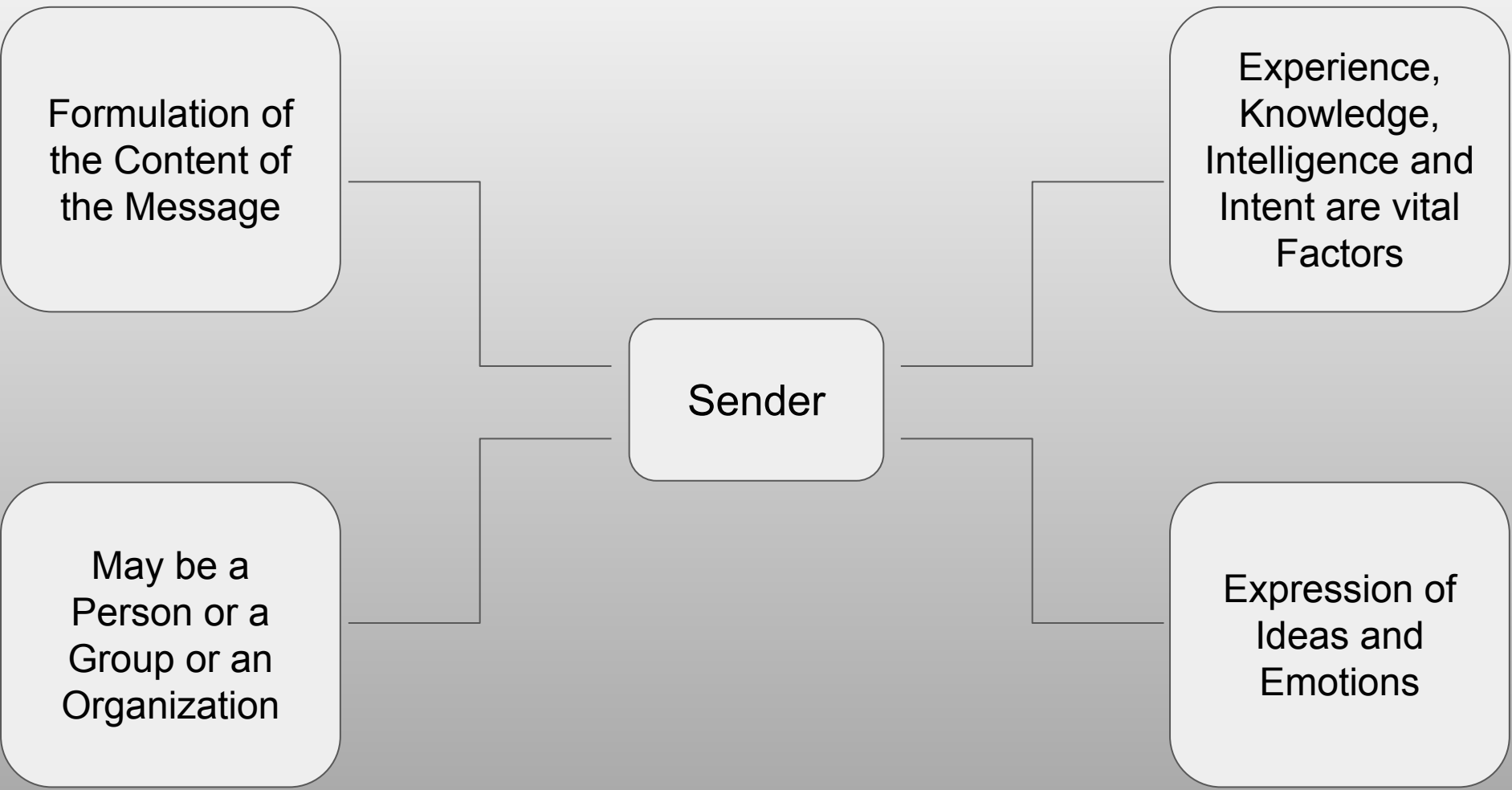
Formulation of
the Content of
the Message

Experience,
Knowledge,
Intelligence and
Intent are vital
Factors

Sender

May be a
Person or a
Group or an
Organization

Expression of
Ideas and
Emotions



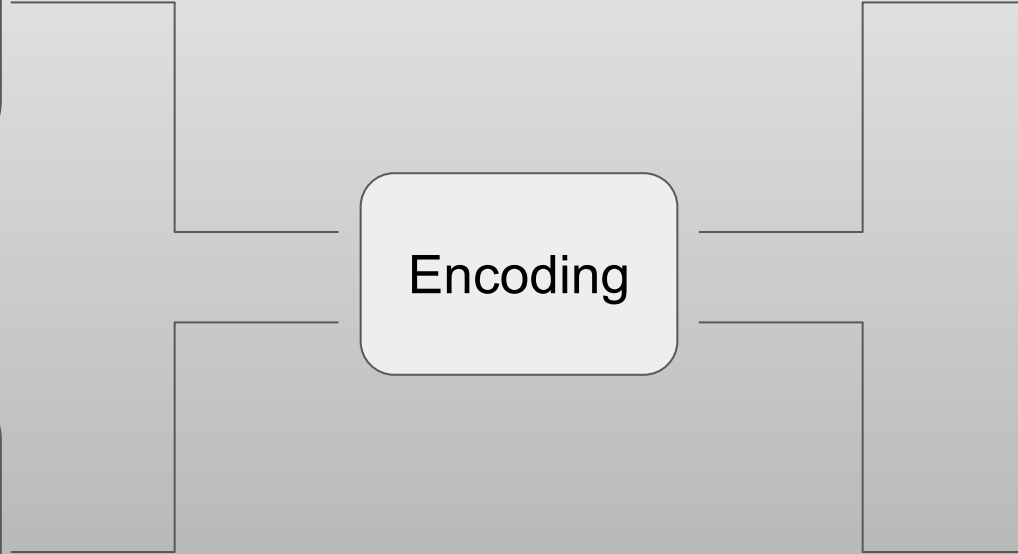
Process of
Finalizing
Thoughts, Ideas
and Emotions
into Symbols
and Signs

Encoding

Verbal and
Visual

There is always
a gap between
the Idea and its
Expression

Subjectivity of
the Sender is
Highly
Dominant



Means through
which the
Message is
Transmitted

The Choice of
the Medium is
dependent on
the Purpose of
the Message

Channel

Relational
Dynamics with
the Process of
Feedback

Inappropriate
Channel can
hamper the
Meaning of the
Message

Process of
Interpreting
Symbols and
Signs into
Thoughts, Ideas
and Emotions

Decoding

Context of the
Message is
Important

There is always
a gap between
the Message
and its
Interpretation

Subjectivity of
the Receiver is
Highly
Dominant

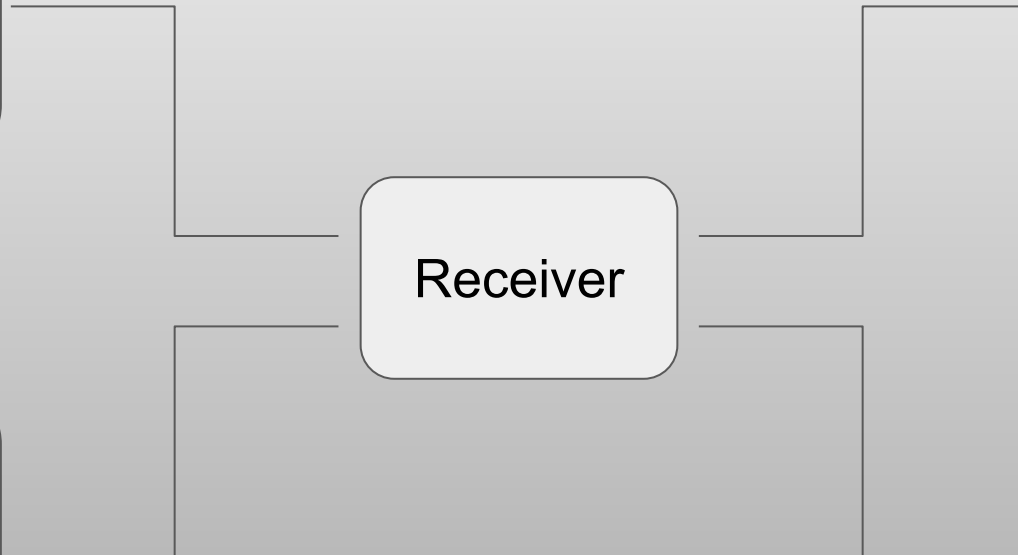
Reception of the
Content of the
Message

Receiver

Experience,
Knowledge,
Intelligence and
Intent are vital
Factors

May be a
Person or a
Group or an
Organization

Interpretation of
Ideas and
Emotions



Completes the
Life Cycle of a
Message

Signifies the
Scopes and
Areas of
Criticism

Feedback

Growth of any
System is
Inevitable
through it

Organic Step for
Improvement



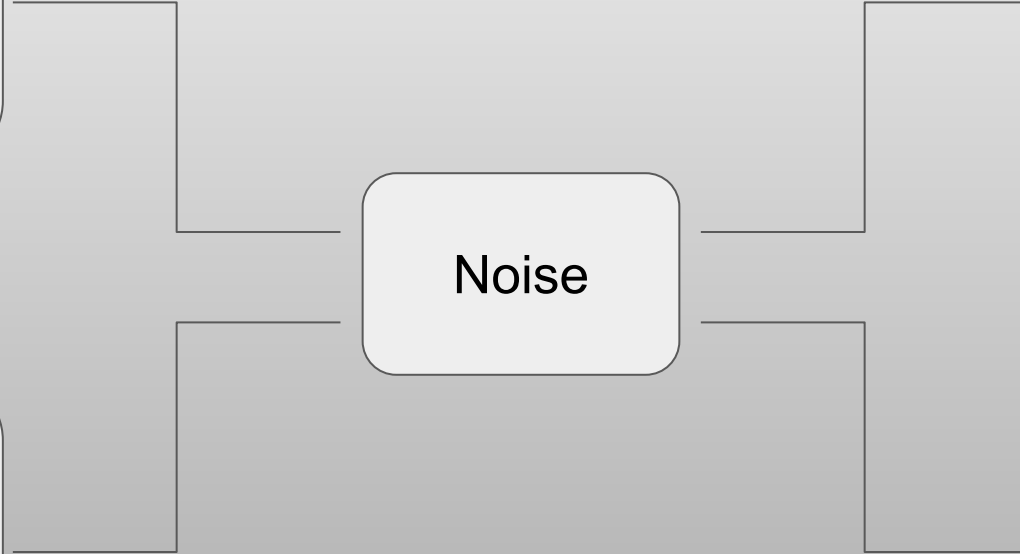
Essential for
Clarity

Noise

Dissipation that
is Present in
each Step of the
Communicative
Cycle

May Be
Decreased
through Maturity
and Knowledge

Distance
Between the
Idea and its
Expression, its
Interpretation



Noise creates Meaning

Feedback honours a Message

Subjectivity and Context matter

Channels accentuate Symbols

There shall always be a Gap

*And through this Gap
Meaning Flows*

Thank You