MCAC 105

UNIT 2
Interpersonal and business communication

Unit 2 Syllabus

Interpersonal and business communication: message structure, barriers.

Books:

- H.A. Murphy, H.W. Hildebrandt and J.P. Thomas, Effective Business Communication (7th ed.), McGraw-Hill, New York, 1997.

- Larry L. Barker, Communication (6th ed) , Prentice Hall, Englewood Cliffs, New Jersey, 1993

Business Communication - Definition

Business communication is the sharing of information between people within an organization that is performed for the commercial benefit of the organization.

Importance

- In the professional world, communication and related skills decide a person's career curve - better the communication skills, higher are the chances of touching the zenith of success.

- The new global and diverse workplace requires excellent spoken and written communication skills!
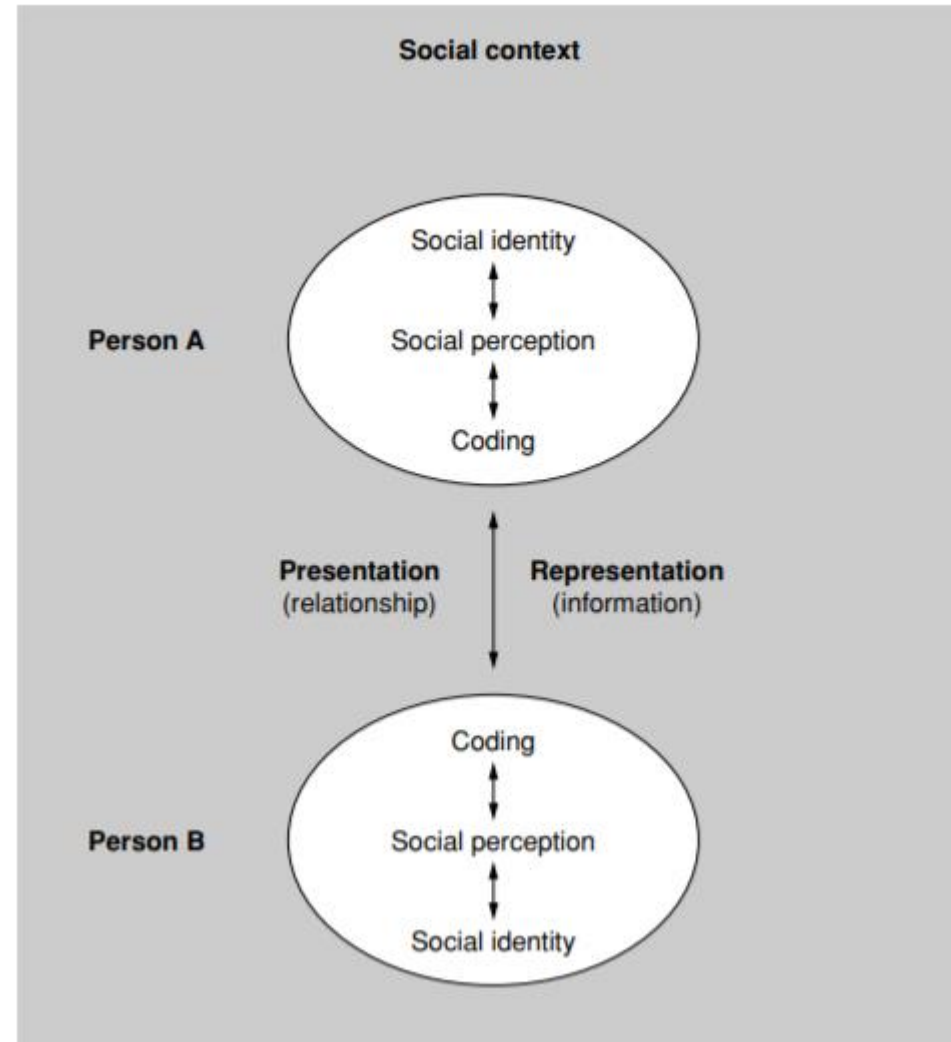
Interpersonal

- **Interpersonal communication** is an exchange of information between two or more people.

- It is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages.

Hartley's model of interpersonal communication

WHAT ARE THE MOST IMPORTANT INTERPERSONAL SKILLS?

- ■ non-verbal communication (NVC);
- ■ reinforcement;
- ■ questioning;
- ■ reflecting;
- ■ opening and closing;
- ■ explanation;
- ■ listening;
- ■ self-disclosure;
- ■ influencing;
- ■ assertiveness;
- ■ group interaction and leadership;
- ■ humour and laughter.

BARRIERS

BARRIERS OF COMMUNICATION

- Unplanned distortion during the communication resulting in the receiver obtaining a different message than that sent by the sender is referred to as barriers in communication (also called as "Noise" or "distortions" in communication).

What is a Barrier in communication?

- Every obstacle that stands between the sender and the receiver.

- The most important thing is the message.

- This message should be clear enough in order to avoid misunderstandings.

- Seek feedback to check that the message is understood.
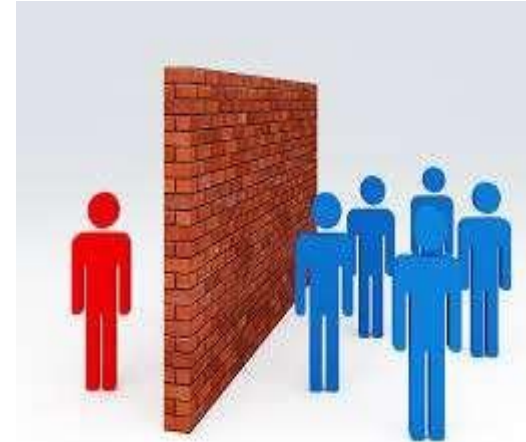
Barriers – sender

- Lack of planning for**"purpose"** of communication
- Choice of wrong language, resulting in badly encoded message
- Unshared & unqualified assumptions
- Different perception of reality
- Wrong choice of the channel

Barriers – Receiver

- Poor listener
- Inattention
- Mistrust
- Lack of interest
- Premature evaluation
- Semantic Difficulties
- Bias / Lack of trust

Barriers to Communication

There are 6 types of barriers to communication

1. **Physical barriers**
2. **Psychological barriers**
3. **Semantic barriers**
4. **Organizational barriers**
5. **Cultural barriers**
6. **Social barriers**

Physical Barriers

- **Distance**: – communication is found obstructed in long distance. Like communication between India and Nepal.
- **Noise**: – it is from external sources and affects the communication process. Noise negatively affects the accuracy

Psychological Barriers

- **Perception**: – it is the process of accepting and interpreting the information by the receiver. People receive things differently for a various number of reasons.

- **Filtering**: –In this process, knowingly or unknowingly some valuable information may be disposed.

- **Emotions**: – emotion also creates barriers to effective communication like anger, hate, mistrust, jealousy etc.

- **Viewpoint**: – it also creates barriers to effective communication. It the receiver doesn't clear the message and ignore without hearing, the message may create obstructions.

- **Defensiveness**: – if the receiver receives the message as threat and interprets that message in the same way, it creates barriers to effective communication.

Semantic Barriers

- The use of difficult and multiple use of languages, words, figures, symbols create semantic barriers.
- **Language**: – A meaning sent by the sender can be quite different from the meaning understood by the receiver. Long and complex sentences create problem in communication process.
- **Jargons**: – Technical or unfamiliar language creates barriers. The message should be simple and condensed as far as possible so that no confusion is created.

Organizational Barriers

- It is raised from the organizational goals, regulations, structure and culture.

- **Poor planning**: – Refers to the designing, encoding, channel selection and conflicting signals in the organization.

- **Structure complexities**:- Difficult organizational structure is a barrier for free flow of information

- Distractions such as background noise, poor lighting, uncomfortable sitting, unhygienic room, or an environment that is too hot or cold can affect people's morale and concentration, which in turn interfere with effective communication.

☐ **Status differences**: – Superior provides information to the subordinate about plans and policies. Different information is provided by different subordinates who create barrier in communication.

☐ **Information overload**: – If superior provides too much information to the subordinate in short period receiver suffers from information overload which creates barriers to effective communication.

☐ **Timing**: – Communication can be obstructed if the information is not provided in time.

Cultural Barriers:

- Culture shapes the way we think and behave.

- Cultural difference leads to difference in interest, knowledge, value, and tradition. Therefore, people of different cultures will experience these culture factors as a barrier to communicate with each other.
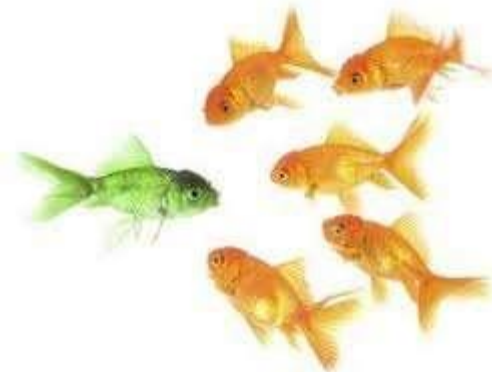
- **Language**

- **values**

- **Social Relation**

Social Barriers:

- Social factors such as age, gender, socioeconomic status, and marital status may act as a barrier to communication in certain situations.

How to overcome these Barriers

- **For Physical Barriers-**

❖ Appropriate Seating Arrangement

❖ Ensure Visibility & Audibility

❖ Environmental Comfort

❖ Minimise Visual/Oral Distractions

For Semantic Barriers-

❖ Use of Simple Language

❖ Symbols & Charts

❖ Active Listening/ Constructive feedback

How to overcome these Barriers

- **For Socio-Psychological Barriers-**

❖ Calling Attention & Motivation

❖ Assistance & Sympathy

For Cross Cultural Barriers-

❖ Understanding of Traditions & Customs

❖ Information of all Sides of Culture

- **For Organisational Barriers-**

❖ Simple Organisational Structure

❖ Avoiding Information Overload

❖ Flexibility in Meeting Targets

How to overcome these Barriers

- Eliminating differences in perception.
- Use of Simple Language.
- Reduction and elimination of noise levels.
- Know what you want to convey.
- Active Listening.
- Simple Organizational Structure.
- Avoid Information Overload.
- Give Constructive Feedback.
- Proper Media Selection.

6 Communication Barriers...

... and How You can Avoid Them

The Six "C's"

There are **6 C's** of effective communication

- **Complete**—The message must be complete in all respect and should convey all facts required by the receiver.
- **Clear**—Clarity in communication makes understanding easier and enhances the meaning of a message. A clear message uses exact, appropriate, and concrete words and avoids ambiguous words.
- **Correctness**—Correctness in communication implies that there are no grammatical and spelling errors in communication.
- **Concise**—Conciseness means eliminating wordiness and communicating what you want to convey in least possible words .
- **Consideration**—Consideration implies "stepping into the shoes of others." Effective communication must take the receiver/s into consideration (i.e., the audience's viewpoints, background, mindset, education level, etc.).
- **Courtesy**—Courtesy in message implies that the message should show the sender's expression as well as respect to the receiver. The sender of the message should be sincerely polite, judicious, reflective, and enthusiastic.

Message structure

Message structure

- The message is the thought, idea, attitude, image, or other information that the sender wishes to convey to the intended audience. In trying to encode the message in a form that will enable the audience to understand its precise meaning, the sender must know exactly what he or she is trying to say and why. The sender must also know the target audiences personal characteristics in terms of education, interests, needs and experience. The sender must then design a message strategy through words and/or pictures that will be perceived and accurately interpreted by the target audience. One study developed a list of messages elements designed to appeal to three personality types

- Righteous buyer: who looks to recommendations from the independent sources such as consumer reports?

- Social buyer: who relies on the recommendations of friends on celebrity endorsements and testimonials?

- Pragmatic buyer: who looks for the best value for the money, though not necessarily the least expensive?

Message Structure Presentation

- Some of the decision that marketers must make in designing the message include the use of resonance, positive or negative message framing, one-sided or two-sided messages, comparative advertising, and the order of presentation.

Resonance

- Advertising resonance is defined as wordplay, often used to create a double meaning used in combination with a relevant picture. By using the resonance in ads marketers can improve the chances that their ads will be noticed by the consumers and create favorable and lasting   impressions.

Message Framing

- Should a marketer stress the benefits to be gained by using a specific product (**positive message framing**) or the benefits to be lost by not using the product (**Negative message framing**)? Research suggests that the appropriate message framing decision depends on the consumer's attitudes and characteristics as well as the product itself.

One sided versus two sided messages

- Should marketers tell their audience only the good points about their products or should they also tell them the bad (or the commonplace)? Should they pretend that their products are only ones of their kinds, or should they acknowledge competing products? These are very real strategy questions that marketers face every day, and the answers depend on the nature of the competition face every day, and the answers depend on the nature of the competition. However, when competition does exist and when it is likely to be vocal, such advertisers tend to loose credibility with the consumer.

- It the audience is friendly (eg: if it uses the advertisers products), if it initially favors the communicators position, or if it is not likely to hear an opposing argument, then one-sided(supportive)message that stresses only favorable information is most affective. However, if the audience is critical or unfriendly (e.g., if it uses competitive products).if is well educated, or if it is likely to hear opposing claims, then a two-sided(refutational) message is likely to be more effective. Two sided advertising messages tend to be more credible than one sided advertising messages because they acknowledge that the advertised brand had shortcomings. Two sided messages can also be very effective when consumers are likely to see competitor's negative counter claims or when consumer attitude toward the brand are already negative.

Comparative Advertising

- Comparative advertising is a widely used marketing strategy in which a marketer claims product superiority for its brand over one or more explicitly named or implicitly identified competitors, either on an overall basis or on selected product attributes. Comparative advertising is useful for product positioning, for target market selection, and for brand-positioning strategies.

- Ex- Coca cola & Pepsi

Order Effects

- It is best to produce a commercial first or last? Should you give the bad news first or last? Communication researchers have found that the order in which a message is presented affects audience receptivity. For this reason, politicians and other professional communicators often jockey for position when they address an audience sequentially; they are aware that the first and the last speeches are more likely to be retained in the audience memory than those in between.

Repetition

- Repetition is an important factor in learning. Thus, if is not surprising that repetition, or frequency of the ad, affects persuasion, ad recall, brand-name recall, and brand preferences. Multiple message exposures give consumers more opportunity to internalize products attributes, to develop more or stronger cue associations, to develop more positive attitudes, and an increased willingness to resist competitive counter persuasion efforts. In low-involvement situations, individuals are more likely to regard message claims that are repeated frequently as more truthful than those repeated with less frequency. Different ads depicting different applications of the same promotional theme enhance the memo ability of the brand advertised.

Advertising Appeals

- Sometimes objective, factual appeals are more effective in persuading a target audience; at other times emotional appeals are more effective. It depends on the kind of audience to be reached and their degree of involvement in the products category. In general, however, logical, reason-why appeals are more effective in persuading educated audiences and emotional appeals are more effective in persuading less-educated consumers.

Fear Appeals

- Fear is an emotional response to some actual or perceived threat or danger. Advertisers use fear appeals in some situations to evoke the desired emotional response and motivate audience to take steps to remove the treat. Some people humorously call these as 'slice-of-death' ads. Toothpaste, deodorants, helmets, anti-dandruff shampoos, life insurance and a large number of other products and services use fear appeals.

- In some situations, it appears to be quite reasonable for advertisers to consider using fear with explicit purpose of persuading the audience to elicit a favorable response. Fear is a powerful motivator, but only up to a point.

- Ex-Ad messages using fear appeals have been used to promote social causes as well, such as wearing helmets while driving two-wheelers autos, safe driving, paying taxes, the dread of drugs, dangers of smoking and AIDS, etc.

Humor Appeals

- Humor generates feelings of amusement and pleasure and, for this reason it has a potential for the feeling to become associated with the brand and affect consumer attitudes towards the brand and probably its image. Humor can also affect information processing by attracting attention, improving brand name recall, creating pleasant mood.

- Ex. – Cadbury's Pappu Pass hogya

Sensual Appeals

- In our highly permissive society, sensual advertising seems to permeate the print media and the airwaves. Advertisers are increasingly trying to provoke attention with suggestive illustrations, crude language, and nudity in their efforts to appear contemporary. In today's advertising, there is a lot of explicit and daring imagery, extending far beyond the traditional product categories of fashion and fragrance into such categories as shampoo, beer, cars and home construction.

- Ex. Axe Deo

Audience Participation

- The provision of feedback changes the communication process from one way to two way communication. This is important to senders because it enables them to determine whether and how well communication has taken place. But feedback also is important to receivers because it enables them to participate, to be involved, to experience in some way the message itself. Participation by the receiver reinforces the message. An experienced communicator asks questions and opinions of an audience to draw them into the discussion