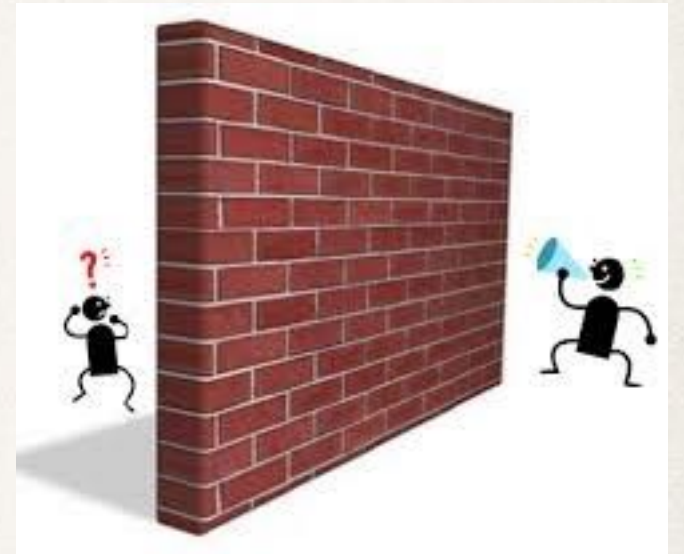

Barriers to Communication

Week 3
COM 101

SEC B
21.11.22

Barriers to communication

- ❖ Semantic barriers
- ❖ Organizational barriers
- ❖ Interpersonal barriers and Individual barriers
- ❖ Cross-cultural barriers
- ❖ Physical Barriers / Channel and media barriers
- ❖ Technological barriers



Barriers to communication

- ❖ Semantic Barriers
- ❖ "Semantics" is the science of meaning.
 - ❖ It is contrasted with phonetics, the science of sounds.
- ❖ This barrier is related to the process of coding and decoding the message.
- ❖ There are various disruptions in understanding of the meanings of the words and information exchanged in the communication process

Barriers to communication

- ❖ Various types of semantic gaps found in day- to-day use of people are as follows:
- ❖ Words having similar pronunciation but multiple meaning
- ❖ Badly expressed message
- ❖ Wrong interpretation and unqualified assumptions
- ❖ Technical language

Barriers to communication

- ❖ Organizational barrier
- ❖ Interference may arise from the relative status and power of the participants, the exercise of traditional roles, and incompatible needs and expectations
 - ❖ Organizational culture and climate
 - ❖ Organizational rules and regulations
 - ❖ Status relationship

Barriers to communication

- ❖ Complexity in organizational structure
- ❖ Inadequate facility and opportunity
- ❖ Lack of cooperation between superior and subordinate
- ❖ Interpersonal barriers
 - ❖ Effectiveness of Communication depends a lot upon the interpersonal relationship between the sender and the receiver

Barriers to communication

- ❖ The most common example for this in an organization is the Barriers relating to Superior and Subordinate.
- ❖ There are two type of superior- subordinate barriers. They are barriers emanating from both superiors and subordinates:
- ❖ Barriers emanating from superiors
- ❖ Shortage of time for employees, Lack of trust, Lack of consideration for employee's needs, Wish to capture authority, Fear of losing power of control, Bypassing, Information overload

Barriers to communication

- ❖ Barriers emanating from subordinates
- ❖ Lack of proper channel
- ❖ No interest to communicate
- ❖ Lack of cooperation and trust
- ❖ Poor relationship between superior and subordinate
- ❖ Fear of penalty

Barriers to communication

- ❖ Individual / Psycho-sociological Barriers
- ❖ Individual or Psycho-sociological barriers are the prime barriers in interpersonal communication.
- ❖ People also have personal feelings, desires, fears, hopes, likes, dislikes, attitudes, views and opinions.
- ❖ The meaning assigned to a message depends upon the emotional or psychological status of both the parties involved in the process of communication.

Barriers to communication

- ❖ **Style:** The manner in which a person communicates, involves many elements, though style overlaps with several of the other factors in analysis, it adds its own distinct flavor
- ❖ **Selective perception:** The receiver may make a world of his own around himself. As a result, the person acquires incomplete and inappropriate information, which influence the communication process.
- ❖ **Halo effect:** People do not listen carefully because of impressions based on earlier encounters. Even one of the parties having a halo effect will disrupt the flow of communication
- ❖ **Status relationship:** There may be status and power relationship, which may hinder the communication process and affect the effectiveness of communication.

Barriers to communication

- ❖ **Poor attention and Retention:** About half of the information, if not properly retained, is lost. Human memory may not always retain what it is told. This causes communication breakdown and necessitates the repetition of the message using several channels.
- ❖ **Inattention:** The preoccupied mind of the receiver and the reluctant non-listening is one of the major psychological barriers. It is because of it that people do not react to ideas / messages received in communication.
- ❖ **Undue importance of written words:** The undue importance given to the written words may lead to loss of information.

Barriers to communication

- ❖ **Written communication** often tells what is to be done but not why it should be done. It lacks the persuasive quality.
- ❖ **Defensiveness:** If one feels threatened by a message, one becomes defensive and responds in such ways that reduce the understanding. Such defensive behaviour prevents understanding.
- ❖ **Closed Mind:** Limited intellectual background, limited reading and narrow interests can cause a person's mind to be narrow. This limits the ability to take in new ideas. People with closed minds do not take in any new information or suggestions to change.

Barriers to communication

- ❖ **State of Health:** Physical condition can affect the efficiency in all communication skills. In case of poor health condition, the communicating ability is reduced as the mind is not alert and perception is low.
- ❖ **Filtering:** Filtering is the process of reducing the details or aspects of a message.
 - ❖ Each person who receives the message reduces it according to his or her understanding of the situation. In this process, much of the important information may be lost or misinterpreted and the sender will fail to convey what he wants to convey.

Barriers to communication

- ❖ Cross - Cultural/ Geographic Barriers
 - ❖ Culture is a shared set of values and attributes of a group; it is the sum total of the ways of living built up by a group and transmitted from one generation to another.
 - ❖ Culture is so much a part of an individual's manner of talking, behaving and thinking, that communication style and competence are influenced by it.

Barriers to communication

- ❖ Some of the significant differences between cultures are:
- ❖ (a) National Character/ Basic Personality.
- ❖ (b) Language
- ❖ (c) Values and norms of behavior
- ❖ (d) Social relationships
- ❖ (e) Concepts of time
- ❖ (f) Concepts of space
- ❖ (g) Non verbal communication
- ❖ (h) Perception

How to overcome barriers in communication?

- ❖ Receiver:
- ❖ The receiver can be aware about the following, to overcome the barriers:!
- ❖ Be fully attentive to sender.!
- ❖ Listen actively to the message being sent.!
- ❖ Ask for clarification and repetition wherever necessary.!
- ❖ Keep checking the receipt of information with sender.

How to overcome barriers in communication?

- ❖ Both: Receiver and Sender can make the Communication Flawless if they realize that misunderstandings are bound to occur, and be alert for all cues to this effect.
- ❖ Listen, listen, listen, and listen again. Share opinions, feelings and perceptions generated by the message.
- ❖ Both parties separately as well as together have to work to remove the barriers and achieve the communication effectiveness.

Measures to Overcome Barriers in Communication

- ❖ Fostering good relationship
- ❖ Purposeful and well focused communication
- ❖ Coordination between teams
- ❖ Avoid technical language
- ❖ Feedback
- ❖ Accuracy and clarity in message

Measures to Overcome Barriers in Communication

- ❖ Communication of organizational philosophy
- ❖ Organization policies
- ❖ Minimize semantic problem
- ❖ Proper communication channels
- ❖ Right feedback

Principles of Effective Communication

- ❖ There are Seven C's of effective communication:

- ❖ *Courtesy/consideration*

- ❖ Consideration means preparing every message after keeping the receiver in mind, by putting yourself in their place. A considerate person does not lose temper, does not accuse others and is aware of the desires, circumstances, emotions and requests of the receiver.
- ❖ Courtesy involves being aware not only of the perspective of others, but also their feelings.

- ❖ *Clarity*

- ❖ Clarity is achieved in part through a balance between precise language and familiar language.

Principles of Effective Communication

- ❖ *Correctness*

- ❖ Message should not contain any wrong information, it should be authentic.

- ❖ *Concreteness*

- ❖ Communicating concretely means being specific, definite and vivid rather than vague and general.

- ❖ *Credibility*

- ❖ (Builds Trust) If the sender can establish his credibility, the receiver has no problems in accepting his statement.

Principles of Effective Communication

- ❖ *Completeness and consistency*
- ❖ The message is complete when it contains all the facts the reader or listener needs for the reaction the sender of the message desires.
- ❖ Provide all necessary information
- ❖ Answer all questions asked
- ❖ Give something extra, when desirable

Principles of Effective Communication

❖ *Conciseness*

- ❖ Conciseness is saying what you have to say in fewest possible words. The message to be communicated should be as brief and concise as possible.
- ❖ Conciseness is a prerequisite to effective business communication. To achieve Conciseness, following suggestions are observed:
 - ❖ Eliminate wordy expressions
 - ❖ Include only relevant material
 - ❖ Avoid unnecessary Repetition

Principles of Effective Communication

- ❖ *Four S'S of communication*

- ❖ *Shortness* - "Brevity is the soul of wit." The same can be said about communication. If the message can be made brief, and verbosity done away with, then the transmission and comprehension of messages is going to be faster and more effective.
- ❖ *Simplicity* - Simplicity both in the use of language and ideas reveals a clarity in the thinking process. Simplicity should be revealed in the communication by using simple terminology and equally simple concepts.

Principles of Effective Communication

- ❖ *Strength* - The strength of the message emanates from the credibility of the sender. If the sender himself believes in a message that he is about to transmit, there is bound to be strength and conviction in whatever he tries to state.
- ❖ *Sincerity* - If the sender is genuine and sincere, it will be reflected in the manner he communicates.