Unit 1

Ch 1.

**INTRODUCTION**

The communicative world begins with ***Wh***-questions , viz, ***wh***at, ***wh***o, ***wh***y, ***wh***en, ***wh***ere . So, let us start with wh-question, too.

***Wh***at is communication?

**Communication** in Latin is known as *commūnicāre*, which is means "to share". It is the act of conveying or sharing tended meanings from one entity  or group  to another through the use of mutually understood signs and symbols and a particular rules.

Communication connects not only human beings but also connects all living things.

It connects people across the globe.

*Wh*y is Communication required?

Communication is a modus operandi ( the method and the way ) of social intercourse. As a member of the family, a social group and as a part of the work team , we need to communicate with others.

To emote and express

* our emotions,
* thoughts and
* feelings
* professional and non- professional purposes

we need to have this system.

***Wh***at are the **objectives** of Communication?

**So** for all practical purposes, we have the following objectives of Communication :

1. **Inform:** To inform is the first objective of communication. As the proverb goes, “ information is power’. The dissemination of information lays the foundation of any organization. Letting in all the information and letting out only selective information decides how far an organization would go!
2. **Educate :** Information imparts knowledge. Knowledge educates a wider section. The process of education may extend to customers as well. This may be done through product literature, publicity , presentations and demonstrations.
3. **Train :** Communication is the basic element to be taught. The art of knowing to communicate is known as “soft skill” in professional world. This skill is enhanced via proper training.
4. **Motivate :** Without high motivation of its employees, organistaion cannot move ahead. A powerful communication is the only tool to raise the motivational level within an organization.

**Talks, lectures, films, meetings, workshops and non-v**erbal messages are different means used to motivate people.

1. **Intregate** : Large business organizations have different business units, departments and territorial divisions. Each of them pursues different goals, sub-goals and target sections. Communication provides the means for an integrated approach in pursuing organizational goals. Communication binds together people working for a common objective and helps team spirit.
2. **Entertain** : It also helps us to entertain each other. In this way it relieves us from our day- to –day work pressure and help leading a healthy life.

So in nutshell, we can broadly categorize the very purpose of communication as follows :

1. Expression of needs and want – to regulate the behaviour of another person to get something
2. Information transfer – to convey information from person A to person B
3. Social closeness – to establish and maintain relationships with others
4. Social etiquette – to conform to the social conventions of politeness

**PROCESS OF COMMUNICATION**:

Robert Kreitner defined, “Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback.”

In the opinion of S. K. Kapur, “The communication process is the method by which the sender transfers information and understanding to the receiver.”

According to Bovee, Thill and Schatzman, “The communication process consists of six phases linking sender and receiver.”

The above 6 phases as discussed can broadly be explained as follows :



The above diagram can be explained through the following stages :

 FEEDBACK

**1. Message**

The first step in communication process is sender has an idea. That contains the information or tidings to convey or send to him or her. The message may be verbal, nonverbal, oral, written, or symbolic. Besides that, message can come from feeling, thought, inspiration, and many more. You conceive an idea and want to share it. For example, in advertising that simply writes some words and put image to convey the public.

**2. Encoding**

The next step is the sender ( read the word ‘sender’ as “you” henceforth for your convenience ) encodes the idea in message. This process known as encoding, refers to putting thoughts, idea, or information into a message that your receiver (read the ‘receiver’ as “listener” for your convenience) will understand, you are encoding it. For example, many symbols have universal meaning, such as a red circle with a red line thought it to denote no or skip and add some image or symbol such as P is mean no parking .

**3. Choice of medium and channel**

Next, sender produces the message in a medium. The senders need to choose the medium and channel to be used, that way you to present that message to your intended audience. The medium and channel of communication are of two types, personal and nonperson. Personal are direct face to face contact with a person. For example, the salesman selling some product to customer, and salesman using mouth explain and communicate to customer. Besides that, this method uses it between in family, colleagues, neighbor or friends. The non personal are carry a message without interpersonal contact between sender and receiver. Non personal are include ads, newspaper, magazines, email, SMS, radio, and television. For example, the xx company user magazines to communicate with public.

**4. Transmission and decoding**

After you choice of the medium and channel, it continues to provide new communication channels you can use to transmit your messages. Medium is which carrier the message and channel is which allows access for the message. For example, a shampoo company choose the television is a channel and medium for transmit the message to target audience.

**5. Reception and Understanding**

The audience receives the message. When audience receives then message, some time has problem. Such as misunderstanding, message missed or message ignored. However, the message is no guarantee the receiver understood correctly. For example, the student are receive the message from the teacher or lecturer, they will pay attentions for receive the message.

6**. Respond and feedback** :

The audience decodes what is the message and understands its contents. Receivers are the consumers in the audience who read, hear, or see the message and decode it. For example, the students after receive the message or information, they will be analyze the message or information and decode it.

The audience **then responds to the message**. The receivers need to say or does something answer or reaction to something after receives the message. For example, salesman introduce product A, and the audience can buy or reject to buy the product A, this reaction is respond to the salesman.

The audiences **finally send feedback** to you. The receivers when after you give the message, audiences may also give feedback to the sender. Feedback is information or comment about something that you have done sender tells you how good or bad. For example, in a personal selling a product to customer, customer may ask questions, comment or objection or gives suggestions is a feedback to the sender or spokesman.

How does one ensure that the intended audience has received the right message?

To ensure that the audience has received a right message, the sender of the message should ask the audience whether they understand the context of the message. The sender should give chances for the audience to ask a question based to the understanding of the context message.

**Types of Communication :**

Communication takes place through different methods and channels.

The three main types of communication are :

1. **Oral or Verbal**

It includes

1. Talks
2. Speeches
3. Discussions
4. Meetings
5. Seminars
6. Counseling
7. Interface
8. Telephone
9. Loudspeaker
10. Tape recorder
11. Radio

|  |  |
| --- | --- |
| Merits | Demerits |
| It can readily be used  | It is not effective when the target audience is spread out |
| It is instantaneous  | It is constrained by language, accent and vocabulary |
| It is persuasive  | It is also constrained by noise and other physical barriers |
| It is cost effective  | It is normally recorded or documented  |
| It works very well in small groups . | It cannot be erased. |
| It can be supplemented by non-verbal messages  | It is often dependent on memory. |

1. **The Non- verbal**: It takes place through body language.

It includes facial expressions, the tone and pitch of the voice, gestures displayed through body language ( kinesics) and the physical distance between the communicators ( proxemics) .

1. **Written** : It is carried out through
2. Letters
3. Memos
4. Circulars
5. Notes
6. Reports
7. Mail / email
8. Fax
9. Telegram
10. Photocopier
11. Books
12. Print

MERITS AND DEMERITS OF WRITTEN COMMUNICATION

|  |  |
| --- | --- |
| Merits | Demerits |
| It has an extremely wide reach | It takes time to reach its target |
| It creates a record and is easily documented | It is less interactive |
| It can be erased and rewritten | It depends on word power |
| It is agreeable to a high level of planning and structuring. | It takes more time to get feedback. |
| It provides repeated references | It depends on the messenger and mode of transmission |
| It depends less on memory since facts and figures can be mobilized beforehand  | It is constrained by language, handwriting and efficiency of the tools used. |

[ **Students , this book primarily focuses on this Written communication only. The rest of the chapters discuss the written communication in detail**. ]

 **Forms of Communication** :
 Communication can be categorized in many ways. Fir the sake of convenience , we have taken it to be ten as follows :

1. Personal Communication :

It takes place between any two individuals. It may be in a family, group, community or even an organization. Such communications are informal. Element of privacy is also found in it.

It can take the form of personal calls, personal e- mails or letters, sms or the like.

1. Business Communication :

Business communication targets to support the goals of business. It takes place among business enterprises , market, within organizations and between various groups of employees, owners ,buyers and sellers, sales executives, staff , press persons. Communication with all precision gives a new impetus to any business.

1. Internal Communication :

It takes place within an organization or group. It could be oral or written, visual or audio- visual, formal or informal.

1. **External Communication** :

Unlike internal communication, external communication flows outward. It addresses people outside the organization, like the potential customers, competitors, public, press , media and the government.

External communication can take place in various ways and through different channels like :

* Letters
* Notices
* Brochures
* Demonstrations
* Telephone calls
* Business Meetings
* Press Releases
* Press Conferences
* Audio- visual presentations
* Publicity films
* Product launch events
* Advertisements

And all other methods of external communication.

1. Formal Communication :

 To ensure communication on regular basis, every organization develops a kind of formal systems. Staff meetings, union –management meetings, different conferences are some forums to delve into a formal kind of communication.

Also we do formal communication with office bearers , civil courts , government establishments or private organizations .

Memos, circulars , instructions , guidelines , clarifications, agreements and reports are some of the channels that facilitate anisatthe flow of formal communication in business organizations.

( **This book concentrates exclusively on this formal communication** )

1. Informal communication :

This type of communication takes place in an unrestricted manner . Spontaneous are they. It is generally used where no strict hierarchy or order of seniority is decided.

It takes place through chats , informal talks, personal letters and so on.

1. Lateral Communication :

It takes place in an organization and is neither upward nor downward. It proceeds in a horizontal manner and takes place among equals and at peer level.

1. Mass Communication : Mass communication is distinctive in view of its scale. Essentially, it addresses a large mass of people. Public speaking, newspapers, magazines and journals, radio, television and dotcoms and public hoardings are channel of mass communication.

 Main branches of study relating to mass communication are public relations, advertising and publicity, journalism and digitally media.

**Barriers of Communication :**

Most people would agree that communication between two individuals should be simple. When you communicate, you are successful in getting your point across to the person you are talking to.

 It is important to remember that there are differences between talking and communicating. When we talk, we tend to erect barriers that hinder our ability to communicate. Some of the communication barriers during conversation include:

* The use of jargon. Over-complicated, unfamiliar and/or technical terms.
* Lack of attention, interest, distractions, or irrelevance to the receiver.
* Differences in perception and viewpoint.
* Physical disabilities such as hearing problems or speech difficulties.
* Language differences and the difficulty in understanding unfamiliar accents.
* People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.

Hence , we would discuss the barriers six different categories :

* 1. **Physical Barriers**

**Physical barriers** are easy to spot - doors that are closed, walls that are erected, and distance between people all work against the goal of effective communication.
Also some ***sounds*** coming from outside or the creaky ceiling fan over the roof or screeching sound coming out of mike or loudspeaker when you are addressing using those tools also become a part of physical barrier.

While most agree that people need their own personal areas in the workplace, setting up an office to remove physical barriers is the first step towards opening communication.

Many professionals who work in industries that thrive on collaborative communication, such as architecture, purposefully design their workspaces around an "open office" plan. This layout eschews cubicles in favor of desks grouped around a central meeting space. While each individual has their own dedicated work space, there are no visible barriers to prevent collaboration with their co-workers. This encourages greater openness and frequently creates closer working bonds.

So we can say that the following three factors constitute an important part of physical barriers: environment, distance and ignorance of medium.

 **2.Cultural barriers** are a result of living in an ever shrinking world. Different cultures, whether they be a societal culture of a race or simply the work culture of a company, can hinder developed communication if two different cultures clash or because of ignorance. In these cases, it is important to find a common ground to work from. In work situations, identifying a problem and coming up with a highly efficient way to solve it can quickly topple any cultural or institutional barriers. Quite simply, people like results.

Examples of cultural barriers that prevent individuals from effective communication include:

* **Generational -** Each age group has a different general approach to work, which often leads to conflicts with older workers describing younger workers as "slackers," and younger workers criticizing older workers as being "out of touch." This is what we refer to as “communication gap”.
* **Geographical** - People working in a same company may come from different locations with varied culture. Some may be polished. Other may be less refined. There we have to understand each other by knowing the real intention and cultural background of the concerned. It is not very often that which may sound offensive to us is necessarily intentional.

### 3.Psychological Barriers

The psychological state of the communicators will influence how the message is sent, received and perceived.

For example, if someone is stressed they may be preoccupied by personal concerns and not as receptive to the message as if they were not stressed.
Anger is another example of a psychological barrier to communication, when we are angry it is easy to say things that we may later regret and also to misinterpret what others are saying.

4. Systematic Barriers

Systematic barriers to communication may exist in structures and organisations where there are inefficient or inappropriate information systems and communication channels, or where there is a lack of understanding of the roles and responsibilities for communication. In such organisations, individuals may be unclear of their role in the communication process and therefore not know what is expected.o.

1. **Attitudinal barriers**

**Attitudinal barriers** are behaviours or perceptions that prevent people from communicating effectively.

Attitudinal barriers to communication may result from personality conflicts, poor management, resistance to change or a lack of motivation  .  Effective receivers of messages should attempt to overcome their own attitudinal barriers to facilitate effective communication.

1. .Interpersonal Barriers : On ocaasions we face two conditions :
**Desire to Participate -** The lack of desire to participate in the communication process is a significant barrier. There is nothing more frustrating than trying to communicate with an individual that clearly does not want to.

**Desire to Explore -** Unwillingness to explore different ideas, opinions, and priorities create communication barriers every day of our lives. A clear lack of desire to explore your views, opinions, or ideas can be extremely frustrating.