

Unit 4 : Communication



4.1 Introduction

Communication, whether in the guise of language, social interaction or political action, has become a central issue in contemporary times. The key element in communication is the relation between various persons, units or entities and communication may mean (a) the process by which one entity achieves a spatial shift, (b) the process by which one entity achieves contact with another, with or without any spatial shift, (c) the process by which one may transmit a message to another, or (d) the process by which two or more entities may establish an inter-actonal relationship in a structured manner so that they constitute a community in communication. The inter-relationship between these various senses of communication can be complex in specific situations.

4.1.1 Meaning and Definition of Communication

A meaning of communication, commonly known or understand by people, is exchange of information between individuals. But more the pervasive definition of communication is "the process of transferring information and understanding from one individual to another. The subject of communication has become of prime concern to numerous scholars since the time of ancient Greece.

According to I.A. Richards, the English Literary critic and author, "Communication takes place when one mind so acts upon its environment that another mind is influenced, and in that other

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mind an experience occurs which is like the experience in the first mind, and is caused in part by that experience." This definition is applicable to all kind of communication. However, more recently, questions are raised about the sufficiency of any single definition of the term.

“Communication can be defined as an exchange and exact replication of thoughts, feelings, facts, beliefs and ideas between and among the individuals through a common system of symbols to cause some actions or changes in behavior”.

A deep understanding of the process of communication and communication skills is essential. It is vital to the success of any individual in any business. Here we shall see some of the many types of communication.

Communication styles change from person to person. During the process of communication, a person may invoke several channels or modes or methods to convey a message. But, the process of communication doesn't only depend on the source producing or relaying information.



It also equally depends on the communication method and the manner in which the receiver understands the message. Let us first understand the method by which we communicate.

Advancement in science and technology has greatly contributed to the field of communication. Telephone and telegraph are the results of those inventions in technology and then wireless radio and telephoto devices etc. followed. After that, the development of popular

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newspapers, periodicals, broadcasting, motion pictures, and television helped to make communication efficient and rapid, between few individuals and large populations. This media have played a vital role to bring about the change and to give rise to the social power of mass communication.

4.2 Significance of Communication

The communicative technologies in the world have been increasing in numbers as well as in speed, clarity and accuracy. The significance of communication in the modern world is discussed below:

➤ **For transfer of ideas**

To transfer ideas from one to another person, communication plays significant role. every human being has some ideas that are unique as well as creative. Out of all this ideas some ideas can be implemented in real life and can turn into measure creation too. But to make the transition from thought to an implementation, it needs effectual communication. Hence, the idea should be convey as a plan, drawing or description so that it can be implemented further.



- **Aids in Decision making:** The information through communication is aids in decision making. Communication help to access vital information required to take important decision.
- **Provide Effective Leadership:** through effective communication skill, manager may became more connected with his sub-ordinates and exchange ideas as well as submit appropriate proposal, knows the opinions , seeks their advices and take decisions. These enbles the manager to win confidence of his sub ordinates through constantly

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communicating with them as well as removing probable misunderstandings. In this way manager leads his people to accomplish the organizational goal.

- **For interacting with society:** It is important that we interact with over surroundings and people who leave in the surroundings. Whenever we talk to someone, we, knowingly or unknowingly, react to their question, comments or actions. This is communication. While corresponding to someone in anyway, we are actual communicate with them. For healthy society, healthy communication is essential.

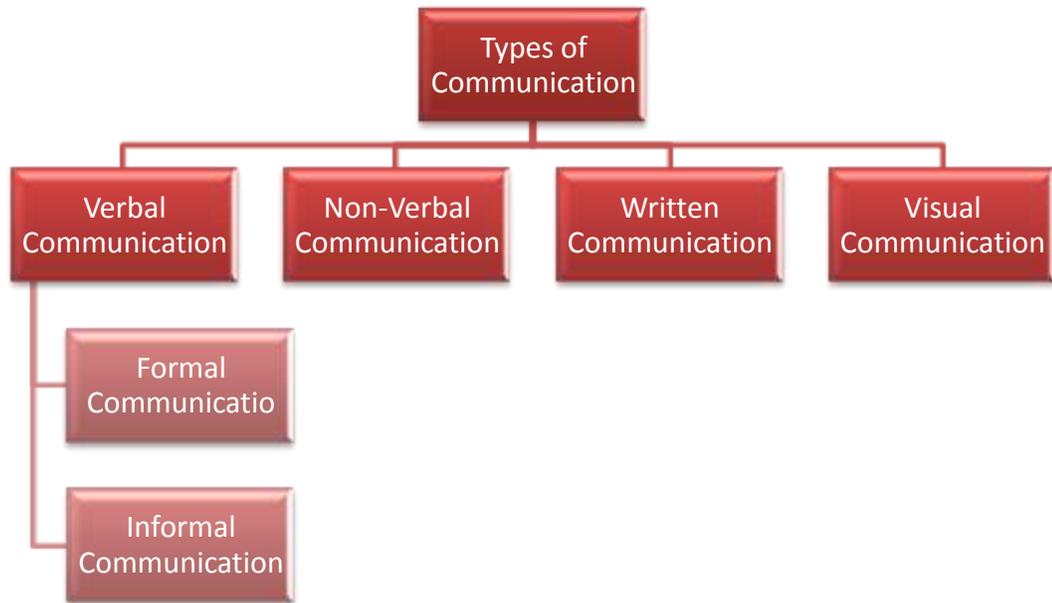
- **For education:** for the purpose of education, we need to communicate the ideas in the syllabus or the study material to the student. Education involves a collection of different kinds of communication i.e., Audio, books, video and lectures. However here the things are not just to communicate, but to communicate effectively. Inefficient communication may lead to transfer of ambiguous knowledge.

- **Increases Cooperation and Organizational Peace**
The two ways communication process promotes cooperation as well as mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operation of business.

4.3 Types of Communication

Communication is a continuous process of give and take, teach and learn; it is an opportunity to express views. It is also a process of transmitting and receiving. We transmit our ideas, wants, facts, knowledge, desires, opinions and information. In communication, if there is a sender, there should be a receiver too! The receiver is not passive, but he reciprocates and reacts. That is why communication is a two-way process.

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Verbal Communication:



Verbal communication can be done with the use of language to transfer information with help of sign language or speaking. It is considered as a most common type. It is used during presentation, video conference, meetings, one-on-one conversation as well as phone call. Verbal communication is important because of it is an efficient way of communication. It can be helpful to

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support both non-verbal and written communication. Steps include in verbal communication are use of strong, confident speaking voice, use active listening and avoid fillers words.

Formal & Informal

There are two types of communication when considering the formality of the communication. One is the formal and official type of communication which can be emails, letterheads, memos, reports and other such kinds of written material. These are considered as documentary evidence and certain formality is associated with them. You cannot submit such formal documents and later deny them.



Informal communication is one where there is nothing official about the communication that is happening. It can be known as Grapevine communication. There is no specific channel of informal communication because there is Social media, Whatsapp, SMS which are all vehicles of informal communication which can be used by people.

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Advantages of formal communication

- When you want to finalize policy and want to decide a course to adopt, then formal communication is more effective
- Formal communication can help in establishing procedures and ensuring that the steps are followed.
- Any promises or any official plans need to be formally documented so that they can be referred to later.

Advantages of informal communication

- Informal communication helps the “Open door policy” and makes people more confident and forthcoming with their ideas and creativity.
- Informal communication does not incite fear into peoples mind
- Informal talks encourage people to share their problems.

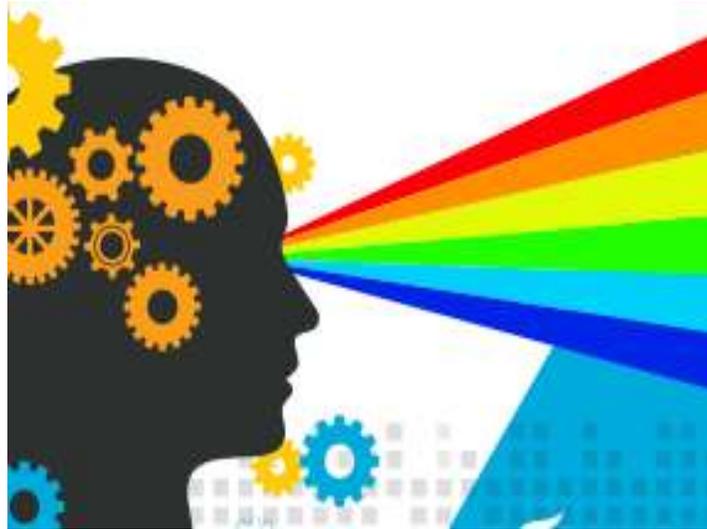
The problem with formal communication is that it is not personal and a distance is maintained if you use only formal communications. Whereas on the other hand, informal conversations can get out of hand and there can be negative grapevine generated.

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provides a recordsa information for future reference. Writing is generally used to share information through pamphlets, books, letters, blocks, memos etc. Emails and chats are common form of written communication at workplace.

Visual Communication

this is the act of using photograph, sketches, drawings , arts, graphs and charts to convey information. Visual are often used as an aid during presentation to provide helpful context along with written and / or verbal communication. Because people may have different learning styles, visual communication might be consider more helpful for some to consume information and idea .



4.4 Features of Effective Communication

Effective communication is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

Clear

The primary character of any spoken or written form of transmission of information should be to state the message clearly. There are several ways to do it. For example, the sentences should be short and simple. We should prefer the active voice over the passive voice. If we have to convey several messages then it is convenient to state it in separate bulleted points

Concise

Time is an essential parameter in communications. The normal attention span is just a few minutes long. If you present your message in a clear and beautiful manner which is very long, the crux of the report or the message may be lost altogether. Long and lengthy communicate is

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boring and avoided by most. So to summarize this point, effective communication has to be concise.

Concrete

Whatever message or information or data is present in your communicate, it should be well-footed. Your arguments should have data that suitably backs it up. A tangible argument is always easy to understand.

Coherent

Suppose you are telling a story. What if you start from the middle part? Or what if you state the end in the beginning? Of course, the whole point of narrating a story would become vain. Similarly, when you are presenting your communicate, you need to be coherent. You need to understand what goes where and what comes when.

The key to a coherent write-up is a well-planned, logical and sequential presentation of the information. The main ideas should be differentiable and they should follow each other in a way that is derivative of some rules.

Courteous

We know that all business communications should have some degree of formal flavor. The presenter should try his best to be honest, respectful, considerate, open and polite with the receiver of the information. The message when supplemented with proper care and kindness will definitely find an audience.

A rude presenter will have no audience even if the message he delivers is perfectly effective and important. Offensive words can put off certain factions of people. You should take ample care to not be racist or misogynist or any other bad influence on the audience. Even while using humor you should be very careful that you are not being inconsiderate or cruel to anyone.

Listening For Understanding

Communication doesn't only mean presenting or generating information. It also means to receive it. In fact, an effective communication channel must have a transducer and a receiver.

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Half of the faculty for the process is thus a receiver. For the purpose of effective communication, a receiver should have certain qualifiers.

He should be able to detect the message which may be hidden deep within the chatter or gibberish. The good listener observes not only what a person speaks of but also the non-verbal cues. This is what helps in the complete and full understanding of the transmission.

A good listener will have some qualities. He would be emotionally intelligent and mature, objective in approach and practical. His understanding of the message should not be influenced by his own personal judgments of either the topic or the presenter. A good listener should be able to filter through all of these limitations and reach the actual message that the presenter is relaying before them.

Focus and Attention

Multitasking is the name of the game these days. However, while receiving or transmitting information; a certain level of focus is essential. Suppose you are in a star communication channel and are relaying information to multiple sources. You are replying to emails, sending emails, and answering phones.

Any misplaced communication could be disastrous. Also, while receiving information, if you lose focus, you may miss the important parts of the message altogether. Hence we say that focus and attention are very crucial for effective communication.

Emotional Awareness and Control

This is the last but certainly the most important aspect of effective communication. Emotions will guide you through any situation of life. Whether you accept a message with the intention it is relaying with or not, depends on the emotional maturity and your emotional intelligence. Both while relaying information or while receiving it, you have to take extreme care in keeping yourself in an emotionally stable state.

4.5 Hurdles of Communication

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Now that we understand the types and delivery of communication let's have a look at some of the hurdle of communication. Hurdles are many and can occur anywhere in the communication process. The key Hurdles are;

- **Language hurdles**

The language used by the sender may not be understood by the receiver. Also, the two-people communicating may speak the same language but the jargon used to pass the information may breakdown communication if the receiver doesn't fully understand it. For example, if an expert uses industry terminology while communicating to an intern he/she will not be understood because they are yet to learn the terminology.

- **Emotional hurdles**

The state of mind of the communicators can hinder the delivery of information. If the receiver is having issues they are likely to be less attentive, which could lead to poor communication. The mental state of the sender and receiver influences how the message is received perceived and sent.

- **Physical hurdle:**

The environment one is in determines how good communication is. If a receiver of a message is in a noisy place he is unlikely to hear what message is being conveyed. Vice versa if an encoder at a musical concert he cannot pass information clearly. Geographical distance also is a hurdle to communication. Generally, communication is faster over a short distance as many communication channels are available and less technology is required. If you are to send a message to a person in Antarctica this may prove difficult as mobile communication is unavailable or poor. Face to face communication is best as both are in the same place.

- **Systematic hurdle**

In an organization communication may be barred because they are no channels to communicate amongst themselves. For example, a junior employee may not be able to access

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the company CEO because no measures have been put in place to allow for that. Systematic barriers exist in organizations with inefficient communication channels.

- **Attitudinal hurdle**

Attitudinal hurdle are behaviors or perceptions that prevent people from communicating effectively. Attitudinal hurdle to communication may result from personality conflicts, poor management, and resistance to change, or a lack of motivation. Effective receivers of messages should attempt to overcome their own attitudinal hardule to facilitate effective communication.

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