

ASSIGNMENT :-> COMMUNIC
CATION AND RESOURCE
DEVELOPMENT SKILL

SUBMITTED SUBMITTED

To :->

By :->

MRS. PAWAN

NANDINI

DEEP MAM

ROLL No :-> 556

SESSION -> 2018-20 (IV Sem)

TOPIC: → CONCEPT AND
TYPES OF COMMUNICA-
TION AND OVERCOMING
BARRIERS

COMMUNICATION

Introduction :-> Communication is as old as human civilization. Man used to communicate with his fellow beings by means of sound, signals, gestures when there is no language developed. Without communication human society could not have been as it is today. It is communication which has transformed mankind into the most developed rational and prosperous group on the earth.

Definition :-> According to John Dewey, "Communication is a process of sharing experience till they become a common possession. It modifies the disposition of both parties who partake it".

According to Edgar Dale, "Communication is sharing of ideas and feelings in a mood of mutuality".

According to Aristotle, "Communication is a means of persuasion to influence others so that desired

effect is achieved."

MEANING OF COMMUNICATION

The word communication is derived from Latin word 'commune', which means common.

- * It is a process of exchange of facts, ideas, opinions and a means that individuals or organizations share the meaning with one other.
- * The transfer of information from the sender to the receiver so that it is understood in the right context.
- * The process of initiating, transmitting and receiving information.
- * The process of sharing information, ideas and attitude between individual.

TYPES OF COMMUNICATION

1. Verbal Communication → It occurs through the medium of spoken or written. A combination of several words is used and each word conveys a specific meaning. Some important elements are language, vocabulary, denotative and connotative, meaning, pacing, intonation, clarity, consciousness, comprehension, brevity, timing, relevance, preciseness, language etc.

Its subtypes are :-
1 Spoken Communication
2 Written Communication
3 Telecommunication
4 Electronic communication.

2. Non-Verbal Communication → This communication occurs without words, where the five senses and whole range of body movements, posture, gesture, facial expression and silence are used for sending and receiving the message. It may be accomplished by the following means :-

1 Touch
2 Eye contact

3 Facial expression
4 Posture

- 5 Gesture
- 6 Physical appearance
- 7 Sound
- 8 Silence

3 Formal Communication :→ It follows line of authority and is generally used in organization objectives. For example, The nursing superintendent of a hospital will communicate with staff nurse through assistant nursing superintendents, supervisors and ward in charge nurse.

4 Informal Communication :→ It does not follow line of authority. For eg → Gossip, Chit chat. It is very fast and usually takes place in social groups like friends, family, peer groups etc.

5 Visual Communication :→ Visual Communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information. Visual are often used as an aid during presentations to provide helpful context alongside written and for verbal communication.

BARRIERS OF

COMMUNICATION

1 PHYSIOLOGICAL BARRIERS :->

- a) Poor retention due to memory problems
- b) Lack of attention
- c) Discomfort due to illness
- d) Poor sensory perception
- e) Hearing problems
- f) Poor listening skills
- g) Information overload
- h) Gender physiological differences.

2 ENVIRONMENTAL BARRIERS :->

- a) Loud background noise
- b) Poor lighting
- c) Uncomfortable setting
- d) Unhygienic surrounding and bad odour.
- e) Very hot or cold room.
- f) Distance.

3 PSYCHOLOGICAL BARRIERS :->

- a) Misperception and Misunderstanding

- b) Distrust and unhappy emotions
- c) Emotional disturbances
- d) Psychotic or neurotic illness
- e) Worry and emotional disturbances
- f) Fear, anxiety and confused thinking.

4 SOCIAL BARRIERS :->

- a) Difference in social norms, values and behaviour
- b) Social taboos
- c) Different social strata.

5 CULTURAL BARRIERS :->

- a) Ethnic, Religious and cultural differences
- b) Cultural tradition, values and behaviour.

6 SEMANTIC BARRIERS :->

- a) Language barriers
- b) Faulty language translation
- c) Individual differences in expression and perception
- d) Past experiences of an individual failure to listen.

7 ORGANISATION BARRIERS :->

- a) Organisational policy, rules and regulation
- b) Technical failure

- c) Time pressure
- d) Complexity of organisation structure due to hierarchy
- e) size of the organisation.

8 COMMUNICATION PROCESS - RELATED BARRIERS

- a) Unclear & conflicting message
- b) stereotypical approach
- c) Inappropriate channels
- d) Lack of poor feedback.

METHODS TO OVERCOME BARRIERS OF COMMUNICATION

1. Methods to overcome physiological barriers :->

- a) Keep in each other's retention and recollection abilities
- b) Pay attention during the sharing of information

- c) Ensure each other comfort
- d) Active listening
- e) Information overload must be avoided

2 Methods to overcome physiological barriers →

- a) Good lighting must be covered to facilitate non verbal communication.
- b) A comfortable seating arrangement.
- c) A hygienic and odour free environment.

3 Methods to overcome environmental barriers →

- a) Happy and trustworthy manner
- b) Should not harbour negative emotions
- c) Avoid feeling of prejudice, resentment and antagonism
- d) Free from fear, anxiety and confusion.

4 Methods to overcome social barriers →

- a) The difference in social norms, values and behaviour must be given consideration
- b) Social beliefs must be kept in mind.

5 Methods to overcome cultural barriers →

- a) Consider cultural differences
- b) Consider cultural traditions, values & behaviour.

6 Methods to overcome cultural barriers →

- a) Use the same language
- b) Considered difference in the expression and perception of message

7 Methods to overcome organisational barriers →

- a) Consider organisational policy, rules and regulations
- b) Organisation structure must be simple and non-complex
- c) Large organisation must be divided into smaller subset.

8 Method to overcome communication process related barriers →

- a) An appropriate channel must be used.
- b) A stereotypical approach must be avoided in communication
- c) The message must be clear and non-conflicting
- d) Proper feedback must be ensured by the recipient.

CONCLUSION: → So we have received why effective communication

matters to organisation. Communication may breakdown as a result of many communication barriers that may be attributed to the sender or receiver. Therefore, effective communication requires familiarity with the barriers. When communication occurs in the cross-cultural context, extra caution is needed, given that different cultures have different norms regarding non-verbal communication and different words will be interpreted differently across cultures. By being sensitive to errors and adopting active listening skills, you may increase your communication effectiveness.