



A THEORETICAL REVIEW OF COMMUNICATION PROCESS, BARRIERS TO COMMUNICATION AND IMPORTANCE OF COMMUNICATION.

Dr. Vishal Deshmukh
Associate Professor,
Bharati Vidyapeeth Deemed to be University, Pune.
Yashwantrao Mohite Institute of Management, Karad.

Ms. Supriya Sudhir Patankar
MBA Student,
Bharati Vidyapeeth Deemed to be University, Pune.
Yashwantrao Mohite Institute of Management, Karad.

Abstract:

Communication is as old as human civilization. Man used to communicate with his fellow beings by means of sounds, signals, gestures when there was no language developed. Minus 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. Communication is giving, receiving or exchanging ideas, data, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions. This paper focuses on communication process, 7 C's of communication, types of communication, and barriers in communication, importance of communication in management, importance of communication in business, interpersonal skill and components of interpersonal skills.

Key Words: communication, communication process, types, barriers, importance, interpersonal skills

Introduction:

Communication:

Communication is the activity of conveying information. The word communication has been derived from the Latin word 'communis', meaning to share. It basically involves a sender, a message and a receiver. Communication is a continuous and dynamic process involving more than one person. It is a cyclic process denoting continuous flow of information. It essentially involves sender, message and recipient. The sender conceives ideas and encodes

them into suitable medium (facts, figures, pictures), sends them through appropriate channel (email, phone, speech) to the recipient. The recipient decodes the message, understands it and encodes feedback and sends it to the sender. The process continues.

Definitions of Communication:

Communication is defined by different authors as follows.

According to Ordway Tead-

“Communication is a composite of (a) information given and received, (b) of a learning experience in which certain attitudes, knowledge and skills change, carrying with them alternations of behaviour, (c) of a listening effort by all involved, (d) of a sympathetic fresh examination of issues by communicator himself, (e) of a sensitive interaction of points of view leading to a higher level of shared understanding and common intention.”

According to G.G. Brown-

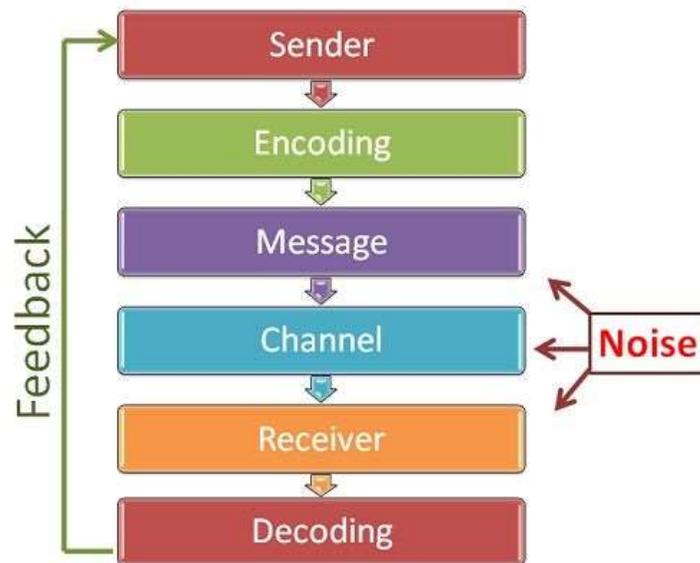
“Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver.”

According to Louis A. Allen-

“Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.”

Communication Process

Definition: The Communication is a two-way process wherein the message in the form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating a shared understanding. Simply, an act of conveying intended information and understanding from one person to another is called as communication. The term communication is derived from the Latin word “Communes” which means to share. Effective communication is when the message conveyed by the sender is understood by the receiver in exactly the same way as it was intended. The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame. Thus, there are seven major elements of communication process:



Sender: The sender or the communicator is the person who initiates the conversation and has conceptualized the idea that he intends to convey it to others.

Encoding: The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message. The sender's knowledge, skills, perception, background, competencies, etc. has a great impact on the success of the message.

Message: Once the encoding is finished, the sender gets the message that he intends to convey. The message can be written, oral, symbolic or non-verbal such as body gestures, silence, sights, sounds, etc. or any other signal that triggers the response of a receiver.

Communication Channel: The Sender chooses the medium through which he wants to convey his message to the recipient. It must be selected carefully in order to make the message effective and correctly interpreted by the recipient. The choice of medium depends on the interpersonal relationships between the sender and the receiver and also on the urgency of the message being sent. Oral, virtual, written, sound, gesture, etc. are some of the commonly used communication mediums.

Receiver: The receiver is the person for whom the message is intended or targeted. He tries to comprehend it in the best possible manner such that the communication objective is attained. The degree to which the receiver decodes the message depends on his knowledge of the subject matter, experience, trust and relationship with the sender.

Decoding: Here, the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly the same way as it was intended by the sender.

Feedback: The Feedback is the final step of the process that ensures the receiver has received the message and interpreted it correctly as it was intended by the sender. It increases the effectiveness of the communication as it permits the sender to know the efficacy of his message. The response of the receiver can be verbal or non-verbal.

7 C's of Communication

Definition: The 7 C's of Communication is a checklist that helps to improve the professional communication skills and increases the chance that the message will be understood in exactly the same way as it was intended. To have effective communication, one should keep the following 7 C's of communication in mind:



7 C's of communication

Clear: The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it. The message should emphasize on a single goal at a time and shall not cover several ideas in a single sentence.

Correct: The message should be correct, i.e. a correct language should be used, and the sender must ensure that there are no grammatical and spelling mistakes. Also, the message should be exact and well-timed. The correct messages have a greater impact on the receiver and at the same time, the morale of the sender increases with the accurate message.

Complete: The message should be complete, i.e. it must include all the relevant information as required by the intended audience. The complete information gives answers to all the questions of the receivers and helps in better decision-making by the recipient.

Concrete: The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left. All the facts and figures should be clearly mentioned in a message so as to substantiate to whatever the sender is saying.

Concise: The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words. The short and brief message is more comprehensive and helps in retaining the receiver's attention.

Consideration: The sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication. In order to communicate, the sender must relate to the target recipient and be involved.

Courteous: It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience. The message should not be biased and must include the terms that show respect for the recipient.

Effective Communication

Definition: An Effective Communication is a communication between two or more persons wherein the intended message is successfully delivered, received and understood.

In other words, the communication is said to be effective when all the parties (sender and receiver) in the communication, assign similar meanings to the message and listen carefully to what all have been said and make the sender feel heard and understood. In the business context, communication is effective if the information shared among the company employees contributes towards the organization's commercial success. The effective communication includes not just the way you use the words but also covers several other skills such as, non-verbal communication, ability to understand your own emotions as well as of the other person with whom you are communicating, engaged listening, ability to speak assertively, etc.

Barriers to Effective Communication

There are several barriers to effective communication which are listed below:

- Semantic Barriers
- Organizational Barriers
- Psychological or Emotional Barriers
- Personal Barriers

Effective communication in the organization enables the employees to deepen their connection with others and improve teamwork, decision-making, and problem-solving capacity. The communication is a skill which is learned, and an individual can gain spontaneity in it by putting in his extra efforts and participating in more public conversations.

Types of Communication:

1. Verbal Communication

Definition: The Verbal Communication is a type of oral communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations, and conversations. The effectiveness of the verbal communication depends on the tone of the speaker, clarity of speech, volume, speed, body language and the quality of words used in the conversation. In the case of the verbal communication, the feedback is immediate since there are a simultaneous transmission and receipt of the message by the sender and receiver respectively. The sender must keep his speech tone high and clearly audible to all and must design the subject matter keeping the target audience in mind. The sender should always cross check with the receiver to ensure that the message is understood in absolutely the same way as it was intended. Such communication is more prone to errors as sometimes the words are not sufficient to express the feelings and emotions of a person. The success of the verbal communication depends not only on the speaking ability of an individual but also on the listening skills. How effectively an individual listens to the subject matter decides the effectiveness of the communication. The verbal communication is applicable in both the formal and informal kind of situations.

2. Non-Verbal Communication

Definition: The Non-Verbal Communication is the process of conveying meaning without the use of words either written or spoken. In other words, any communication made between two or more persons through the use of facial expressions, hand movements, body language, postures, and gestures is called as non-verbal communication.

The Non-Verbal Communication, unlike the verbal communication, helps in establishing and maintaining the interpersonal relationships while the verbals only help in communicating the external events. People use non-verbal's to express emotions and interpersonal attitudes, conduct rituals such as greetings and bring forward one's personality. The non-verbal communication in the form of signals, expressions add meaning over the verbal's and help people to communicate more efficiently. It supplements whatever is said in words, such as people nod to acknowledge and move their hands to give directions. The non-verbal communication defines the distance between the communicators and helps them to exchange their emotional state of mind. Also, it regulates the flow of communication, for example, an individual can give signals to convey that he had finished speaking or else he wants to speak. Sometimes, the non-verbal's acts as a barrier to communicating effectively as the recipient could not understand what the sender is trying to say and may interpret it wrongly.

Importance of Communication in Society

It is communication that binds people and society together. It is considered as a natural process.

Society moves on human interactions and exchange of ideas, thoughts, and feelings. Relationship builds up through communication. Lack of communication among the people in society will severely affect social cohesion and cohabitation. Progress and prosperity will come to a standstill if there is no effective communication. Communication is a factor of building and maintaining good relations. It enables people to understand each other. Communication is as important and meaningful in individual life as in the society. Individuals make friends, builds up relationship and lead a true social life through communicating effectively with the fellow beings.

Importance of Communication in Business

Communication is the lifeline of a business organization. It is essential for realizing the objectives of an organization. According to Millet, "Communication is blood stream of an organization". Chester I. Barnard viewed communication as the means by which people are linked together in an organization to achieve a common purpose. The importance of communication can be assessed as follows –

1. Communication is needed to establish and disseminate the goals of a business organization. It is the smooth and unperturbed functioning of an enterprise.
2. Communication helps the organization in arriving at vital decisions.
3. It also helps a lot in planning and coordination.
4. It is a basic tool for motivation and an increase in the morale of the employees largely depend upon the effectiveness of communication.
5. It helps a business as means of bringing about maximum production at the lowest level by maintaining good human relationship in the organization.
6. It works as an effective link between branches of the organization situated at great distances.

7. It helps in publicizing goods and services.
8. It reduces rumors and ensures smooth running of the organization as a whole.

Interpersonal Skills

Interpersonal skills refer to the ability to communicate or interact well with other people. In business lexicon, it means the set of abilities enabling a person to interact positively and work effectively with others. It is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.

In the absence of effective interpersonal communication among employees themselves, between the management and the employees, a business organization fails to ensure its smooth functioning and gradually runs away from realizing its objectives. Interpersonal communication skills are necessary prerequisites for enhancing productivity and continuity of the workforce within an organization. Employees with good interpersonal skills are likely to be more productive and permanent than those with poor interpersonal skills because the former displays propensity to project a positive attitude and look for solutions to problems.

Components of Interpersonal Skills

The following are the different components of interpersonal skills –



Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language.

Conclusion:

- Communication is the activity of conveying information.
- Communication is usually a two-way process. It is not just giving information or signaling someone; it also involves the comprehension of the information or the signal by the receiver.

- Society moves on human interactions and exchange of ideas, thoughts, and feelings. Relationship builds up through communication.
- According to Millet, “Communication is blood stream of an organization”.

References:

1. <https://businessjargons.com>
2. <https://www.tutorialspoint.com>

