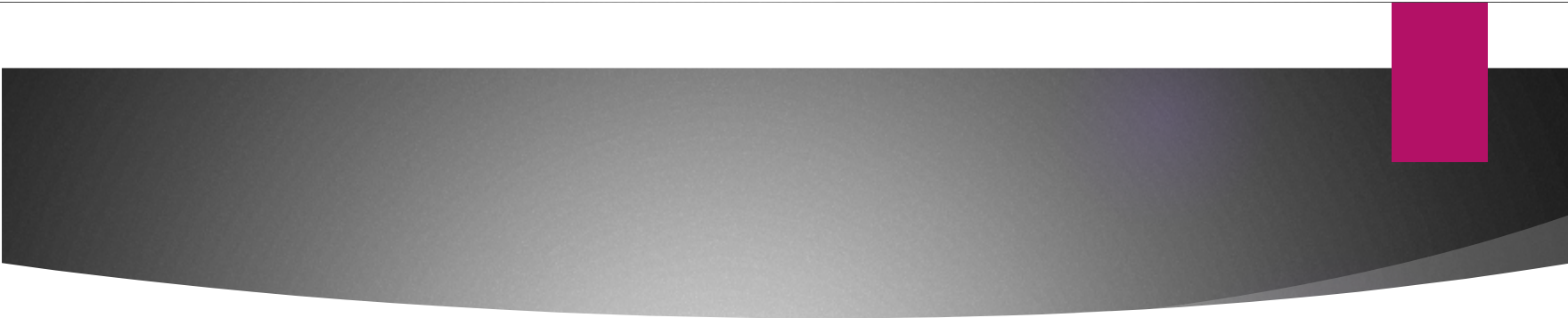
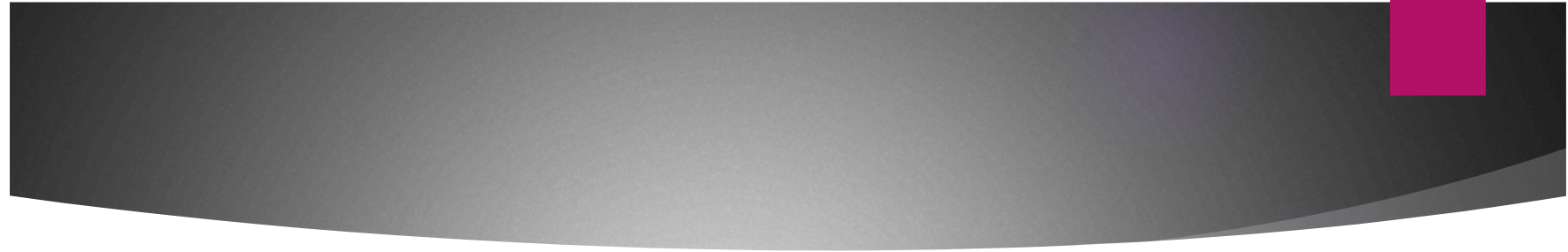


COMMUNICATION

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- ☒ Concept Of Communication : The word communication has been derived from the Latin word COMMUNIS which means common.
 - ☒ Definition Of Communication : Communication is the process through which two or more persons exchange ideas and understanding among themselves.
 - ☒ COMMUNICATION PROCESS : Communication is a process consisting of different interactional steps. Communication, being a process, has some elements to complete the process. These elements are Sender, Message, Encoding, Channel, Receiver, Decoding and Feedback.
 - ☒ 1. Sender : Sender of the message is the person who contacts other persons with the objective of passing the message.

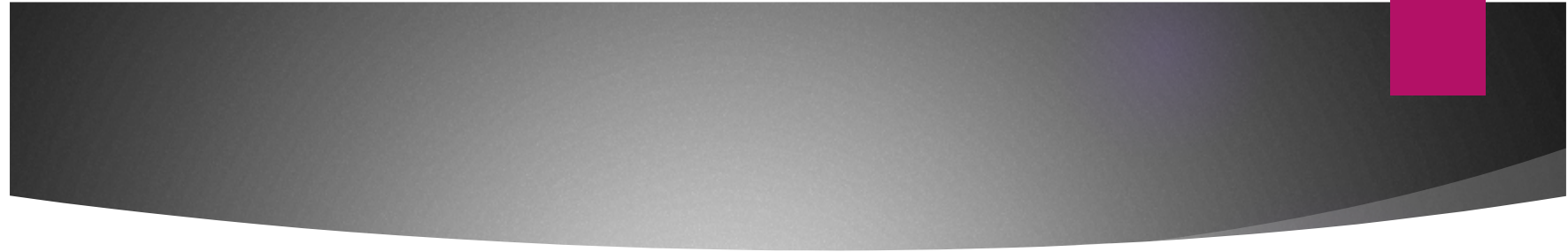


2.Message: Message is the subject matter of the communication which is intended to be passed to the receiver from the sender.

3.Encoding:Encoding is the process of converting the message into meaningful symbols.

4.Channel: Message converted into symbols is transmitted by the sender through a channel like written in form of letter or electronic mail,spoken words through personal contact or telephone.

5.Receiver:Receiver is the person to whom the message is sent. Like sender,the receiver may be a superior ,subordinate, peer or any other person in the organizational context.



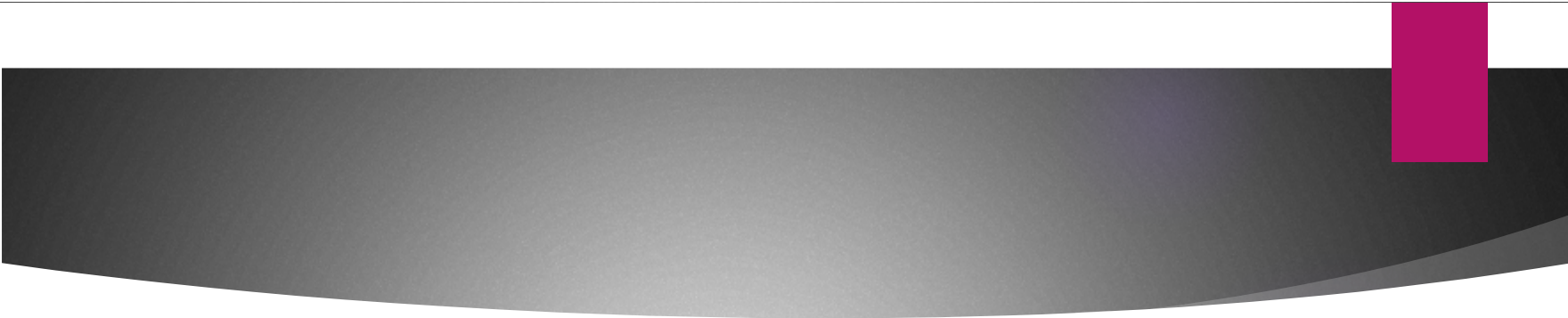
6. Decoding: Decoding is just the reverse of encoding. In decoding, the receiver converts the received symbols transmitted by the sender into message.

7. Feedback: Feedback in communication is required to ensure that the receiver has received the message and understood it in the same sense as the receiver intended.

SIGNIFICANCE OF COMMUNICATION

The Significance of Communication may be seen in terms of various functions that it performs which are as follows :

- 1.Information Function : Information is vital for the functioning of any living system-people or organization.
- 2.Command And Instructive Function :Communication performs command and instructive function. Those who are hierarchically superiors often initiate communication not only for the purpose of informing their subordinates but often for the purpose of telling them what to do directing them or commanding their behaviour in some way.For eg: orders, directives,procedures,even performance appraisals all function as command messages.
- 3.Influence And Persuasive Function : Influence and persuasive function of communication involves influencing others. Leadership, to a very great extent,depends on how a manager communicates with his employees and others who may be related with the organisation in one way or the other.



4. Integrative Function : Communication performs the integrative function by relating various components of the organisation and maintaining equilibrium among them. The communication has the consequences of energizing organizing and channelling the behaviour of people in the organisation.

COMMUNICATION SYMBOLS

Communication symbols are divided into three forms that are as follows:

1. WORD : Words can be either in oral or written form of communication. In Oral Communication sender and receiver exchange their ideas through oral words . Written Communication is in the form of letters, circulars, notes, manuals, house magazines etc.
2. NON-VERBAL OR ACTION: It may be in form of gestures , body language and expressions etc.
3. PICTORIAL: It may include pictures , graphs, diagrams, charts etc. Organisation make extensive use of pictures such as blueprints, progress charts, maps, visual aids etc.

TYPES OF COMMUNICATION

Communication can be divided on the basis of Formal And Informal Communication form :

1.FORMAL COMMUNICATION : It consist of two types :

a. VERTICAL COMMUNICATION : This Communication consists of UPWARD COMMUNICATION AND DOWNWARD COMMUNICATION.

(i) UPWARD COMMUNICATION : This Communication flows from a subordinate position to a superior position.

(ii) DOWNWARD COMMUNICATION : This Communication flows from a superior position to a subordinate position.

(iii) HORIZONTAL COMMUNICATION : It is the flow of information between persons of the same hierarchical level.

2 .INFORMAL COMMUNICATION : In informal Communication there is diagonal Communication which can be categorised into Grapevine and Rumors.

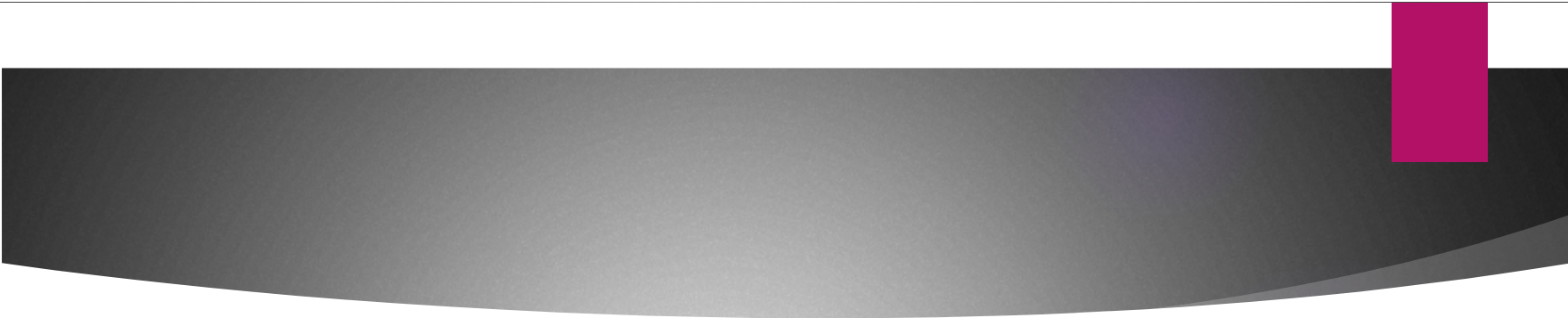
BARRIERS OF COMMUNICATION

Different barriers of Communication can be grouped into:

1. SEMANTIC BARRIERS : Semantics is the science of meaning .All Communication are symbolic,that is, these use symbols (words,pictures, actions,etc) that suggest certain meanings.

The Semantic Barriers include :

- * Symbols with Different meanings.
- * Badly Expressed Message.
- * Technical Jargons.
- * Faulty Translations.
- * Unclearified Assumptions.
- * Use of Gestures.



2 .PSYCHOLOGICAL BARRIERS: Psychological barriers are also known as emotional barriers. It emerges because of psychological state of the message received.

This barriers include:

- * Premature Evaluation.
- * Inattention.
- * Loss by transmission and poor retention.
- * Distrust of Communicator.

3. ORGANIZATIONAL BARRIERS: Organizational barriers to Communication emerge because an organization prescribes how the work should be performed.



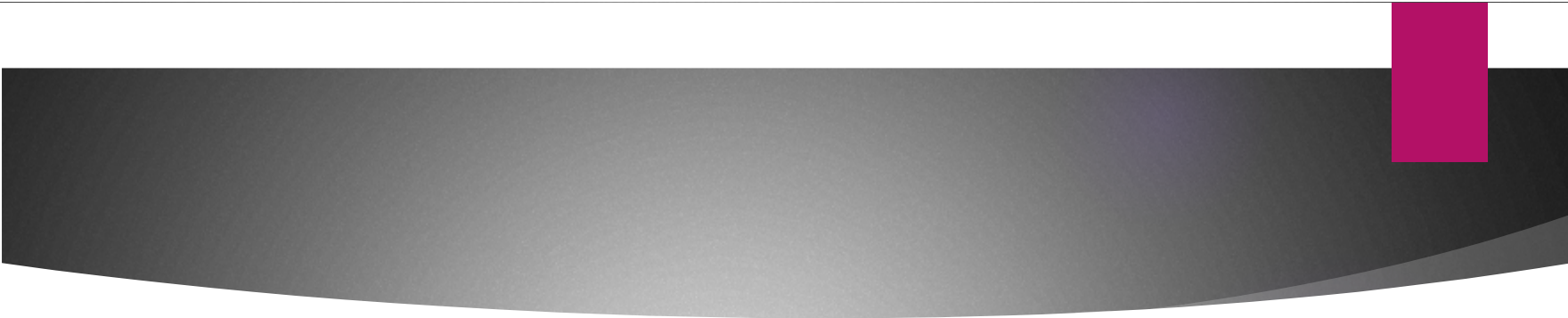
This barriers include :

- *Organizational Policy.
- *Organizational Rules And Regulations.
- *Status Relationship.
- *Complexity In Organization Structure.
- *Organizational Facilities.

4.PERSONAL BARRIERS : The flow of Commmunication has various internal factors to the two parties -Sender and Receiver -which may act as barriers to effective communication.

There are barriers in superiors and subordinates which are as follows :

a.Barriers In Superiors : The role of superiors in Commmunication is very vital.

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- *Attitudes Of Superiors.
 - *Fear Of Challenge To Authority.
 - *Insistence On Proper Channel.
 - *Lack Of Confidence In Subordinates.
 - *Ignoring Communication.
 - *Lack Of Awareness.
 - *Lack Of Time.

b.Barriers In Subordinates : Communication in upward direction can take place only when subordinates participate actively .

Two major factors in subordinates which are responsible for blocking Communication in upward direction are:

- *Unwillingness To Communicate.
- *Lack Of Proper Incentive.



ESSENTIALS OF EFFECTIVE COMMUNICATION

The effectiveness of communication is measured in terms of its objective achievement. The ultimate objective of communication is to bring desired behaviour in organizational members.

The various elements of an effective communication system are Clarity, Adequacy, Timing, Integrity and Persuasive.

THANK YOU



