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Unit - 1

Communication: Communication is exchange of facts, ideas, opinion or emotions by two or more persons. Communication is counting and thinking process deals with transmission and understanding of ideas, facts and course of action.

Communication is the process of passing information and understanding from one person to another. Communication is the sum of all the things one person does. He wants to create understanding in the mind of another. It is the bridge of meaning. It involves systematic and continuous process of dealing, listening and understanding.

Characteristics of Communication:

1. Communication is an ongoing process when communication is absent in human activity ceases to exist.
2. Communication is essential to process. Information has not only to sent but also to be received and understood.
3. Communication is essential in all type of organisation and of all levels of management.

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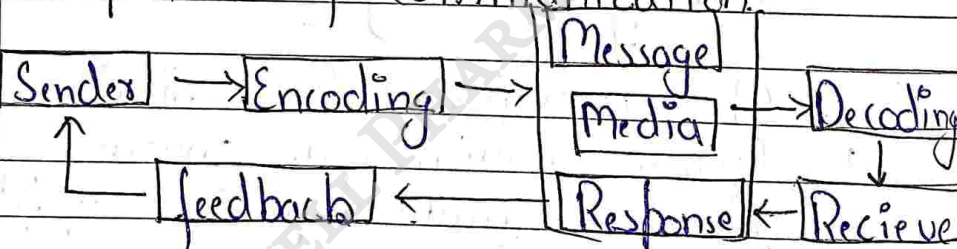
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4. It consist not only fact but ideas and emotion too. it can be verbal or nonverbal.
5. It is a dynamic process.

Importance of effective communication.

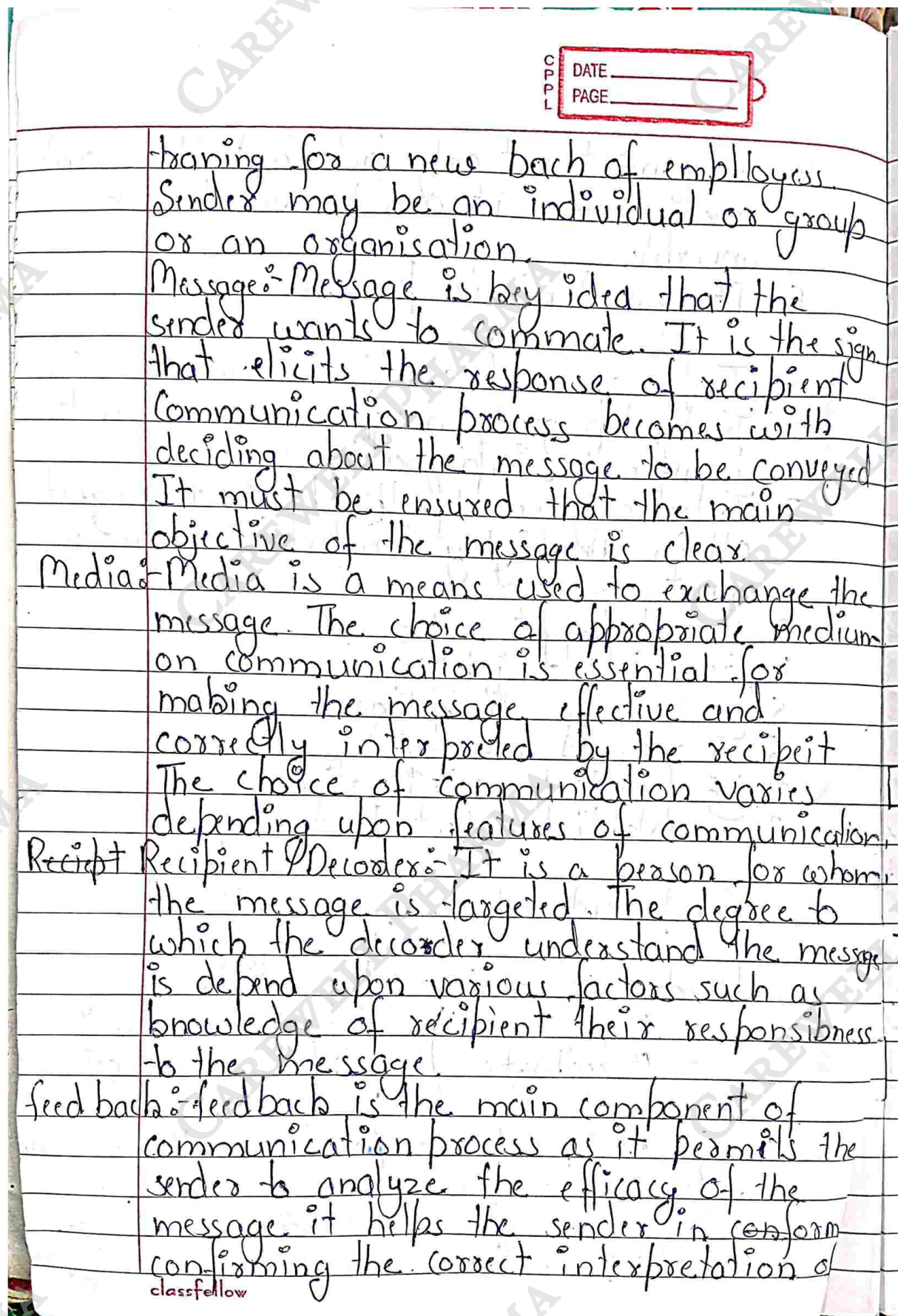
1. To develop good interperson relation to transfer the information.
2. To prove yourself the best amongst all in the highly competitive environment.
3. A Tool to get job.
4. Essential to Job success.
5. To improve discipline.
6. To received message.
7. To facilitate coordinate.
8. To establish effective leadership.

Component of Communication



Sender: Sender is a person who send the message. Sender make use the symbol to code the message and produce required response. for inslence training conducting training for a.

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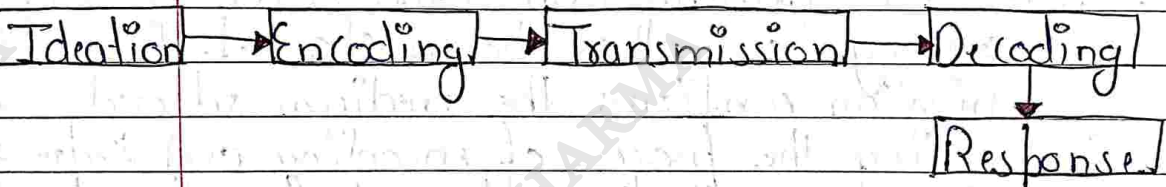
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message by the decoder. feed back may be verbal or non-verbal. It may take a written form also in the form of memos, reports etc.

Process of communication:- The word process suggest that communication exist as flowing flow through a sequence or series of steps. Communication is an interactive process. The communication agents involved in the process of communication are the sender and receiver.

Steps of communication:- Communication have five steps.



Ideation:- It refers to the formation of an idea or selection of a message to be communicated. The scope of ideation is determined by the sender's knowledge, experiences and abilities as well as the purpose of communication and the context of communication situation. Messages generally have two kinds of content:- logical and emotional.

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Encoding:- It is the process of changing information into some form of logical coded message in formal situations. Encoding involves-

- Selecting a language
- Selecting an appropriate communication
- Selecting an appropriate communicative form.

Selecting a communicative form largely depends upon the sender, receiver relationship and the overall goal of communication situation.

Transmission:- Transmission refers to the flow of message over the chosen channel. Transmission confirms the medium selected during the process of encoding and keeps the communication channel free from interference or noise so that message has reached the receiver without any disturbance.

Decoding:- It is the process of converting a message into thoughts by translating the received stimuli into interpreted meaning in order to understand the message communicated. It is important to note that it is the message that is transferred from one person

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to another. The receiver has to assign the message in order to understand it. The process of decoding involves interpretation and analysis of a message. Decoding in oral communication includes listening and understanding and in written communication it refers to reading and understanding a written message.

Response / feedback:- It is the action and reaction of receiver to the message. It has the sender to know that the message was received and understood. It is the key to communication as the effectiveness of communication depends on how congruent a receiver's response is with meaning intended by the sender.

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Barriers to communication:- Communication is the process of transmitting information and anything obstruction the flow of communication can be described as barrier. Barrier may lead to this shorting the message confusion and misunderstanding.

Types of barrier:-

(i) Physiological barrier:- Physiology is the state of the human body and mind. Physiological barriers of communication occur due to the physical condition of sender or receiver which might even be physical disabilities. It includes sensory dysfunction and other physical dysfunctions. Effective communication requires proper functioning of the senses in both the sender and the receiver.

(ii) Physical Barriers:- Disturbance in communication due to external effects are known as physical barriers. It occurs because of wrong choice of medium, excess communication load, complex and lengthy message. It may also be created because of external

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defects such as faulty working of telephone, loudspeaker, telegram system or internet. Physical barrier is the environmental and natural condition that acts as a barrier in communication in sending a message from sender to receiver.

(iii) Cultural Barriers:- Culture is the pattern of taken-for-granted assumptions about how a given collection of people should think, act and feel as they go about their daily affairs. Culture is all socially transmitted behaviours, arts, architectures, language, signs, ideas, symbols etc. which is learnt and shared in a particular social group of the same nationality, religion etc. Culture is handed down from one generation to another. A single culture has many sub-culture.

(iv) Language or Linguistic Barriers:- Language is needed for any kind of communication even people with speech impairments communicate with sign language and brail. Communication becomes difficult in situations where people don't understand each other's language. Language barriers are

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the most common communication barriers to communication which cause misunderstandings and misinterpretations between people. If the speaker and receiver do not use the same language and words there is no meaning to the communication.

(v) Semantic Barrier:- The incorrect or careless use of language especially when it is related to words and their meanings is called a semantic barrier. If a person uses a word with multiple meanings, the receiver gets an incorrect message. It is because of the improper incorrect spellings and poor grammar. In language, incorrect pronunciation marks also create a barrier to communication process.

(vi) Gender Barrier:- Even in a workplace where women and men share equal stature, knowledge and experience, differing communication styles may prevent them from working together effectively. These gender barriers can be inherent or may be related to gender stereotypes and the ways in which men.

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and women are taught to behave as children. Although not all men or all women communicate the same way as the rest of their gender.

(vii) Interpersonal Communication:- Many workplaces strive to create teamwork to improve productivity and foster a more enjoyable work environment. However, common barriers that get in the way of effective communication can make difficult to create a sense of collaboration among the workforce. Communication barriers can take on a variety of forms.

(viii) Intrapersonal Communication:- Personal factors like difference in judgment, social status, social value, inferiority complex, attitude, pressure of time, inability to communicate etc. widen the psychological distance b/w the sender and receiver. Credibility gap, that is, inconsistency between what one says and what one does, can also act as a barrier to communication.

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Tone of voice:-

Emotional Barriers:- whether you want to run a successful business or maintain close ties to friends, family and love interests, effective communication is an important element to keep in mind. However, strong negative emotions can interfere with one or both of these aspects of communication. This can lead to miscommunication, hurt feelings and even severed ties. Learn about common emotional.

Organizational Barriers:- The organizational barriers refer to the hindrances in the flow of information among the employees that might result in a commercial failure of an organization. The major organization barriers.

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Elements of Communication

Communication is an exchange of facts, ideas, opinions, and emotions by two or more persons. Communication transmits information not only about tangible facts and determinable ideas and opinions but also about emotions when we are communicating or interacting with anyone. Then it may be face-to-face or off, formal or informal, oral or written or digital or even with the help of visuals.

As studied earlier there are few essential elements of communication like sender, receiver, message and medium, and on the basis of mainly nature of message and medium of communication may be categorized into different categories like:-

- face to face communication:- Communication where sender and receiver are physically present in front of each other, for example - interviews, group discussions, speech; debates etc.
- face-off communication:- Communication where sender and receiver are not in front of each other. They may be communicating

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through telephone, mobile, teleconferencing etc.

- Formal Communication: Communication in which content, language and situation all are formal for example - official communication, organizational communication, classroom teaching, seminars, conferences, meetings, group discussions etc.
- Informal Communication: Communication in which no formality is observed and language used is also informal, for e.g - communication between and among friends, colleagues, family members etc.
- Oral Communication: Communication or interaction done through oral mode, for e.g - speech, personal interviews, group discussions, general chit chat etc.
- Written Communication: Communication done through written mode, for e.g - answering questions, writing a book, letter, application, e-mail, messaging etc.
- Visual Communication: It includes facial expressions, gestures, printed pictures, postures etc. In organization, visual signals serve as guideline for employees make communication sure and instantaneous.

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- Digital Communication:- when computer or digital technology is used for transmitting messages within and outside the organization, it is digital communication.
- Symbolic Communication:- It involves verbal and non-verbal symbolism to convey meaning. Art and music are forms of symbolic communication used by nurses facilitate understanding and healing for patients.

Three Modes of Communication:- On the basis of way of delivery of the message communication may be denoted through three modes.

- Intrapersonal mode.
- Interpretive mode.
- Presentation mode.

- ~~Ver~~ Transfer of information is possible in two ways either by using language or with the help of body movement. It can be verbal and non-verbal communication.

Verbal Communication:- It encompasses both how you deliver message and

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you receive them. Communication is a soft skill, and it's one that is important to everyone whether student or teacher, employee or employer, or any sender and receiver. One who can convey information clearly and effectively are highly valued and are also highly benefited every field.

Non-Verbal Communication:- When you're interviewing for a job, your body language is almost as important as the answer you give to the questions. Employers will evaluate what you do as well as what you say, and you can use your non-verbal communication skills to make the best impression. Most candidates carefully prepare what they will say during interviews and networking meetings. Less attention is typically paid to how message are communicated.

face-to-face communication:- face-to-face interaction is a concept in comm. studies describing social interaction carried out without any mediating technology. face-to-face interaction is defined as the mutual influence of

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of individuals' direct physical presence with her body language. face-to-face interaction is one of the basic element of the social system, forming a significant part of individual socialization and experience gaining throughout one's lifetime.

Advantages:-

In this modern age of technologically-driven business, it can be easy to push aside actual, physical human interaction for communication via electronic device. We email, we IM, we use social media, we text, we talk on the phone, but we often forget that all these are missing one common component - real, face-to-face, human interaction.

Types of Communication:- Communication is an exchange of facts, ideas, opinions and emotions by two or more persons. Communication transmits information not only about tangible facts and determinable ideas and opinions but also about emotions. When a communication passes or transmits sound information

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he may also intentionally or unconsciously communicating his attitude or the frame of his mind.

Verbal communication is when we communicate our message verbally. It requires use of words, vocabulary and symbols. We transfer information which may be factual specific. It may also convey emotions, attitudes, beliefs, desires etc. A symbol is essentially a sign to which some meaning is assigned by convention rather than by any external

Non-verbal communication:- when we use language of signs, symbols and gestures, rather than that of words for communicating or interacting with others it is known as non-verbal communication.

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• Visual Memory:- The ability to remember forms and sequences of form and recognize them quickly when seen again.

Language:- The primary function of any language is to convey information or to express emotions. But language is also used to maintain social relationships and to identify with a certain section of society. This meant that all human languages have two sides: an internal structure concerned with the organization of linguistic information necessary for communication and an external aspect. The different perspectives we experience can be with language as well.

Other factors affecting Perspective

1. Past Experiences:- Imagine that you are in a meeting where you will be discussing changes in your personal policies at work. What will you bring to that conversation? You might have examples from your own time in the company that demonstrates why you feel that certain changes might need to be made.

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of course sometimes you want your past experience to influence your future communication. Past experiences often combine one or few senses, and are closely associated with our everyday life.

2. Prejudices: We all have prejudices. They occur when we take our past experience with a person and assume that the same type of experience will happen with all people who are similar to the first. Prejudices are partly due to culture and partly due to personal preference or experiences. If you can't think of a way to complete it from your own experience, complete each phrases.

- Women in the workplace are.....
- Young people in the workplace are.....
- Seniors in the workplace are.....
- Supervisors at work are.....
- The lowest job level workers are.....

3. Consequences of Prejudice: Like the wide variety of prejudices that exist in societies around the world, the consequences of the prejudices and the behaviours influenced by them are similarly varied. Prejudice affects the everyday lives of

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millions of people across the globe. All of these considerations define the very identity as individuals. Prejudice may result in stigma, a feeling of shame or of lesser social value than others.

Everyday prejudices:- Since multiple prejudices are present throughout society in complex way, at minimum, the consequences of prejudice are always presented in subtle, not more obvious ways. For example, because people are largely aware of the prejudice held by others toward them, the prejudice has a self-fulfilling effect. Consequences of everyday prejudice go beyond simply shaping relationships b/w people. People are relentlessly assaulted by value judgements based on skin colour, gender, religious, political views and so on.

Crime:- Loss of self-esteem and hope for future betterment contributes to criminal behavior. Though crime occurs in all classes of society, such as white-collar crime in the upper classes, social class position influences the type of crime.

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in the upper classes, social class position influences the type of crime that some will commit.

Domestic Violence:- A major consequence of prejudice is violence. The scale of violence can vary greatly, ranging from occurrences of domestic violence to mass murder.

Domestic violence is when a family member, partner, or ex-partner physically or child abuse, domestic violence can include intimidation.

Domestic violence is often driven by frustration of lack of economic opportunity due to prejudice and discrimination, and the resulting feelings of powerlessness.

Social Protests:- Prejudice and discrimination leads to organized social protests - and sometimes, confrontations - by the targeted groups. A major consequence of mass opposition to social or governmental prejudices is the loss of legitimacy of society and its institutions to those victimized by prejudice and discriminations.

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feelings:- for this area of influence, there are actually two ways in which your feelings can influence your communication with another person. The first simply refers to the way that you feel on given day. if you feel well, you'll communicate in one way and if you feel ill your communicate in another.

Environment:- The last area of influence on your communication is your environment. All of communicates differently in different environments. This is simple enough to observe. everyday life. Do you talk your subordinates the same way when your own boss is there as you do when she is no there? As you go through your workday, notice how where you are, what is going on and who else is present may be impacting the way that you communicate.

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Communication Styles:- Effective communication is essential to a happy and productive work environment. The people within a workplace of any size need to feel that there are strong lines of communication that exist within the organization. Managers and employees should be allowed to speak to each other and receive information from each other in useful and supportive ways. A communication style is the way we share information with others. There are four different forms of communication: ~~can add to the complexity~~ Verbal, paraverbal, body language and

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personal space. Each form of communication can add to the complexity of communicating.

Verbal:- You have complete control over the words you use in statement. Differences in age, experience and background can result in different interpretation of the same statement. It is important that you understand your style and the style of other individuals so you can better adapt your communication.

Paraverbal:- It is not just what you say, but the way it that can change the meaning of your statement. The voice tone and intensity, as well as the speed that someone speaks and the pauses in between are examples of paraverbals.

Body language:- It is communicated to others by your body movements and facial expressions for example, the way you stand, walk, shake hands, and maintain eye contact are all forms of body language.

Personal space:- It includes not only the space between you and others, but also your

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personal appearance, your choice of decorations, and how you arrange your workspace. There are four different types of communication styles: direct, spirited, considerate and systematic. Each style utilizes the four forms of communication differently. Find out what style you are and start being a better communicator.

Direct Communication Style:-

The direct style (high assertiveness and low expressiveness) characterized by a decisive tone and an emphasis on the bottom line. People with direct style are in control of their lives and decisive in their actions, they thrive on competition. Enjoy challenges but enjoy to win even more. They are with fast pace and single-minded with their goals. Possess strong leadership styles and gets things done at a fast pace. Not afraid to take risks to get what they want. Direct communication is speech that conveys clear messages or that clearly directs actions. Direct communication may be used when there is no room for discussion or compromise.

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Spirited Communication style:- The spirited style, which has an animated style and can be very persuasive. They are enthusiastic and friendly, rather be around other of people than alone. They are able to motivate and generate excitement in others because of their optimistic, focus and lively nature. They thrive in the spot-light of a group of people. They work at a fast pace, and are suited for high-profile public position.

Systematic communication style:- The systematic style characterized by a precise speaking style with an emphasis on facts. They prefer to make decisions based on facts, not emotions and are very accurate and objective and always rely on data and are excellent problem solvers. Orderly and prefer to work in an organized environment with clear guidelines. Thrive in task-oriented positions that require independent work.

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Considerate Communication Style

The considerate style is a style that features people who listen well and use supportive language. Person with this style value warm personal relationships, good counseling skills and are a good listeners. They are cooperative and enjoy being part of a team. They are always aware of other's feelings and reliable. They are also suitable for any profession that requires you to care for others. People who are the most comfortable with considerate communication style generally fall under the category of being nice.

Filters and frames: The combined workings of filters and frames; both of which occur within our subconscious; help us define the four basic styles of communicating. Some people set their filters so that more attention is placed on facts; some set them to allow more feelings to come through. Some people set their frames so that their responses are more assertive; some set their frame so that they respond with questions.

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Using filters and frames, you can distill the four basic communication styles to these terms:-

Directors:- filter for facts and respond assertively.

Expressers:- filter for feelings and respond assertively.

Thinkers:- filter for facts and respond by probing.

Harmonizers:- filter for feelings and respond by probing.

This is not to say that the only thing that distinguishes Directors from Expressors is that one filters for facts and the others for feelings. The behaviors of each communication style are more complex and varied than that. It marker is simply a specific behavior we look for in another person and in ourselves.

Corner styles:-

Some people; approximately one in a hundred are so-called "corner style."

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The four corner style are director, Entertainer, Analyzer, and Pleaser. Corner styles occur when a person's score for one basic communication style is ten points higher than the score for any of the others. Corner styles have particular challenges to face in developing their communication skills.

Blended Styles:- Some people truly have two styles and occupy two places on the matrix. We call these people "blended styles". A blended style occurs when a person's high score is identical for two of the basic communication styles. For example, a person who scores 35 for both Thinker and director would be a blend of Investigator and explorer. If you have a blended style, don't worry. It's perfectly natural out-growth of.