

UNIT-I

COMMUNICATION SKILLS

Points to be covered in this topic

- INTRODUCTION
- DEFINITION
- IMPORTANCE
- PROCESS OF COMMUNICATION

COMMUNICATION SKILLS

❑ INTRODUCTION:



- Communication is both an **art and a science**.
- It often involves acts of **speaking and listening, reading and writing**, but it also goes beyond these.
- Also incorporates the transmission of **non-verbal language/sign language, codes transmitted electronically (e.g., Morse code), and physically** (touch, hormones, muscles, nerves), and messages communicated through music, and by other means.
- The act of communicating verbally serves to **convey how we feel and how we think to others**. It is also the basis of how we relate with others, using language as its medium.



Non-verbal language

- ✓ **Sign language** is a visual way of communicating where **someone uses hand gestures and movements, body language and facial expressions** to communicate.



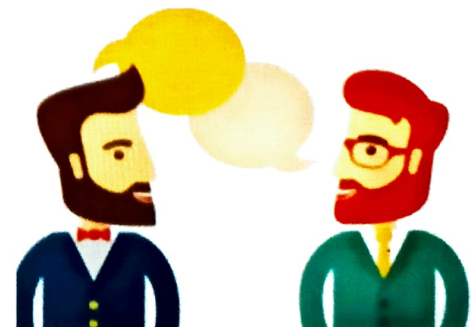
- ✓ **Morse code** is a method used in telecommunication to encode text characters as **standardized sequences of two different signal durations**, called dots and dashes or dits and dahs.

International Morse Code

A	· -	N	- · - ·	1	· - - - -
B	- · · ·	O	- · - · -	2	· - · - -
C	- · - ·	P	· - - ·	3	· - · - ·
D	- · · -	Q	- · - -	4	· - · - ·
E	·	R	· - · -	5	· - · - ·
F	· - · -	S	· - -	6	· - · - ·
G	· - -	T	- ·	7	· - · - ·
H	· - - ·	U	- · -	8	· - · - ·
I	· -	V	· - - ·	9	· - · - ·
J	· - - -	W	- · - ·	0	- - - -
K	- · -	X	- · - ·		
L	· - - ·	Y	- · - -		
M	- -	Z	- - ·		

Verbal communication

- ✓ The **use of words to share information** with other people. It can therefore include both spoken and written communication.



❑ DEFINITION

- 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**.
- Communication is usually a **two-way process**.

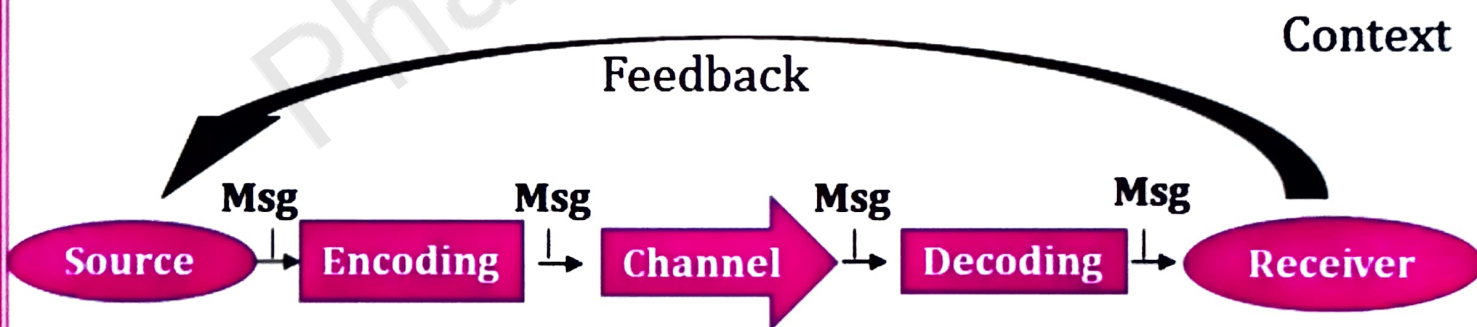


❑ IMPORTANCE

- The communication brings people together, **closer to each other**.
- The communication is an **important management function** closely associated with all other managerial functions.
- It **bridges the gap between individuals and groups** through flow of information and understanding between them.
- Communication is a continuous process which mainly involves three elements viz. **sender, message and receiver**.

❑ PROCESS OF COMMUNICATION

The Communications Process



➤ **Source:**

- ✓ **Why to communicate?**
- ✓ **What to communicate?**
- ✓ **Usefulness of the communication.**
- ✓ **Accuracy of the Information to be communicated.**

➤ Encoding:

✓ The process of **transferring the information** you want to communicate into a form that can be sent and correctly decoded at the other end.

✓ Ability to **convey the information**. Eliminate sources of confusion.

✓ For e.g. cultural issues, mistaken assumptions, and missing information. Knowing your audience.



➤ Channel (medium)

✓ After preparing the message the sender has to

transmit the message through some channel or medium.

✓ Channel is some media through which there is a **transfer of message from sender to receiver.**

✓ There are different channels of communication like **letter, telephone, post card, fax, email etc.**



➤ Receiver (decoding)

✓ When the receiver receives the message he tries to **understand it by the process of decoding.**

✓ It is **reverse of encoding.**

✓ Decoding means the process of **converting the message into some ideas or meaning** i.e. to interpret and to understand the idea in right sense.

✓ The process of decoding is influenced by **receiver's knowledge, intelligence, past experience and his relation with sender.**



➤ Response

✓ After receiving and understanding the message, the **receiver reacts to it.**

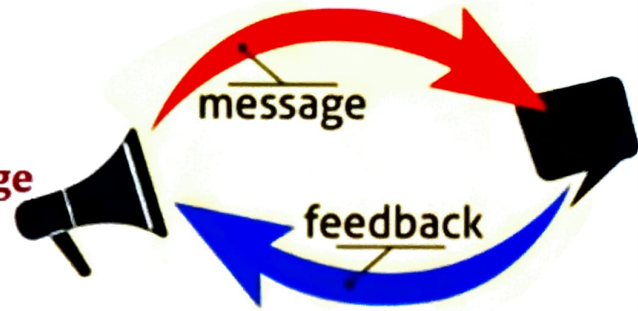
✓ This means he **gives response or replies to the message.**

✓ The message may be immediate or deferred. It may be favourable or unfavorable.

- ✓ E.g. when a person writes a letter of congratulation to the friend on his success in examination, he may give response by writing letter of thanks.

➤ Feedback

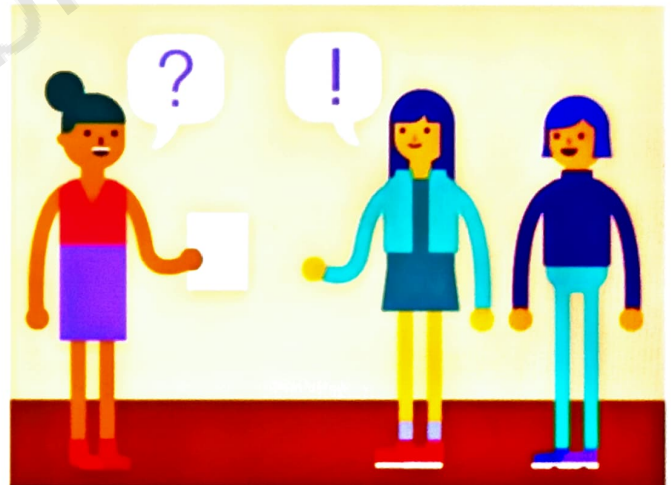
- ✓ When the sender sends the message, he is **interested in knowing his message is received** and properly understood by the receiver or not.



- ✓ He can find out this by **getting feedback from the receiver.**
- ✓ Feedback is essential as it is a **barometer of effective communication.**
- ✓ Feedback is the observation or **knowledge of the response of receiver.**
- ✓ Immediate feedback is possible only in case of face to **face communication or in telephonic communication.**

➤ Context

- ✓ Context refers to the **setting in which communication takes place.**
- ✓ The context helps to **establish meaning** and can influence **what is said and how it is said.**
- ✓ There are at least four aspects in regards to this **idea: physical, cultural, social-psychological, and temporal.**



BARRIERS TO COMMUNICATION

❑ INTRODUCTION

- Communication is the activity of **conveying meaningful information**. It requires a **sender, a message, and an intended recipient**.
- **Barrier** An **obstacle** in a place that **prevents us from completing certain tasks**.
- **Communication barriers** can be defined as the **aspects or conditions that interfere with effective exchange of ideas or thoughts**.

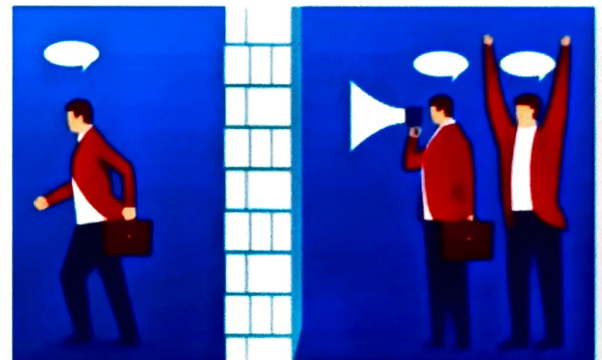


❑ TYPES OF BARRIER

- ✓ Physical Barrier
- ✓ Cultural Barrier
- ✓ Language Barrier
- ✓ Emotional Barrier
- ✓ Gender Barrier
- ✓ Physiological Barrier
- ✓ Psychological Barrier

❖ PHYSICAL BARRIER

- Physical barriers to communication are **obstructions in physical form that hinder the communication between two parties**.
- Physical barriers relate to **disturbance in the immediate situation**, which can **interfere in the course of an effective communication**.
- Some of them are easy to Alter whereas, some may prove to be tough obstacles in the process of effective communication.

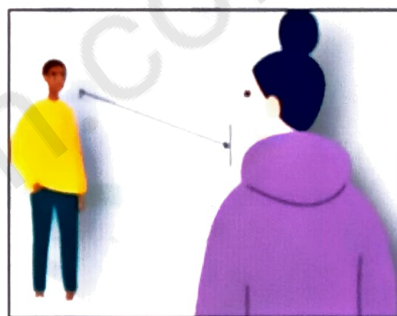


8 PHYSICAL BARRIERS TO COMMUNICATION

1. **Noise.** Noise is a sound or malfunction that interrupts the sending and reception of messages during a conversation.
2. **Message distortion.**
3. **Architecture.**
4. **Technical difficulties.**
5. **Time.**
6. **Distance.**
7. **Surplus of information.**
8. **Environment.**

FACTORS CAUSING PHYSICAL BARRIER

- ✓ **Defects in media**
- ✓ **Distraction in environment**
- ✓ **Distance**
- ✓ **Physical disability**



HOW TO OVERCOME?

- ✓ To be updated with **latest technologies.**
- ✓ Choosing a **suitable environment.**
- ✓ **Removing obstacle.**
- ✓ Making signs easier to read, example, you could supplement written signs with pictures and visual signs.

❖ **CULTURAL BARRIER**

- Cultures provide people **ways of thinking, ways of seeing, hearing, and interpreting the world.**
- Cultural barrier in communication **occurs when communication happens between two different cultural backgrounds.**



- Similar words can mean different things to people from different cultures, even when they talk the "same" language.

FACTORS CAUSING CULTURAL BARRIER

- ✓ Diversified cultural background.
- ✓ Language and Accent.
- ✓ Behavior and Nature.
- ✓ Religion.

HOW TO OVERCOME?

- ✓ Cross culture environment.
- ✓ Have a thorough knowledge of your counterpart's culture background.
- ✓ Conduct effective communication workshop.
- ✓ Work in groups and run frequent meeting.

❖ LANGUAGE BARRIERS

- Language barriers usually occur when two people who speak different languages cannot understand one another, and there is a breakdown in language and communication.
- **Inability to converse in a language that is known by both the sender and receiver** is the greatest barrier to effective communication.
- When a person uses **inappropriate words** while conversing or writing, it could **lead to misunderstanding** between the sender and a receiver.



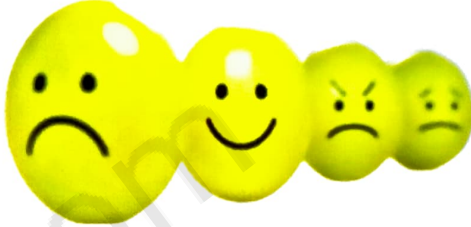
FACTORS CAUSING LANGUAGE BARRIERS

- ✓ Multi language
- ✓ Region
- ✓ Inadequate vocabulary
- ✓ Interpreting difference

HOW TO OVERCOME?

- ✓ **Speak slowly and clearly.**
- ✓ **Ask for clarification. Frequently check for understanding.**
- ✓ **Be specific.**
- ✓ **Choose your medium of communication effectively.**
- ✓ **Be patient.**

❖ **EMOTIONAL BARRIER**

- Emotional barriers to communication are usually due to a lack of emotional awareness or control, often referred to as emotional intelligence. 
- The emotional state may **influence your capacity to make yourself understood** and hamper your understanding of others.
- Many times, emotional barriers **on your part or the part of the person you are speaking** which may inhibit your ability to communicate on an effective level.

FACTORS CAUSING EMOTIONAL BARRIER

- ✓ **Fear/insecurity**
- ✓ **Mistrust**
- ✓ **Stress**



HOW TO OVERCOME ?

- ✓ **Motivation and commitment to change.**
- ✓ **Peer or mentor support.**
- ✓ **Practice expressing recognition.**

❖ **GENDER BARRIERS**

- **Relationships, respect, workplace authority and education** are common ways men and women are pitted against each other.

- Overcoming barriers in gender communication isn't simple but can be made clear with a **little patience and understanding.**



- This barrier arises because men and women have **different ways of thinking and communication.**

FACTORS CAUSING GENDER BARRIERS

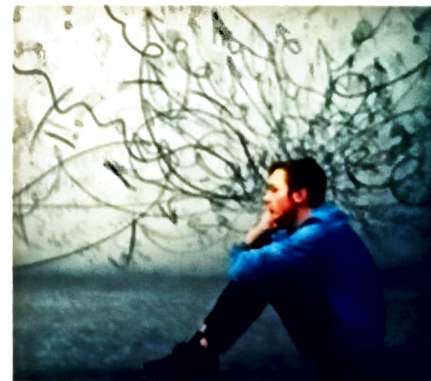
- ✓ Fear and shy
- ✓ Environment
- ✓ Misunderstanding

HOW TO OVERCOME ?

- ✓ The process of bridging the gap in gender communication requires the great deal of patience and understanding that only time and attention will teach.

❖ PHYSIOLOGICAL BARRIERS

- Physiological barriers to communication are related with the **limitations of the human body and the human mind** (memory, attention, and perception).
- Physiological barriers may result from individuals' **personal discomfort, caused by ill-health, poor eye sight, or hearing difficulties.**
- Speech and voice defect, feeling of inferiority, diseases, physical appearance, lack of skill



FACTORS CAUSING GENDER BARRIERS

- ✓ People's State of Mind, Happy, Sad
- ✓ Personal Problems/Worries
- ✓ Pre conceived notions of Communicator or Receiver

❖ PSYCHOLOGICAL BARRIERS

- A psychological barrier is a person's state of mind that can limit their ability to make the right decisions. Psychological barriers also affect the human capacity to communicate with others with a logical state of mind.



FACTORS CAUSING GENDER BARRIERS

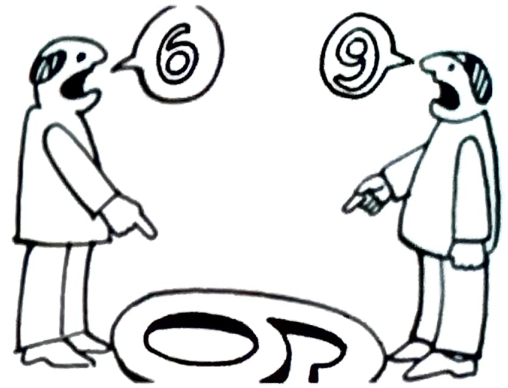
- ✓ Attitude towards self
- ✓ Fear
- ✓ Attitude towards audience
- ✓ Attitude towards the message
- ✓ You Yourself is not convinced with the subject
- ✓ Knowledge of subject
- ✓ Personality/Status of the communicator

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PERSPECTIVES TO COMMUNICATION

❑ INTRODUCTION

- We all see the world with **our own thinking which is known as our individual perceptions.**
- Our individual perceptions are in actual the **filters through which we see, understand the world.**
- It is our view through which we handle a situation or a topic. **All persons has different opinion/thinking.**
- Perspectives can be **visual, due to different language, due to feelings** or it depends upon the environment in which w work.



❑ VISUAL PERCEPTION

- It is the ability to **see and to interpret the visual information.**
- Without accurate visual perception one would have in **difficulty in learning to read, follow directions, copy from white board,** would have problem in good eye, hand co- ordination.
- It includes

✓ **Visual discrimination:** Ability to notice differences like **shape, size, color** etc.



- ✓ **Form discrimination:** **Differences in objects** when they are in orientation.
- ✓ **Foreground: Background differentiation:** Focus on a selected target and ignore out non-relevant images.
- ✓ **Visual memory:** **Ability to remembers** letters and words and recognize them quickly when seen again.

❑ LANGUAGE

- Language not only **help** in **communication** but it **shape** our **perception**.
- **Various emotion or feeling and experience** can be influenced by the pattern of the language a person speaks.
- The **same words can have different meaning** depending how interpret them.
- For example- A women without her man is nothing. Now read this phrase by adding punctuation. A woman, without her man is nothing.



❑ OTHER FACTORS AFFECTING OUR PERSPECTIVE

- ✓ **Past experience**
- ✓ **Prejudice**
- ✓ **Feelings**
- ✓ **Environment**

➤ **PAST EXPERIENCES:**

- Our past experience greatly affects **our way of thinking**.
- It acts as a **filter through which we see a particular situation**.
- Our past experience can be **positive or negative** and affects our perception.



➤ **PREJUDICES:**

- It is usually **unfavorable feelings toward people** or a person because of their gender, values, religion, occupation, language or any characteristics.

- It greatly **limit the chances** of **communication** being successful or producing the desired result.



- We should **treat each person as a separate individual and must respect his ideas.**

➤ **FEELING:**

- Feelings is known as a **state of consciousness** such as that result from emotions, sentiment or desires.
- A person's **current mood affects the way he judges other.**
- When we feel happy we communicate better but if we feel ill, we will not communicate effectively.



➤ **ENVIRONMENT:**

- All of us **communicate differently in different environment.** This skill will help us ineffective communication.
- We speaks to our **colleagues and friends** in a different way.
- It will make the **person more comfortable and to attain level of formality** which is important in a particular situation.

