



COMMUNICATION

Contents

- 
- A background image showing the black silhouettes of five people (three men and two women) standing in a line and engaged in conversation. They are positioned behind the text of the list. The silhouettes are set against a light gray background with a white floor that reflects the figures.
- **What is Communication**
 - **Process of Communication**
 - **Types of Communication**
 - **Levels of Communication**
 - **Communication Barriers**
 - **Tools of Effective Communication**

Communication is what ??

It is a process of exchanging –

Information

Ideas

Thoughts

Feelings

Emotions

Through –

Speech

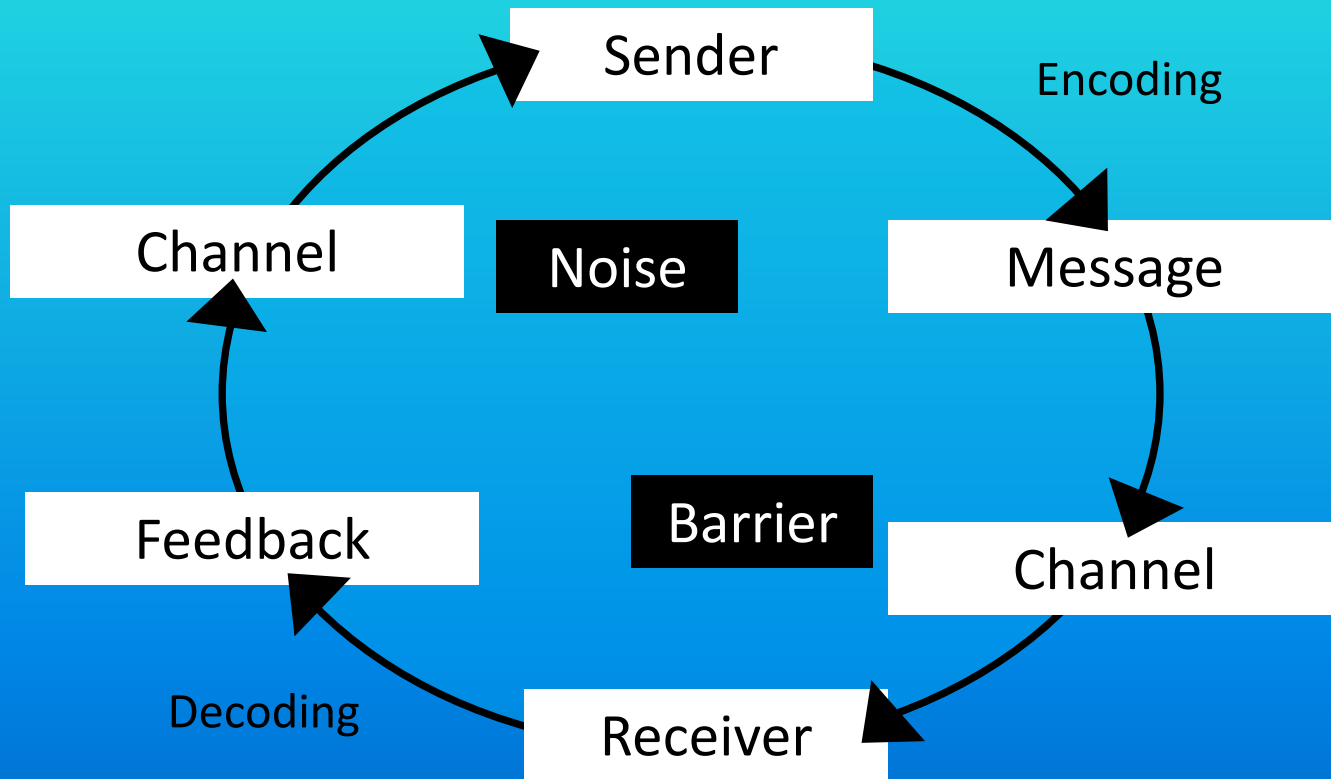
Signals

Writing

Behavior

Process of

Communication



Types of *Communication*

People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent.

Types of communication based on the communication channels used are –

- ❖ Verbal Communication
- ❖ Nonverbal Communication

Verbal *Communication*

- It refers to the form of communication in which message is transmitted verbally.
- Communication is done by word of mouth and a piece of writing.
- In verbal communication remember the acronym **“KISS”** (keep it short and simple).

Verbal Communication is divided into:

- Oral Communication
- Written Communication

Oral *Communication*

- In oral communication, Spoken words are used.
- It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.
- Communication is influence by pitch, volume, speed and clarity of speaking.
- ❑ **Advantages** –
It brings quick feedback.
In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.
- ❑ **Disadvantages** –
In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a fault.



Written *Communication*



- In written communication, written signs or symbols are used to communicate.
- In written communication message can be transmitted via email, letter, report, memo etc.
- Written Communication is most common form of communication being used in business.

Advantages –

Messages can be edited and revised
Written communication provide record and backup.
A written message enables receiver to fully understand it and send appropriate feedback.

Disadvantages –

Written communication doesn't bring instant feedback. It take more time in composing a written message as compared to word-of-mouth and number of people struggles for writing ability.⁸

Nonverbal

Communication

- Nonverbal communication is the sending or receiving of wordless messages. Such as **gesture, body language, posture, tone of voice** or **facial expressions**, is called nonverbal communication.
- **Nonverbal communication is all about the body language of speaker.**

Nonverbal communication have the following three elements –

- **Appearance**
Speaker – clothing, hairstyle, neatness, use of cosmetics
Surrounding – room size, lighting, decorations, furnishings
- **Body Language**
facial expressions, gestures, postures
- **Sounds**
Voice Tone, Volume, Speech rate

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Levels of *Communication*

- **Intrapersonal Communication** is communication that occurs in your own mind. It is the basis of your feelings, biases, prejudices, and beliefs.
 - Examples are when you make any kind of decision – what to eat or wear. When you think about something – what you want to do on the weekend or when you think about another person.



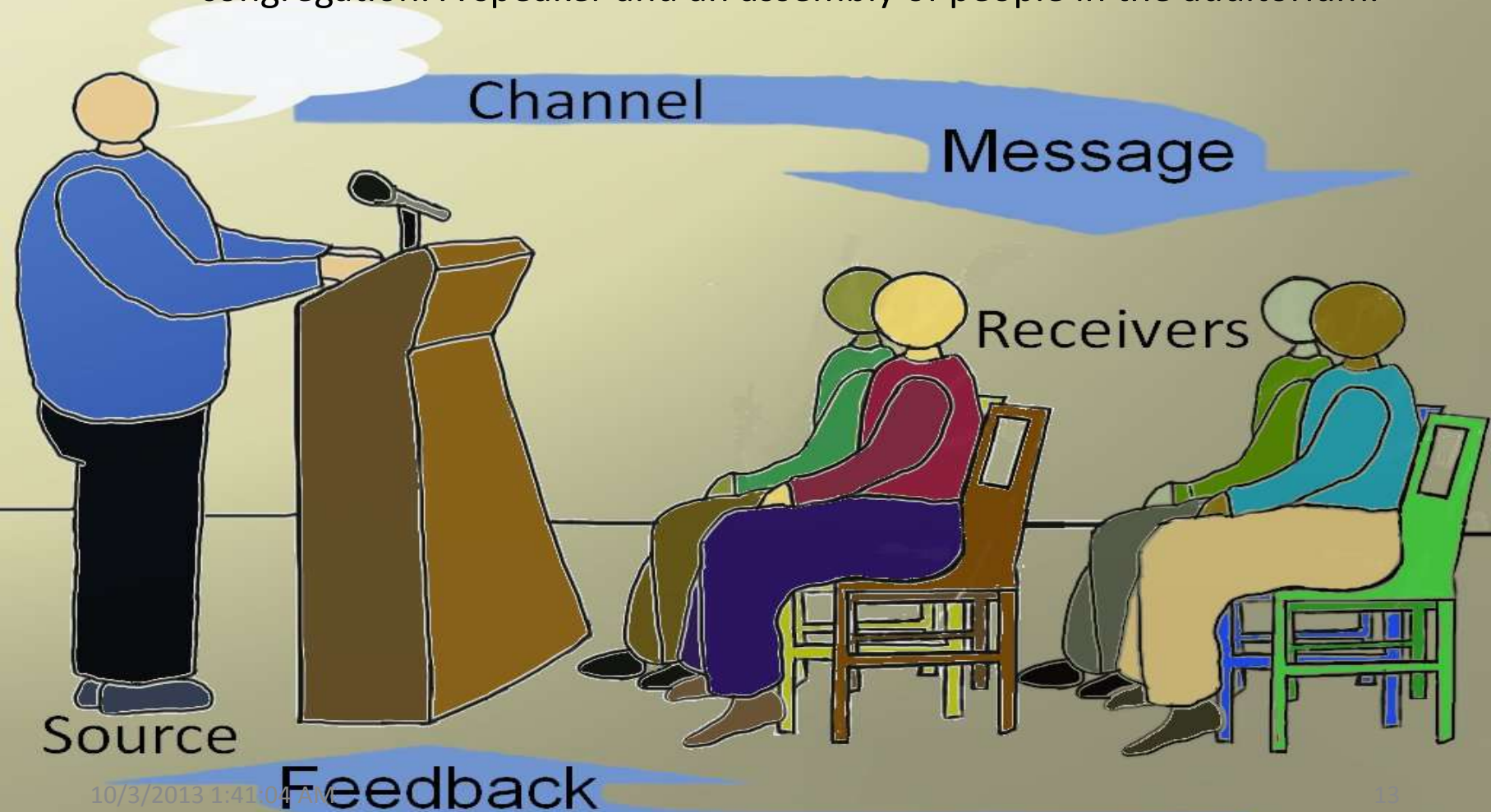


- **Interpersonal communication** is the communication between two people but can involve more in informal conversations.
 - Examples are when you are talking to your friends. A teacher and student discussing an assignment. A patient and a doctor discussing a treatment. A manager and a potential employee during an interview.

- **Small Group communication** is communication within formal or informal groups or teams. It is group interaction that results in decision making, problem solving and discussion within an organization.
 - Examples would be a group planning a surprise birthday party for someone. A team working together on a project.



- **One-to-group communication** involves a speaker who seeks to inform, persuade or motivate an audience.
 - Examples are a teacher and a class of students. A preacher and a congregation. A speaker and an assembly of people in the auditorium.



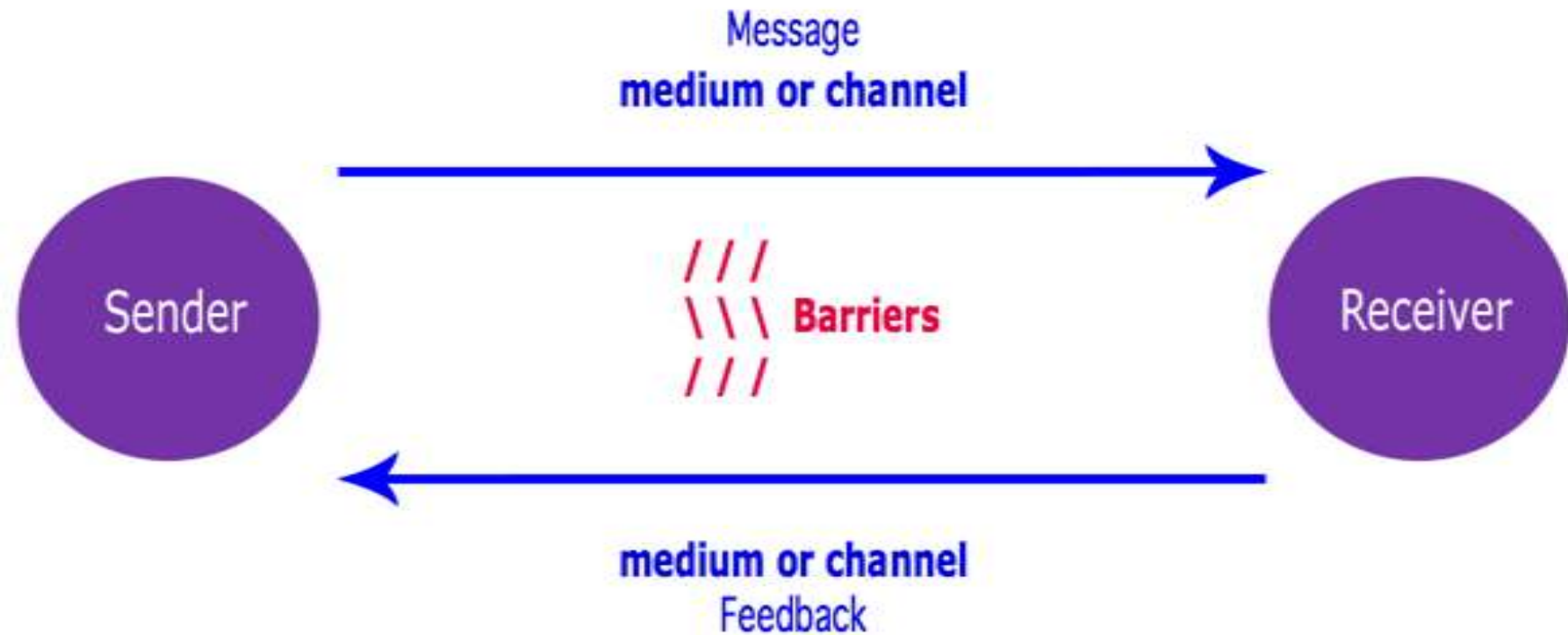
- **Mass communication** is the electronic or print transmission of messages to the general public. Outlets called **mass media** include things like radio, television, film, and printed materials designed to reach large audiences.



- A television commercial. A magazine article. Hearing a song on the radio. Books, Newspapers, Billboards. The key is that you are reaching a large amount of people without it being face to face. Feedback is generally delayed with mass communication.



Barriers of *Communication*



- 1. Physical barriers



- 2. Perceptual barriers



- 3. Emotional barriers



- 4. Cultural barriers



- 5. Language barriers



- 6. Gender barriers



7. Interpersonal barriers



How to Overcome Barriers of *Communication*

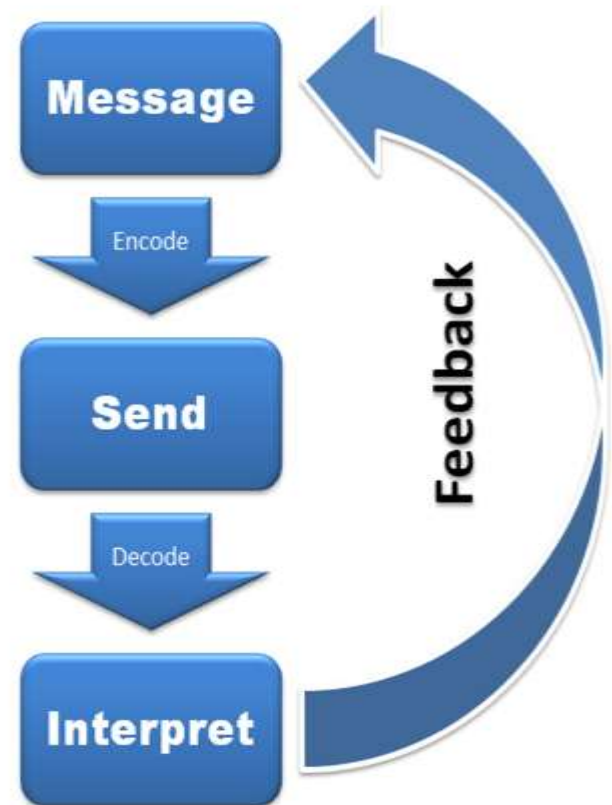
- Taking the receiver more seriously
- Crystal clear message
- Delivering messages skilfully
- Focusing on the receiver
- Using multiple channels to communicate instead of relying on one channel
- Ensuring appropriate feedback
- Be aware of your own state of mind/emotions/attitude

Tools of effective

Communication

- **Be Brief**
- **Manners**
- **Using “I”**
- **Be Positive**
- **Good listener**
- **Spice up your words**
- **Clarity**
- **Pronunciation**

Effective Communication Cycle





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