Communication is a series of experience of

Hearing

Smell

Seeing

Taste

Touch
Communication

• Natural phenomenon

• Genetically inbuilt in all forms of life like human beings, animals.

• An art to express one’s feelings, ideas and emotions effectively and fruitfully
Forms of Communication

• Verbal – speech, words,

• Non-verbal – winks, smile, tap, waves, Pictures, symbols, signs

• Hieroglyphics – secret codes,

• Body language – gestures, sighs
Communication Process

Idea → Encoding → Transmission

Decode → Message → Reception

Feedback
Communication Goals

- To get and give information
- To ensure understanding
- To persuade
- To get action
- To change behavior
Types of Communication

On the basis of

- Organizational relationship
  - Formal
  - Informal

- Information flow
  - Vertical
  - Crosswise/Diagonal
  - Horizontal

- Expression
  - Oral
  - Written
  - Gesture
Barriers to Communication

- Semantic Barriers
- Emotional Or Psychological Barriers
- Organizational Barriers
Semantic Barriers

- Symbols with different meaning
- Badly expressed message
- Faulty translation
- Unclarified assumption
- Specialist language
Emotional or Psychological Barriers

- Inattention
- Loss of transmission & poor retention
- Undue reliance on the written word
- Distrust of communication
- Failure to communicate
Organizational Barriers

- Undue bureaucracy
- Red tapism
- Rigid hierarchical relationship
- Complexity in organization
Personal Barriers

- Attitude of Superior
- Fear of challenging authority
- Lack of time
- Lack of awareness
- Unwillingness to communicate
- Lack of proper incentive
Communication – sharing a common code
Communication -- Three Components

- **Verbal Messages** - the words we choose
- **Paraverbal Messages** - how we say the words
- **Nonverbal Messages** - our body language

*These Three Components Are Used To*

- Send clear, concise messages
- Receive and correctly understand messages sent to us
What makes a good communicator

- Clarity
- Integrity
- Adequacy
- Timing
Effective Communication

It is two way.
It involves active listening.
It reflects the accountability of speaker and listener.
It utilizes feedback.
It is free of stress.
It is clear.