

COMMUNICATION



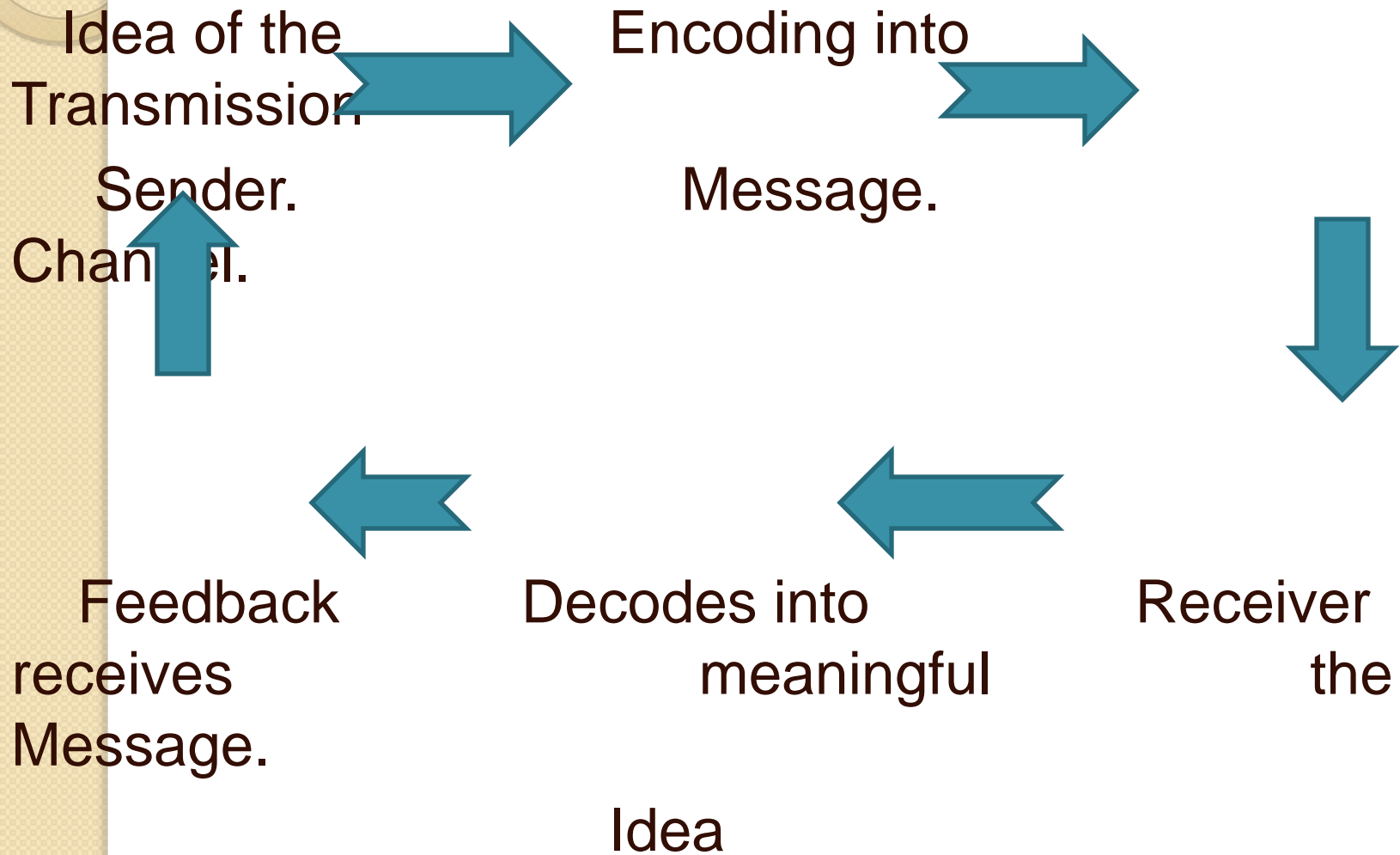
What is Communication?



Communication is the effective sharing or transmission of facts opinions or emotions by 2 or more people. The 3 basic elements of communication are :-

- ✓ The Sender
- ✓ The Message
- ✓ The Receiver.

Communication





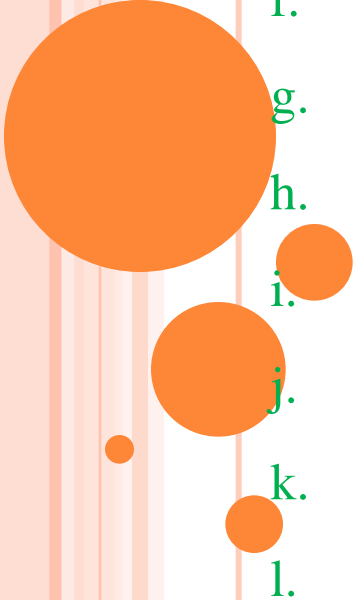
Functions of Communication in an Organization.

- Inform
- Instruct
- Sharing of information
- Motivating Workers
- Leading the Organization
- Control
- Management

Factors Responsible for growing importance of Communication.

1. Global business environment
2. Large scale operations
3. Technological advancement
4. Role of information
5. Change in management style
6. Need for better human relations & higher motivation levels
7. Increasing social role.

IMPORTANT “C” OF COMMUNICATION.

- a. Correct.
 - b. Clear.
 - c. Candid.
 - d. Complete.
 - e. Concise.
 - f. Consistent.
 - g. Coherent.
 - h. Courteous.
 - i. Credible.
 - j. Chronological.
 - k. Considerate.
 - l. Continuous.
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Communication.

- ❖ **Noise.**
- ❖ **Lack of planning.**
- ❖ **Wrong or unclarified assumptions.**
- ❖ **Semantic problems.**
- ❖ **Cultural barriers.**
- ❖ **Socio psychological barriers.**
- ❖ **Emotions.**
- ❖ **Filtering.**
- ❖ **Information Overload.**
- ❖ **Loss by transmission (Noise)**
- ❖ **Poor listening & retention.**
- ❖ **Goal conflicts.**
- ❖ **Offensive style.**
- ❖ **Time & distance.**

Overcoming Barriers

- Sender
 - Planning ideas
 - Overcoming
 - a. Different perceptions
 - b. Language difference
 - c. Inconsistent verbal & non verbal comm.
 - d. Emotionality
- Receiver
 - ❖ Paying attention
 - ❖ Active listening
 - ❖ Open mind
 - ❖ Overcoming prejudicial judgment & emotional constraints.
- Organization
 - ✓ Choosing right media
 - ✓ Overcoming noise barrier
 - ✓ Simplify org. structure

Methods of Communication.

VERBAL COMMUNICATIONS :-

I. Oral Communication

II. Written Communication

NON VERBAL COMMUNICATIONS :-

- ✓ Body Language
- ✓ Sign Language(Symbols)
 - ✓ Para Language
- ✓ Circumstantial Language

Methods of Communication.

- Body Language
 - ❖ Facial expression
 - ❖ Eye contact
 - ❖ Posture
 - ❖ Gesture
- Body Shape
 - ❖ Ectomorph
 - ❖ Mesomorph
 - ❖ Endomorph
- Smell & Touch
 - Silence

Methods of Communication.

□ Sign Language

- ❖ Visual symbols
- ❖ Audio symbols

□ Para Language

- ❖ Pitch variation
- ❖ Volume
- ❖ Speed & pause
- ❖ Stress on words

□ Circumstantial Language

- ❖ Space language
- ❖ Surroundings
- ❖ Time

THE END

THANK YOU

