

INTRODUCTION TO COMMUNICATION

TYPES OF COMMUNICATION-VERBAL

COMMUNICATION THROUGH WORDS:

- ❖ MAN has been using language as a tool of communication for centuries.
- ❖ It has enabled him to interact with the environment and to regulate his social behaviour.
- ❖ Though there are a number of means of communication, language is the most widely used instrument.
- ❖ Man communicates meaning through a sophisticated system of symbols.
- ❖ The sophistication that has been attained in devising this complex system of meaning-sharing activity has left the dance-of –the-honey-bee type of communication far behind.

Benefits or functions of language

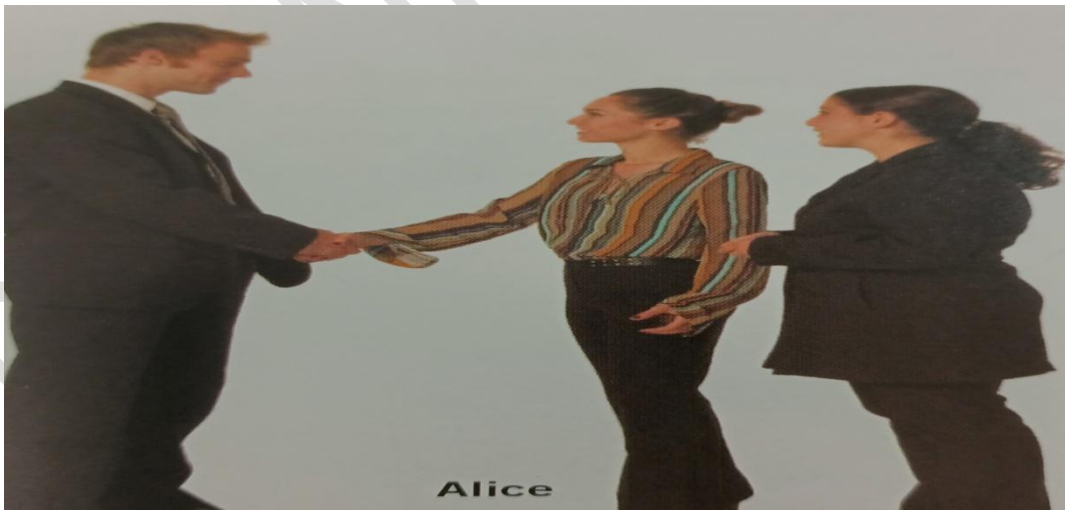
- Today, language is one of the most prized possessions of man.
- It acts as a repository of wisdom, a propeller for the advancement of knowledge and a telescope to view the wisdom of the future.
- Ever since the dawn of civilisation man has been trying to exploit the flexibility and dynamism of language for the conduct of his day-to-day affairs.

- But in this attempt he has been only partially successful. Though human society has progressed with remarkable speed, the use of language for communication is still not free from ignorance, prejudice and superstition.
- Language helps in communication of ideas, feelings, emotions, desired ambitions, disagreements, agreements and almost everything that a person socially exists to perform.
- Non verbal communication is the other form of communication which expresses more than a language can ever express.

PROCESS OF COMMUNICATION

- ❖ The word ‘communication’ is derived from the Latin term ‘communicare’ or ‘communico’, both of which mean ‘to share’.
- ❖ But communication is not merely transmission of meaning from one person to another one through symbols. It implies that the system of communication is commonly owned, accepted and recognized by the members of a community.
- ❖ It enables them to acquire, exchange, store, retrieve and process information. Communication is thus essentially a social affair.
- ❖ What is essential for communication to occur is the cooperation between two parties, one active or at the living end and the other passive or at the receiving end.
- ❖ The sender selects appropriate symbols to suit the situation and realises the meaning through speech or writing, depending upon the socially regulated requirements or self-perceived needs.

- ❖ At the receiving end, the symbols are identified and identification obviously implies recognition and realisation of meaning through the interpretive process.
- ❖ Both these processes may be summarised as follows: PICTURE

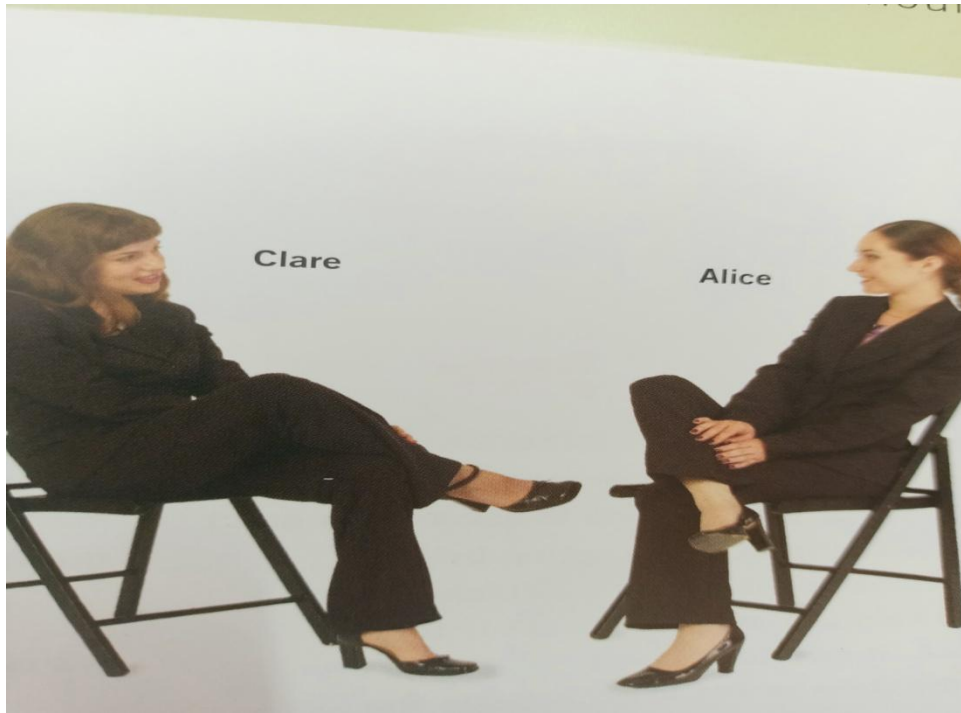


In the above pictures happy and healthy conversation is happening between two and more than two people. The message is being communicated via on network of idea in the form of the term ideation, forwarding itself to the receiver who encodes

the message then decodes, then after receiving gives a feed back. This is the first and foremost rule of a verbal communication.

Communication is thus a network of interactions and naturally the sender and the receiver keep on changing their roles.

- ❖ Another aspect of communication is the deployment of a code, consisting of arbitrarily evolved symbols and the determination of the appropriateness of their use in a given situation, leading to the emergence of diverse communication patterns.
- ❖ In shaping these patterns, a number of factors come into play.
- ❖ Some of these are tangible (e.g. physical setting) and others intangible, such as intellectual, emotional and psychological.
- ❖ Communication cannot, therefore, always be regarded as a momentary event. In fact, it often is a momentary intensification of a continuing, cumulative process that starts before the actual communicative event takes place and continues even after it has occurred.
- ❖ The communicator, therefore, must acquire a true perspective of not only the present requirements of the situation but also its relationship with the past and its impact on the future.
- ❖ For a clear understanding of the various components and their interrelationship see fig. 1.1, indicating the process of communication.



- ❖ It would be observed that the entire event takes place within a common frame of reference, also called communication environment.
- ❖ The source refers to the point of origin of a message which is encoded by the sender and transmitted through the channel to the receiver.
- ❖ The receipt of the message exercises an impact in communication environment leading to some result.
- ❖ The observance of the result by the sender is called 'feedback'. The message sent is not the same as the message received.
- ❖ For this a number of factors which we may collectively term as 'noise' are responsible. We shall look at it later.

- ❖ It is also to be noted that all the messages do not produce the intended result.
- ❖ Thus, the success of communication is measured in terms of not only the effective transmission of the message but also the achievement of the intended result.

BARRIERS TO COMMUNICATION

- There are a number of barriers which produce noise and present the achievement of the desired result.
- Some of these are: absence of a common frame of reference, badly encoded messages, disturbance in the transmission channel, poor retention (especially in face-to-face communication), inattention by the receiver, unclarified assumption, mistrust between the sender and the receiver, premature evaluation of the message, different perceptions of reality, semantic difficulties, vagueness about the objectives, misinterpretation of the message, clash of attitudinal nuances, psycho-physical factors, and selection of a wrong variety of language.
- The common frame of reference implies the social context in which communication takes place.
- Both the sender and the receiver would be able to focus their mind meaningfully on the message if the context is well-defined.
- The semantic difficulties arise when the sender uses ambiguous expressions or highly specialised vocabulary, inappropriate to the situation.
- Every sender superimposes his attitude on what he communicates. A message is therefore not just organised language but a verbal means of the realisation of an intention.
- Sometimes the attitude of the sender is at variance with that of the receiver and when this attitudinal clash occurs, communication suffers.

- Sometimes one is unable to communicate effectively because of mental or physical fatigue or when one is out of tune with oneself psychologically.
- Some persons, because of previous unpleasant experience in similar situation, may find it difficult to communicate effectively.
- In oral communication situations some persons may be reluctant to speak because they are afraid of being evaluated by their peers, superiors, etc.
- All such factors are termed as psycho-physical factors.
 - Each language has a number of varieties determined on the basis of the place a person belongs to, the social status he enjoys, the profession he is engaged in or the activity he performs.
 - If an inappropriate variety is used, communication suffers. For example, a lawyer's use of legal language to explain to his family a case he argued in a court of law would certainly be a barrier to communication.
 - We must remember that, contrary to the popular belief, redundancy is not always a barrier to communication. On the other hand, redundancy, the repetition of the elements of a message, in certain situations, may even prove to be an aid to communication.

IMPORTANCE OF COMMUNICATION

Social development:

- Social advancement has to be matched with the development of efficient techniques of communication in order to sustain the tempo of growth.

Professional development:

- In modern professional organisations a great deal of importance is therefore attached to devising and maintaining an efficient system of communication.

Decision making:

- This enables the gathering and marshalling of data which is necessary for decision-making. Researches in this area have shown that 70 percent to 80 percent of the total working time of a professional is spent on communication.

Daily conversation in a formal language:

- In India, where other languages are also used for this purpose, out of the total time spent on communication, 64.14 percent is on communicating in English as against 27.22 percent in Hindi and 8.64 percent in regional languages.
- Thus the role of English in the professional world is still dominant and we have therefore focussed our attention on the conventions of communication in English followed in India.

Functions of communication

Use of language to maintain camaraderie

- ✚ There are two aspects of communication in organisation: one, the development and maintenance of a communication pattern to ensure harmonious relationship among the employees and two, the use of technology to secure quicker and more effective flow of communication from one department or office to another or from one city or country to

another. In this section we shall briefly discuss some of the ways of doing the first task and draw your attention to certain technological aids in chapter 3.

- ✚ An organisation is a body of persons working for a well-defined goal.
- ✚ To achieve the goal each member of this body has to be in constant touch with the others.

Flow of communication:

1.Horizontal and vertical

There is both horizontal and vertical movement of information from one source to another. The horizontal flow keeps individuals of the same status and peer groups informed of what others are doing and what is expected of them.

- ✚ The commonality of interest towards the achievement of organisational goals sustains the flow.
- ✚ The vertical communication is both downward and upward.
- ✚ The top management keeps on sending information to the employees and also devises ways of eliciting information from them and thus the lines of communication are kept open.
- ✚ The two-way movement is essential to keep the organisation in a healthy state.

2. Downward communication:

- ✚ Communication from the senior authority to the junior authority; examples are instructions for any task, orders, suggestions etc. When the chairman of

a company announces a new rule to be followed by the employees, it becomes downward communication.

3. Upward communication

This flow is the opposite of downward communication. In this type of flow, requests, proposals, polite suggestions, feedback etc. are phrased. For example, an employee proposes some changes in policy to improve productivity.

4. Cross-wise communication

This communication flows in all directions. When a subordinate from any department communicates with the authority of other department or vice versa, it becomes cross-wise communication.

5. Grapevine communication

Grapevine communication also flows in all directions; however this is informal communication. If it is used carefully, it can influence public opinion; otherwise it becomes an unreliable source for rumours. It is not reliable because no one takes responsibility for it.

Communication performs a number of functions and plays a significant role in the running and growth of an organisation. We may classify these functions as follows:

- (a) Internal, i.e. within the organisation:
 - (i) To generate and disseminate information,
 - (ii) To direct and instruct employees,
 - (iii) To maintain and improve morale, and
 - (iv) To cultivate a sense of belonging.
- (b) External, i.e. outside the organisation:
 - (i) To sell and obtain goods and services,
 - (ii) To liaise with other organisations and
 - (iii) To create goodwill.

Usually within the organisation, members need the following types of information:

- (i) Information of immediate concern, such as working procedure, skills required for the job, method of training available for advancement, etc.
- (ii) Working environment related information such as rules for safety, facilities for clubs, societies, unions, cafeteria, etc.
- (iii) Information about personal benefits such as pay and allowances, health and insurance, holidays, etc.
- (iv) Information about the organisation as a whole work of other departments and sections, relationship of one's department with others, ultimate objective, etc.

It is obvious that conveying all the information to everybody would be a meaningless exercise. For proper functioning of a communication system, the following questions should be asked and the answers constantly reviewed on the basis of reliable feedback:

- (i) What information is to be conveyed?
 - (ii) Who requires it?
 - (iii) What should be its form?
 - (iv) Which techniques of dissemination should be used?
 - (v) Which technological aids should be used?
- ❖ There is a network of communication within every organisation.
 - ❖ Such a network clearly indicates the lines of communication viz., who is to speak to whom and for what.
 - ❖ Generally there is no direct communication between the top management and the employee at the lowest rank of the hierarchy.
 - ❖ The vice versa is also true. The longer the distance, the greater are the chances of communication distortion or failure.
 - ❖ Therefore, an efficient organisation often provides for an informal contact outside the usual channels of communication.

- ❖ It is difficult to specify the various methods of this kind of contact; each organisation keeps on evaluating and modifying these methods.
- ❖ Further, any information received through the grapevine must be rigorously filtered to ensure that mere gossip may not pass off as truth.
- ❖ In recent years the importance of communication has greatly increased as a result of the growing complexity in organisational and individual behaviour under the impact of rapid industrialisation and modern technology.
- ❖ In the fast changing world of today it is clear that today's communication system will not meet the demands of tomorrow. There is a need for constant review and modification.

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