

# COMMUNICATION

**A GATEWAY TO FUTURE**



## PROCESS OF COMMUNICATION



**Communication is a circular process. Its process starts with the sender of the message and travelling through various stages completes with a feedback to communication from the recipient to the sender.**

***The process of communication consists of the following steps or stages:***

**☑•Message**

This is the background step to the process of communication; which, by forming the subject matter of communication necessitates start of a communication process. The message might be a fact or an idea, or a request or a suggestion, or an order or a grievance.

**☑•Sender**

The actual process of communication is initiated at the hands of the sender; who takes steps to send the message to the recipient.

**☑•Encoding**

Encoding means giving a form and meaning to the message through expressing it into words, symbols, gestures, graph, drawings, etc.

**☑•Medium**

It refers to the method or channel, through which the message is to be conveyed to the recipient. For example, an oral communication might be made through a peon or over the telephone etc; while a written communication might be routed through a letter or a notice displayed on the notice-board etc.

**☑•Recipient (or the Receiver)**

Technically, a communication is complete, only when it comes to the knowledge of the intended person i.e. the recipient or the receiver.

**☑•Decoding**

Decoding means the interpretation of the message by the recipient; with a view to getting the meaning of the message, as per the intention of the sender. It is at this stage in the communication process, the communication is philosophically defined as, 'the transmission of understanding'.

## ☑•Feedback

To complete the communication process, sending feedback to communication, by the recipient to the sender is imperative. 'Feedback' implies the reaction or response of the recipient to the message, comprised in the communication.

### **A lot or Alot?**

A lot should be written as two words. Although *a lot* is used informally to mean "a large number" or "many," avoid using *a lot* in formal writing.

**Example:** "The crook had many (not a lot of) chances to rob the stranger."



### **USAGE OF 'I'**

A teacher said, "Mary, I'd like you to give me a sentence beginning with 'I', please."

Mary thought for a few seconds and then said, "I is..."

The teacher interrupted her and said, "No Mary, you cannot begin a sentence with 'I is' - you must use 'I am'."

Mary looked upset and said, "But Miss..."

The teacher shouted, "Give me a sentence beginning with 'I am', please."

Mary shrugged her shoulders and said, "I am the ninth letter of the alphabet."



In order to be effective and meaningful, the managerial function of communication must be guided by the following principles:-

### **☑•Principle of understanding**

Communication must be such, as transmits understanding of the communicated message to the recipient, as per the intentions of the sender.

A practical application of this principle requires that the message must be clearly expressed -whether made orally or in writing. Further, the message must be complete leaving no scope for any doubts likely to confuse the recipient and compel him towards a misinterpretation of the message.

### **☑•Principle of attention**

Communication must be made in such manner that it invites the attention of the recipient to it.

For a practical application of this principle, it is imperative that not only must the message be expressed in a pleasant and sound manner; but also the purpose of the sender in making communication, must be absolutely clarified.

### **☑•Principle of brevity**

The message to be communicated must be brief; as usually the recipient, especially an executive would not have much time to devote to a single piece of communication.

However, brevity of the message must not be sought at the cost of clarity or completeness of the message. The sender must strike a balance among these three forces - brevity, clarity and completeness.

### **☑•The principle of timeliness**

The communication must be timely i.e. it must be made at the right time, when it is needed to be communicated to the recipient. An advance communication carries with it the danger of 'forgetting', on the part of the recipient; while a delayed communication loses all its purpose and charm, and becomes meaningless, when the right time for action on it has expired.

### **☑•The principle of appropriateness (or rationality)**

communication must be appropriate or rational.

Communication must be neither impracticable to act upon; nor irrational, making no contribution to common objectives.

### ☑ Principle of feedback

Communication must be a two-way process. The feedback (or reaction or response) of the recipient to the message must be as easily transferable to the sender, as the original communication made by the sender.

The idea behind emphasizing on the feedback aspect of communication is that it helps the sender to modify his subsequent communication in view of the reactions of the recipient making for better and improved human relations.



We just heard about the little boy who said to his teacher, "I ain't got no pencil."

She corrected him at once: "It's I don't have a pencil - You don't have a pencil - We don't have pencils - They don't have any pencil".  
"Is that clear?"

"No", said the bewildered child, "What happened to all the pencils?"

## Amount or Number?

**Amount** should be used to refer to quantities that cannot be counted or cannot be expressed in terms of a single number.

**Example:** "Repairing the vehicle took a great amount of work." **Number** is used for quantities that can be counted.

**Example:** "A large number of monkeys ate the peanuts."



## FORMAL AND INFORMAL

Communication, very broadly, is classified into the following two categories:

■ **Formal communication**

■ **Informal communication**

**FORMAL COMMUNICATION**

Formal Communication is that, which takes place in an organisation, in a formal manner. This type of communication has the following variations:

*Downward Communication*

*Upward Communication*

*Sideward (or horizontal) Communication*

**☑·Downward Communication**

Downward communication moves downwards in an organisation, from the top management to middle and lower level managements.

Issuance of orders and instructions is the heart of downward communication. Some of the guiding principles are as follows:

**Orders and instructions must be complete, in all respects**

**Orders and instructions must be issued in a clear language**

**Orders and instructions must be timely**

**Orders and instructions must be rational**

**Orders and instructions must be capable of implementation**

**Orders and instructions must preferably be in writing**

**The purpose behind issuing orders must be explained to subordinates**

**Orders and instructions must be brief and to the point**

**☑·Upward Communication**

This type of formal communication is really a feedback to downward communication. Upward communication proceeds upwards in an organisation from the lower level management to middle and upper levels of management.

**Upward Communication, usually, takes the following forms:**

❖ Reports by subordinates to superiors on work-performance.

- ❖ Grievances, problems, difficulties of subordinates forwarded to superiors, at appropriate levels.
- ❖ Suggestions and ideas of subordinates to upper management levels, for consideration and appropriate implementation.
- ❖ Clarifications sought by subordinates from superiors as to the orders and instructions

issued by the latter i.e. superiors.

### **☑ Sideward (or horizontal) Communication**

This type of formal communication takes place among managers, placed at the same rank, in the organisation. It is necessary for achieving co-ordination of actions of individuals, doing similar type of work, under managers of equal ranks. A communication between assistant production managers is an instance of horizontal communication.

## **INFORMAL COMMUNICATION**

Informal Communication, also called grapevine communication, takes place through informal groups, existing inside or outside the formal organisation structure.

This communication has no formal manner of routing. It might spread from any person to any person, in any manner and in any direction, like the structuring of a grapevine.

In fact, the basic cause behind the formation of many informal groups is the necessity for a mutual exchange of information related to organisational matters or social or personal matters of individuals comprised in informal groups. Hence the need for informal communication.

# **CHANNELS OF COMMUNICATION**



### **☑ Oral Communication**

Oral communication (or verbal communication) is a way of transmitting messages etc., through words spoken by the sender of communication to the recipient of it. Some of the popular methods for expressing oral communication are:

- ❖ **Communicating through a face-to-face contact** between the sender and the recipient.
- ❖ **Communicating through mechanical devices** like, telephone, intercom, dictaphone, loudspeakers, etc.
- ❖ **Sending oral message** through - peons, agents, servants, special messengers, etc.
- ❖ An exchange of views at **meetings, conferences**, etc.
- ❖ Speaking to people through delivering **lectures**.
- ❖ Arranging for communication through holding **group discussions** among a group of individuals.

### ☑·Written Communication

Written communication is a way of transmitting messages etc., through words reproduced in writing by the sender of communication for the information of the recipient of it. Some of the popular methods for expressing written communication are:

- ❖ Sending **letters** by the sender to the recipient.
- ❖ Transmitting information through preparation of **reports** and submitting these to appropriate personnel.
- ❖ Large scale written communication through sending **circulars**.
- ❖ Communicating messages, news, etc. through **notices displayed on notice boards**.
- ❖ Communicating through **publications in house journals, magazines, bulletins, etc.**

Though communication is regarded as providing a basis for the operational life of the

**WAYS TO IMPROVE YOUR  
COMMUNICATION**



### **👍 PAY ATTENTION**

To be effective at communication, you must be able to take in information provided by the other person. If you understand what they are saying to you, it is much easier to find a way to make your message relevant to them.

### **👍 BE CONSISTENT**

To be clearly understandable is to be clearly predictable. That is not the same as being boring or unoriginal. Consistency, here, means consistent eye contact, being constantly honest, consistently reliable, and consistently dependable.

### **👍 A ROSE BY ANY OTHER NAME...**

Nothing in language is so sweet to a person as the sound of their own name positively spoken by others. Use the name of the person you are addressing frequently and positively if you wish to make the most of the message you are communicating.

### **👍 COMMON GROUND**

Find an area in which you and the other person can agree. Even if you only have a favourite cricket team in common, start there. It is an old but dependable strategy to open the communication lines.

### **👍 HAVE A STAKE**

It is almost impossible to communicate effectively about something you don't care about. But, if you are passionate about your message the irresistible tide of inspiration is a powerful communication tool.

### **👍 BELIEVE YOU ARE AN EFFECTIVE COMMUNICATOR**

This falls back to the positive affirmation techniques. Develop your mantra if you must- "I am well understood"; "Others respect my opinion"; "I care about those with whom I communicate and my caring attitude is clear to them."

## 👍 **BREATHE**

Seriously, remembering to breathe in a stressful communication is of paramount importance. Full, deep, measured breathes are miraculous for clearing your mind, sharpening your wit and mastering your emotions.

## 👍 **NEVER ARGUE**

It is a complete waste of time. A man convinced against his will is unconvinced. When you reach an impasse, table the discussion, re-mass your mental troops and approach the conversation again at another time. Conflict in a relationship is virtually inevitable.

## **FUN IN ENGLISH**



There is no egg in the eggplant,  
No ham in the hamburger  
And neither pine nor apple in the pineapple.  
Boxing rings are square  
And a guinea pig is neither from Guinea nor is it a pig.  
If writers write, how come fingers don't fing?  
If the plural of tooth is teeth  
Shouldn't the plural of phone booth be phone beeth?  
If the teacher taught,  
Why didn't the preacher praught?  
Park on driveways and  
Drive on parkways.

## **PUBLIC SPEAKING**

### **CAUSES FOR STAGE FRIGHT**

**I**nadequate preparation

**F**ear of being judged

**U**nfamiliarity with the audience or the environment

**L**ack of knowledge about public speaking

**F**eelings of inadequacy

**F**ear of the unknown

**N**egative past experiences

**F**ear on loss of memory

**A**nxiety over better performance

## **STUDY**

Subject

Audience

*Basic demographics (age, experience level, familiarity with your topic)*

## **Organize**

Slides they'll see & hear

Handouts and/or activities

## **Organizing the Presentation**

Practice EVERYTHING

Hand and facial gestures

Sequence of delivery

Running your equipment

Taking questions

