Introduction

- Communication is a process; sharing or transferring information from a sender to a receiver - use of a medium - communicated information is understood by both sender and receiver.
- Models of Communication are conceptual models used to explain the communication process in humans.
- Can be graphically represented for easy comprehension of their process.
- In a communication model, various elements of communication process are depicted in a sequential and rational manner.

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Importance of Models of Communication

- Presents the essential nature of what it describes by highlighting key features thought important by the model builder.
- Visualizes for us how certain features are related to another and provides a more orderly understanding that we might have without the model.

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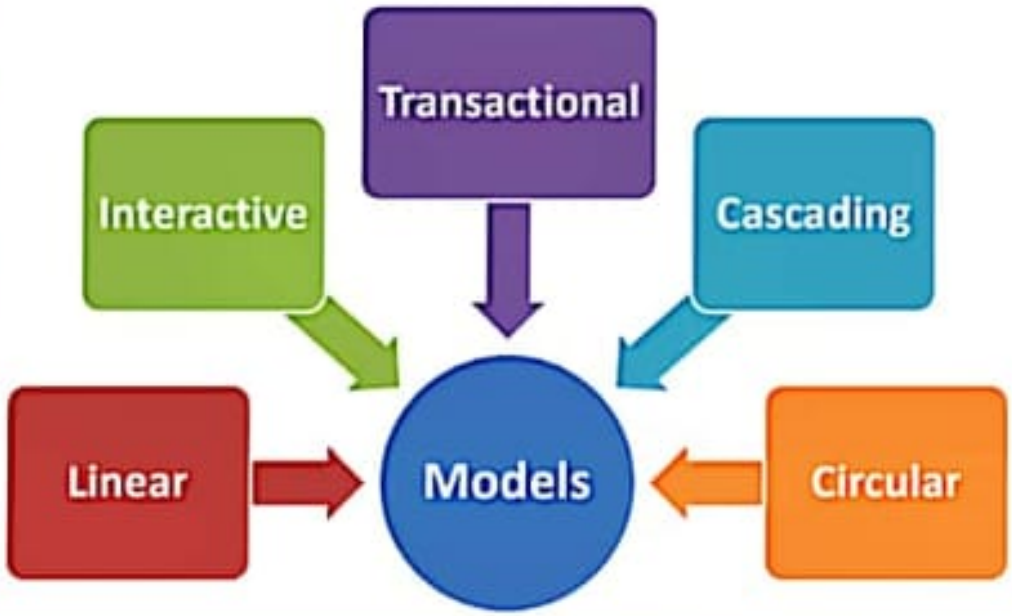
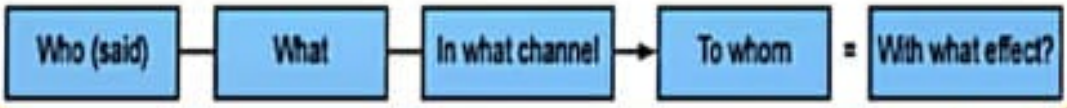
Various Models of communication



Linear Model

- The first model of interpersonal communication (Laswell, 1948) depicted communication as a linear, or one-way, process
- One person acts on another person.
- Verbal model, consisted of five questions describing a sequence of acts that make up communication.
- It is also known as the Action Model.



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- The linear communication model was further revised by Mathematicians Shannon and Weaver
- They advocated the one-way model to communicate with other.
- The linear model consists of the sender encoding a message and channeling it to the receiver in the presence of noise.

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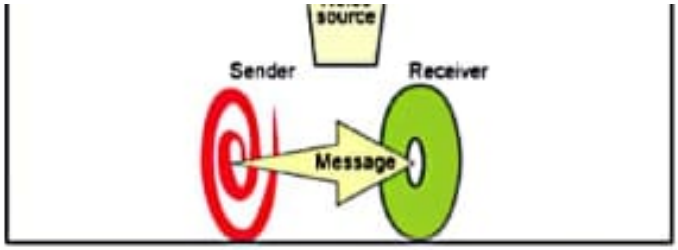

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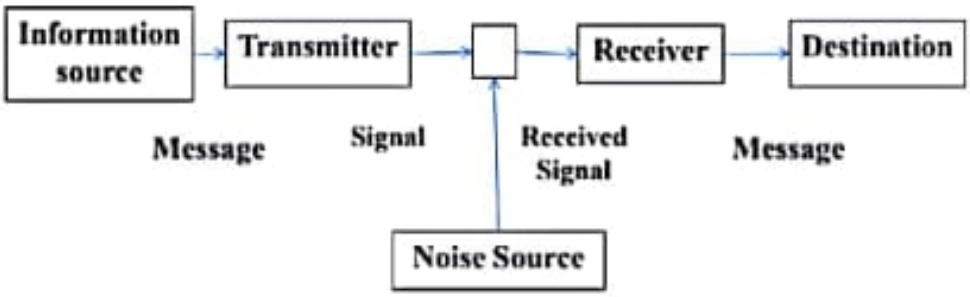
Process of Communication



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Elements of the communication process

Source	• Person who encodes a message
Message	• Piece of information sent by the source
Transmitter	• Instrument used to transmit information
Signal	• Which flows through a channel
Channel	• Like air, light, electricity, radio waves, paper, and postal systems
Noise	• Secondary signals that obscure or confuse the signal carried
Receiver	• Person's set of ears (sound) and eyes (gestures) or antenna and TV set
Destination	• person who uses and processes the message

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Interactive Model

- Put forth by Schramm (1955) and Wood (2009).
- An exchange of ideas takes place between the participants involved in communication
- They have an effect on each other.
- The participants in communication can be humans, machine or art forms.
- It is dynamic in nature.
- Has a two-way flow of information.
- The speaker or the sender of the message also gets the feedback given by the receiver or listener.
- Both take turns to speak and listen to each other.
- Feedback is in the form of verbal or non-verbal means or in both ways.

Process of Communication

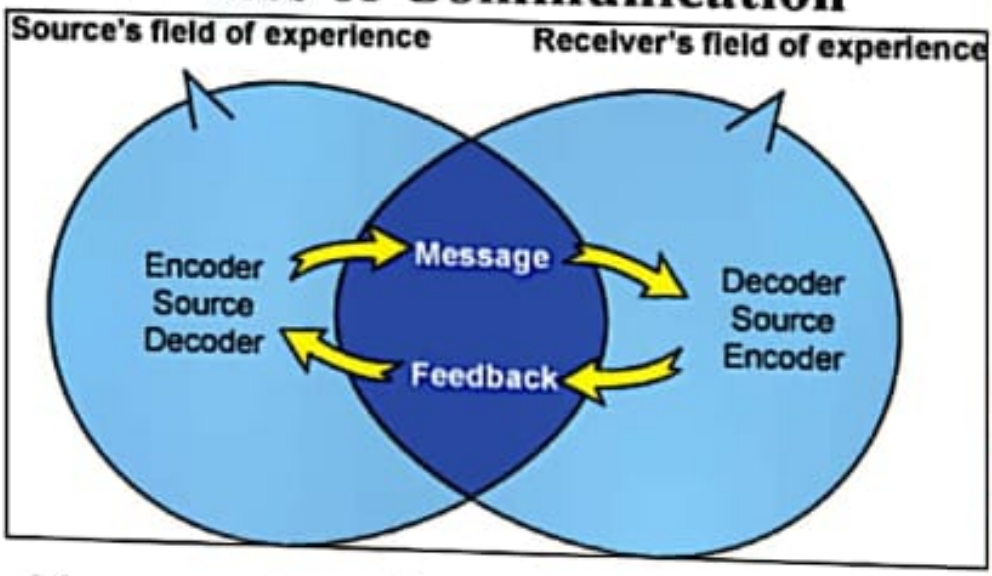

Figure - An interactive model of communication

Transactional Model

- The elements in communication are

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Transactional Model

- The elements in communication are interdependent.
- Each person in the communication acts as both speaker and a listener, and can be simultaneously sending and receiving messages.

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There are three implications in the transactional model:

- **"Transactional"** means - communication is an on-going and dynamic process. The sender, the receiver as well as the environment – changes over time.
- In any transactional process, each element exists in relation to all the other elements. These elements are interdependent on each other.
- The factors like the person's background, prior experiences, attitudes, cultural beliefs and self-esteem affects the communication process.

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Cascading model

- The Cascade Communication Process downloads team deliberations to all organizational levels.
- At the same time, it uploads the organization's reactions, suggestions, alternatives, and ideas back to the team
- All without elaborate technology.

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Process of Communication

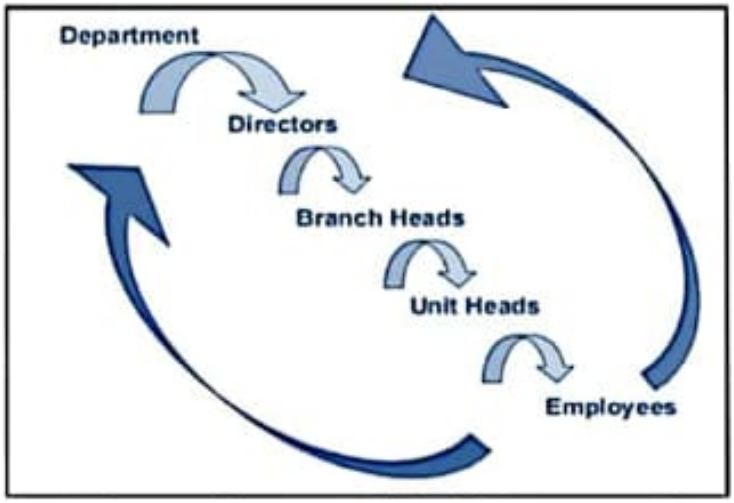

Figure: Cascading model of Communication

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Senior managers or Executive Board meet to discuss the messages they want to see broadcast throughout the organization

These are then discussed with the internal communications team (or HR) and the messages developed

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These are then discussed with the internal communications team (or HR) and the messages developed

EXAMPLE

Senior managers call together all their direct reports and brief them, this process of reporting down occurs until everyone in the organization has received the message

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Circular Model

- Introduced by Osgood and Schramm.
- It highlights two way communications.
- The response of the receiver is given importance.
- Sender always anticipates feedback from receiver.
- Receiver of the message reacts in the context of the message forwarded by the sender.
- As a result, communication is completed.

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Process of Communication

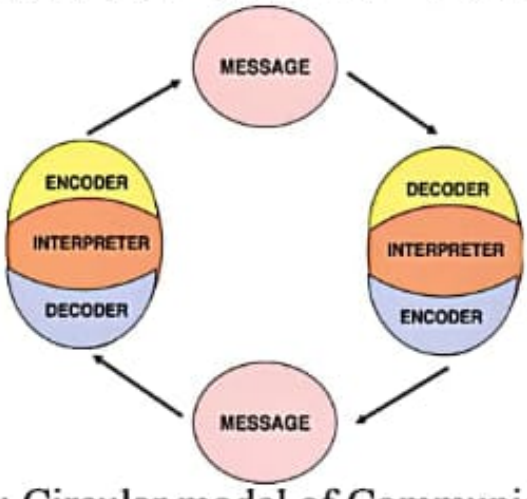

Figure: Circular model of Communication

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Unit Structure:

- Introduction
- Principles of communication
- Components of Communication
- Process of communication
- Barriers in Communication
- Modes of communication
- Theories of communication
- Let us sum up

What is Communication?

- When we exchange ideas, feelings, intentions, attitudes, expectations, and perceptions or commands some other individual or a group, it is called Communication.
- It may be through the medium of speech, gestures, writings, and behaviour or through electromagnetic, chemical or physical phenomena.
- It is the meaningful exchange of information between two or more participants.

Principles of Communication

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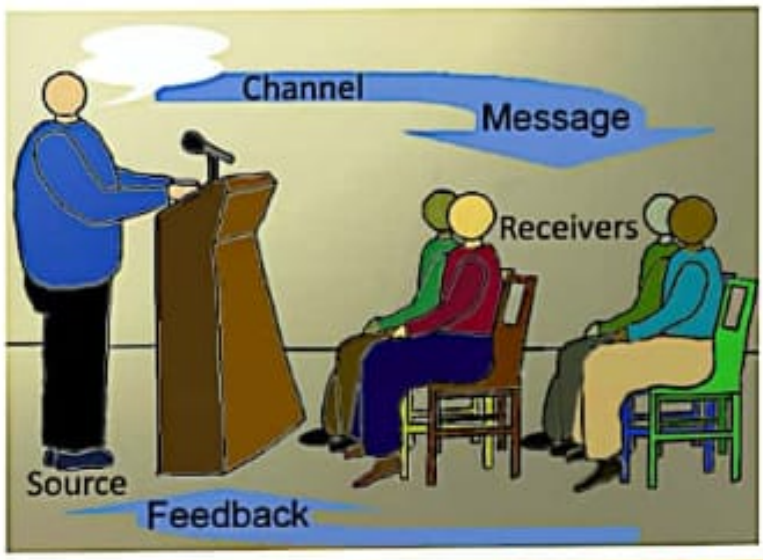
Principles of Communication

Components of Communication



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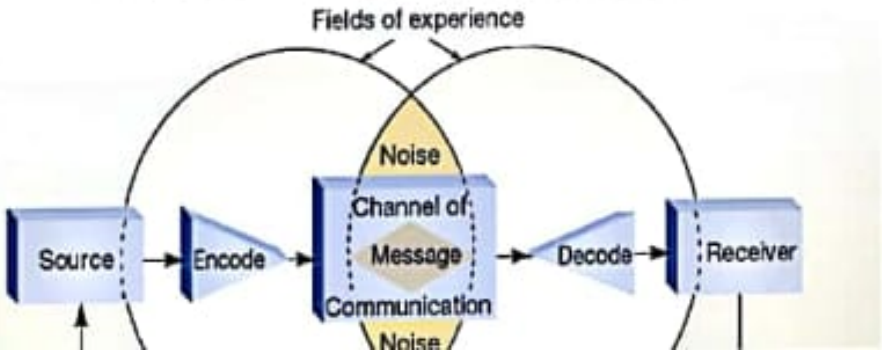

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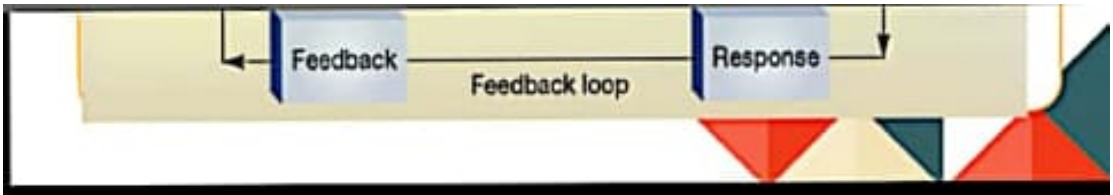
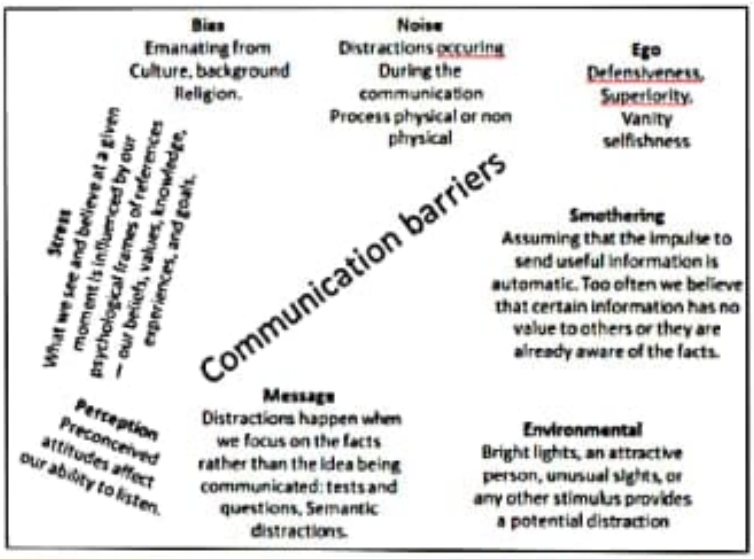


Barriers in Communication



Modes of Communication

Modes of Communication

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Modes of Communication

Interpretive Mode —

- We read, listen to and/or view information about the topic.

Interpersonal Mode—

- We talk with others about the topi c in meaningful ways.

Presentational Mode—

- We have the opportunity to share what they have learned through wr iting or speaking with an audience.

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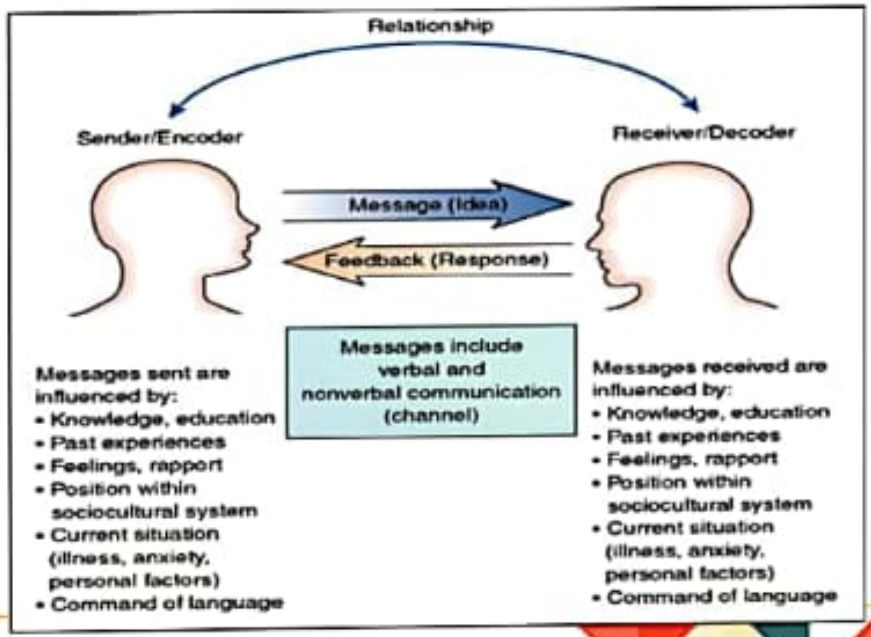
MESSAGES ARE INFLUENCED BY:



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Communication accommodation theory

- People accommodate their communication activities to

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(illness, anxiety, personal factors)
• Command of language

(illness, anxiety, personal factors)
• Command of language

Communication accommodation theory

- People accommodate their communication activities to get approval and to set a positive image with whom they interact.
- There are two types of accommodation process explained in this theory. The two processes usually are dependent on the characteristics of the people interacting.
- **Convergence**- convergence is a process where people tend to adapt the other person's communication characteristics to reduce the social differences
- **Divergence**-the process contradicts the method of adaptation and in this context the individual emphasize is on the social difference and nonverbal differences between the people interacting.

Cross-cultural communication theory

- This refers to the communication between people who have differences in any one of the following: styles of working, age, nationality, ethnicity, race, gender, sexual orientation, etc.
- Cross cultural communication can also refer to the attempts that are made to exchange, negotiate and mediate cultural differences by means of language, gestures and body language.
- It is how people belonging to different cultures communicate with each other.
- By accepting people and their differences and acknowledging that we don't know everything makes us open up to people and their differences results in the use of contextual information for better understanding.
- Cross cultural communication creates a feeling of trust and enables cooperation. The focus is on providing the right response rather than providing the right message.

The Cultivation theory

- This theory argues that the media generally presents an image of the world that does not reflect reality.

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The Cultivation theory

- This theory argues that the media generally presents an image of the world that does not reflect reality.
- Television offers a plethora of ideas and conceptions on a variety of social and cultural dynamics like race, gender, sexuality, etc. Over a period of time, a fixed image of various groups of people is formed and viewers start to absorb these ideas which they then use as a map to navigate through life. This constant exposure to the media content cultivates specific values, beliefs, attitudes and desires in people.
- These newly preconceived notions shape their perception of the world and they ultimately influence how others perceive them.
- People, therefore, end up unconsciously shaping their thought processes and behaviour based on what they consume. Cultivation theory research views television as a system of messages and tries to understand its function and consequences on an audience.

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Muted group theory

- It is a critical theory concerning certain groups of people who remain powerless compared to the others.
- The muted group theory explains the cause of muteness especially that of women in the society. The theory upholds a gender perspective where the male is the dominant class.
- When a woman comes to social space they face the most abusive language because women are considered as less powerful than men. Men take more advantage by using the existing male dominant power in the social space and protect themselves from abusive language. In our society most of the abusive language is feminine. Women being stereotyped is also seen in mass media and converted into popular culture. Thus the muted group theory brought to light how communication is affected due to this narrow perspective of the society.
- The muted group theory can be applied to understand the problems of the marginalized groups.

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affected due to this narrow perspective of the society.

- The muted group theory can be applied to understand the problems of the marginalized groups.

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Knowledge Gap theory

- This theory states that the infusion of mass media information into a social system increases the acquisition of information by the higher socioeconomic segments faster than the lower socioeconomic segments. This increases the gap in knowledge between the two. The higher economic class gains more benefits. A person of the higher economic class receives more education which in turn increases his communication skill and hence gathering information becomes easier for him.
- Along with this reading, understanding, memory skills also become better and thus he understands the issues of various spheres better. A person with more education has more social integration. This helps him to counter various perspectives with better understanding.
- If the Information services are not made equal for the entire society, this gap of information will increase over the years.

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Let us sum up:

1. The components of communication are context, sender / encoder, message, medium, recipient / decoder and feedback.
2. Objectivity, conciseness, clarity, consistency, completeness, relevancy and audience knowledge are the principles of communication.
3. The process of communication is a sequence of events in which a sender transmits a message to a recipient. The message can be verbal or nonverbal as long as the recipient is able to understand it.
4. There are three modes of communication- the Interpersonal mode, the Interpretative mode and the Presentational mode.
5. There are various Communication theories. Some of them are communication accommodation theory, cross-cultural communication theory, cultivation theory, muted group theory, and the knowledge gap theory.

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- communication must be understood in the same sense as it is meant to be seen by sender
- many factors affect the proper reception of the communication.

Barriers of Communication

- Effectiveness of communication depends on presence or absence of elements and conditions, facilitating or obstructing the proper flow of communication.
- They are intervening variable - either helping or hindering the process of communication.
- They either
  - increase or decrease the effectiveness of the communicator,
  - the strength of the communication media,
  - the power of the receiver, and
  - the quality of the communicated message.

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- Unfavorable conditions like noise, indiscipline, improper facilities, non-availability of appropriate aid material etc. significantly effects communication.
- Lack of expressing "knowledge-appropriate" communication (use of ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient) disharmonizes the process of communication.
- These factors which hinder the conveyance of meanings of a message are known as barriers to communication.

- There are many barriers to communication and may occur at any stage in the communication process.
- Barriers may lead to your message becoming distorted and thereby risking waste of both time and/or money by causing confusion and misunderstanding.
- Effective communication involves overcoming these barriers and conveying a clear and concise message.

Effects of barriers on communication

- destructive when one or more persons are interacting - tend to diminish others self esteem and trigger our defensiveness, resistance and resentment.

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Effects of barriers on communication

- destructive when one or more persons are interacting - tend to diminish others self esteem and trigger our defensiveness, resistance and resentment.
- often lead to dependency, withdrawal, feelings of defeat or of inadequacy.
- act as feeling blockers and reduce the likelihood of finding a solution - ultimately lead to souring of relationships.
- Increases the emotional distance between the people communicating.

Physical Barriers

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Physical Barriers

- Disturbances in the immediate setting which can interfere in the course of an effective communication.
  - **Time**-has an important role in a communication process. E.g. The time lag between countries in Europe / America and Asia
  - **Environmental and physical discomfort**-Inconvenient place, shaky furniture, poor lighting, inadequacy of space are all factors that make people irritable / impatient and annoyed.

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Physical Barriers

- **Distance** – plays an important part in determining the course of a conversation. E.g. if a manager and his subordinate are seated at different buildings of an organization-lack of effective communication.
- **Noise** – reduces clarity, distracts attention
- **Climate** – Unfavorable climate can lead to wrong perceptions or decision

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Psychological Barriers

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Psychological Barriers

- Psychological factors such as misperception, filtering, distrust, unhappy emotions, and people's state of mind can jeopardize the process of communication.
- Unrewarding experience, unfulfilled curiosity, stress, anger, anxiety, perception, lack of motivation, attitude, prejudice, limited perception

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Semantic Barriers

Language, jargon, slang, etc., are some of the semantic barriers. Language and linguistic ability may act as a barrier to communication.

- Verbalism/Verbosity
- Language inadequacy
- Unclear graphics and symbols
- Semantic problem ——→ The panda eats, shoots and leaves.
- Syntactical problem ——→ I saw that she a cookie ate.
- Regional accent

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Mechanical Barrier

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Mechanical Barrier

- Technical sources of interference in the communication process.
- A mechanical barrier stems from a problem in machinery or instruments used to transmit the message.
  - ***Noise:*** Noisy reception interferes with their use as communication tools. Defects in the machinery may cause noise that creates a mechanical communication barrier.
  - ***Power Failure:*** Any power failure may cause a mechanical communication barrier.
  - ***Choice of media:*** Hence choice of media has a substantial influence on communication

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Cross Cultural Barrier

- Aspects of culture are typically longstanding traditions and widely-held beliefs for a group of people, and they can often present problems for cross-cultural interaction.
- Eating etiquette, religion, social practices, body language and marriage conventions are components that are deeply ingrained in various cultures in different ways.

UK & USA = O. K.
Russia = Zero
Japan = Money
Brazil = Insult

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Cross Cultural Barrier

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Cross Cultural Barrier

- ***Language-*** Misunderstandings are common among people from different cultural and linguistic backgrounds .
- ***Behaviour-*** Cultural differences in body language and other behaviours can also cause miscommunications. For e.g. , in the U.S. it is important to make eye contact with someone who is speaking to you or they may think you are distracted or uninterested. However, in many Asian countries eye contact can be a sign of disrespect or a challenge to authority.

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- ***Stereotypes***-Stereotypes are assumptions people make about the characteristics of members of a cultural or social group. For e.g.: If you make a joke about expecting your Latin American colleague to arrive late for a meeting, you may damage your professional relationship.
- ***Ethnocentrism-*** can hinder employee morale and productivity. If you come from a culture where it is important to make small talk prior to conducting business, you may consider someone who gets right to the point to be rude.

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Organizational Barriers

Unclear planning, structure, information overload, timing, technology, and status difference are the organizational factors that may act as barriers to communication.

- ***Complexity in Organizational Structure:*** Greater the hierarchy in an organization (i.e., the more the number of managerial levels), more are the chances of communication getting destroyed.
- ***Rules and regulation***: Strict enforcement of rules, discipline may create an atmosphere wherein communication becomes formal and rigid.

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Organizational Barriers

- ***Group size***: The type of communication to be used depends on the group size. A communicator cannot think of the receivers as s "single mass". Each individual is different from the other and the individual differences have an impact on communication.

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Ways to Overcome Barriers

- Taking the receiver more seriously
- Frame crystal clear message
- Deliver messages skilfully

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Ways to Overcome Barriers

- Taking the receiver more seriously
- Frame crystal clear message
- Deliver messages skilfully
- Focus on the receiver
- Use multiple channels to communicate instead of relying on one channel
- Ensure appropriate feedback

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Ways to Overcome Barriers

- Be aware of your own state of mind/emotions/attitude
- Sender must develop clarity of thought about the message to be conveyed.
- Thoughts must be carefully organized.
- Consult with the intended recipient to develop a mutual understanding of all the issues involves in the subject covered by the communication.
- Use appropriate language suitable for the recipient.

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Ways to Overcome Barriers

- When communicating face to face, develop sensitivity to the body language.
- Avoid communication under conditions of mental stress.
- Use appropriate method of communication - for ... to face, letter, telephone call, and so on.

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- Take care to ensure that message has been or is being transmitted correctly. Check for correct and complete receipt of message.
- Listen carefully

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Summary

- Communication is an important part of our world today.
- The ability to communicate effectively is considered a prized quality. But people in the world are not alike.
- These differences, however, can cause problems in sending/receiving messages.
- Simply these are the hurdles in the way of communication and anything which blocks the meaning of a communication is a barrier to communication.
- These barriers can be overcome using simple techniques.

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Summary

Barrier	Examples
Physical	Time, place distance, noise
Psychological	Mind state, emotions, perception, motivation, interest,

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receipt of message.

- Listen carefully

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Barrier	Examples
Physical	Time, place distance, noise
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Semantic	Verbosity and verbalism, Language inadequacy, Unclear graphics and symbols
Mechanical	Noise, Power Failure, Choice of media
Cross Cultural	Language,Behaviour, Stereotypes, Ethnocentrism-
Organizational	Complexity in Organizational Structure: ,Rules and regulation:

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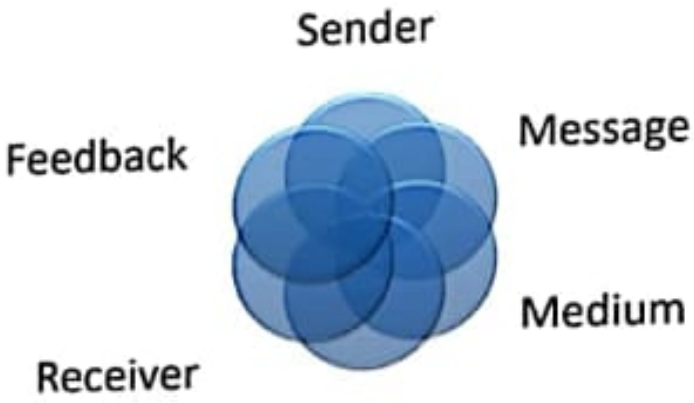
Communication is a cycle which involves following elements:



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APPROACHES TO DEVELOP EFFECTIVE COMMUNICATION

- 7 C's Of Effective Communication
- Completeness
- Conciseness
- Consideration
- Clarity
- Concreteness
- Courtesy
- Correctness

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Completeness-

Complete communication serves the purpose of the message.

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If the communication is correct, it boosts up the

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IMPORTANCE OF EFFECTIVE COMMUNICATION

1) Foundation of motivation
2) Decision making process
3) Building owns attitude
4) Helps in socializing
5) Raise the morale of an individual

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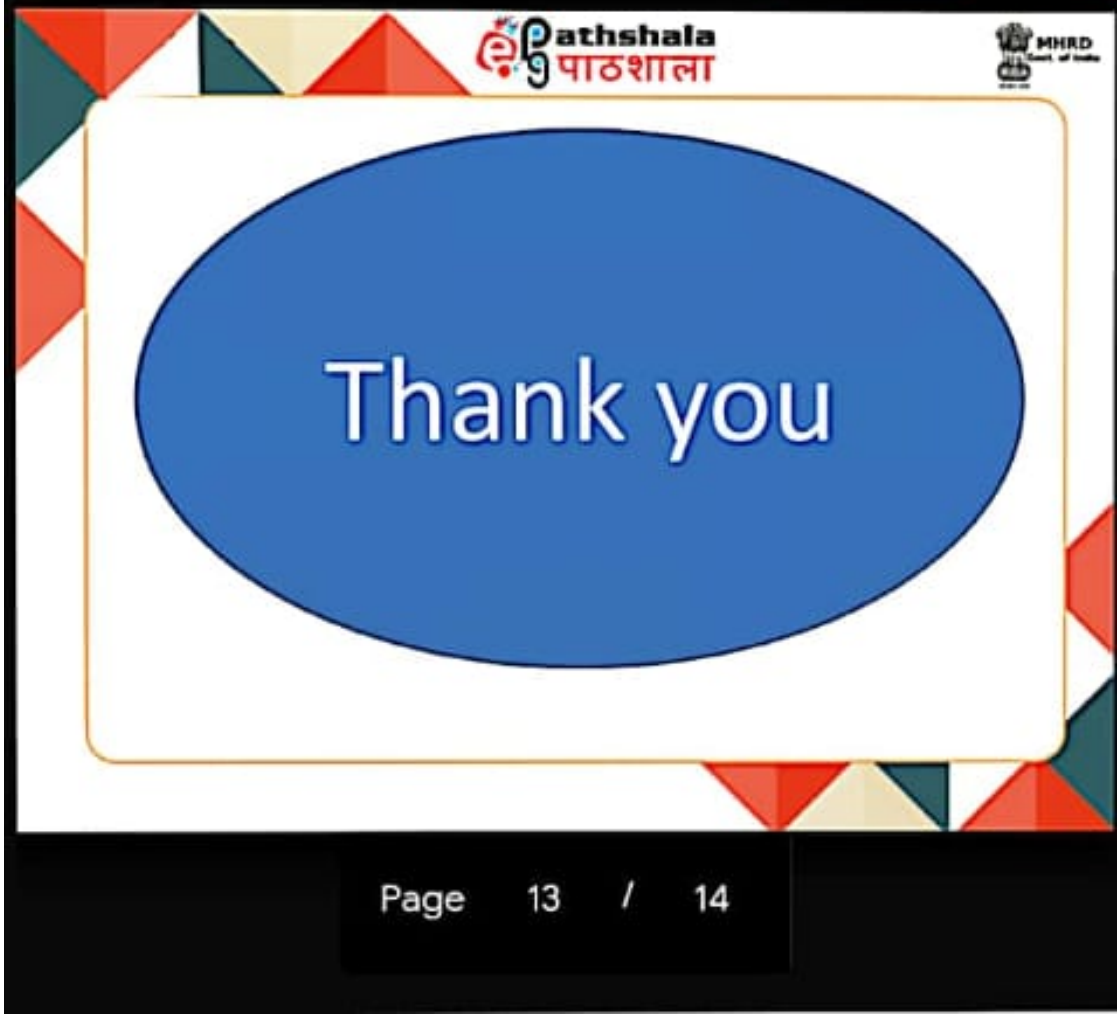
Thank you



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transmitted correctly. Check for correct and complete

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receipt of message.

- Listen carefully

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Barriers of Communicati

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- Unfavorable conditions like noise, indiscipline, improper facilities, non-availability of appropriate aid material etc. significantly effects communication.
- Lack of expressing "knowledge-appropriate" communication (use of ambiguous or complex legal words, medical jargon, or descriptions of a situation or environment that is not understood by the recipient) disharmonizes the process of communication.
- These factors which hinder the conveyance of meanings of a message are known as barriers to communication.

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- There are many barriers to communication and may occur at any stage in the communication process.
- Barriers may lead to your message becoming distorted and thereby risking waste of both time and/or money by causing confusion and misunderstanding.
- Effective communication involves overcoming these barriers and conveying a clear and concise message.

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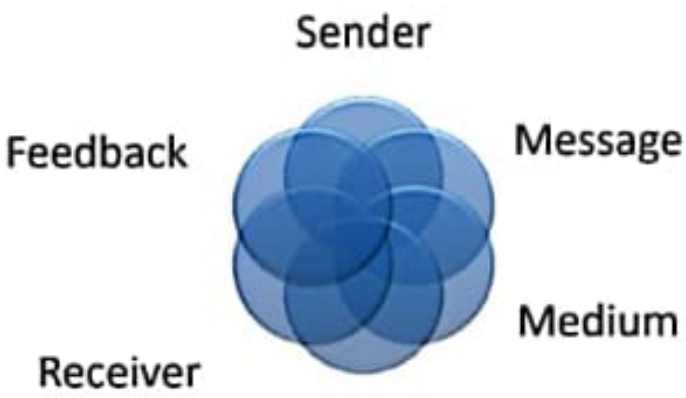
Communication is a cycle which involves following elements:



APPROACHES TO DEVELOP EFFECTIVE COMMUNICATION

- **7 C's Of Effective Communication**
- Completeness
- Conciseness
- Consideration
- Clarity
- Concreteness
- Courtesy
- Correctness

Completeness-

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