

★ BARRIERS TO COMMUNICATION

- When the message of the sender does not go across to the receiver or goes across only partially, we say that there is a communication gap.
- When one considers large business and industrial houses, government departments and public transport, organisation like the railways and the airways, it is difficult to believe that they all suffer from poor communication.
- Any difficulty or problem of communication is known as 'Barriers to Communication'.

* TYPE OF BARRIERS

1) Physical Barriers and Mechanical Barriers

- Barriers that exist in the environment are called physical barriers to communication. They are also known as external or environmental barriers. There are 3 types of physical barriers - Noise, Time & Defect in instruments of communication.
- a) Noise:- Noise or Disturbance act as a barrier to communication. Many-a times, we all have experienced such kind of noise barrier when we carry on with a conversation in a normal tone or voice. In the business world, noise usually comes from working machines, clattering typewriters, etc. In radio communication, we come across static or atmospheric disturbance.

b) Time :- It acts as a barrier when the two communicators cannot adjust their time of communication. Distance too is a barrier as when oral communication of the face-to-face type has to be carried on between two persons seated far away from each other. Though, the modern technology has greatly overcome the physical barrier of Time & Distance, but the problem still remains in the underdeveloped countries and remote areas.

c) Defect in Instrument of Communication :- When the instrument of communication have a defect in them, the communication process become difficult or impossible. Defective computers, telephones, transmitters, failure of electric power are some example of faulty instruments.

2) Psychological Barrier :- Mind helps in understanding the things better. Communications are created in the mind and in this sense all the communications are psychological in nature. Psychological Barriers can affect on the spot communication in business.

- a) Self-^{centered}~~centred~~ attitude
- b) Close minded
- c) Distortion and filtering.
- ~~d~~ d) Emotional Barrier.
- ~~e~~ e) Resistance to change

3) Semantic or Language Barrier: Language is one of the safest way of communication. It becomes problematic as language uses words which carry different meanings to different persons.

Mismatch between the way in which we say and ~~the~~ ~~to~~ we express can again create a language barrier. Speaking different languages which may not be known to the receiver can again create such problem.

American English is different from British English which is different in pronunciation. It can create problem to the receiver.

Wrong use of Vocabulary, spellings, homophones, homonyms, homographs again can create problem.

Speaking at the wrong time, interruption ~~be~~ in between speaking may also cause a language barrier.

People react to what is said and does not see where it has actually happened or taken place. Gossip is one such example where people get information, often wrong and coloured.

4) Socio-Cultural Barriers:- Culture refers to a shared set of values and practices by a group of individual in a society. It is a ~~tt~~ behavioural characteristics typical of a group of people as each culture is different from another. Eating habits, clothing, festivals & languages are all determined by geographical conditions of the region.

a) Language

b) Values

c) Social Relationships

d) Concept of Time

e) Thought Process & Perception.

f) Non-Verbal Behaviour

g) Paralanguage

* WAYS TO OVERCOME BARRIERS OF COMMUNICATION.

1) Physical & Mechanical Barriers:- In this type, the instrument or the mediums or the channels selected for communication should be properly used. Instruments should be maintained properly so that there is no problem while communicating. Communication should be done in such places where there is no chance of any kind of noise disturbance.

2) Semantic Barriers:- Language barriers can be overcome by using the ~~language~~ language consciously. Words should be clear. Sentences should be short and simple with no complex meaning. Audio-visual aid can be used for this. Take feedback to know whether the message is interpreted correctly. Language Transmitters or Translators can also be used to overcome the semantic or language barriers.

3) Psychological Barriers :- Personal Barriers can be overcome by taking a ~~conscious~~ ^{conscious} effort for it. ~~That~~ People on higher positions should make consistent effort in improving communication skills. They should also work on overcoming ego barriers. High control over a person's emotion can also help in overcoming such barriers.

4) Socio-Cultural Barriers :- Everyone belongs to a different cultural background, one has to first understand the ~~the~~ ~~dissimilarities~~ before assuming the similarities. So try to focus on the description rather than evaluation or interpretation. Try to understand other's concepts, ideologies, ~~etc~~ etiquette, etc.