

THAKUR COLLEGE OF SCIENCE & COMMERCE

Autonomous

COMMUNICATION SKILLS

Barriers to Communication

The communication barriers may prevent communication or carry incorrect meaning due to which misunderstandings may be created. Therefore, it is essential for a manager to identify such barriers and take appropriate measures to overcome them. The barriers to communication in organizations can be broadly grouped as follows:

1. Semantic Barriers

These are concerned with the problems and obstructions in the process of encoding and decoding of a message into words or impressions. Normally, such barriers result due to use of wrong words, faulty translations, different interpretations etc.

For example, a manager has to communicate with workers who have no knowledge of the English language and on the other side, he is not well conversant with the Hindi language. Here, language is a barrier to communication as the manager may not be able to communicate properly with the workers.

2. Psychological Barriers

Emotional or psychological factors also act as barriers to communication. The state of mind of both sender and receiver of communication reflects in effective communication. A worried person cannot communicate properly and an angry recipient cannot understand the message properly.

Thus, at the time of communication, both the sender and the receiver need to be psychologically sound. Also, they should trust each other. If they do not believe each other, they cannot understand each other's message in its original sense.

3. Organizational Barriers

The factors related to organizational structure, rules and regulations authority relationships, etc. may sometimes act as barriers to effective communication. In an organization with a highly centralized pattern, people may not be encouraged to have free communication. Also, rigid rules and regulations and cumbersome procedures may also become a hurdle to communication.

4. Personal Barriers

The personal factors of both sender and receiver may act as a barrier to effective communication. If a superior thinks that a particular communication may adversely affect his authority, he may suppress such communication.

Also, if the superiors do not have confidence in the competency of their subordinates, they may not ask for their advice. The subordinates may not be willing to offer useful suggestions in the absence of any reward or appreciation for a good suggestion.

A manager may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinates to get the work done from them properly.

Measures to improve Communication effectiveness

- ✓ Communication of Clarification of the idea.

- ✓ Communication should be according to the needs of the receiver.
- ✓ Consulting others before communication.
- ✓ Awareness about the language, tone and body postures and gestures.
- ✓ Convey information useful to the receiver.
- ✓ Ensure proper feedback.
- ✓ Follow up communications.
- ✓ Be a good listener.

IMPORTANCE & GUIDELINES FOR EFFECTIVE COMMUNICATION

Increase in Size:

With the large scale of operation in business firm, the need for effective communication has been largely felt.

Growing Specialization:

Increase in departments has led to the requirement of specialization inside the organisation. Sound communication is essential for ensuring mutual co-operation and understanding between different departments for smooth functioning of the organisation.

Cut-Throat Competition:

Due to liberalization and globalization, severe competition has resulted in between private, public sectors and foreign banks. Communication through mass media, newspaper, advertisement etc. has become important to survive in the race.

Trade Union Movement:

Trade unions are very strong and powerful. Regular exchange of information, consulting union leader's etc. helps to maintain healthy relations between them.

Human Relations:

To develop mutual trust and confidence, it is necessary for management and employees to communicate with each other. Participation of employees in the management process has bought in a sense of belonging and loyalty towards the organisation.

Public Relations:

Every organisation needs to keep its customers, stakeholders, government and other sections of the society informed about its product and contribution to the society. Public relation helps in building goodwill for the organisation.

Personal Asset:

Communication skill is essential for every successful job. Managers are required to speak to public at large on various occasions. The ability to communicate effectively is equally essential for promotion in career.

GUIDELINES FOR EFFECTIVE COMMUNICATION

1. Choose the Right Means and Mode:

The right means and mode of communication is chosen after considering various factors like cost, resources, organization size and policy etc.

2. Own Your Message:

It is very important to take responsibility for what we say. Personal pronoun should be used to lend credibility to the message.

3. Offer Complete and Relevant Information:

Message should never be left incomplete. It may create a huge barrier in communication if messages are incomplete. For effective communication, message should be relevant and complete. It should be supported by facts and observations. It should be well planned and organized. No assumptions should be made by the receiver.

4. Obtain Feedback:

Whether the message sent by the sender is understood in same terms by the receiver or not can be judged by the feedback received. The feedback should be timely and in personal. It should be specific rather than general.

5. Think of the Recipient:

Empathy with the listeners is essential for effective verbal communication. The speaker should step into the shoes of the listener and be sensitive to their needs and emotions. This way he can understand things from their perspective and make communication more effective.

6. Verbal & Non-Verbal Congruence:

Meanings are usually communicated in more than one way. For example while saying 'yes' our head should always nod up to down. This shows the verbal and non-verbal congruence.

7. Repeat if Necessary:

Repetition is generally avoided but in many cases message should be repeated for confirmation and feedback and to check whether the important part of the message has not been lost.

8. Do not Judge:

Judgments are usually based on one's own perception. Unfavorable judgments and remarks should be avoided.

9. Rely on facts:

Facts are the best way to persuade the listener in agreeing with the message. An incomplete message with assumptions holds no value. While sending a message, sender should always try to state the facts to support his message.