Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

Dr. Ambedkar Institute of Management Studies & Research

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

NAAC Accredited with 'A' Grade

Tel: +91 712 6521204, 6521203 ,6501379
Email: info@daimsr.in

DAIMSR

Communication- Types, Channel and Modes

Unit I

Programme Educational Objectives

Our program will create graduates who:

1. *Will be recognized as a creative and an enterprising team leader.*
2. *Will be a flexible, adaptable and an ethical individual.*
3. *Will have a holistic approach to problem solving in the dynamic business environment.*

# Business Communication & Information Systems Course Outcomes

- CO1-Given the circumstances, student manager will be able to ascertain the barriers to communication and also propose measures to overcome these barriers.

- CO2 In a given situation, student manager will be able to identify essentials parameters of effective communication and will also be able to justify the same.

- CO3 For given situation student manager should be able to draft Business letter for an organization.

- CO4 Given the circumstances, student manager will be able to draft E-mail to concerned authority/person.

- CO5 Given the circumstances, student manager will be able to gather data and make an informed decision based on it.

- CO6 Student manager will be able to identify & explain modern trends in information system.

Communication- Types, Channel and Modes

Unit I

Types of Communication

Reference- https://thebusinesscommunication.com/types-of-communication/
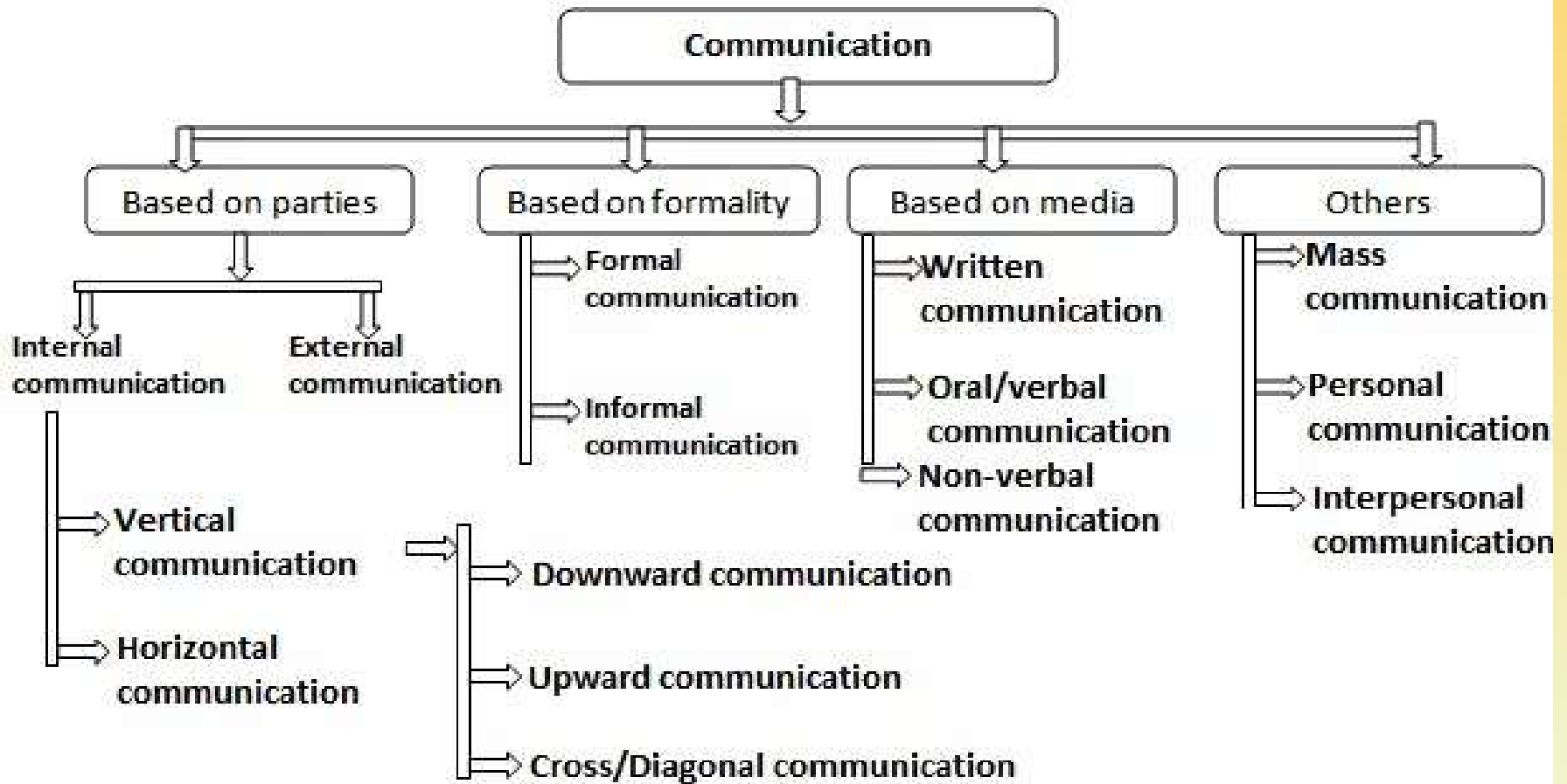
Communication Channels

- In an organization, information flows forward, backwards and sideways. This flow of information is called communication. Communication channels refer to the way this information flows within the organization.

Formal Communication

- Communication takes place through the formal channels of the organization structure along the lines of authority established by the management.

- Such communications are generally in writing and may take any of the forms; policy; manuals: procedures and rule books; memoranda; official meetings; reports, etc.

https://keydifferences.com/difference-between-formal-and-informal-communication.html
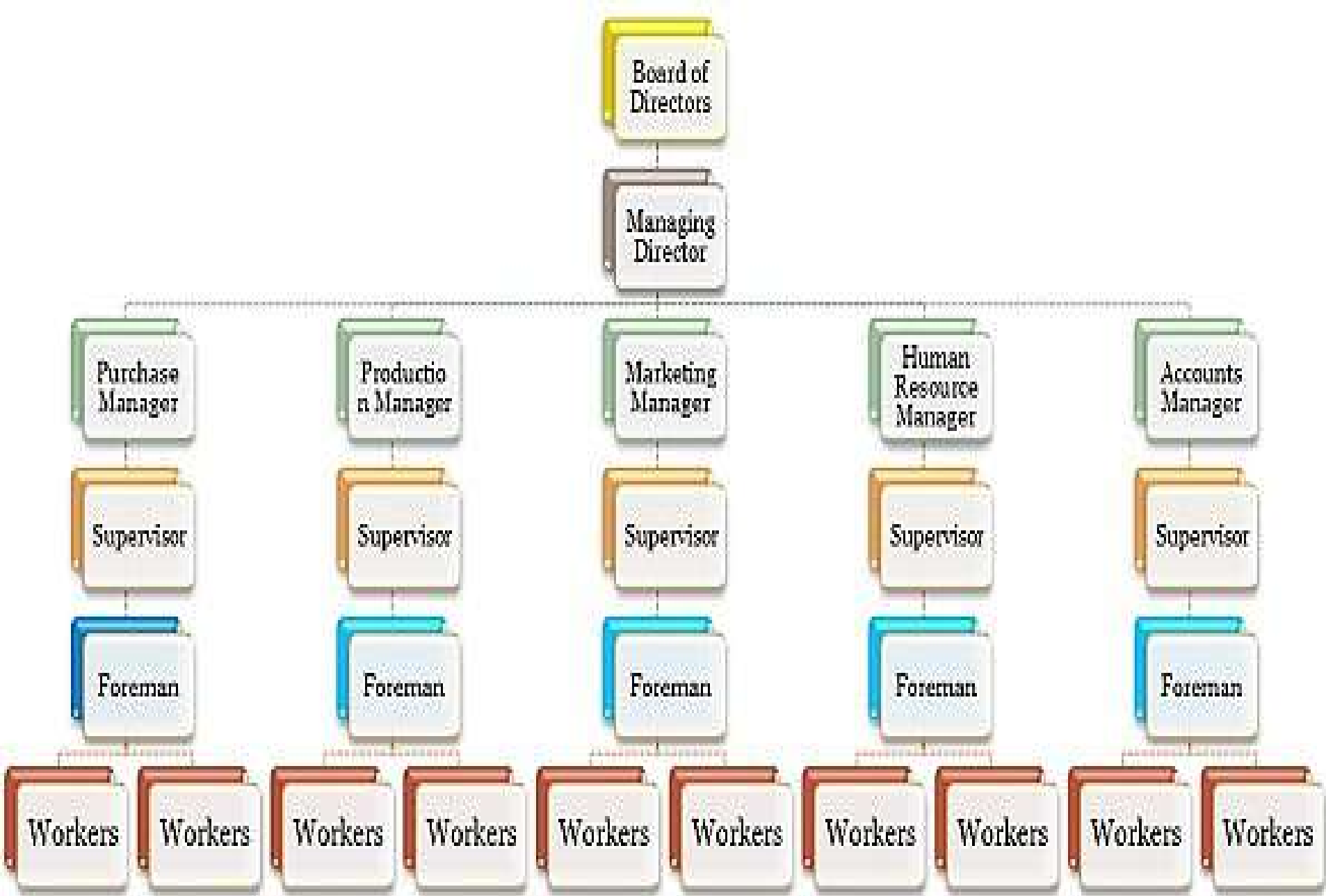
Upward Communication

- **Upward Communication**

  Upward communication is the flow of information from subordinates to superiors, or from employees to management.

- Upward Communication is a mean for the staff to:

  1. Exchange information
  2. Offer ideas
  3. Express enthusiasm
  4. Achieve job satisfaction
  5. Provide feedback

MANAGING DIRECTOR

⇑

GENERAL MANAGER

⇑

SECTIONAL MANAGERS

⇑

SUPERVISORS

⇑

STAFF AND WORKERS

http://articles-junction.blogspot.com/2013/07/define-upward-communication-and-its.html

Advantages of upward communication:

- It is a part of a two-way process which promotes better understanding between management and employees.

- Upward communication develops 'employer-employee' relations.

Disadvantages of upward communication:

- Only agreeable information is communicated upwards.

- Upwards communication tends to travel slowly as it is diluted or edited at each level before it is sent.
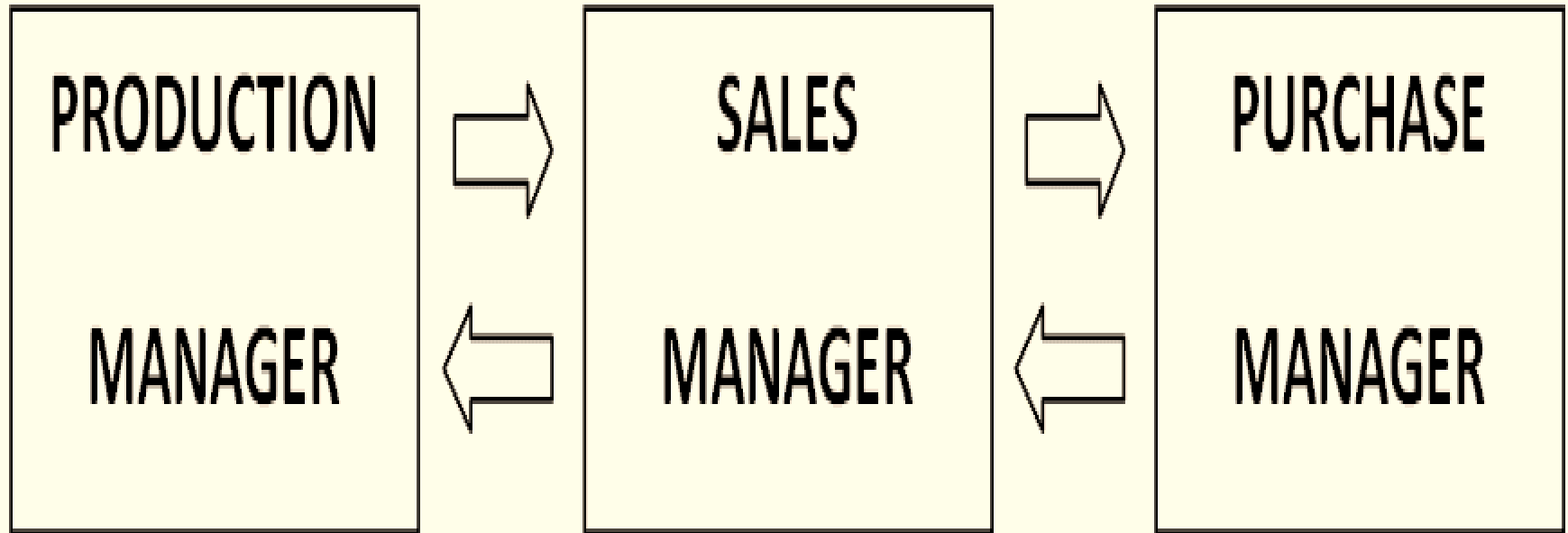
Advantages of downward communication:

- It helps to maintain discipline within an organisation. Since the levels of authority are determined and clear-cut, each person knows that he is accountable to his immediate senior.
- The seniors also know exactly the amount of authority they wield, and so they are confident while issuing instructions and orders to juniors.

Disadvantages of downward communication:

- In downward communication the lines of communication are often too long.
- Message gets distorted sometimes.
- Some information is confidential and cannot be communicated downwards.

Horizontal Communication

- Horizontal communication normally involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate. Communication among employees at the same level is crucial for the accomplishment of the assigned work.

- Horizontal Communication is essential for:

  a. Solving problems
  b. Accomplishing tasks
  c. Improving teamwork
  d. Building goodwill
  e. Boosting efficiency

HORIZONTAL COMMUNICATION

Advantages of horizontal communication:

- Horizontal communication improves the quality of team work.

- Since horizontal communication means better co-ordination of individual effort, it ensures greater efficiency and better results.

- Effective horizontal communication helps to eliminate misunderstanding, envy, and petty jealousies among people of equal status.

Disadvantages of horizontal communication:

- There may be a conflict between horizontal and vertical communication. Horizontal communication takes place more frequently than communication between seniors and juniors. So, a decision taken horizontally may go against some instructions given by senior.

- At higher managerial levels horizontal communication becomes difficult when people engaged in specialised jobs use technical languages (Jargons).

- Unless horizontal communication is tightly controlled and each person is made actually aware of his responsibilities, a great deal of time may be wasted

Diagonal Communication

- Cross-functional or diagonal communication is communication between employees at different levels of the organizational hierarchy is described as diagonal communication. Diagonal communication is increasingly common in larger organizations with matrix or project-based structures.

Diagonal Communication

Top Management

Manager | Manager | Manager

Downward | | Upward

Diagonal

Features Or Characteristics Of Formal Communication

- **Well defined rules and regulations**: Formal communication has well-defined rules and regulations.

- **Bindings**: Employees of the formal organization is bounded to follow formal rules and regulations.

- **Chain of command**: Proper chain of command is followed by formal communication.

- **Delegation of authority**: Authority is delegated by the superiors to the subordinates through this communication.

- **Use as a reference**: Documents of the formal communication is recorded by the organization. S, these recorded documents are used as a source of the employees.

- **Recognition**: Formal communication occurs among the employees of the organizational structure. So it has recognition.

- **Task-related**: All types of formal compunction within the employees should be task related.

- **Routine Communication**: Generally formal communication is a routine communication of the employees.

- **Cooperation and co-ordination**: Formal communication is a part of cooperation and coordination.

- **Status symbol**: Formal communication of the employees shows the status symbol

- video

Informal Communication

- In informal communication are shorter and simpler.
- Speaking without preparation, as in a conversation (in real life or over the phone).
- It is easy to convey messages.
- Advantages of oral communication are speed and feedback.
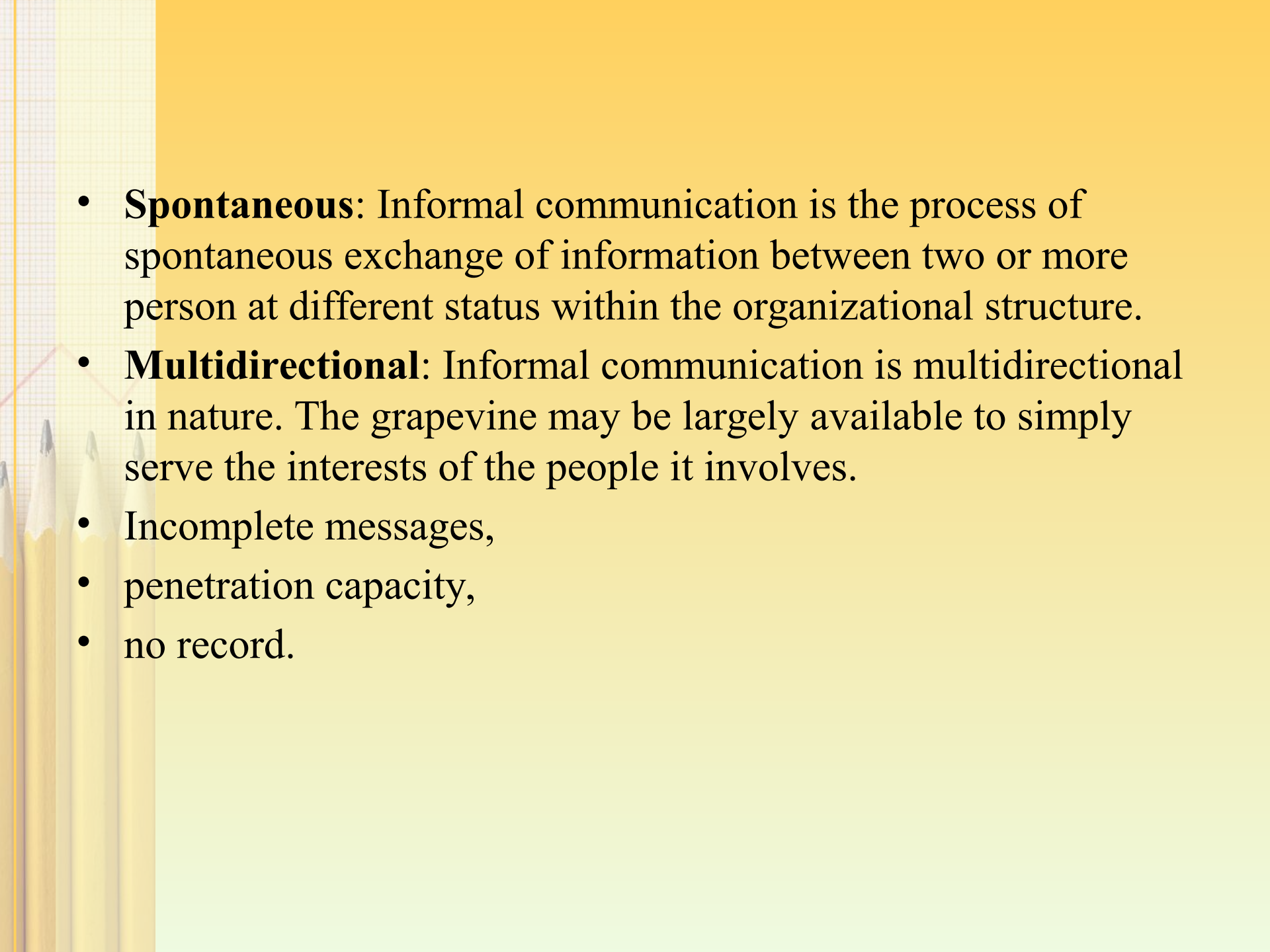
Informal Communication Network

- The **Informal Channel Network** or **Grapevine Network** shows the pattern of the communication, i.e. how the informal communication passes from person to person.

- The informal communications are based on the personal or informal relations such as friends, peers, family, club members, etc. and thus is free from the organizational conventional rules and other formalities.

- In the business context, the informal communication is called as a **"grapevine"** as it is difficult to define the beginning and end of the communication.

Characteristics Of Informal Communication

- **Un-official channel of communication**: Since an informal communication network does not follow any rules or formalities.

- **Not controlled by management**: The grapevine is not controlled by management. The grapevine is mainly controlled by the employees themselves.

- **Flexibility**: Informal communication is more flexible than formal communication because it is free from all type of formalities.

- **Oral way of communication**: Informal communication technique more uses oral way of communication rather than written communication.

- **Rapid communication**: Informal communication transmits very fast.
- **Distortion of meaning**: the meaning and the subject matter of the information is distorted in this system.
- **Influential**: Informal communication is very much influential type of communication.
- **Free form accountability**: The exchange of message in *informal communication* is free from accountability to the authority or top executives of the organization.

- **Spontaneous**: Informal communication is the process of spontaneous exchange of information between two or more person at different status within the organizational structure.

- **Multidirectional**: Informal communication is multidirectional in nature. The grapevine may be largely available to simply serve the interests of the people it involves.

- Incomplete messages,

- penetration capacity,

- no record.

Single Strand Network

- Under this communication pattern, the information flows from one person to the next person in the network.

- This type of chain is less reliable and accurate to pass on the message. Here, the communication process is linear.
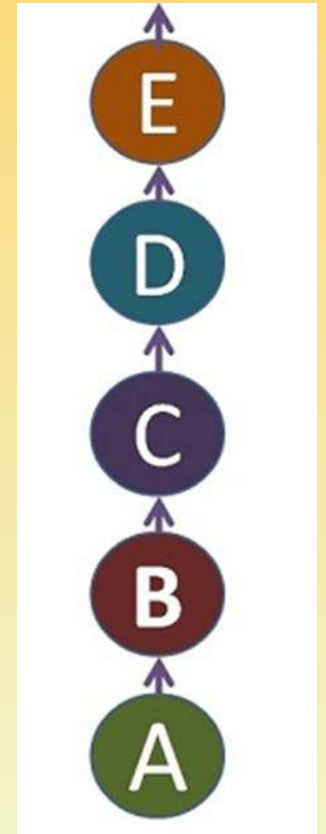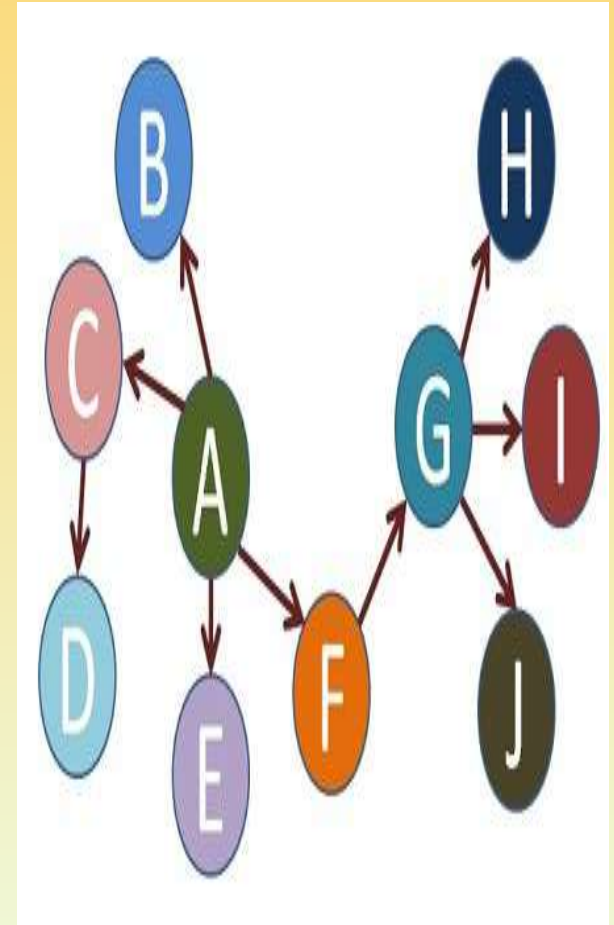
Gossip Chain Network

- In the gossip chain network, there is an individual who tells the message to all other members in the network directly.

- He is generally the central person who seeks out and transmit information to all that he has obtained.

- This network is often used when the subject matter is unrelated to the nature of the job.
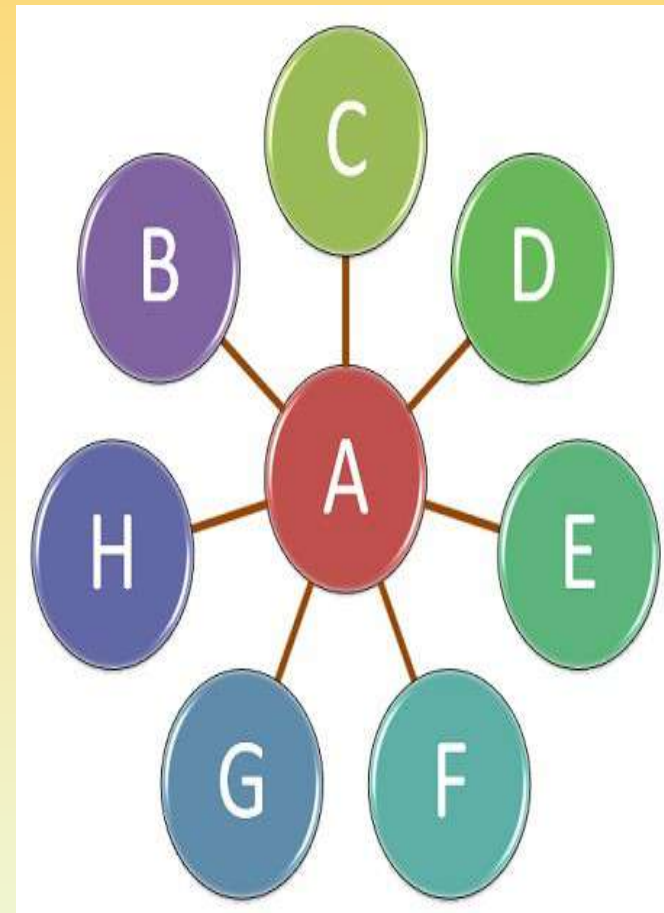
Probability Chain Network

- Under this communication pattern the information passes randomly from persons to persons.

- There is an individual who acts as a source of message selects any person randomly in his network to communicate the message.

- That second person will again, select another person randomly and passes on the message to him, likewise the communication flows to different people chosen randomly.

- This communication pattern is used when the information is interesting, but not significant.

Cluster Chain Network

- in the cluster chain network, there is an individual who, acts as a source of a message, transmits information to the pre-selected group of individuals out of whom few individuals again tell the same message to other selected group of individuals.

- This is the most common form of informal communication network.
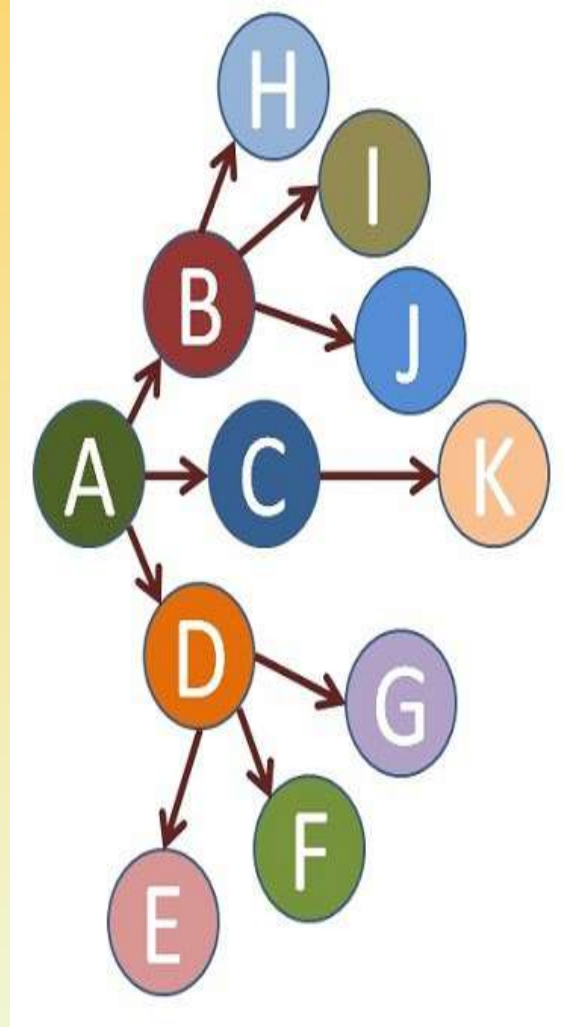
Modes / methods of communication

1. **Verbal (Oral) Communication**
   - **Speaking**
   - **Writing**

2. **Non-verbal Communication**
   - **Body(Kinesics)Language**
   - **Visual Symbols**
   - **Paralanguages**

Verbal Communication

- Verbal communication is a type of communication where the information flows through verbal medium like words, speeches, presentations etc.

- In verbal communication the sender shares his/her thoughts in the form of words in business take place over the phone or in person. The medium of the Message is *oral*.

Verbal Communication- Oral/Spoken

- Oral communication consists of all spoken exchanges. In oral communication, verbal feedback typically follows the initial message whether in the form of a question or comment.

- Casual conversations among friends as well as political debates fall into this category.

ORAL COMMUNICATION
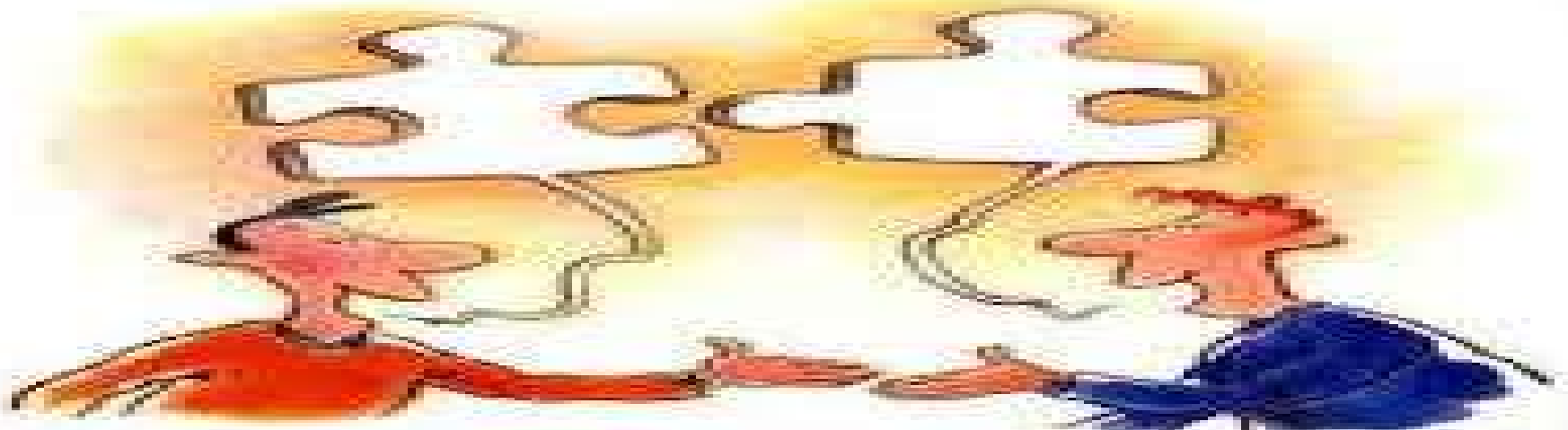
Formal-Verbal Communication

- Meeting strangers
- Within a business or legal setting.
- Official corporate communications such as meetings
- Speeches
- Conferences
- Letters and Memorandums

Informal-Verbal Communication

- Casual spoken and written exchanges.
- Informal conversations between friends, co-workers and even strangers.
- It requires a common bond; therefore, it takes place most frequently between close friends and family members.

Characteristics of Verbal Communication

1. Language is symbolic – By themselves, language elements usually have no meaning: the symbols are arbitrary(randomly selected).
2. Meanings are in people not in words.
3. Language is governed by rules
   - Phonological rules –govern how sounds are combined to form words
   - Semantic rules – define the meaning of specific words
   - Syntactic rules – govern the structure of the language, the way symbols can be arranged
   - Pragmatic rules – govern the appropriateness of words in given contexts

Functions of Verbal Communication

Verbal communication satisfies basic functions such as:

- Describing Ideas
- Making Requests
- Solving Problems

Verbal Communication reflects our attitudes:

- Power (feelings of control)
- Affiliation (establishing relationships)
- Attraction
- Responsibility

Written Communication

- Meaning
- Types
- Importance
- Advantages
- Disadvantages
- Process
- Difference between verbal and written communication

Written communication

- Written communication involves any type of message that makes use of the written word.

- Written communication is the most important and the most effective of any mode of business communication.

- To be effective, written communication should be:
  a. Completeness
  b. Clarity
  c. Correctness
  d. Conciseness
  e. Courtesy

Type of Written Communication

Formal   Informal

- Office Letter, Business Letters
- Circulars, Notice, Pamphlets
- Leaflets, Press Release,   Personal Letters
- Reports, Manuals, Bulletins, Journals   Personal Essay

IMPORTANCE OF WRITTEN COMMUNICATION

- It is different from oral communication
- The clear expressions of ideas
- Logical organization
- Clear flow of ideas

Advantages & Disadvantages of Written Communication

Advantages

- Legally valid
- Provides detailed information
- Easy to produce anytime
- Saves time, money & energy
- Permanent record
- Scope to make changes

Disadvantages

- Slow & time consuming
- Difficult to change
- Delayed feedback
- Only for literate people
- Wastage of time

Non-verbal Communication

- **Body Language**
  1. Posture
  2. Gestures
  3. Kinesics
  4. Proxemics
  5. Haptics
  6. Eye Contact
  7. Handshakes

Visual Symbols
  1. Colors
  2. Pictures
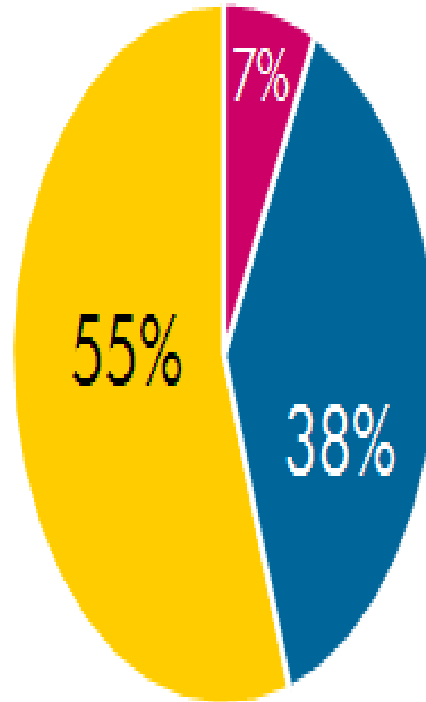 3. Graphs & Charts
  4. Maps

Non-verbal Communication

- **Paralanguages**
  1. Voice
  2. Volume
  3. Pitch
  4. Speed
  5. Tone

Body Language

- Facial Expressions
- Gestures
- Posture
- Proxemics
- Haptics
- Eye contact
- Handshakes

Elements of Personal Communication
- 7% spoken words
- 38% voice, tone
- 55% body language

Facial Expressions

- Facial expressions are more powerful than words.
- Facial expression convey your mood and attitude about the person, situation.
- Facial expressions are more effective when accompanied by verbal speaking

happy	sad	worried	overjoyed	surprised	afraid	excited
comfortable	glad	awkward	embarrassed	cross	astonished	confused

Gestures

- Movement of the body, hands movements, nodding etc.
- Convey-Nervous, Appreciation, Aggressive, Confidence, Rejection, Confusion, Uncertainty, Trust.
- Natural accompaniment of speech.

Posture

- The way person stands, sits or walks.
- Designed by religious/social/political/ geographical background.
- Indicates our feelings, thoughts, attitudes and health

Proxemics

- **Proxemics is the way of maintaining a space between two or more people in the process of communication.**

- **Space Zones**
    - Intimate
    - Personal
    - Social
    - Public

Proxemics
The distances between two or more individuals.

Intimate
- **2 fists away from your body**
- People, emotionally close to you, are allowed to enter this zone

Personal
- 1 handshake away
- The distance you would stand during friendly gatherings

Social
- About 2 arm lengths away
- The distance you'd stand with people you don't know well

Public
- Over 3.6 m away
- The distance you feel comfortable when addressing a big group

Chronemics

- Chronemics is the study of how human beings communicate through their use of time.

- What does time mean to one person to another?

- How do we communicate to others?

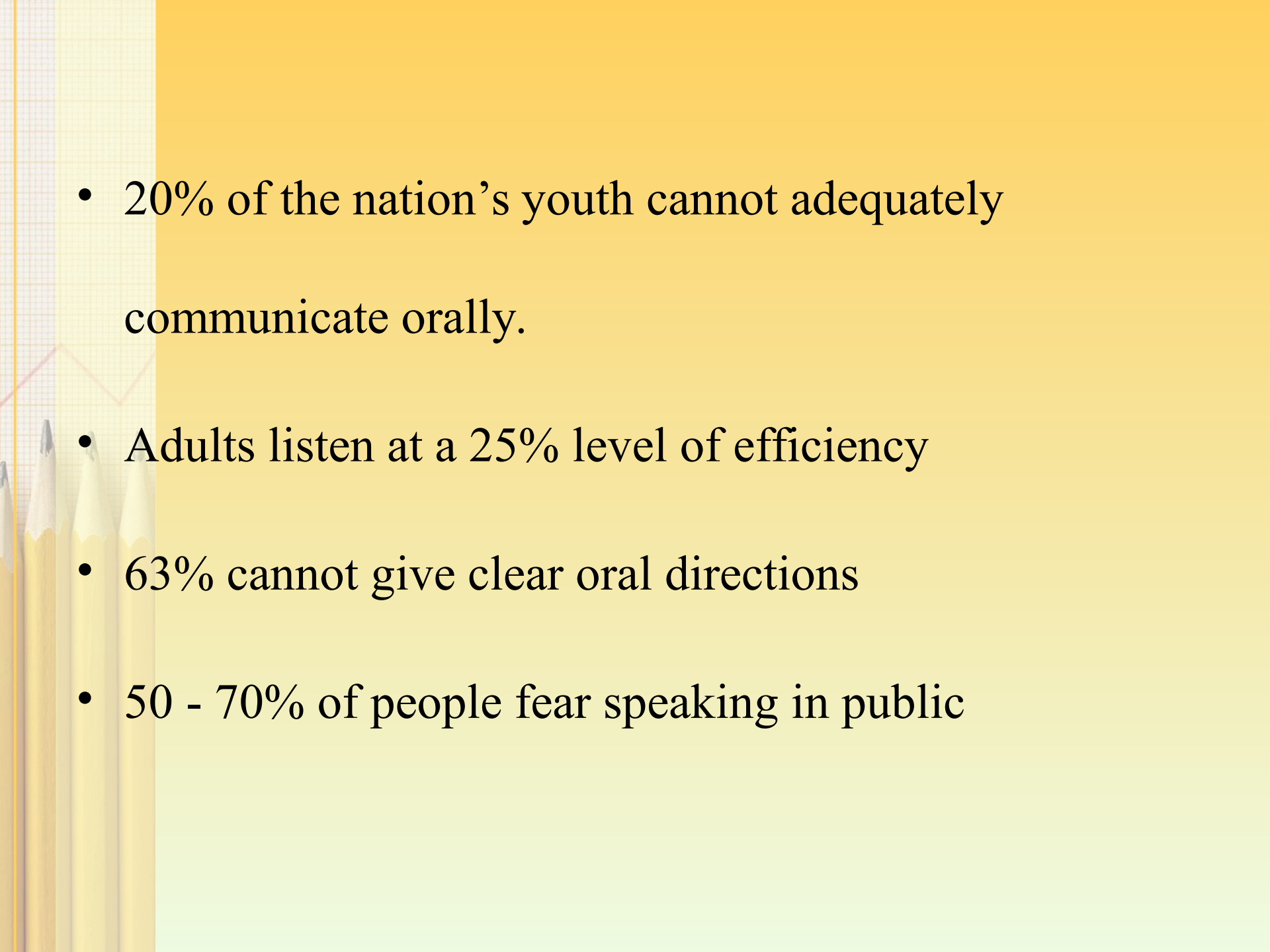**Fig 8.2** *Implicit and vague expectations are subject to interpretation*

Haptics

- Haptics is way of touching to another person in the communication.

- Haptics used to show respect, love, to ease, to support in communication.

- It shows our feelings and attitude to the particular person or situation.

Communication Process

Communication is one of the most important skills we learn.
And yet…

- 20% of the nation's youth cannot adequately communicate orally.

- Adults listen at a 25% level of efficiency

- 63% cannot give clear oral directions

- 50 - 70% of people fear speaking in public
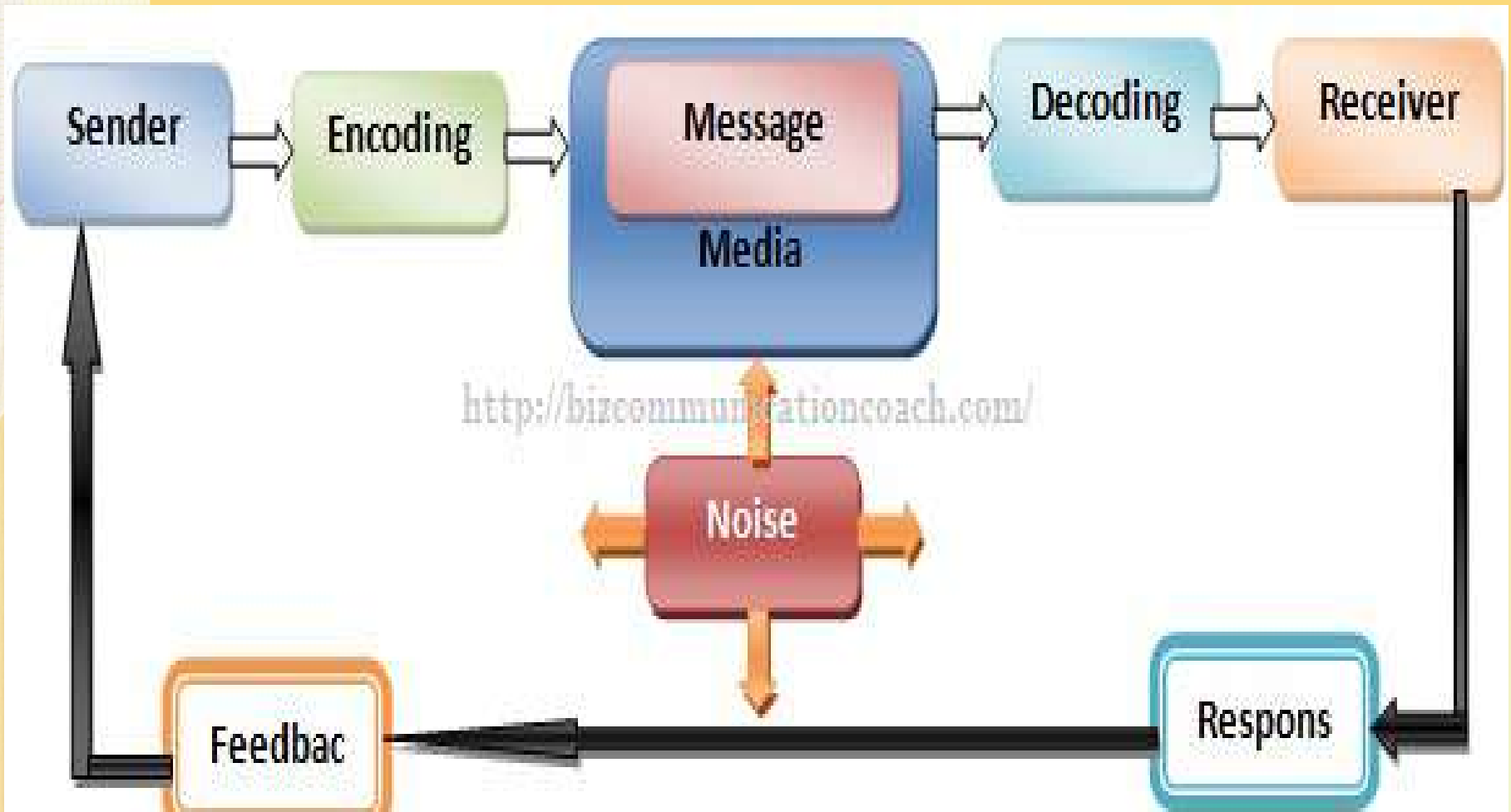
Levels of communication

- **Intrapersonal** communication-Communicating with oneself, thinking, self-talk

- **Interpersonal communication-** interpersonal communication (IPC) is defined as the process that we use to communicate our ideas, thoughts and feelings to another person

- **Public Communication-** When you are addressing a group of people

Communication Process

Phases of the Communication Process:

- Transmission phase in which information is shared by two or more people.

- Feedback phase in which a common understanding is assured.

Communication Process

Sender → Encoding → Message / Media → Decoding → Receiver

Noise

Feedbac ← Respons

http://bizcommunicationcoach.com/

Communication Process (Contd.)

- **Sender** – person wishing to share information with some other person

- **Message** – what information to communicate

- **Encoding** – sender translates the message into symbols or language

- **Noise** – refers to anything that hampers any stage of the communication process

Communication Process (Contd.)

- **Receiver** – person or group for which themessage is intended

- **Medium** – pathway through which an encoded message is transmitted to a receiver

- **Decoding** - critical point where the receiver interprets and tries to make sense of

- the message

Communication Process (Contd.)

- Feedback phase is initiated by the receiver

- Receiver decides what message to be sent to the original sender

- Feedback eliminates misunderstandings, ensures that messages are correctly interpreted

Ineffective Communication Leads to

- When managers and other members of an organization are ineffective communicators, organizational performance suffers and

- Any competitive advantage the organization might have, is likely to be lost

Information Richness and Communication Media

- Managers and their subordinates can become effective communicators by:

    1. Selecting an appropriate medium for each message—there is no one "best" medium.

    2. Considering information richness-A medium with high richness can carry much more information to aid understanding.
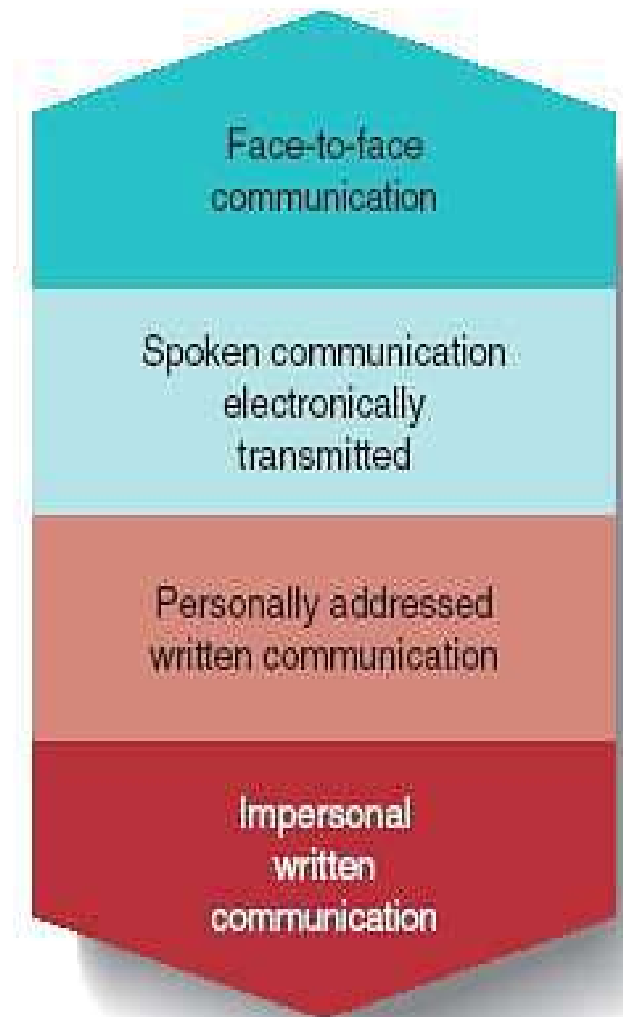
Information Richness

- The amount of information that a communication medium can carry

- The extent to which the medium enables the sender and receiver to reach a common understanding

High information richness

↕

Low information richness

Face-to-face communication

Spoken communication electronically transmitted

Personally addressed written communication

Impersonal written communication

Communication Media

Face-to-Face

- Has highest information richness.
- Can take advantage of verbal and nonverbal signals
- Provides for instant feedback.
- Management by wandering around takes advantage of this with informal talks to workers.
- Video conferences provide much of this richness and reduce travel costs and meeting times.

Spoken Communication Electronically Transmitted

- Has the second highest information richness.
- Telephone conversations are information rich with tone of voice, sender's emphasis, and quick feedback, but provide no visual nonverbal cues.

Personally Addressed Written Communication

- Has a lower richness than the verbal forms of communication, but still is directed at a given person.
- Personal addressing helps to ensure that receiver actually reads the message; personal letters and e-mail are common forms.

Personally Addressed Written Communication

- Does not provide instant feedback to the sender although sender may get feedback later.

- Excellent media for complex messages requesting follow-up actions by receiver.

Impersonal Written Communication

- Has the lowest information richness.

- Good for messages to many receivers where little or no feedback is expected (e.g., newsletters, reports)

Barriers to Effective Communication

Lack of Commonness is barrier

- A barrier to interpersonal communications is anything that prevents, restricts or impedes the conveyance of meaning by words or gestures between two or more persons in a social setting.

- The term 'Barriers', 'Obstacles', ' Hindrances' and 'noise' are all used to describe the distracting stimuli associated with the communication process

Barriers to Effective Communication

- Social

- Psychological

- Cultural

- Physiological,

- System design

- Physical

- Receivers

Social Barriers

- Gender

- Age

- Race

- National or Cultural Origin

- Socioeconomic Class

- Education Level

- Urban or Rural Residence

GENDER

- Major influence on the way we communicate with others.

- When men and women work together in a group, men tend to be more assertive and self-confident.

- Women are more likely than men to express their emotions, to reveal how they feel about a situation.

AGE

- Young people and old people communicate in different ways.

- We do tend to judge a statement by different standards if we know the speaker's age.

- A person's age or gender is not important in judging the truth or wisdom of what that person says

- Their maturity, their educational backgrounds, and the different eras in which they grew up make a Generation Gap inevitable.

Social Barriers Cont.

- **Purpose of Communication**
  - Informative, entertaining and persuasive
  - Purpose not clear/missing/at odds

- **Social Noise/Subjective factors**
  - Human relation/ personal preferences overshadow the objectivity of the communication.
  - Boys/Girls, Friends/enemies, Nice people

Psychological Barriers

- Attitude towards self

- Fear

- Attitude towards audience

- Attitude towards the message

- You Yourself is not convinced with the subject

- Knowledge of subject

- Personality/Status of the communicator

PERCEPTION

- Our physical limitations are a screen through which we perceive things that exist in our environment.

- Our perception is also limited by psychological screens that we have developed.

- Choosing from among the many things within our range of perception those that we will notice, and block out the rest is called *"Selective Perception"*

<u>Mother:</u> **Will you straighten up your room?**
<u>Teenager:</u> **Why? What's messy?**

Selective Perception

- Allows us not only to block out things that are there, but also to see more things than are there.

- Leads us to make our own reality!

- Most clearly seen in the human tendency to stereotype others.

MOTIVATION

- ***A Motive is a Reason For Action!***

- The most strongest motivations are those that are most personal.

- We are motivated by money, fame, power, love, status, security, skill, ambition...etc

- It can be both positive or negative.

TUNNEL VISION

- A closed way of thinking, especially about abstract topics, such as religion and politics.

- The person with tunnel vision is one who has firmly fixed ideas.

- The opposite side is *open-mindedness*

- Person with tunnel vision has attitude seems to say; "I've already made up my mind, Don't confuse me with the facts!!!"

EGO DEFENSIVENESS

- A response pattern in which a person who follows this pattern sees a disagreement as a personal attack

- A self-centred communication

- More than just being selfish

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com

Me-WOW!

Narcissus' Cat

NEGATIVE EMOTIONS

- Almost always obstacles to good communication!

- Especially true barrier if the emotion is uncontrolled, unfocused, or misdirected.

Other Psychological Barriers

- People's State of Mind Happy, Sad

- Personal Problems/Worries

- Pre conceived notions of Communicator or Receiver

- Mental limitations of human beings, failure to refer language to experience, the confusion of concept.

Cultural Barriers

- **Semantic Problems:** Distortion in communication comes from semantics- the use of words or expressions which have a different meaning for the sender or receiver.

- Created when communicators use technical jargon- usage common to a particular field or specialization.

Cultural Barriers

- **Language-**Different languages, dialect, individual linguistic ability, use of difficult words, inappropriate words, pronunciation

- Norms and values

- Belief

- Social practices and traditions

Physiological Barriers

- Individuals' personal discomfort ill health, poor eye sight, hearing difficulties

- Speech and voice defect, feeling of inferiority, diseases, physical appearance, lack of skill.

System Design

- Organizational Structure- unclear, to whom to communicate,

- Insufficient or inappropriate information systems

- Information overloaded

- A lack of clarity in roles and responsibilities

- A lack of supervision or training

The distortion of message is any kind of loss, deformation, miss presentation or alteration taken place in original message while sending it to audience.

Types of Distortion :

- Systematic Distortion – Purposely changed
- Fog Distortion – information is lost
- Mirage Distortion - extra, unwanted   information

Status And Power Differences

- Differences in communications are likely to parallel the differences in power.

- Imbalance or asymmetry in negotiating power leads the high power party to perform ssignificantly better than the low power party.

Physical Barriers

- Channel
  - Availability of channel to receiver (Common channel)
  - Choice of channel
  - Handling of channel by communicator
  - Reach : depending on size of audience, mike, etc.
  - Noise level in Channel
  - Presentation of information/message
- Climate
  - Extreme temperature (Hot/Cold)
  - Bright/ Dim Light
  - High Humidity

Physical Barriers Cont...

- Distractions :It occurs where people are constantly coming in and leaving for one reason or another, and experienced the frustration that is created by this distracting traffic flow.

Physical Barriers Cont.

Distractions
- Noise (Co-workers, Doors, etc.)
- Photographer
- Any announcements
- Instruction Sheet
- Tea
- Late Comers

Physical Setting of Classroom/ Lecture Hall
- Sitting Arrangement
- Audio-Visual Aids

Receiver

- **Absenteeism**/Day Dreaming/ Pretending Listening

- **Strayers:** They constantly take the group off the track. They drag the discussion out of context

- **Gabbers:** They are the people who like to talk first and try to dominate in the discussion. They think that they are the only ones with anything worth saying

- **Silent:** They are just as well informed as many other members of the group but they rarely contribute verbally

- **Relating to Receiver**

- **Problem of homogeneity**: The more homogeneous the audience is, the greater are the chances for successful communication.

- **Problem of cooperation and involvement:** The listeners must cooperate and get actively involved in the communication process, they must try to get tuned together with the communicator.

- **Negative attitude of the audience towards the communicator:** If the audience has negative attitude for the communicator or if the credibility of communicator as perceived by the audience is low, no successful communication will take place.
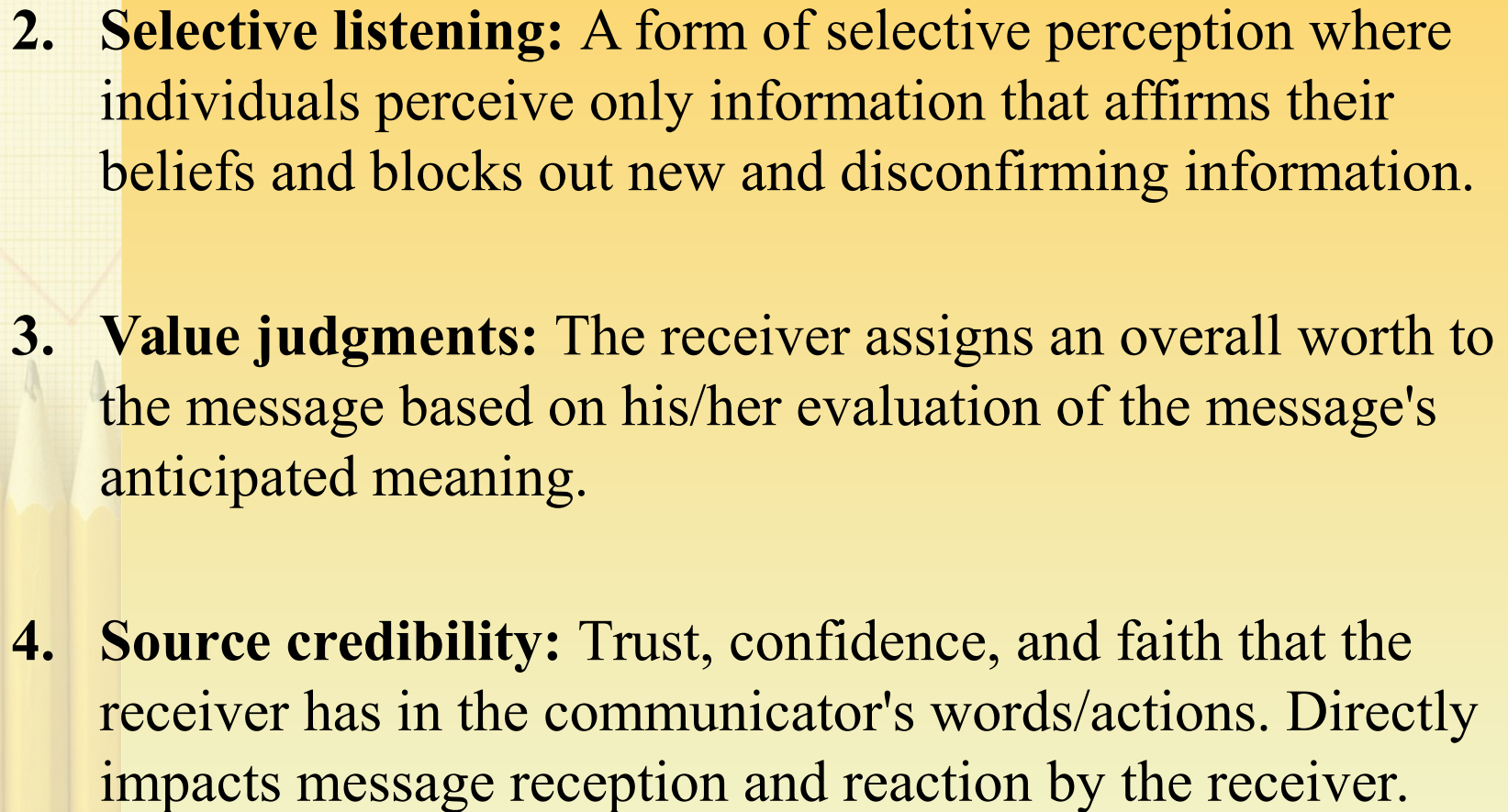
Problems in Communication

- **Relating to Transmission of Message**

- **Wrong handling of the channels:** If the channels selected for communication are not handled effectively, their potential for carrying a message will be dissipated.

- **Wrong selection of channels:** If the channel selected is not in accordance with the objective/subject, interpretation will not be in a desired way.

- **Use of inadequate channels in parallel:** For the message to have got through and received properly, use of more than one channel in parallel or at about the same time is essential.

- **Physical distraction:** Failure to avoid physical distraction often obstructs successful sending of the message.

Barriers to Effective Communication

Barriers to effective communications are as follows:

1. **Frame of reference:** People can encode/decode messages differently because of different frames of reference.

- It results from different individual backgrounds and experiences.

- It produces distorted communication and occurs even at different organizational levels.
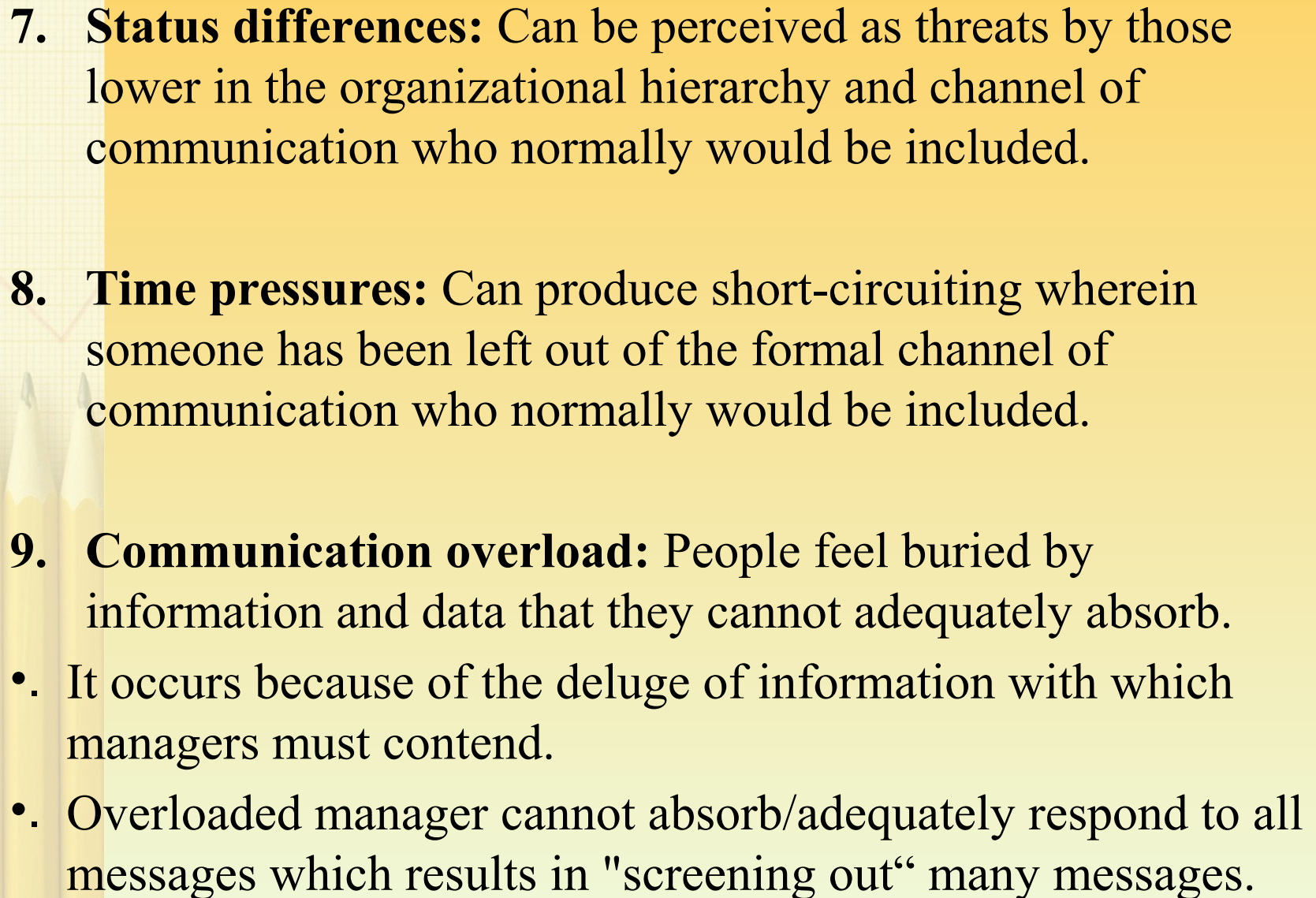
2. **Selective listening:** A form of selective perception where individuals perceive only information that affirms their beliefs and blocks out new and disconfirming information.

3. **Value judgments:** The receiver assigns an overall worth to the message based on his/her evaluation of the message's anticipated meaning.

4. **Source credibility:** Trust, confidence, and faith that the receiver has in the communicator's words/actions. Directly impacts message reception and reaction by the receiver.
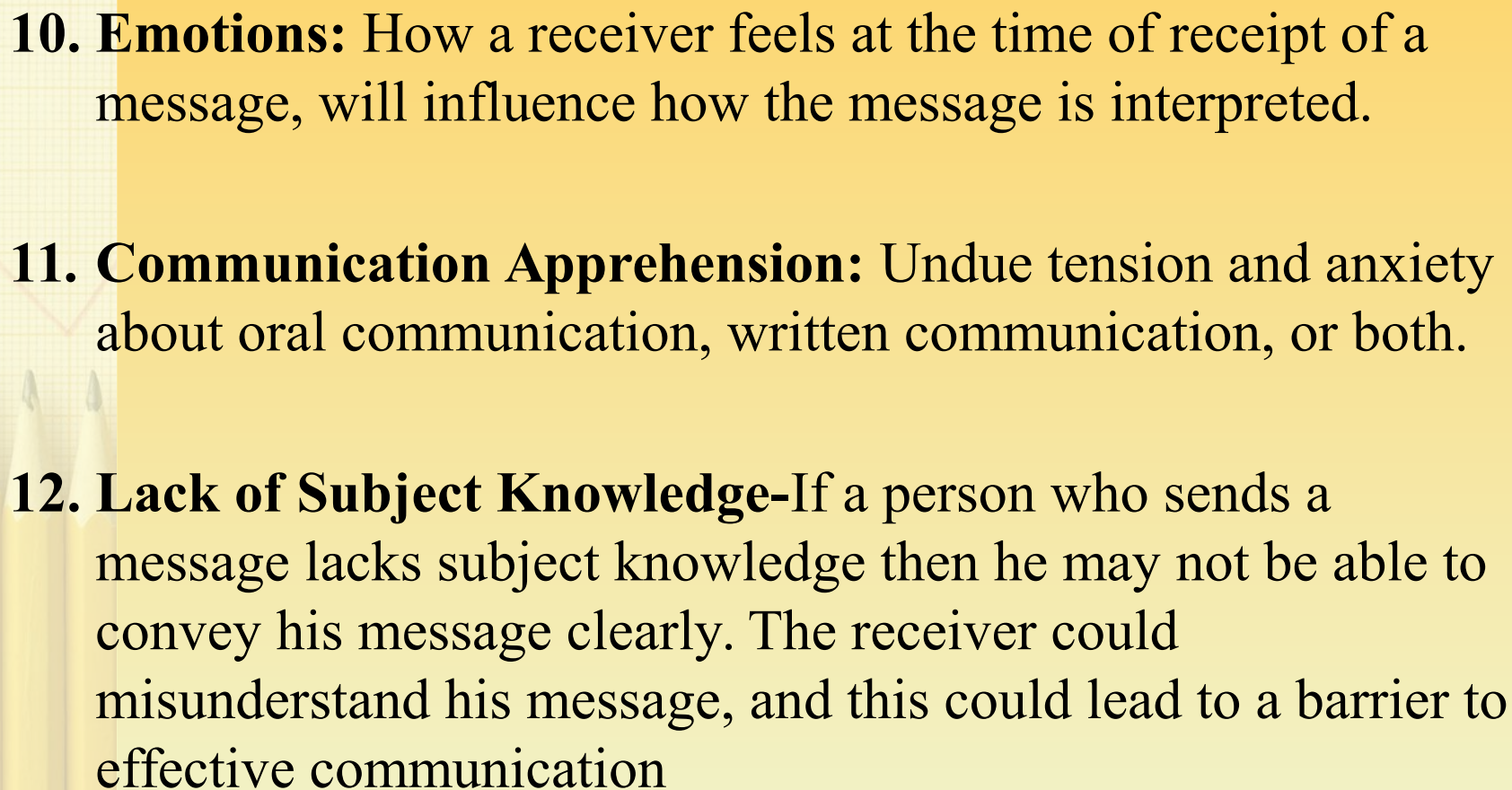
5. **Filtering:** The communicator manipulates the information so the receiver hears it as positive.
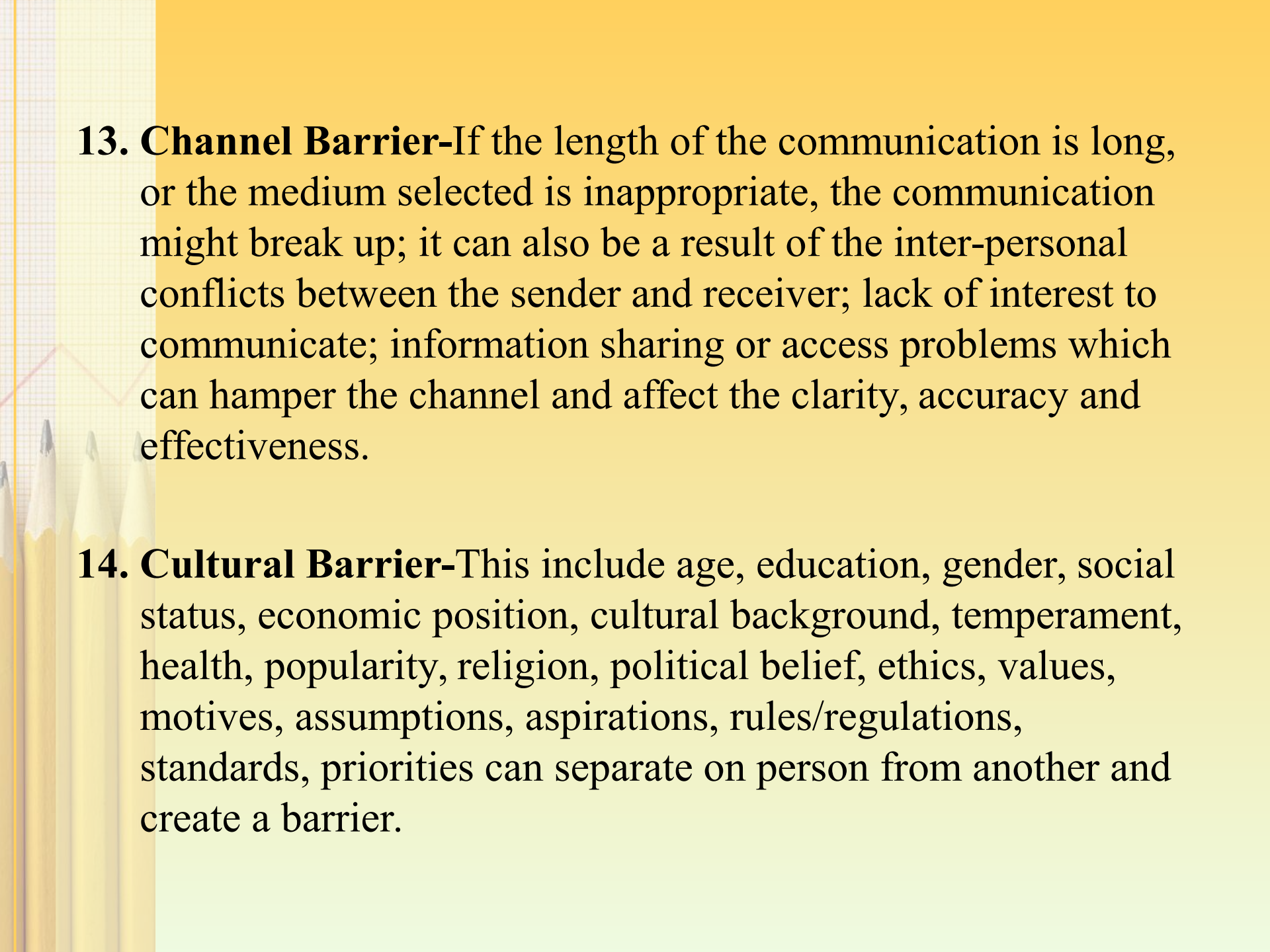
- It frequently occurs in upward communication.
- It occurs because the direction carries control of information to management that may affect merit evaluations.

6. **In-group language:** Language (jargon) developed by a particular group that is meaningful/understandable only to the members;

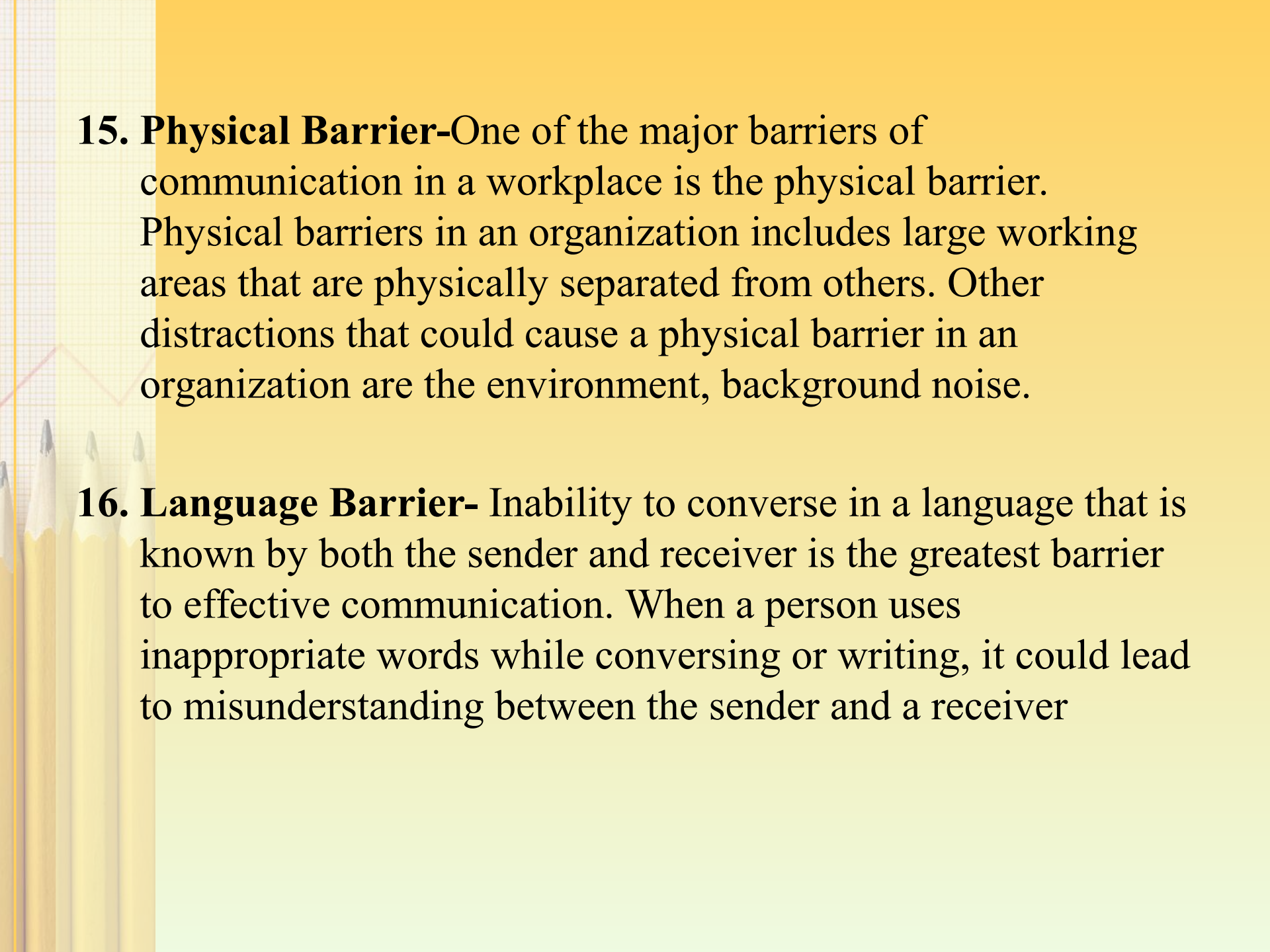- Produces communication breakdowns when outsiders are involved.

7. **Status differences:** Can be perceived as threats by those lower in the organizational hierarchy and channel of communication who normally would be included.

8. **Time pressures:** Can produce short-circuiting wherein someone has been left out of the formal channel of communication who normally would be included.

9. **Communication overload:** People feel buried by information and data that they cannot adequately absorb.

- . It occurs because of the deluge of information with which managers must contend.

- . Overloaded manager cannot absorb/adequately respond to all messages which results in "screening out" many messages.

10. Emotions: How a receiver feels at the time of receipt of a message, will influence how the message is interpreted.

11. Communication Apprehension: Undue tension and anxiety about oral communication, written communication, or both.

12. Lack of Subject Knowledge-If a person who sends a message lacks subject knowledge then he may not be able to convey his message clearly. The receiver could misunderstand his message, and this could lead to a barrier to effective communication
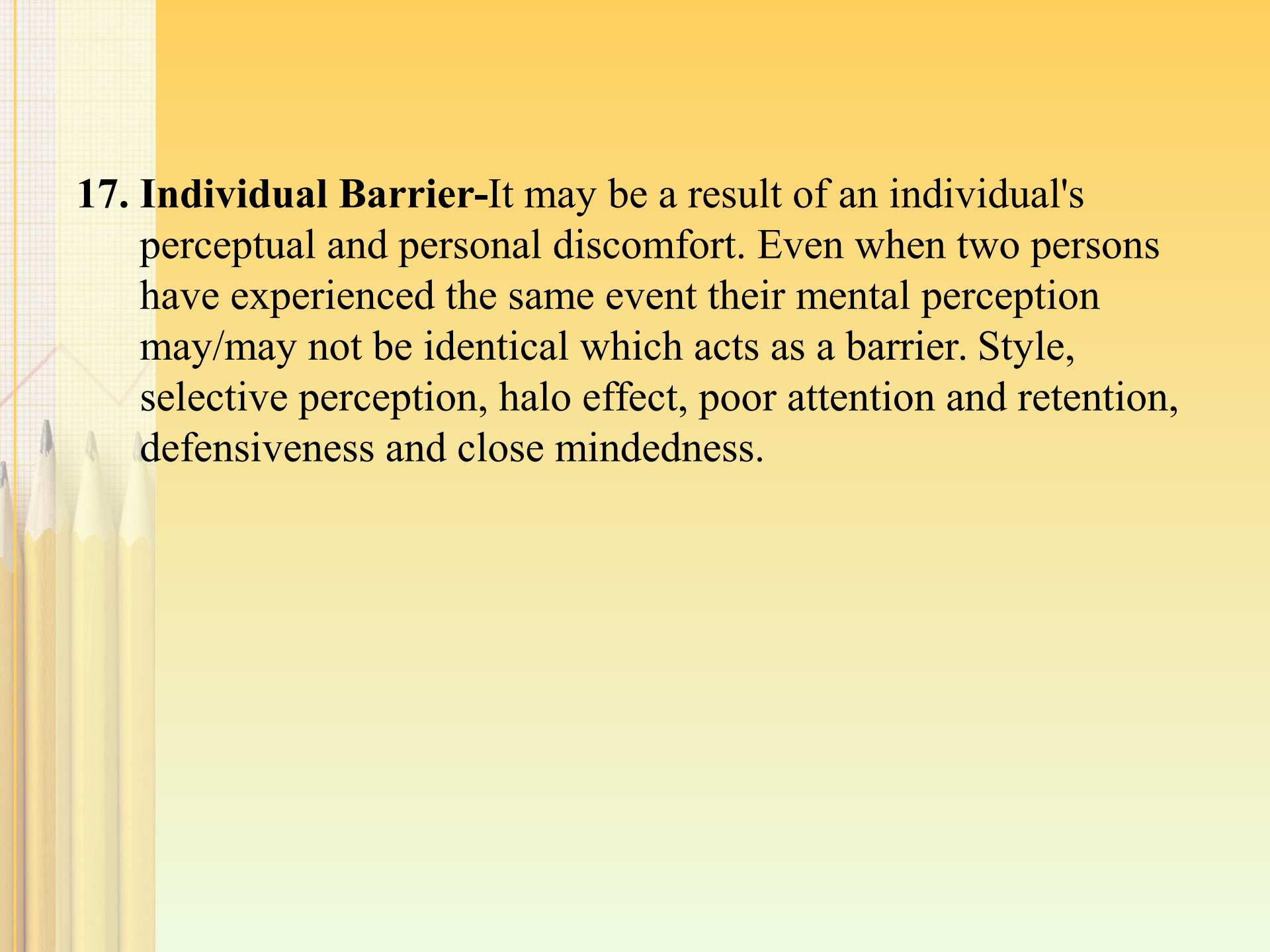
13. Channel Barrier-If the length of the communication is long, or the medium selected is inappropriate, the communication might break up; it can also be a result of the inter-personal conflicts between the sender and receiver; lack of interest to communicate; information sharing or access problems which can hamper the channel and affect the clarity, accuracy and effectiveness.

14. Cultural Barrier-This include age, education, gender, social status, economic position, cultural background, temperament, health, popularity, religion, political belief, ethics, values, motives, assumptions, aspirations, rules/regulations, standards, priorities can separate on person from another and create a barrier.

15. Physical Barrier-One of the major barriers of communication in a workplace is the physical barrier. Physical barriers in an organization includes large working areas that are physically separated from others. Other distractions that could cause a physical barrier in an organization are the environment, background noise.

16. Language Barrier- Inability to converse in a language that is known by both the sender and receiver is the greatest barrier to effective communication. When a person uses inappropriate words while conversing or writing, it could lead to misunderstanding between the sender and a receiver

17. Individual Barrier-It may be a result of an individual's perceptual and personal discomfort. Even when two persons have experienced the same event their mental perception may/may not be identical which acts as a barrier. Style, selective perception, halo effect, poor attention and retention, defensiveness and close mindedness.

Reference

- http://www.businessmanagementideas.com/notes/management-notes/communication-management-notes/notes-on-communication-meaning-nature-and-importance/5183 -meaning nature and importance
- http://www.notesdesk.com/notes/business-communications/business-communication-and-its-types/ types of communication
- Books –
- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.