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Barriers to Effective Communication

For Internal Circulation and Academic
Purpose Only

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.

Barriers to Effective Communication

- Social
- Psychological
- Cultural
- Physiological,
- System design
- Physical
- Receivers

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.
- [Video](#)

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 significantly 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.

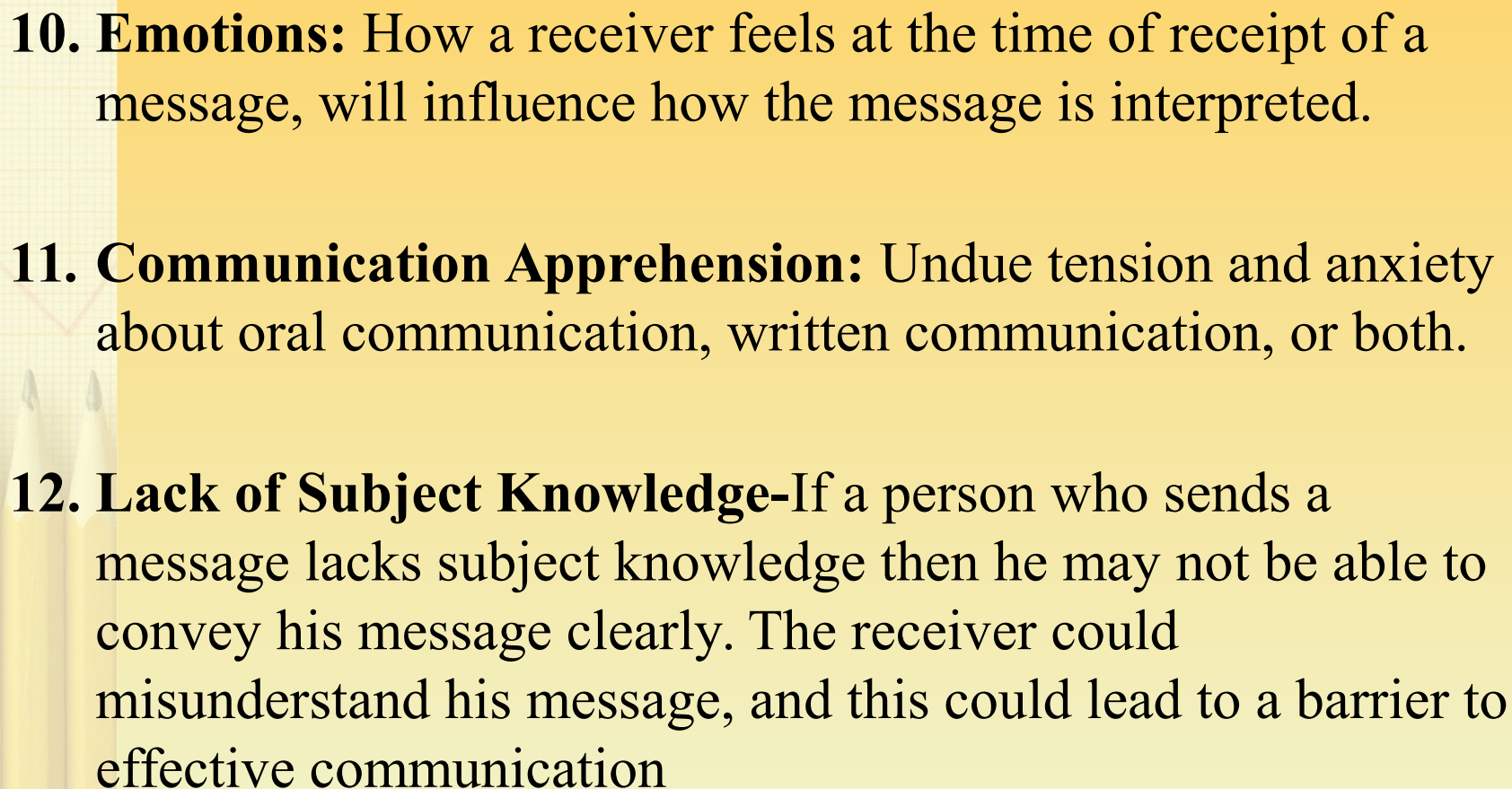
5. Filtering: The communicator manipulates the information so the receiver hears it as positive.

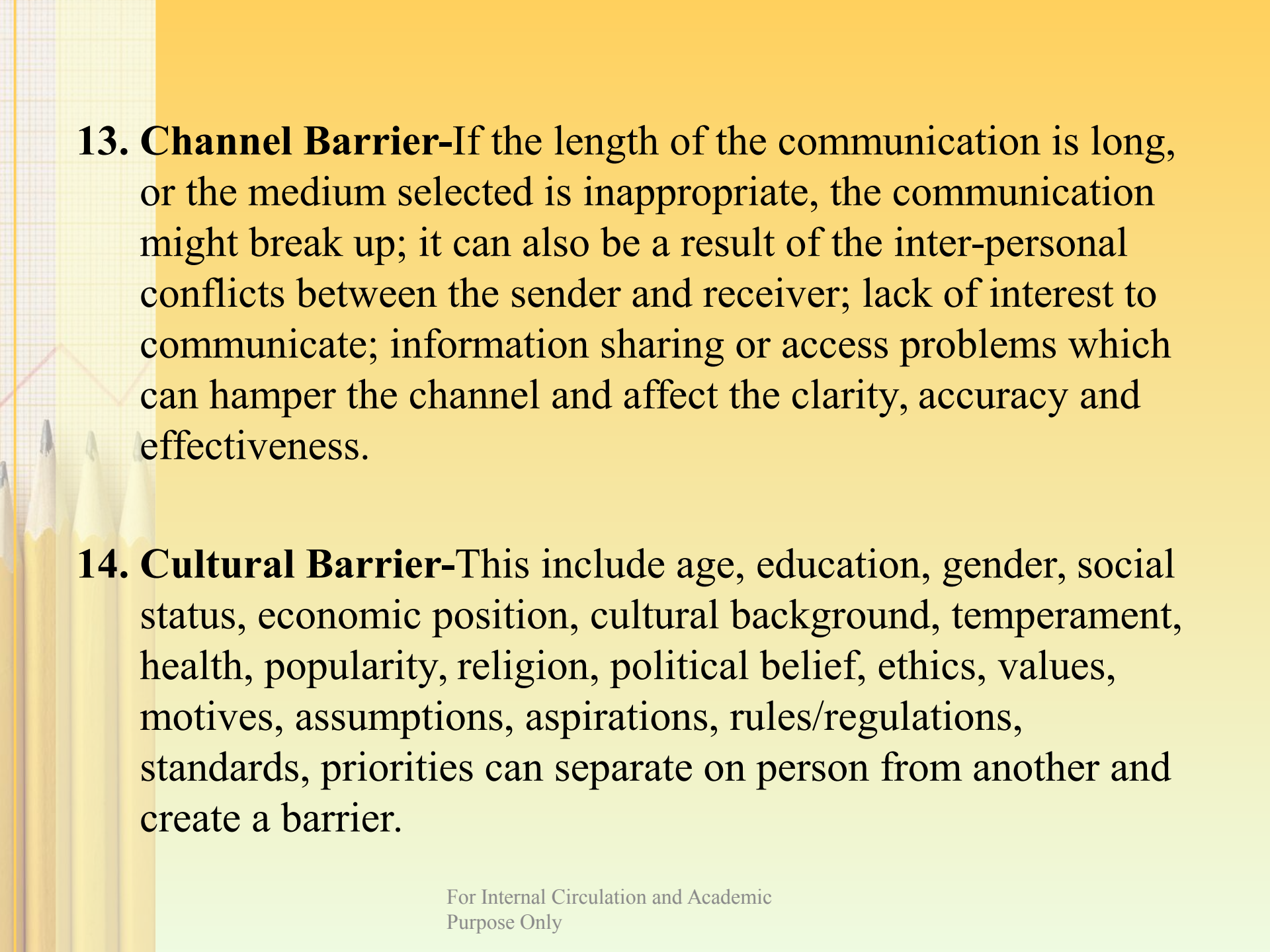
- It frequently occurs in upward communication.
- It occurs because the direction carries control of information to management that may affect merit evaluations.

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.

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- 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.

18. Video

Essential of effective communication

- The 7 C's of effective communication, also known as the seven principles of communication are a useful way to ensure good and business communication.
- The 7 C's of Effective Communication provide a useful check list as a result of which both written and verbal communication pass off in a clear, plain, target group-oriented and well-structured manner.



- **Completeness**
- the message must bear all the necessary information to bring the response you desire”. One of the most famous terms use under this title is the “5’w’s”. 5’w’s includes Who, What, When, Where and Why.
- **Benefits of Completeness**
 1. Complete messages are more likely to produce desired results.
 2. They can do a better job of building goodwill.
 3. Complete information always gives additional information wherever required, it leaves no question in the minds of the receiver

- **Conciseness**

- The message only contains the information only relating to the topic and don't have irrelevant information While composing a conciseness in message we have to bear following points in mind.

- Eliminate wordy expressions.
- Include only relevant stuff.
- Avoid unnecessary repetition.

- **Benefits of Conciseness**

- Conciseness saves time of both the sender and receiver.
- Concise communication provides short and essential message in limited words to the receiver/audience.
- Concise message is more appealing and comprehensible to the receiver/audience.
- Concise message is non-repetitive in nature

- **Consideration**
- “Consideration implies ‘stepping into the shoes of others’” It refers to the use of “You Attitude”, emphasizes positive and pleasant facts, visualizing reader’s problems, desires, emotions and his/her response.
- Effective communication must take the receiver/audience into consideration

- **Benefits of Consideration**

- Pose the good and pleasant effect
- Length of the message is short which saves time both sender and receiver.
- Ensures that the self respect of the audience is maintained and their emotions are not harmed

- **Concreteness**
- “Being definite, vivid and specific rather than vague, obscure and general leads to concreteness of the message”. While composing Concreteness in message we have to bear following points in mind.
 - ✓ Use specific facts and figures.
 - ✓ Put actions in our verbs.
 - ✓ Choose vivid, image-building words

- **Benefits of Concreteness**
- Concreteness reinforces confidence.
- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- It creates positive and pleasure affect on reader

- **Clarity**
- “Clarity demands the simple language and easy sentence structure in composing the messages”.
- Clarity implies emphasizing on a specific goal or objective at a time, rather than trying to move away from track
- Clarity comes with the use of exact, appropriate and concrete words.
- While Composing the Clarity in message we have to bear following points in our mind.
- Choose precise, concrete, and familiar words.
- Construct effective sentence and paragraphs.
- Use the simple words rather than jargon words.



- **Benefits of Clarity**

- Clarity makes comprehension easier
- Complete clarity of thoughts and ideas enhances the meaning of message
- Clear message makes use of exact, appropriate and concrete words.

Courtesy

- Doing well with good intentions” called Courtesy
- Courtesy means being polite, kind, judicious, enthusiastic and convincing.
- Courtesy reflects the nature and character of the sender of the message.

Here the following suggestions for generating a courteous tone.

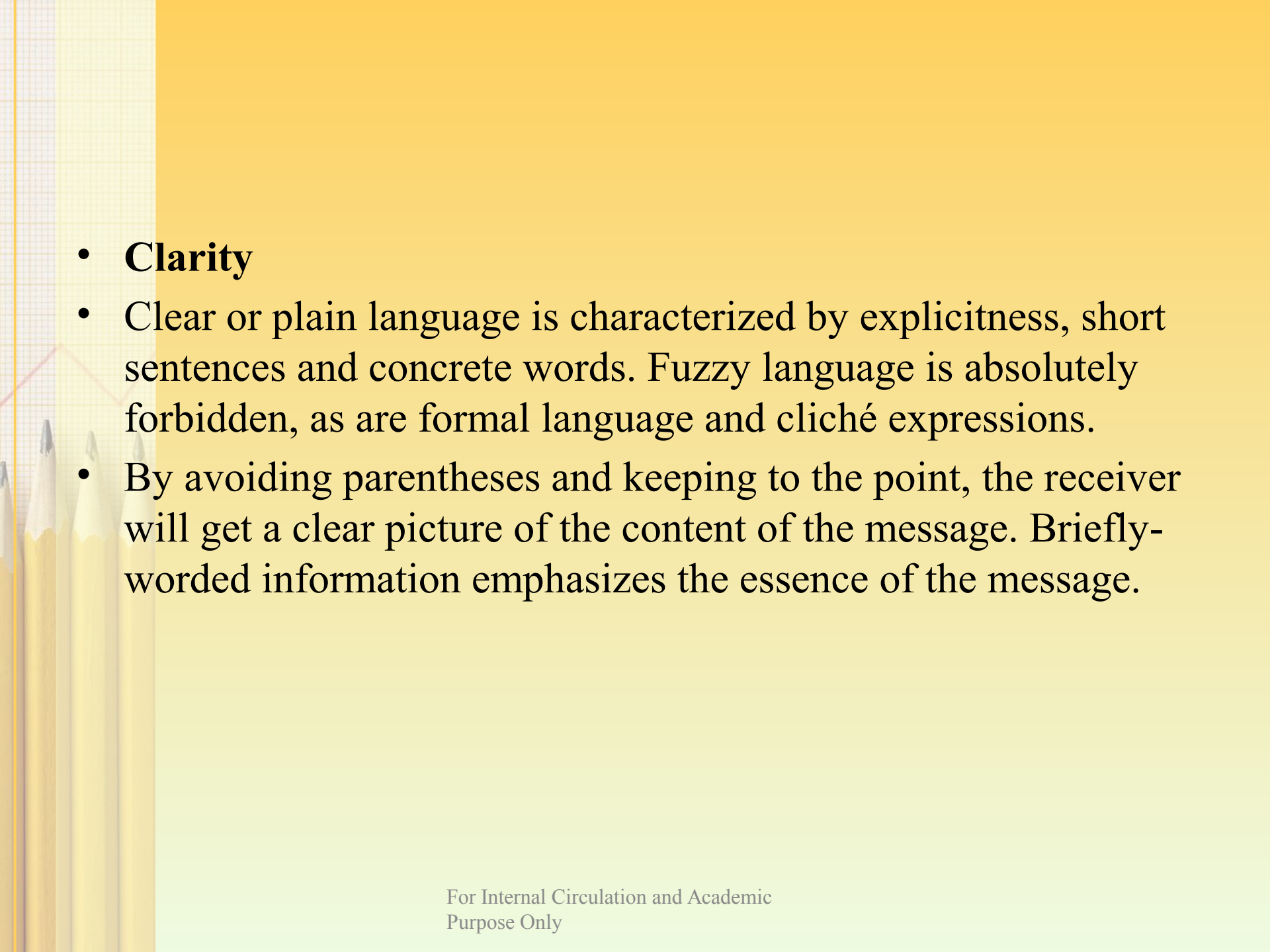
- I. Be sincerely tactful, thoughtful and appreciative.
- II. Use expressions that show respect.
- III. Choose non discriminatory expressions.
- IV. Omit questionable Humour

Benefits of Courtesy

- Courtesy creates goodwill.
- Courtesy strengthen relations.
- Courteous message is positive and focused at the receiver/audience.
- It makes use of terms showing respect for the receiver of message.
- It is not at all biased

- **Correctness**
- The core of Correctness means “sentence ought to be proper grammatical, punctuation, and well spell” or free from any sort of errors
- Correctness in the communication implies that the correct information is conveyed through message.
- The encoder should know the status, knowledge and educational background of the decoder

- **Benefits of Correctness**
- Correctness in message helps in building confidence
- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message

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- **Clarity**
 - Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions.
 - By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

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