

## A. Fill in the Blanks:

- Without ..... the sender cannot confirm if the receiver has interpreted the message correctly.
- Physical conditions that affect the communication process are called ..... barriers.
- The ..... is the means through which the message travels from the source to the receiver.
- The ..... is the one who decodes or interprets the message.
- ..... to others is a very important aspect of effective communication.

### HINTS

- Feedback <sup>1</sup>
- Receiver <sup>4</sup>
- Environmental <sup>2</sup>
- Listening <sup>5</sup>
- Communication channel <sup>3</sup>

## B. Answer the Following Questions:

- What is communication?
- What are the features of effective communication?
- List the barriers to effective communication. Explain any two.
- Sidhant is preparing for his first campaign speech. Advise him about the possible barriers to effective communication and how can he avoid them?



## ACTIVITY ZONE

### Let's Use Creativity

- Draw a diagram of the Communication Cycle and explain it orally.
- Role Play the following situations in the class:

**Situation 1:** Two classmates are conversing over the telephone. The caller was absent from the school due to illness and calls up his classmate to find out what lessons were taught and what homework was given in every subject.

**Situation 2:** A student is introducing himself by highlighting his interests, hobbies, strengths, and weaknesses.

**Situation 3:** You are conversing with your friend, and you are interested to know that how was his trip to the wildlife sanctuary.



## GROUP DISCUSSION

Divide the class in two groups and conduct a group discussion on the topic, **Various barriers to effective communication and their impact on the communication cycle.**



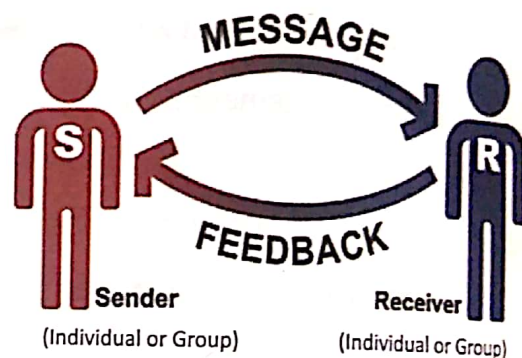
## Communication Cycle

Communication is the process of transferring or sharing of information between two or more people. It is a two-way process of reaching mutual understanding, in which participants not only exchange information, news, ideas, and feelings but also create and share a new meaning.

The scope of communication is not limited to only two or more people, instead, it involves the whole society. Man is a social animal, and he cannot remain in isolation. It is his basic need to interact with others. Communication is the foundation of all human relationships. We communicate every day with our family, teachers, friends, and pets. The need for communication has evolved from the stage of early humans and sign language which contributed to the development of verbal and written messages. We have now reached the age of satellite and computer technology which has brought about a revolution in the field of communication.

### COMMUNICATION : A TWO-WAY PROCESS

Communication is a two-way process. Communication is not merely the transmission of a message; it also includes an understanding of the message. In this process, one person is the sender, and he conveys a message to another person or a group of persons who is the receiver. When the receiver gets the message, he sends back a response, acknowledging the message was received. So, effective communication always involves feedback from the receiver.



An **effective communication** is a communication between two or more people where the intended message is successfully delivered, received, and understood.

### FEATURES OF EFFECTIVE COMMUNICATION



- ★ Communication is a meaningful process that involves a sender and a receiver. While communicating, both should share a mutually accepted code, i.e., a common language.
- ★ A message should be clear. It should convey the right meaning to others.
- ★ Listening to others is a very important aspect of effective communication.

- ★ Communication is a process in which there is an input and an output. A meaningful communication results in a response from the receiver.

### IMPORTANCE OF COMMUNICATION SKILLS

Effective communication is essential in every sphere of life, be it personal, professional, or social. It includes all the aspects of visual, auditory, and body language to appeal to the listener.

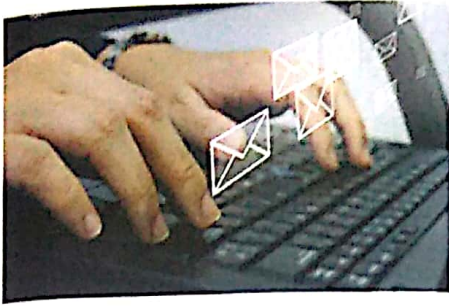
The following story illustrates the importance of clear and comprehensive communication.





Example

A father planned an urgent trip to his son's home in another state. He sent an e-mail to his son. In the mail, he wrote 'Reach Tomorrow' instead of 'Reaching Tomorrow', by mistake. When the father reached his son's home, his daughter-in-law was surprised to see him because the son had already left to visit his father. The daughter-in-law showed him the e-mail which stated 'Reach tomorrow' instead of 'Reaching tomorrow'.



The three missing letters 'ing' created miscommunication and a big confusion. Instead of receiving the message that the father was arriving the next day, the son got the message that his father was asking him to come the next day. This example illustrates the importance of sending (coding) a message and receiving (decoding) a message accurately. Miscommunication can cause serious problems. It can have far-reaching consequences, resulting in loss of time, money, trust, and may also impact relationships.

### ✓ IMPACT OF EFFECTIVE COMMUNICATION ON OUR LIVES

- ✦ It encourages active participation in group discussions and cohesive teamwork.
- ✦ It helps in building relationships with others.
- ✦ It enables a leader to cultivate a sense of common goal among the team members and drive them to work in a spirited manner.
- ✦ Ability to communicate effectively builds your confidence and equips you to respond and articulate aptly in any situation.
- ✦ Effective communication helps in handling various conflicts or misunderstanding in an organisation.
- ✦ Effective communication saves time and reduces stress and anxiety levels.
- ✦ It fosters success in professional and personal life.

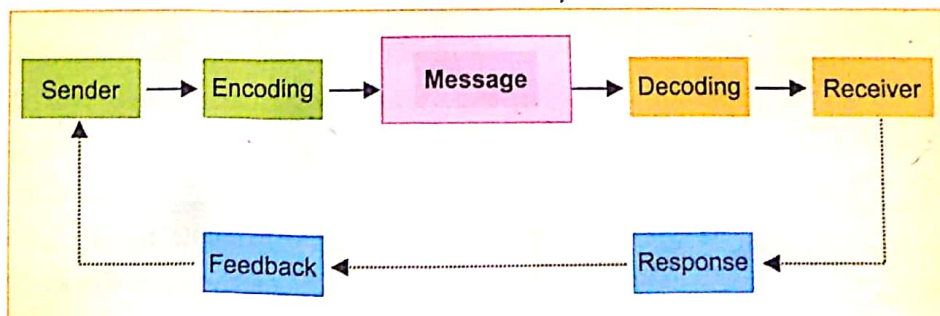


### ✓ ELEMENTS OF COMMUNICATION CYCLE

*aptly - appropriate manner, हाजिर = जवाबी*

As mentioned above, communication is a dynamic, two-way process. The essential elements of the communication process are:

- |   |  |
|---|--|
| ✦ <b>Message:</b> Information to be conveyed    | ✦ <b>Sender:</b> One who sends the message       |
| ✦ <b>Encoding:</b> Formation of the message     | ✦ <b>Communication Channel:</b> Medium           |
| ✦ <b>Receiver:</b> One who receives the message | ✦ <b>Decoding:</b> Interpretation of the message |
| ✦ <b>Feedback:</b> Response                     |  |



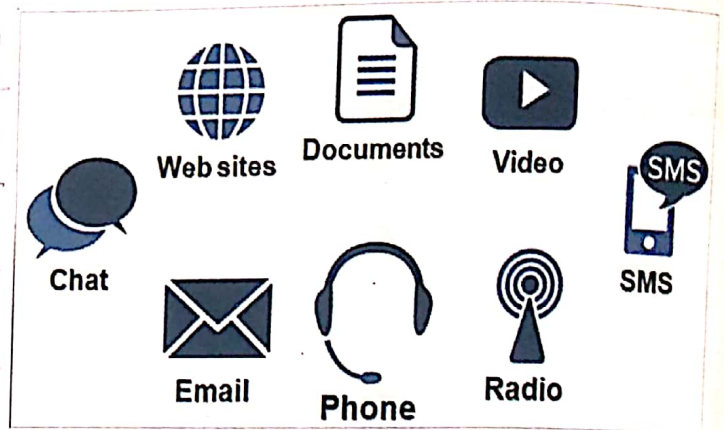


**Sender:** A sender is an individual or a group, who has an idea or information which he wants to communicate with others. The sender selects the channel based on factors like nature of the message, the kind of the audience (receiver), and the situation. The sender becomes the source of the message. In the previously given example, the father is the sender.

**Message:** It is the encoded idea sent by the sender. The message could be verbal (written or spoken) or non-verbal (such as body movements, gestures, facial expressions, eye contact, tone of voice, etc.). The message in the example is what the father wanted to convey, i.e., 'Reach Tomorrow'.

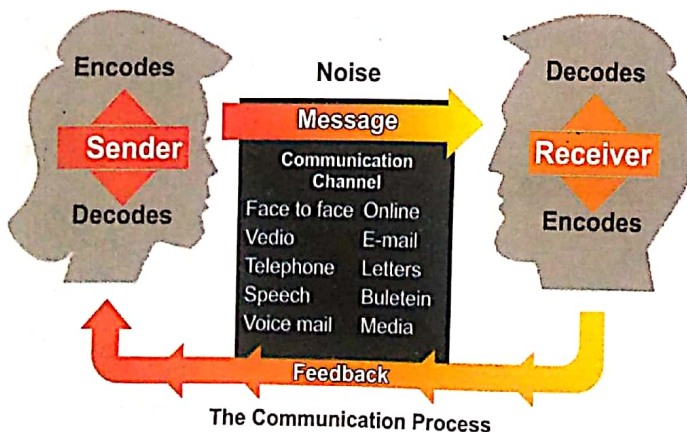
**Encoding:** Translation of an idea into a message by the source is called encoding. The message may be encoded in any combination of mutually understood words, signs or symbols. The symbols or signs used must be clear to both the sender and the receiver. While encoding a message, one needs to consider what content to include, how the receiver will interpret it, and how it may affect one's relationship. Thus, encoding is guided by the nature and the purpose of the communication as well as the relationship between the sender and the receiver. Encoding in this example is transcribing the e-mail.

**Communication Channel:** This is the means through which the message travels from the source to the receiver. Channels could be either oral or written. However, with the advancement in technology, visual channels are now becoming more common. The standard channels these days include video conferencing, video chat, telephone, etc. Written forms include text messages, memos, letters, reports, e-mails, fax, etc. In the example, the message is sent through an e-mail which is a transmission channel.



**Receiver:** The person or group that receives the message is known as the receiver. The receiver is the one who decodes or interprets the message. It is important to note that the meaning of the communication is what is interpreted, and not what was intended. Any error on the part of the receiver may make the communication ineffective. In this story, the son is the receiver.

**Decoding:** It is the process of deriving meaning from the received message. The message should be worded carefully, so that the receiver easily understands it. If the message is encoded while keeping the receiver in mind, it will be easier to decode it. For example, the words and tone you choose to express your thoughts to a friend will be different from what you choose for your parents and teachers. This is because you know they will interpret or receive the message differently. In the example, decoding is son's interpretation of his father's e-mail.



**Feedback:** The cycle of communication is complete when the sender receives the feedback from the receiver. Without feedback, the sender cannot confirm if the receiver has interpreted the message correctly. Feedback is also given and received to improve behaviour and performance. A constructive feedback informs and motivates people to improve themselves. In the given example, feedback was missing, that is why the communication cycle broke down in this case.

The entire cycle of communication will start all over



again if the sender feels that the message was not understood correctly. This can be easily understood with the given communication process.

## **BARRIERS TO EFFECTIVE COMMUNICATION**

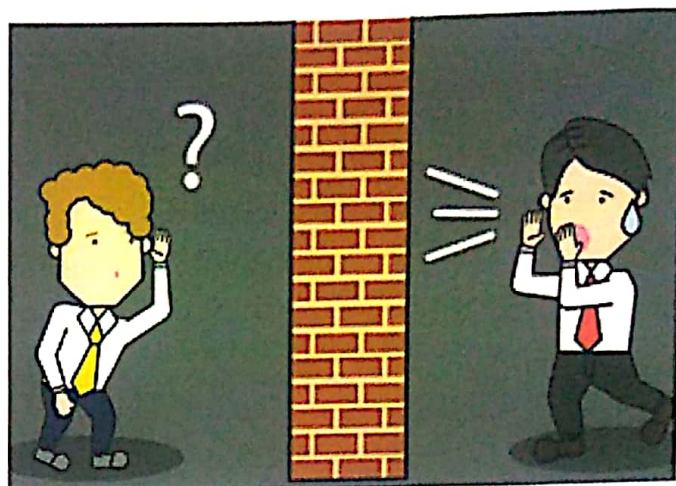
A barrier to effective communication is any factor, individual, situational, or environmental, that prevents the receiver from receiving and understanding the message accurately. These barriers can lead to misunderstanding and confusion between a sender and a receiver. Some of the significant barriers are guided by the nature and purpose of communication as well as the relation between the sender and receiver.

**Environmental Barriers:** These are the physical conditions that affect the communication process. For example, defective instruments, poor lighting, uncomfortable seating arrangements, and unhygienic room conditions distract listeners.

**Situational Barriers:** The factors like distance, noise, and distractions cause unnecessary disruption in the communication process. For example, loud music and noise from generators or other machinery.

**Individual Barriers:** Some of the individual barriers are as follows:

- ✦ **Attitudinal:** Factors like age, gender, lack of interest, discomfort with the topic, culture, and socio-economic or professional status define how a listener perceives and interprets the message.
- ✦ **Linguistic Ability:** Speech disorders or other physical disabilities can distort the communication process. Additionally, the lack of proficiency in the language affects the interpretation of the message as well.
- ✦ **Inattention:** If the listener is preoccupied or distracted or just not interested in the conversation, he will likely be not attentive. It may result in an adverse effect on the outcome of the communication.
- ✦ **Emotional State:** Emotions of the sender at the time of encoding may result in the usage of wrong words or tone that may lead to miscommunication. Likewise, the receiver may misinterpret the message due to his emotions.



## **ACTIVITY ZONE**

### **Let's Play Chinese Whisper**

Play Chinese whisper in the class. The teacher will whisper a phrase in the first student's ear, and the student will whisper the same phrase in the next student's ear, and so on. The last student who hears the phrase will say it out loud.

- ✦ Is the phrase told by the teacher same as the one interpreted by the last student?
- ✦ Discuss how the message changed as it travelled from one source to another.





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barriers to  
Effective communication

Environmental  
Barriers

Situational  
Barriers

Individual  
Barriers

↓  
Physical  
Conditions

- Distance
- Noise
- Loud music

- defective instrument
- poor lighting
- uncomfortable seating arrangements
- Unhygienic room

- ① Attitudinal  
(mental Position)
- age
  - gender
  - culture
  - socio-economic
  - professional status

② Linguistic Ability

- speech disorder
- physical disabilities
- lack of proficiency in language

- ③ Inattention
- ④ Emotional state
- ⑤ Prejudice
- ⑥ Difference in perception