Communication: The Process, Deterrents and Overcoming Strategies of Deterrents to Communication

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ABSTRACT

Communication is a process that connects the sender with the receiver of the massage. The study of communication is important because every administrative function and activity involves some form of direct or indirect communication. Right from the time when a child is born, communication plays an important role in his/her life. Many people may fail in communicating the contents of the message due to deterrents whether it is verbal or non-verbal communication. This implies that every person's communication skills affect both personal and organization effectiveness. The purpose of writing this article is to study how deterrents affect on communication and ways of overcoming strategies of deterrents to communication. Its aim is to attract the attention, how deterrents lead to misconception and miscommunication and meets to distrust and disappointment among the people, deterrents make the communication incomplete and ineffective. Proper identification of deterrents are as important and imperative as diagnosis at its remedy.

Keywords: *Misconception, Miscommunication, Identification & Remedy.*

INTRODUCTION

Communication

Communication can be defined as the process at transmitting information and common understanding from one person to another (Keyton,2011) The word communication is derived from the Latin word, communes, which means common. Communication is the backbone of everything that we do today, whether it is signing up for a magazine subscription or pitching an idea to an important client. According to (Koontz and weihrich), "communication is the transfer of information from a sender to a receiver with the information being understood by the receiver."

Miscommunication

Miscommunication is a ruined form of communication what is to be communicated, does not get communicated and an abstracted from of the massage is transmitted. Effective communication is the life blood of an organization but unfortunately, many barriers and breakdowns arise in communication.

THE PROCESS OF COMMUNICATION

Communication is a process of transmitting and receiving verbal & non verbal massage. Simply stated, communication is a two way process of exchanging ideas or information. Figure -1 reflects the definition and identifies the important elements of the communication process (cheney, 2011).

Idea
⇩
Message
⇩
Sender
⇩
Encoding
⇩
Channel
⇩
Receiver
⇩
Decoding

Two common elements in every communication exchange are the sender and the receiver. The elements in the communication process determine the quality of communication. A problem in any one of these elements can reduce communication effectiveness. (Keyton, 2011) for example, information must be encoded into a message that can be understood as the sender intended. Research indicates that principals spend 72 to 80 % of their time in interpersonal with various stakeholder (Green,2010;) Lunenburg & Irby, 2006; Matthews and Crow, 2010; Sergiovanni,2009;Tareilo,2011; Ubbn, Hughes & Norris,2011). Effective principals know how to communicate & they understand the importance of ongoing communication both formal and informal :faculty and department meetings : individual conversations with parents, teacher & students; and telephone calls and emails messages with various stockholders groups .

DETERRENTS TO EFFECTIVE COMMUNICATION

Effective communication is the life blood of an organization, but unfortunately, many deterrents and breakdown arise in communication. These deterrents can occur at any stage of a communication process during sending, encoding, transmission, decoding or receiving. The author, George Berhard show wrote, “The greatest problem with communication is the illusion that it has been accomplished” (show, 2011). Four types of barriers are semantic barriers, Physical barriers, psychosocial barriers and organizational barriers. (Eisenberg, 2010).

1. Semantic or Language Deterrents

Semantic is the study of words or their meaning. It is related to connotative and denotative meanings of words and its study. Every word has a direct meaning called the denotative meaning. In addition to its extract or lexical meaning, words also enquire implied meaning called connotative meanings, if the encoder and decoder do not share the some connotative meaning for a word, miscommunication occurs. The word ‘cheap’ as an adjective you will enjoy a ‘cheap holiday’ because you spend less than the real cost. Industries desire ‘cheap labor’ to reduce the overall the cost of production. These connotations of cheap as an adjective are different from the connotations in expressions like cheap popularity, if the receiver does not understand the connotation attributed by the sender,

miscommunication takes place. But when words are used for denotations alone, not much damage will be done. In English language, one word may have more than one meaning. For example -

(I) Give me water to drink

(II) The water dispute Punjab and Haryana

In the first sentence (here the water means glass of water) on the outer side in the second sentence (Here water means water of river) when the reader or listener draws different meaning of a word than the writer or the speaker, there arises a barriers. Stephan covey rightly said, "Diagnose before you prescribe is a correct principle manifest in many areas of life".

2. Organizational Barriers

Organizational structure greatly affects the capability of the employees so far as communication is concerned Organizational rules become barriers in communication by determining the subject –matter, medium, etc of communication. Annoyed by the definite rules the sender hesitate to send some of the message sometimes it happens that important message are omitted or manipulated. There are many mediums and channels of communication available, like face to face, oral communication, telephonic, email and audio-visual. Each channel is not ideal and perfect in every situation. If persuasion is to be made by sales manager, face to face communication is more suitable than talking on phone. Written communication is required in case of formal relations. But in communication with illiterate people, this channel fails. Illiterate people are to be communicated orally and with support of pictures.

3. Psychological Barriers

Psychological barriers arise from motive, emotions, social values, different perceptions etc. These create a Psychological distance, cause misunderstanding among people at work and hinder the communication process. There are many reasons why interpersonal communication may fail. In many communications, the massage (What is said) may not be received exactly the way the sender intended. It is, therefore, important that the communicator seeks feedback to check that their message is clearly understood. Our sensory receptors have their own limitations as a result we perceive not the whole spectrum, but a selective symbols based upon our needs, motives, experience, background etc. nobody want to see the reality, as it on, but interpret what we see and call it reality. It is human tendency that we try to evaluate quickly. We do not listen or read whole, but try to infer from certain part of the message. As a result effective communication does not taken place because of premature evaluation. This type of barriers can be overcome by emphatic listening. The negative attitude of subordinates also affects the communication flow. Inferiority complexes, unwillingness to share information and fear of action are the obvious barriers to communication under such situations, organizational communication became inflective. Three important concepts are associated with psychological and social barriers: fields of experience, filtering and Physical distance (Antos, 2011). Fields of experience include people's backgrounds, perception, biases, needs and expectations. However, as discussed previously, communication do break down several communication theorists(Abrell,2004; Auer,2011;Larson,2011;Shettleworth,2011; Weiss,2011) have focused on the major areas where failures in communication most frequently occur.

4. Physical Barriers

Physical barriers may consists of any sound that prevents a person from being heard physical noise interferes with a speaker is ability to send messages and with an audience is ability to receive them. Others physical blocks include mumbling, speaking too fast, distracting gestures, noise inside the room such a

ringing telephones etc. or outside the building such as traffic or area plans therefore massage may be blocked because people are uncomfortable, this is a big barrier in communication. Any disturbance or interference that reduces the clarity and effectiveness of communication is a barrier in communication.

OVERCOMING STRATEGIES OF BARRIERS TO COMMUNICATION

There is a lot of communication barriers faced these days by all. It is essential to deal and cope up with these communication barriers so as to ensure smooth the effective communication. Barriers of communication result in loss of time, money, energy, productivity and profits of a company. These barriers can be overcome by some of ways.

(1) Language: Simple and easy language should be used. Meaning of technical words, it used must be explained to the receiver to avoid misunderstanding.

(2) Proper planning: Proper massage must be planned before they are communicated to the receiver.

(3) Clarity of objective: The objective of communication must be clear. The sender should be clear of the idea or thought that be wished to convey to the receiver.

(4) Use of visual aids: The proper use of projectors slides and charts can effectively add to the value of oral and written communication for better understanding.

(5) Attentiveness: Paying to proper attention to what one is reading and speaking improves communication between the sender and the receiver. Attention is necessary for necessary for clear transmission of ideas, thoughts and information to each other. Therefore barriers can be removed through these above mentioned ways.

CONCLUSION

Communication is the process of exchange of ideas, facts, opinions and manner by which the receiver of the massage shares and understands it with another. It is the whole sequence of transmission and interchange of facts, ideas, feelings etc. Process is a course of action. Communication as an organizational process affects all. A number of barriers retard effective communication. These can be divided into four categories: process barriers, physical barriers and physiological barriers. To improve the effectiveness of communication, schools must develop an awareness of the importance of sender's and receiver's responsibilities and adhere to active listening skills.

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