



Communication

AAT Level II

BMA - Business Management

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Communication



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Communication

Communication is a Latin word which means 'to share'. It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imaginations, behaviors and written content. Communication is simply defined as the transfer of information from one place to another.



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Nature of Communication

- Communication is a process
- Communication is Meaning base
- Communication is inevitable
- Communication Two way traffic
- Communication is Intentional and unintentional
- Communication is a continues process
- Communication is a Social process



Scope of Communication

Base on
communication
Channel

Verbal -> Speech | Telephone

Non-Verbal -> | Fax | Mail | Letters etc...

Base on
communication
Purpose

Internal -> Within the organization (upward
/downward)

External -> Out of the organization

Base on
communication
style

Formal -> Official communication – Formal letter or
email

Informal -> Casual communication such as gossip



Scope of Communication

Base on
Number of
Recipients

Intra personal -> Communication within a single person

Inter personal -> Communication between two persons

Group Communication -> Within a group

Mass Communication -> Public Communication



Importance of Communication

- Encourage the motivation
- Source of information
- Changing individual behavior
- Allow interacting
- Aids in decision making
- Aids in controlling process

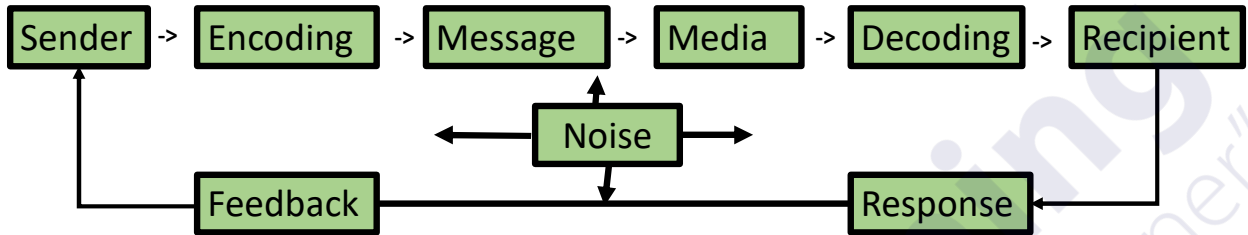


Effective and efficient Communication

- Should be two way communication
- Received by the correct and relevant recipient
- Recipient should be understand
- Both sender and recipient should satisfied
- Objective of communication should be achieved

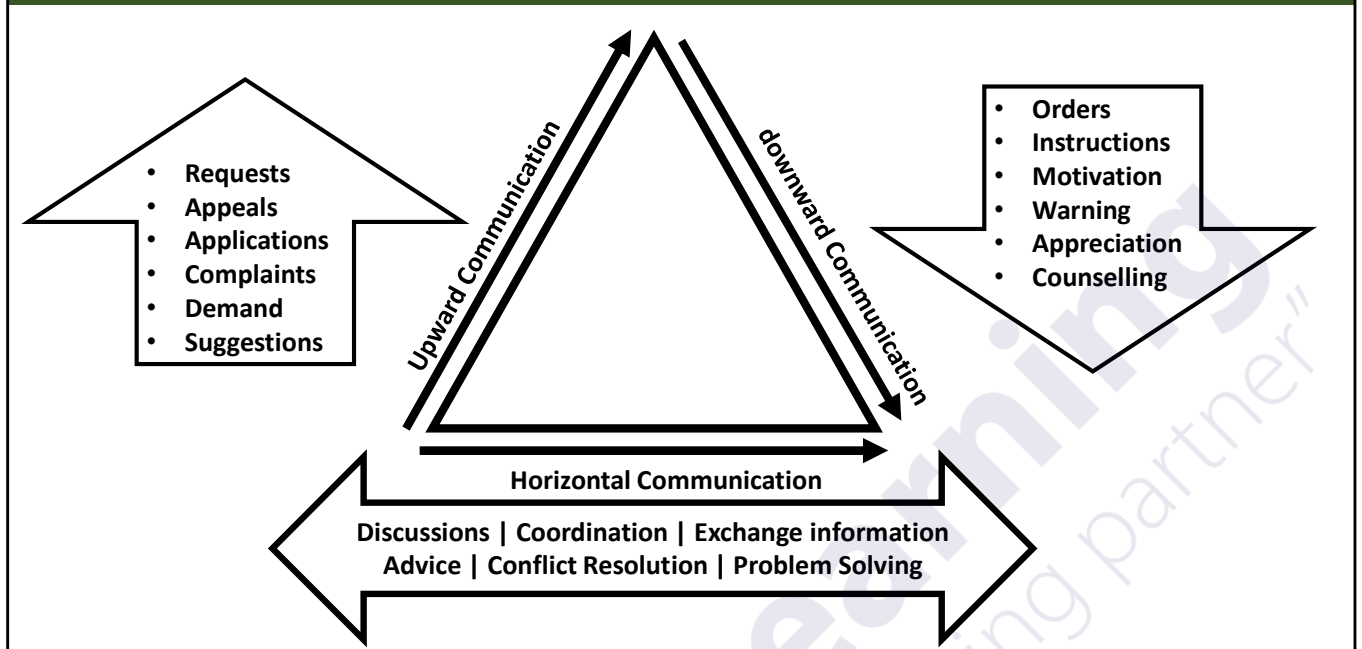


Communication Process



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Communication flow in organization



Benefits of effective Communication

- Should be two way communication
- Received by the correct and relevant recipient
- Recipient should be understand
- Both sender and recipient should satisfied
- Objective of communication should be achieved



Communication Skills required for Managers

- Interpersonal Skills
- Listening Skills
- Presentation Skills
- Writing Skills
- Personal Skills



Barriers to Communication

- Language Barriers
- Psychological barriers
- Physical barriers
- Systematic barriers
- Demographical barriers

Language Barriers

Language and linguistic ability may act as a barrier to communication.

However, even when communicating in the same language, the terminology used in a message may act as a barrier if it is not fully understood by the receiver(s). For example, a message that includes a lot of specialist jargon and abbreviations will not be understood by a receiver who is not familiar with the terminology used.

Psychological Barriers

The psychological state of the communicators will influence how the message is sent, received and perceived.

For example:

If someone is **stressed**, they may be preoccupied by personal concerns and not as receptive to the message as if they were not stressed.

Anger is another example of a psychological barrier to communication. When we are angry, it is easy to say things that we may later regret, and to misinterpret what others are saying.

More generally, people with **low self-esteem** may be less assertive and therefore may not feel comfortable communicating - they may feel shy or embarrassed about saying how they really feel, or read unintended negative sub-texts in messages they hear.

Physiological Barriers

Physiological barriers to communication may result from the receiver's physical state.

For example, a receiver with reduced hearing may not fully grasp the content of a spoken conversation especially if there is significant background noise.

Physical Barriers

An example of a physical barrier to communication is geographic distance between the sender and receiver(s).

Communication is generally easier over shorter distances as more communication channels are available and less technology is required. The ideal communication is face-to-face.

Although modern technology often helps to reduce the impact of physical barriers, the advantages and disadvantages of each communication channel should be understood so that an appropriate channel can be used to overcome the physical barriers.

Systematic Barriers

Systematic barriers to communication may exist in structures and organisations where there are inefficient or inappropriate information systems and

communication channels, or where there is a lack of understanding of the roles and responsibilities for communication. In such organisations, people may be unclear of their role in the communication process and therefore not know what is expected of them.

Attitudinal Barriers

Attitudinal barriers are behaviours or perceptions that prevent people from communicating effectively.

Attitudinal barriers to communication may result from personality conflicts, poor management, **and resistance to change** or a **lack of motivation**. To be an effective receiver of messages you should attempt to overcome your own attitudinal barriers to help ensure more effective communication.



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Over coming Barriers to Communication

- Have a clear aim
- Preparation
- Ask help if needed
- Improve listening skills
- Select correct media



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Techniques for effective Communication

- Use proper communication tools
- Being flexible
- Accurate and complete
- Delivering Timely
- Proper feedback
- Cost effective

