

LECTURE NOTES

ON

COMMUNICATION

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CHAPTER 1

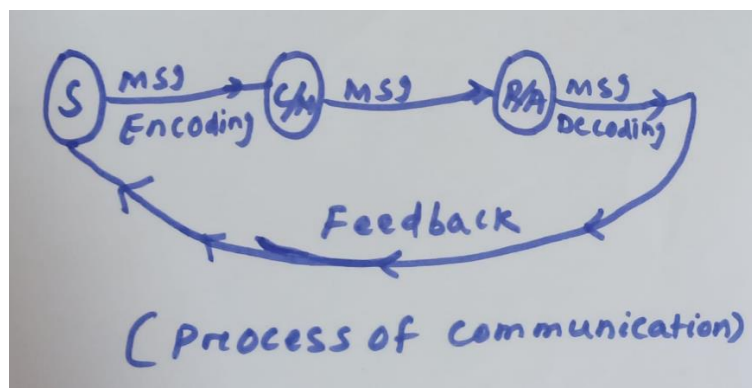
PROCESS OF COMMUNICATION

Definition: The exchange of information between the Sender and the receiver through a proper channel. The process of communication is an effective Communication process.

There are 7 components in the process of Communication:

- a) Source / Sender
- b) message
- c) encoding
- d) channel/ medium
- e) receiver / audience
- f) decoding
- g) feedback

DIAGRAM:



*Source/Sender:

- a) The person or organization who sends the message to the receiver through proper channel is known as Source/ Sender.
- b) It creates the information or idea and then after encoding, sends the message to the receiver. It is the most important component in the process of communication.

Message:

- a) It is an information or idea or opinion of the sender or the receiver.
- b) The message may be verbal or non-verbal
- c) The process of communication happens only with the message of the sender or the receiver.
- d) The message may be of various types. For example- oral, written, electronic, telephonic, symbols, gestures, body language etc.
- e) Both the sender and the receiver send or receive the message throughout the communication process.

Encoding:

- a) The process through which the sender translates the information to a suitable message is the process of encoding.
- b) It happens in the mind of the source/ sender. After encoding the sender sends the message to the receiver through proper channel.

Channel / Medium:

- a) It is the vehicle in the process of communication.

- b) Here, both the sender and the receiver send or receive the message through proper channel.
- c) Channel or medium must be systematic.
- d) There are many types of channel / medium. for example - oral, written electronic (email, fax, SMS, WhatsApp chat), telephonic channel, non-verbal (body language, gesture, posture, poster, drawings, symbols and signs, etc).

Receiver/Audience:

- a) The person/ organisation who receives the message through proper channel from the sender is known as receiver/ audience.
- b) More than one person is known as audience.
- c) The receiver receives, understands, analyses and then gives the feedback to sender's message.
- d) It is an important component in the process of communication.

Decoding:

- a) The process through which the receiver understands and analyses the sender's message before giving the feedback is known as process of decoding.
- b) It happens in the mind of the receiver.

Feedback:

- a) It is an integral component in the process of communication.
- b) It is reply/comment/answers/response of the receiver to the sender's message.
- c) Effective communication happens only with the feedback.
- d) The sender is aware about the message when receiver gives the feedback

CHAPTER 2

COMMUNICATION NETWORK

DOWNWARD COMMUNICATION

1. The communication which flows from top to bottom of the organizational hierarchy is known as Downward communication.
2. It is strictly controlled by the management.
3. The management can state its policies, aims and objectives to its employees.
4. Management may adopt an oral or written media for the circulation of information to its employees.
5. Oral communication may involve presentations, one-to-one interviews or the phone calls.
6. The written media of communication is properly numbered or recorded.
7. It may take in the form of circulars, notices, office memos or letters.

MERITS

1. Management can educate, inspire, order and direct their employees whenever they wish.
2. Innovations in technology, changes in work methodology can effectively communicated through the formal channel of communication.
3. It strengthens the control of management on its employees as it provides a means to control the activities of subordinates

4. The necessary instructions may be issued to the incompetent, hostile and unwilling work of the employees.

DEMERITS

1. Diluted message causes harm to the employee of any organization.
2. Delivery of incomplete message may cause sheer wastage of time and resource.
3. Overload of messages may create confusion and complexity between the employees.
4. Downward communication makes the authority rest with a handful of people

UPWARD COMMUNICATION

1. The communication which comes from the lowest level employee to higher level authorities is known as Upward communication.
2. Here the management collect feedback from its employees at regular intervals of time.
3. The lower level of employees who generate the information and the message travels from bottom to top.
4. Upward communication provides an opportunity to the lower level employees to share their observations, suggestions and feedback to the management with their seniors.
5. It ensures proper utilization of resources in an organization and maximization of profits.
6. By this channel, the employees feel a sense of participation among themselves and also develop a sense of belongingness with the organization.

MERITS

1. In the upward communication, the organizations conduct periodical meetings time to time to discuss their experiences regarding the execution of policies and methodologies.
2. The employees give their constructive feedback and suggestions regarding improvisation of company's policies.
3. Suggestion/complaint boxes are provided to give the feedback and management must reward the positive and constructive suggestions.
4. An open door policy encourages the employees to consult their seniors at their own convenience
5. Genuine feedback reaches to the authority from the respective senior employees
6. In this type of communication, the relationship between the employees strengthens.

DEMERITS

1. Lack of initiative by the management harasses the employees.
2. Immediate bosses are not going to reveal all the suggestions, problems, feedbacks of the employees.
3. Indifferent attitude of bosses make the employee discourage to do work in the organization.
4. As the message has to pass through various stages it may take a lot of time to reach the management. Sometimes the messages are being diluted.

PARALLEL COMMUNICATION

1. It is an integral part of a business organization.
2. The flow of information between the same level of employees is known as Lateral or Parallel or Horizontal Communication.
3. The mediums of lateral communication are as follows

- a. Face to face conversation
- b. Telephone calls
- c. Meeting, group discussion
- d. Letters & reports

MERITS

1. This type of communication aims at resolving the inter-departmental conflicts.
2. It creates harmonious relationship between the sender and the receiver.
3. It provides proper facilities for the employees to communicate with each other.
4. Regular meetings of employees could resolve many problems of the organization.
5. The employees can release their frustration and tension by sharing with each other.
6. It acts as a catalyst in the growth of a company.

DEMERITS

1. Management considers this communication as a threat for the organization.
2. The employees may form a union and go against it.
3. Ego clash may happen between the employees which is harmful for the organization

CHAPTER 3

NON-VERBAL COMMUNICATION

KINESICS (BODY MOVEMENTS)

1. The non-verbal signals through body language which interprets ideas and emotions of the senders and receiver is known as kinesics.
2. It is the study of facial expression, gestures and eye behaviour.
3. It was developed by the anthropologist Ray L BirdWhistell in the year 1950.

FACIAL EXPRESSION

- a. **Facial expressions** is dynamic in nature and give fast communication.
- b. There are 7,000 facial expressions.
- c. It can communicate the speaker's attitude, emotions, feelings, intentions etc.
- d. There are six universal facial expressions like happiness, sadness, surprise, fear, anger and distrust. All these expressions is accompanied with a combination of recognizable gestures.
- e. The face is the primary source of emotions. During oral communication, facial expressions change continually and are constantly monitored and interpreted by the receiver.
- f. The following facial expressions interprets the emotion and feelings such as
Example- Angry: Lower eyebrow and stare intensely
Fear: around eyes, open mouth

Disgust: wrinkled nose, lowered eyelids and eyebrows, raised upper lip

Surprise: raised eyebrow, wide open eyes, open mouth

Happiness: round eyes, smiles, raised cheeks

Sadness: area around mouth and eyes

- g. The face has around 90 muscles in it. 30 of these muscles purely for expressing emotion.

GESTURE

1. A gesture is a non-verbal body movement which is articulated with the hands, arms or body and also include movements of the head, face and eyes.
2. Gestures could be categorized into five types
 - a. Emblem
 - b. Illustrators
 - c. Affect displays
 - d. Regulators
 - e. Adaptors
3.
 - a. Emblems are gestures with direct verbal translations such as goodbye wave.
 - b. Illustrators are gestures that depict what is said verbally such as turning an imaginary steering wheel talking about driving.
 - c. An affect display is a gesture that conveys emotions like a smile.
 - d. Regulators are gestures that control interaction between the sender and the receiver.
 - e. An adaptor is a gesture that facilitates the release of bodily tension such as quickly moving one's leg.

OPEN GESTURES

Open hands

CLOSED GESTURES

hands covering mouth

Palms up

Smile

Leaning forward

Relaxed

Standing straight

Feet apart

frown

rigid

looking at floor

leg crossed

bending the body parts

OCCULESICS-Eye behaviour

Eye behaviour is a key part of facial behaviour. An eye contact with the listeners radiates a message of sincerity, authenticity and confidence.

The expression of various eye behaviour interprets the feelings and emotion of the sender and the receiver.

Ex: Steady eye contact- Active listener

Half raised eyebrows- worry

Avoiding eye contact-dishonesty and deception

Closed with tight lips-Anger or tension