

## **CHAPTER IX**

# **COMMUNICATION**

### **9.1 Communication**

### **9.2 Effective Communication**



## Concepts & Issues that emerge from the content

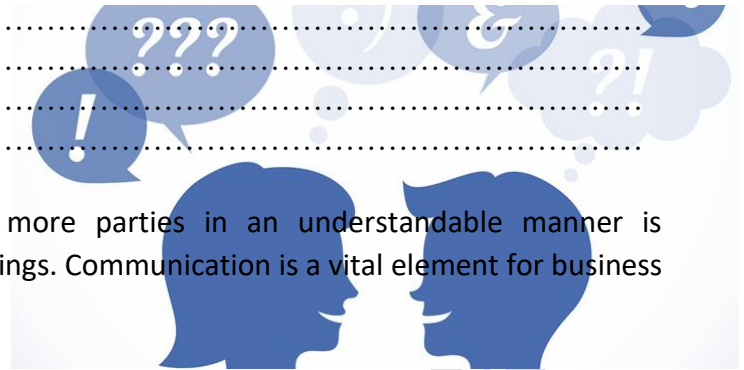
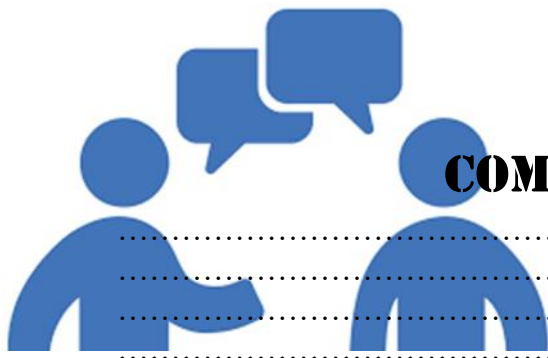
- ❖ Communication
  - + . Introduction
  - + . Importance of communication
  - + . Communication Process
  - + . Communication Elements
  - + . Characteristics of effective communication
  
- ❖ Effective communication
  - + . Mode of communication
  - + . Methods of communication
  - + . Electronic & non-electronic communication
  - + . Internal & external communication
  - + . Barriers for effective communication

**“In my deepest, darkest moments, what really got me through was a prayer. Sometimes my prayer was 'Help me.' Sometimes a prayer was 'Thank you.' What I've discovered is that intimate connection and communication with my creator will always get me through because I know my support, my help, is just a prayer away”.**

**- Iyanla Vanzant**



# COMMUNICATION – INTRO



The exchange of information between 2 or more parties in an understandable manner is communication. In other words, sharing of meanings. Communication is a vital element for business as well as social activities.

## What are the ways of communication?

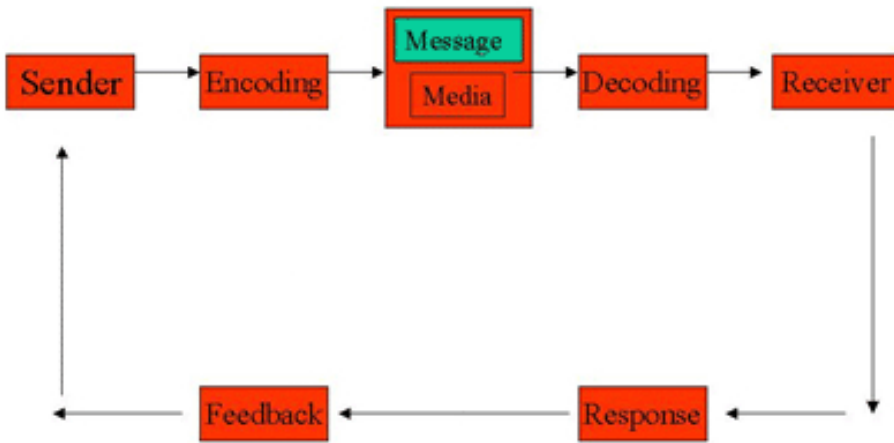
The ways in which communication takes place can be laid down in the following simple manner;

Way	Group	Technology	Examples
<b>Verbal</b>	Internal	Electronic	
		Non-electronic	
	External	Electronic	
		Non-electronic	
<b>Written</b>	Internal	Electronic	
		Non-electronic	
	External	Electronic	
		Non-electronic	
<b>Signs Symbols voice noise</b>	Internal	Electronic	
		Non-electronic	
	External	Electronic	
		Non-electronic	





### What are the Elements / Components of Communication?



- Sender
- Message
- Channel
- Encoding
- Receiver
- Decoding
- Response
- Feedback



**What are the Reasons / Purposes for communication?**

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**How is Communication important for Business activities?**

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**How is Communication important for Social activities?**

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**What are the characteristics & qualities of an effective communication system?**

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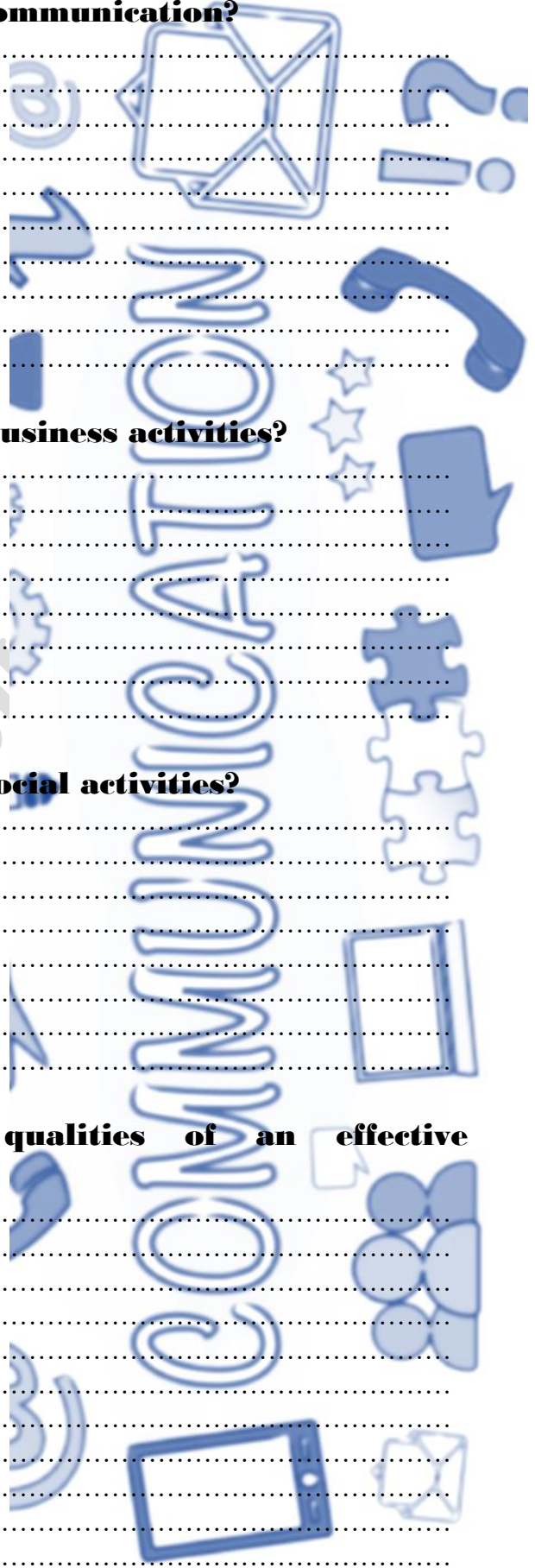
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**What are the factors considered when preparing a message?**

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**How can we classify Communication systems?**

A communication system can be classified using the following bases;

- Area / Sector
- Channel
- Organization Structure
- Technology

**What is Internal Communication?**

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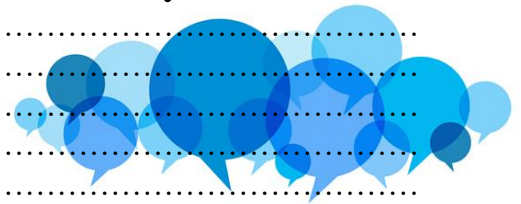
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**What are the internal communication methods used by a Business?**

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**What is External Communication?**

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**What are the external communication methods used by a Business?**

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**What factors will you consider when implementing a communication system for your business?**

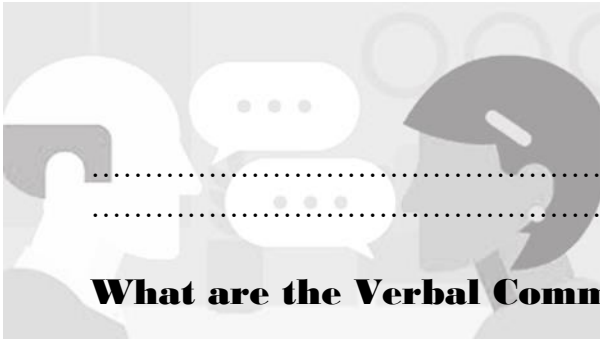
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**What is Verbal Communication?**

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**What are the Verbal Communication methods used by businesses?**

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**What are the advantages & disadvantages of Verbal Communication?**

Advantages		Disadvantages	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	

**What is Written Communication?**

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Effective  
Written  
Communication



**What are the Written Communication methods used by a business?**

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**What are the advantages & disadvantages of Written Communication?**

Advantages		Disadvantages	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	







+	+
+	+
+	+
+	+

**What is Sign, Signal & Symbol communication?**

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**What are the Signs, Signals & Symbols used by businesses?**

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**What are the advantages & disadvantages of Signs, Signals & Symbol Communication?**

Advantages	Disadvantages
+	+
+	+
+	+
+	+
+	+
+	+
+	+
+	+
+	+
+	+
+	+

**What is Formal Communication?**

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**What are the advantages & disadvantages of Formal Communication?**

Advantages	Disadvantages
+	+
+	+
+	+







**What are the advantages & disadvantages of E-Communication?**

Advantages		Disadvantages	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	
+		+	

**What is E-mail?**

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**What are advantages & disadvantages of E-mail?**

Advantages		Disadvantages	
+		+	
+		+	
+		+	
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**EFFECTIVE COMMUNICATION**

**What is Effective Communication?**

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**What are the Factors affecting effective communication?**

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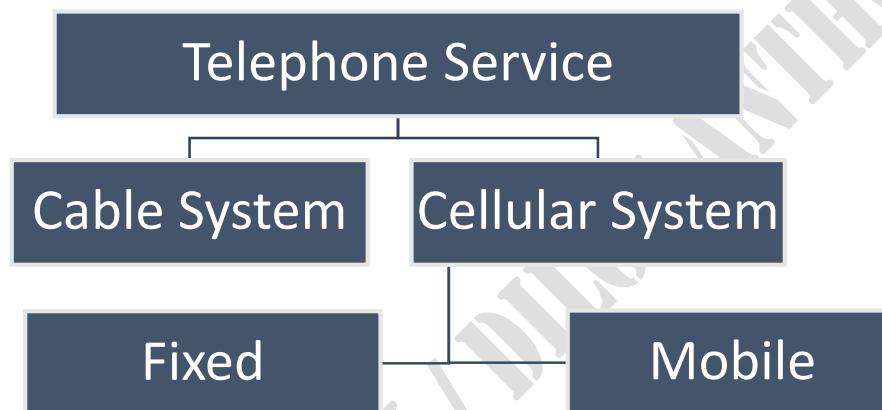




**What are the organizations in Sri Lanka that provides communication & related services?**

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**How the Telephone service in Sri Lanka can be classified?**



**EXTRA READING**

Communication (from Latin commūnicāre, meaning "to share") is the act of conveying meanings from one entity or group to another through the use of mutually understood signs and semiotic rules.

The main steps inherent to all communication are:

The formation of communicative motivation or reason.

- Message composition (further internal or technical elaboration on what exactly to express).
- Message encoding (for ex- into digital data, written text, speech, pictures, gestures & so on).
- Transmission of the encoded message as a sequence of signals using a specific channel or medium.
- Noise sources such as natural forces and in some cases human activity (both intentional and accidental) begin influencing the quality of signals propagating from the sender to one or more receivers.
- Reception of signals and reassembling of the encoded message from a sequence of received signals.
- Decoding of the reassembled encoded message.
- Interpretation and making sense of the presumed original message.





The scientific study of communication can be divided into:

- Information theory which studies the quantification, storage, and communication of information in general;
- Communication studies which concerns human communication;
- Biosemiotics which examines communication in and between living organisms in general.

The channel of communication can be visual, auditory, tactile (such as in Braille) and haptic, olfactory, electromagnetic, or biochemical.

- Source – [www.wikipedia.org](http://www.wikipedia.org)

### What is effective communication?

Effective communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information. As well as being able to clearly convey a message, you need to also listen in a way that gains the full meaning of what's being said and makes the other person feel heard and understood.

More than just the words you use, effective communication combines a set of 4 skills:

1. Engaged listening
2. Nonverbal communication
3. Managing stress in the moment
4. Asserting yourself in a respectful way

### What's stopping you from communicating effectively?

Common barriers to effective communication include:

**Stress and out-of-control emotion.** When you're stressed or emotionally overwhelmed, you're more likely to misread other people, send confusing or off-putting nonverbal signals, and lapse into unhealthy knee-jerk patterns of behavior. To avoid conflict and misunderstandings, you can learn how to quickly calm down before continuing a conversation.

**Lack of focus.** You can't communicate effectively when you're multitasking. If you're checking your phone, planning what you're going to say next, or daydreaming you're almost certain to miss nonverbal cues in the conversation. To communicate effectively, you need to avoid distractions and stay focused.

**Inconsistent body language.** Nonverbal communication should reinforce what is being said, not contradict it. If you say one thing, but your body language says something else, your listener will likely feel you're being dishonest. For example, you can't say "yes" while shaking your head no.

**Negative body language.** If you disagree with or dislike what's being said, you may use negative body language to rebuff the other person's message, such as crossing your arms, avoiding eye contact, or tapping your feet. You don't have to agree, or even like what's being said, but to communicate effectively and not make the other person defensive, it's important to avoid sending negative signals.





### Tips for becoming an engaged listener

**Focus fully on the speaker.** You can't listen in an engaged way if you're [constantly checking your phone](#) or thinking about something else. You need to stay focused on the moment-to-moment experience in order to pick up the subtle nuances and important nonverbal cues in a conversation. If you find it hard to concentrate on some speakers, try repeating their words over in your head—it'll reinforce their message and help you stay focused.

**Favor your right ear.** As strange as it sounds, the left side of the brain contains the primary processing centers for both speech comprehension and emotions. Since the left side of the brain is connected to the right side of the body, favoring your right ear can help you better detect the emotional nuances of what someone is saying.

**Avoid interrupting or trying to redirect the conversation to your concerns** by saying something like, "If you think that's bad, let me tell you what happened to me." Listening is not the same as waiting for your turn to talk. You can't concentrate on what someone's saying if you're forming what you're going to say next. Often, the speaker can read your facial expressions and know that your mind's elsewhere.

**Show your interest in what's being said.** Nod occasionally, smile at the person, and make sure your posture is open and inviting. Encourage the speaker to continue with small verbal comments like "yes" or "uh huh."

**Try to set aside judgment.** In order to communicate effectively with someone, you don't have to like them or agree with their ideas, values, or opinions. However, you do need to set aside your judgment and withhold blame and criticism in order to fully understand them. The most difficult communication, when successfully executed, can often lead to an unlikely connection with someone.

**Provide feedback.** If there seems to be a disconnect, reflect what has been said by paraphrasing. "What I'm hearing is...", or "Sounds like you are saying...", are great ways to reflect back. Don't simply repeat what the speaker has said verbatim, though—you'll sound insincere or unintelligent. Instead, express what the speaker's words mean to you. Ask questions to clarify certain points: "What do you mean when you say..." or "Is this what you mean?"

- Source [www.helpguide.org](http://www.helpguide.org)



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