

Stages of Communication

- ▶ Communication is a dynamic process. It consists of five steps

Sender has
Idea

Message
Encodes

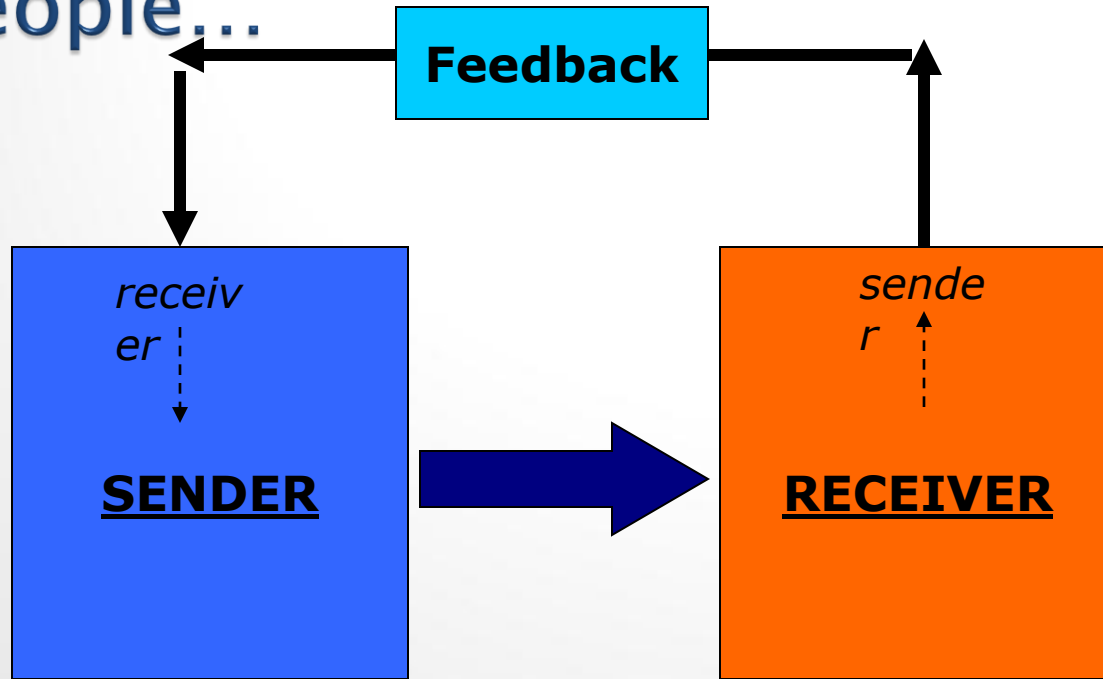
Message
Travels

Message
Decodes

Receiver's
Respond

- ▶ Communication is a two way process between the sender and the receiver. It continues until an understanding has been established. It involves three steps:-
- ▶ Clear expression of sender
- ▶ Listening and understanding by the receiver.
- ▶ Getting a signal from the receiver that he has understood like nodding, smiling etc.

Communication is the process of sending and receiving information among people...



- A instructs B
- A speaks to B
- A directs B to do something
- A conveys to B a piece of information and so on.

This idea is vividly expressed in Fig. 3.1 below. Notice the expression on the receiver's face.

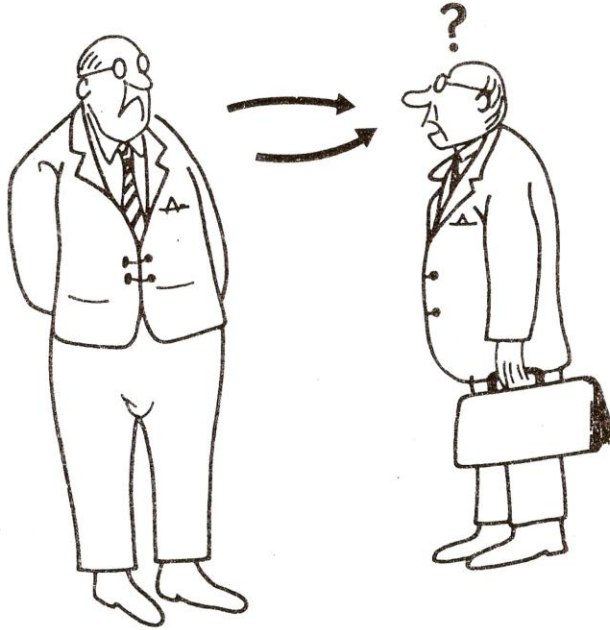


Fig. 3.1 One-way communication

Enlightened managements however realise that communication is essentially interactive in nature, demanding the interchange of roles of the sender and the receiver and therefore, lay equal emphasis on upward flow of communication. Any obstructions on the line are

carefully looked into and quickly removed. The two-way flow then forms the following pattern:

- A instructs B
- B reports to A
- A speaks to B
- B responds to A

and so on.

The same idea is expressed in Fig. 3.2 below.

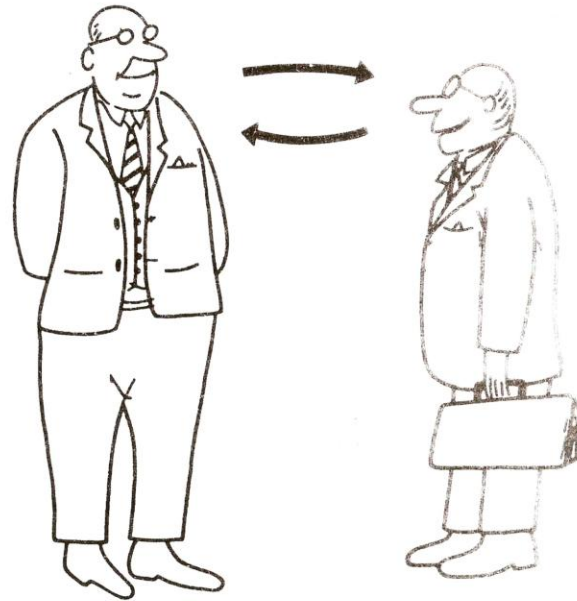
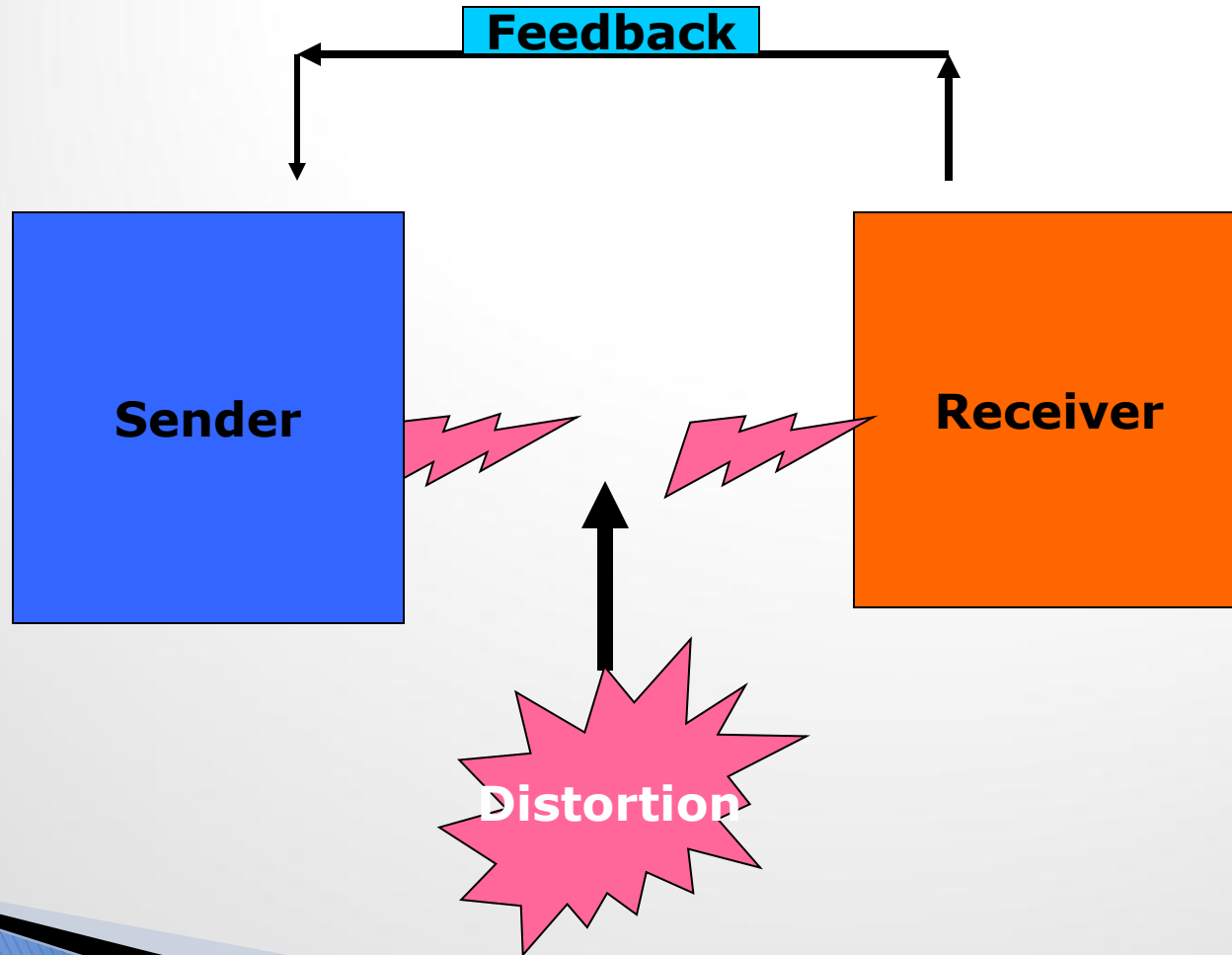


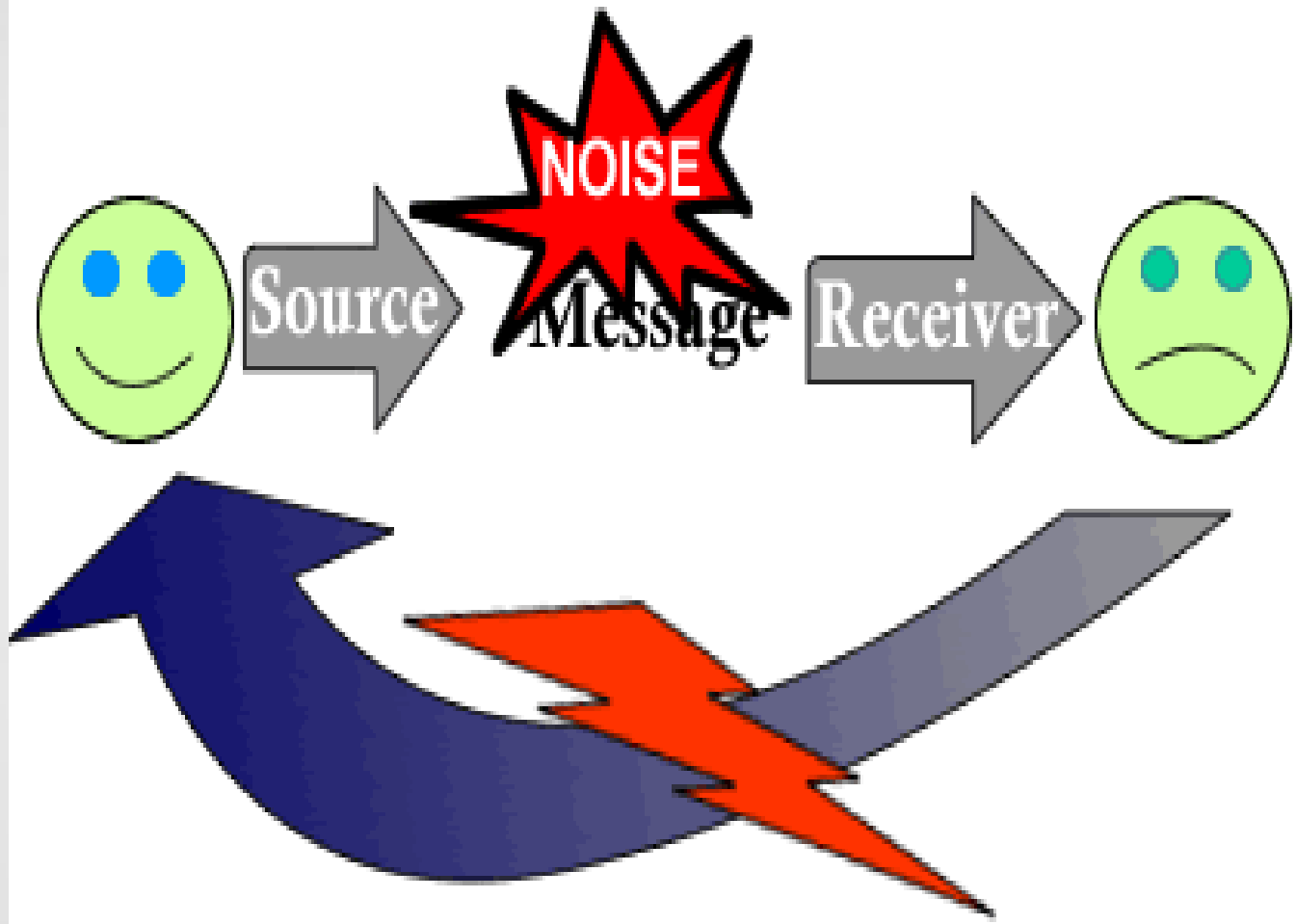
Fig. 3.2 Two-way communication

Communication performs a number of functions and plays a significant role in the running and growth of an organisation. We may classify these functions as follows:

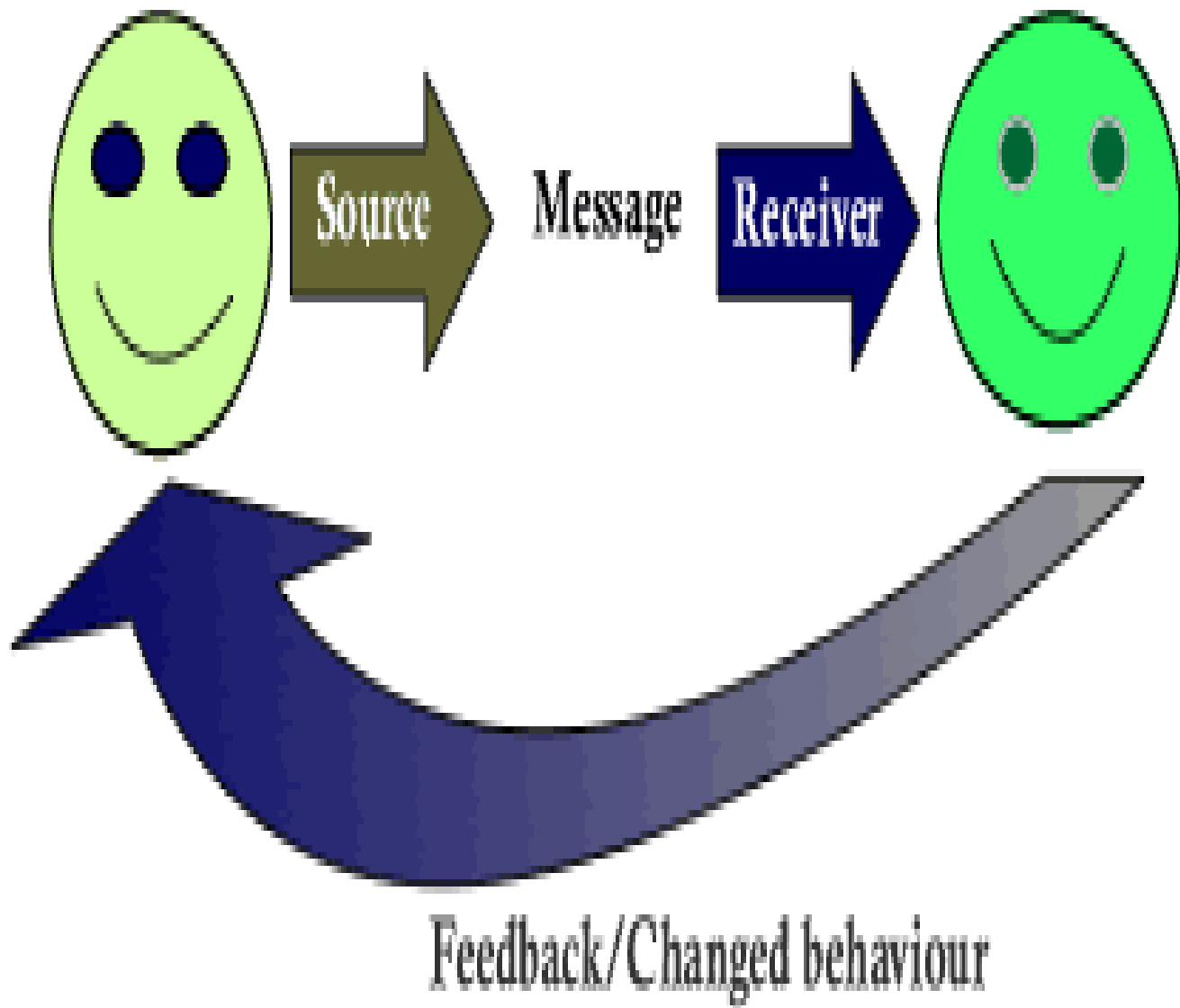
All messages do not reach the receiver due to “distortion”







Feedback/Changed Behaviour



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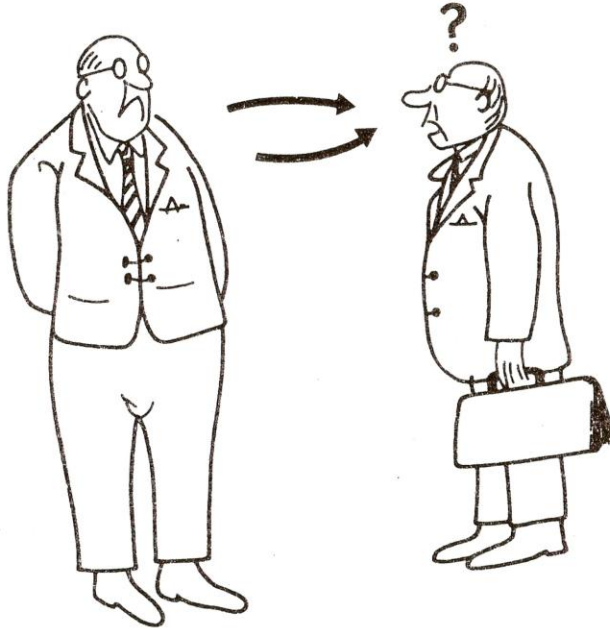


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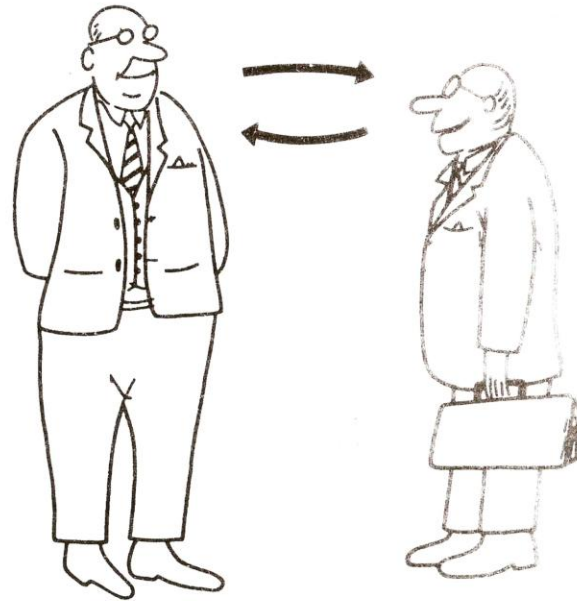


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Communication performs a number of functions and plays a significant role in the running and growth of an organisation. We may classify these functions as follows:

Language as a tool of Communication

- ▶ Communication is a way to express our feelings and ideas. Communication may be verbal or non-verbal. Man can communicate even without using a language. The face of a man becomes red when he gets excited. A baby cries when he is hungry. In both the cases, communication is done without the use of language. If we have to proceed in society; if we have to live in the business world of today, we need to know how to communicate effectively with the medium of language.

Language as a Tool of Communication

- ▶ Vocabulary
- ▶ Grammar
- ▶ Syntax
- ▶ Punctuation
- ▶ Correct Spelling
- ▶ Breaking of Sentence into a clause

Effective Language

- ▶ Simple Diction:–Foreign and bombastic words must be avoided
- ▶ Short Sentences:–Use of active Voice, Concrete Expression
- ▶ Order:–Don't put the cart before the horse
- ▶ Punctuation:–It must make tone stress and emotions clear
- ▶ Objectivity:– Cultural, Religious background of listener must be respected