Shree H. N. Shukla Institute of Pharmaceutical Education and Research, Rajkot

B. Pharm
Semester-I

Subject Name: Communication Skill
Subject Code: BP105TP

CHAPTER-1- Communication Skill, Barriers to Communication Perspectives in Communication

> **SYLLABUS:**
>
> **Communication Skills:** Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context **Barriers to communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Interpersonal Barriers, Psychological Barriers
>
> **Perspectives in Communication:** Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment

This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

Learning objectives

Upon completion of the course, the student shall be able to

1. Understand the behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation

2. Communicate effectively (Verbal and Non Verbal)

3. Effectively manage the team as a team player

4. Develop interview skills

5. Develop Leadership qualities and essentials

COMMUNICATION

Meaning and Definition of Communication

- The term communication is derived from the Latin word "communicare" which refers to sharing, contributing, informing, popularizing and spreading.

- Communication can be expressed as a process in which individuals (two or more) share their views, suggestions, evidences, thoughts and feelings. The individuals involved in this process are known as sender and receiver.

- Communication is a process, which includes the sharing of information and mutual understanding among the persons at same or different levels. Management of an organization uses communication in assigning and controlling the employees' work.

- Communication offers help to the workers in achieving their individual goals by making them aware of the internal as well as external events, which is also beneficial for the organisation.

- It motivates and correlates the individual and group performance with a view to attain the organizational objectives.

- Communication is very crucial in order to provide a worthwhile interaction among people to begin, carry out. Achieve, or to oppose some particular situations.

- Hence, Communication can be understood as an exchange of views, ideas or information by gaining knowledge and assurance in order to maintain cordial industrial relations. It leads towards the harmony of common goal, interest, and actions in an organization.

According to Newman and summer, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons".

According to Keith Davis, "Communications is a process of passing information and understanding from one person to another".

According to the American Management Association, "Communication is any behavior that results in an exchange of meaning".

According to Peter Little, "Communication is the process by which information is transmitted between individuals and/or organizations so that an understanding response results".

Nature of Communication Nature of communication is as follows:

1. Inevitable:

- Communication is a social and psychological activity.
- If a person is facilitated with all physical comforts, but is not allowed to read, write, speak or listen he will become mentally weak and incapable of performing any task.
- Hence, communication is very important.

2. Continuous Process:

- Communication is an on-going process and not an art or a time-based event.
- It includes various events and actions that are interconnected and dependant on each other.

3. Two-Way Traffic:

- Communication is said to be incomplete unless the receiver is able to understand the message.
- Therefore, it can be said that feedback is very essential for an effective communication.
- Therefore, communication is a two-way traffic instead of one-way traffic.

4. Short-Lived Process:

- It is said to be a short-lived process, because as soon as the receiver receives the message and understands it in the right context, the communication process is completed.

5. Universal Phenomenon:

- Communication takes place everywhere.
- Not only human beings but birds, animals, etc., also communicate.
- Hence, it is termed as a widespread phenomenon.

6. Contextual:

- Communication always takes place in a particular context.
- Similar words may lead to different meanings if spoken in different contexts. Therefore, meaning may change according to the context.

7. Needs Proper Understanding:

- For proper understanding of the message, the message should be clearly and briefly expressed in words, as the media for communication are many but the main objective is proper understanding of the message by the receiver.

8. Leads to the Achievement of Organizational Objectives:

- Effective communication leads to achievement of the organizational objectives by creating a sense of objectivity in the organization

9. Eliminates Misunderstanding:

- Misunderstandings occur when there is a failure to understand or interpret words or actions correctly.
- Communication removes misunderstanding among people and leads to friendship among them.

SCOPE OF COMMUNICATION

In management, communication has a very broad scope. Communication covers all sort of religious, social, economic, political, financial and cultural activities together to generate an idea, Scope of communication is described as follows:

1) In Personal Life:

- Communication is present throughout a person's life and is strongly related to all the activities performed by him.
- Communication is such an essential part of an individual's existence, as each person has to communicate daily with a variety of people and organizations.
- Thus, he cannot move ahead in his life without using communication.

2) In Social Life:

- Human beings live in a society and are social in nature.
- They build connections with each other.
- Communication preserves and makes these social relations stronger.

3) In Business:

- Communication is the foremost requirement of every business.
- Without communication, a business cannot function as the business organizations can fulfill the demand of the public through communication only.

4) In Management:

- The process of management includes planning, organizing, implementing, decision-making and controlling.
- Communication acts as the soul of whole management process.

5) In Politics:

- The different forms of communication include government policies, proposals of political parties and the slogans of political leaders.

6) In Religion:

- Communication helps the predecessors of each religion in popularizing the values and deeds of their religion, as religion is a medium of building trust in the group of supporters,

7) In Organization Behavior:

- To build a healthy relationship among employee, employer and the organization, communication is necessary.
- This relation is formed and maintained through formal and informal communication channels.

8) In International Relations:

- In present era of globalisation, every tech country shares its economic, cultural, technological and various other issues with other countries.
- Some of the national cooperative institutions that contribute in maintaining communication all over the world are SAARC (South Asian Association for Regional Cooperation), European Union, NAFTA(North American Free Trade Agreement) and ASEAN (Association of Southeast Asian Nations).

9) In Industrial Relations:

- It is well known that laborers are the backbone of an organization.
- Cooperation of labors is necessary for the organization's success.
- It is the responsibility of the HR department to motivate and control them appropriately.
- To fulfill this objective HR department should create a transparent relationship between laborers/unions and the management.
- Thus, communication is of utmost importance in order to nurture this relationship

10) In Decision-Making:

- Decision-making is a daily routine issue for both the individuals and the organizations.

- For taking best decisions, it is necessary to have complete information about it and communication is the best source to provide such information.

11) In Publicity:

- Organizations need to promote their products and you services through publicity.

- To ensure proper flow of the organizational actions through mass media, the organizations need an effective communication.

- Relatively, if the actions are favorable for society, organizations will take the advantage of unpaid publicity and this will generate the goodwill of the organization at higher level.

12) In Information:

- It is understood that information is the essence communication. People and organization communicate to get the information.

- If there is no need of information, there would be no communication. Hence, communication contributes by providing meaningful information to the relevant parties.

ELEMENTS OF COMMUNICATION

Elements of Communication Five main elements of communication process are as follows:

1) Sender/Encoder:

- The creator of idea or the message is known as source, sender, or encoder.

- A sender could be an individual, a group, or an individual who might be acting on behalf of a group.

- The sender (source) acts as the transmitter of the message.

2) Message:

- Message refers to the stimulus that the sender transfers to the receiver. Messages are made up of symbols, which have certain, and specific meaning to both the parties, the sender and the receiver

3) Medium/Channels:

- Channel plays an important role as means of transmitting the message.
- Mostly, the channels are in written or oral form but as technology is developing rapidly, visual channels are becoming more popular and common.
- The telephone and written forms such as letters, memos, and reports fall under the common channels of communication.
- Based on the nature of the communication, the effectiveness of the communication can vary.

4) Receiver/Decoder/Listener:

- The person who receives the message, understands it, and interprets its meaning, is known as receiver.
- Receiver is also called decoder or listener as he/she decodes the message received

5) Feedback:

- The most significant element of communication is feedback if there is feedback, only then a communication would be effective.
- In the absence of feedback, the sender cannot verify that the receiver has understood his message correctly. Feedback is very important to make communication successful.
- It is the reaction, reply or effect of the information conveyed to the receiver.

6) Noise:

- Noise is that interruption which hinders communication process.
- It is a negative component in communication channel.

- In general, noise can be introduced at any stage in the process of communication.

COMMUNICATION PROCESS

Communication is a two-way process which deals with the exchange and succession of ideas towards a direction that is mutually accepted The communication process takes place with two participants, i.e. the sender and the receiver, via a medium through which particular a message (understandable to both the parties and having a specific objective) is transmitted. The communication process is shown in the figure 1.1.

1. Source/Sender

- The individual, group, or organization that starts the process of communication is known as sender or encoder.
- The whole responsibility of communication rests upon the shoulders of sender. The message can be affected by certain traits of sender such as experience, behaviour, knowledge, abilities, perceptions, and culture.
- If the message is framed according to the receiver's expectations, the acceptance and approval level would be high.
- The source absorbs the idea, frames the message, chooses the channels or medium, and lastly decides regarding the receiver.
- Ideation, the first step in the process of communication describes the generation of an idea or adoption of a message to be conveyed.
- The "What" of communication is a part of the ideation phase and it is responsible for determining the content and theme of the particular message to be conveyed.
- Usually, the knowledge, abilities and experiences of the sender determines the communication objective, the context of communication scenario and the scope of 'ideation'.

- However, the various other factors are also instrumental for describing the kind of ideation.
- The process of communication starts whenever the sender identifies the necessity to convey certain information to the receiver.
- There are two important things which a sender should always keep mind; first, he/she must be fully conscious about the objective of the communication and second, the sender must consider the receiver's capabilities to comprehend the message in terms of opinions, language, etc.

2. Message

- The encoded idea that is transferred by the sender is called message.
- It is something that a sender wants to communicate or transfer to the specific receivers.
- Messages can be in two forms; verbal, which includes written or spoken; and non-verbal which includes appearance, body language, silence sounds, signs, etc.
- The sender forms the message to communicate particular information, facts or viewpoints to the receiver.
- In order to communicate the message in the same way as the sender wishes. The message should be framed in a manner so that the receiver can easily understand it.
- If the message is to be conveyed in written or verbal form, the sender should carefully analyze the words, meaning and language used in the message.
- In addition, in case, the message is to be conveyed in non-verbal form, the sender should be cautious of facial expressions and the body language and must consider the receiver's experiences and know-hows.

3. Encoding

- It is a method by which idea or thought of the message is converted into symbols that can be transmitted.

- In the process of encoding, one should consider the contents that have to be included in the message and should consider that how the receiver will interpret it and how it can affect the relationship between the two parties.

In a formal scenario, the following three steps are a part of encoding:

1) Choosing a suitable language.

2) Choosing a proper medium of communication, and

3) Choosing a suitable form of communication.

- For effective encoding, it is vital to choose a right language.
- A common language code is required for verbal messages which can be simply decoded by the receiver.
- The entire communication process can fail if the receiver is unable to understand or decode the message.

For example, a person (sender) who is proficient in Tamil may be able to send a message encoded in Tamil, but if the other person (receiver) is not able to understand Tamil, then he will fail to decode the message. This is why; an official language is used in formal business, professional or academic circumstances, whereas first language is usually used during informal scenarios.

- The effectiveness or the efficiency of encoding can be determined by selecting the right medium of communication.
- Making the most perfect choice out of several available alternatives constitutes the selection process.
- Thus, making the right choice is very crucial for the communicator as there are many alternatives for transferring interpersonal messages.
- Effective communication begins with a right choice of medium of communication. Interpersonal messages can be conveyed with the help of three primary alternatives, viz. speaking, writing and non-verbal signs and symbols. The oral words include vocalization whereas the non-verbal signals or cues are commonly visual in nature, i.e., tactile and auditory.

- Oral communication is mainly dominated by non-verbal clues such as facial expressions, speech mannerisms, body movements and touching patterns.

- There are two factors namely; the 'sender-receiver association' and the 'common objective of the communicative situation' that majorly determine the selection of the suitable communication.

- Oral communication can be of various types such as face-to-face interpersonal communication, telephonic communication, group communication or speaker-audience communication.

- The necessity and objective of communication determine which type of communication should be adopted.

4. Channel

- The medium by which the message moves from sender to receiver is known as channel.

- The channel can be mass media which includes newspapers, radio, T.V., etc., or it could be of individual use which includes telephone, correspondence, etc. Importance of message, number of receivers, availability of the channel, cost and effectiveness of the channel, etc., are some of the factors on which the selection of channel depends.

- When a particular message flows over a selected channel, it is known as transmission of the message.

- While transmitting the message, the medium chosen during the encoding process is validated.

- This validation is necessary to keep the channel free from any sort of noise or intervention thereby ensuring that the message reaches the receiver without any distraction

- Selecting and validating the channel is considered as the most fundamental facets of communication as it includes selecting the right place (where to communicate), right way (how to communicate) and the right time (when to communicate).

For example, if a boy wants to tell his teacher that he would be unable to attend the next lecture, he will think as to which is the right place to inform the teacher in the classroom or in the teacher's chamber and what time would be the right time, i.e., before the class or after the class. Hence, right time, right place and right method needs to be selected for effective communication.

5. Decoding

- Decoding is the stage where the receiver decodes the encoded message.
- He interprets and comes out with the meaning of the message.
- In interpreting the symbols of the message, the receiver applies his knowledge and experience, or in some cases, he may consult with a third party authority such as a dictionary or a codebook.
- The receiver is not so much active in the process of communication but in this stage, he becomes more active.
- What the receiver interprets may be same or different from the actual intention of the sender; and if the interpretation has gone wrong, chances of misunderstanding increases and the process of communication can be hampered.
- The process of transforming a message into thoughts by expressing the received response into an interpreted sense is called as decoding.
- The receiver decodes the sender's message for understanding it.
- Both the sender and the receiver should know that during the transmission process, only the message is transferred, not its meaning.
- The receiver will understand the transmitted message only when he allocates a meaning to it.
- Decoding process includes two major steps, namely, interpretation and message analysis.
- The concept of decoding, in terms of oral communication, refers to listening and understanding; whereas decoding with respect to written communication can be understood as reading and understanding a written message.

- Successful communication largely depends on effective decoding because any incorrectly understood message can result in communication breakdown and makes lot of misapprehensions and confusion.

6. Receiver

- Receiver is another person involved in a two-person or dyadic communication situation.
- The audience is made up of receivers in case of a public speaking or public communication situation.
- The number of receivers can differ in case of public communication as public speaking may have very few or a few hundred receivers and mass communication can have as much as hundreds, millions or even billions of receivers.
- The message is aimed at the receiver, also known as a listener, observer or reader in the communication process.
- Receiver is the only most significant ingredient in the communication process because any kind of ignorance on his part can make the entire communication process unproductive or unsuccessful.
- He receives the encoded message and tries to decode it by understanding interpreting, and perceiving the meaning of it as the sender has transmitted.)
- Receiver (also known as decoder) decodes the message encoded and sent by the sender.
- Several factors such as level of receiver's awareness, dependency of encoder on decoder and their responsiveness to the message together determine the degree to which the receiver/decoder understands the message.

Role of a receiver or listener involves the following factors:

1) Openness to new ideas/concepts and to different kinds of sender.

2) Attentive reading or listening.

3) Notes-making wherever required.

4) Raising questions and seeking clarifications on the message.

5) Providing suitable feedback to the sender.

7. Feedback

- At the end, the receiver responds to the message that has been transmitted by the sender.

- The interpretation can be done clearly or it could be based on misunderstanding of the message that has been sent.

- The reaction or response of receiver to the message sender is known as feedback.

- It enables the sender to know whether the message was successfully received and understood by the receiver.

- Feedback also helps the sender to know whether the receiver has accepted or rejected the information sent in the message.

- The entire communication process becomes purposeful through feedback. It makes communication an on-going process.

- Feedback is the result or consequence of an idea, which is first thought by an originator.

- In the process of communication, the originator thinks about an idea, which is transmitted through a suitable medium or channel.

- Once the coding and dispersal is done, the decoder or recipient is expected to respond or answer to the information or idea sent by the encoder or sender. The feedback given by the recipient is known as response; which can be of two types, verbal or non-verbal. Verbal response is in words and non-verbal response can be signs like smile, clap, glance, etc.

- Feedback has main as well as subsidiary functions to perform.

- The main function of feedback is that it aids the communicator to regulate or alter the message to be transmitted as per the requirements and responses of the receiver.

- While, helping the receiver to feel engaged in the entire communication process is one of the additional functions of feedback.

- Acceptance of a message by a recipient depends highly upon whether the communicator is considering the responses.

- While on the contrary, if the receiver does not provide response, it may result in accumulation of frustration or resentment.

- This discontent may cause high noise due to which message can become completely lost or wasted.

8. Context

- Context is the last constituent of the communication process.

- Commonly, the environment in which the communication occurs and aids in defining the communication is called a context.

- A major part of communication can be anticipated with a high level of precision, if its physical context is known.

- For example, a certain level of knowledge and expectations are associated with the communication that takes place within churches, mosques and synagogues.

- Similarly, we prefer a romantic talk in a silent, dimly li restaurant or on a private beach.

- Therefore, selection of a particular environment and the context helps in providing the intended meaning to the message.

- A major part of the message's meaning can be defined with the kind of relationship shared by the originator and the receiver.

- Similarly, if the context is known, a major portion of communication can be forecasted with a high level of accuracy/precision.

- This can be explained with the help of an example of a police officer and a person sleeping on his bike.

- When police officer stops the person for speeding, it is easy to predict much of their communication.

- There are some things, which are most probably said and done in a communication whereas some are very unlikely.
- In this context, culture also plays a vital role.
- Every culture has a philosophy of life, system of social organization, approach of perceiving self and its Very own manner of thinking of activity, time and human culture.
- Proper knowledge of all these cultural aspects aids a communicator to give meaning to signs and symbols.

IMPORTANCE OF COMMUNICATION

Communication is an important component of the management process. To get the work done, it is necessary for every manager to communicate with others. Hence, it can be said that success of an organization greatly depends upon effective communication. Following points highlight the importance of communication:

1) Basis of Decision-Making and Planning:

- For planning and decision, making communication is very important.
- The quality of the decision taken by the management is based on the quality of communication.
- Communication helps the management in preserving information, which is necessary for decision-making. In addition, the subordinates are also required to be made aware of the decisions and plans of the management.
- Effective communication aids in appropriate execution of the plans and policies of the management.

2) Ensures Continuous and Efficient Working:

- Efficient and continuous work in an organization is carried out due to communication.

- Communication makes it possible for the managers to modify and regulate the activities of the employees towards the required path.

3) Ensures Proper Coordination:

- Communication helps in uniting the actions through interchanging thoughts and information for achieving a common objective.
- It also promotes coordination and brings people together.

4) Improves Managerial Efficiency:

- A manager's efficiency depends on his capabilities to communicate effectively with other employees in the organisation.
- Communication makes it possible for the management to communicate its aims, requirements, issues, instructions and orders in order to allocate jobs and duties and assess the performance of the subordinates.

5) Promotes Cordial Industrial Relations:

- Besides developing mutual understanding and faith among employees of the company, effective communication also facilitates cooperation between the employees and the employer.

6) Helps in Establishing Effective Leadership:

- In absence of effective communication between the employer and the employees, no leadership activity can be carried out.
- Communication helps in developing effective leadership and brings the leader (manager) and followers (subordinates) close to each other.

7) Motivates and Boosts Morale:

- It is through communication that transformation is brought about in the behavior of the employees and the resulting changes are observed in their activities.
- Communication helps in uplifting the self-esteem of the workers and motivating them to accomplish the organizational goals.

8) Ensures Effective Control:

- Communication is used as a tool of effective control.

- Activities like communicating plans to the juniors, measuring actual performance, informing the top management about it taking remedial actions to accomplish the desired objectives cannot be carried-out without efficient communication system.

9) Provides Job Satisfaction:

- Job satisfaction among workers is developed through effective communication. It raises the level of confidence and mutual trust between the employers and the employees.

- Thus, communication plays an important role in achieving job satisfaction.

10) Facilitates Democratic Management:

- Communication allows workers to participate in management by involving them in the decision-making process.

- Hence, communication facilitates democratic management in an organization.

BARRIERS TO COMMUNICATION

Introduction

Communication barriers can be defined as the obstacles or hurdles, which prevent the smooth flow of information between various channels of communication. When the information does not flow from sender to the receiver in the planned and organized way due to various reasons, it creates blockage of communication between the sender and the receiver. This blockage may be based on the situation, environment or psychology of the participants.

There is no particular reason or situation for the communication barriers to occur. Due to these barriers, the message sent from the sender may not reach the receiver in the intended manner, which may give rise to unnecessary chaos and confusion. It is up to the organization to take immediate steps and rule out all the scope of miscommunication and distortion of information. This can be done when the barriers are identified and rectified.

Physiological Barriers

Barriers associated with the restrictions of the human mind and body, i.e., perception, memory and attention are termed as physiological barriers to communication'. A person's individual discomposure or uneasiness like bad health, hearing problems or poor eye sight may create physiological barriers.

Types of Physiological Barriers

Various physiological barriers may cause problems in establishing communication with an individual. Some of the main physiological barriers are enlisted below:

1) Vision Impairment:

- Vision impairment can be considered as a physiological barrier to communication.
- Loss of vision may not always lead to total blindness but there are many other problems that may occur such as sensitivity to glare and bright lights, difficulty in noticing details, blurring, blind spots or tunnel vision.
- There are several ways in which communication of a person is greatly restricted due to vision impairment, irrespective of the level of disability.
- A visually disable person cannot see or observe body language or facial expressions that indicates the mood of the other person.
- He is also incapable of seeing the person whom he is speaking due to which he may find conversations as confusing and difficult.

2) Hearing Impairment:

- Hearing impairment is also a physiological barrier to communication.

- Several factors can lead to hearing impairment such as medical conditions like infections, traumatic or other environmental factors, developmental deformities or hereditary problem.
- Hearing loss can cause problems in many areas like speech and language educational development and social development.
- A person's capability to communicate with others majorly influences all these areas.

3) Speech Disorders: Speech disorders comprise of various kinds disorders, which are explained below:

i) Apraxia:

- The damage caused at the speaking portion of the brain results in a condition called as apraxia of speech.
- A person suffering from this condition loses the capability to form words and syllables with sounds.

ii) Dysarthria:

- The condition in which the muscles of the face, mouth and respiratory system are weak and unable to work at full capacity.
- This condition results in a person losing the ability to speak in a clear and understandable manner leading to fast break down of communication.

iii) Stuttering:

- This condition impedes the fluency of communication with repetitions of parts of words or entire words and continued speech sounds.

Physical Barriers

These are of following types:

1) Noise:

- Sometimes the effectiveness of a communication gets reduced due to the disturbances or confusion created by the 'noise'.
- A noise may be physical, psychological, physiological or semantic.
- A physical noise is a noise made by other people or objects around us.

- For example, a loudspeaker playing outside an office, in which two people are trying to talk, is a physical noise.

- A psychological noise has to do with one's mental state or attitude and how that changes the way one communicates.

- Physiological noises, as the name suggests, comprise interferences in communication caused by pain in some part of the body, exhaustion, etc. Semantic noises occur when the person giving the message uses language that the recipient is unaware of.

2) Bad Timing:

- If a message or communication is passed on or conveyed at a wrong time, its effect will be significantly reduced.

- For example, a phone call made at midnight may interrupt sleep of a person and he/she may get annoyed if the communication is of importance.

3) Distance:

- Huge distances between the senders and receivers of a message can also prove to be a barrier to effective communication.

- Telecommunication is most often relied on to solve this problem.

- However, telecommunication technologies are dependent telecommunication companies having a strong infrastructure.

- If the on infrastructure is weak, the transmission of signals will be unclear. Nonetheless, with the use of newer technologies such as mobiles and the internet, communication over long distances has become much smoother.

Cultural Barriers

- If employees from different cultural backgrounds work for the same organization, a huge barrier in communication could arise.

- The same symbols actions can stand for separate things to people belonging to different cultures.

- For example, the colour 'black' is a symbol of death and mourning a Western country while in the Eastern countries the color 'white' has the same meaning and symbolism.

- In the U.S.A., most people love to be called by their first name while people in India and Britain prefer to be called by their title or surname.

Different cultural barriers are stated below:

1) Language:

- Despite being a global language, there are millions of individuals around the world who do not or are not able to communicate well in English.

- There can be a number of misunderstandings resulting from the improper speaking which acts as a barrier to communication.

- Different cultures have native languages as a part of their heritage, which distinguishes them with the rest of the world.

- In addition, most of the people choose their mother tongue for communication, as they are more comfortable in their native language rather than communicating in the second language.

- Thus, language acts as a barrier to cross-cultural communication.

2) Hostile Stereotypes:

- Stereotyping refers to the various types of assumptions made regarding the traits of particular person or group of persons belonging to a different region.

- In any group or organization, one of the major barriers to communication can be observed in the form of wrong and hostile stereotyping of individuals who belong to a different place.

- For example, impatient and arrogant are the stereotype traits related to American.

- It is quite clear that not all Americans are arrogant and unfriendly and at the same time, not all are tolerant and amicable.

- Thus, there can be misconceptions and barriers to communication due to absurd prejudging.

3) Behavior Differences:

- There can be a misunderstanding among individuals belonging to different cultures due to the differences in their behaviors.
- Each culture has its own native language, rituals, set of beliefs and behaviors, which act as a cultural barrier.
- For example, some people believe that looking in the eyes of the other person while talking is not a good gesture, while not doing so is considered disgraceful in other cultures.
- Similarly, there are some cultures where people are very close while interacting with each other, while there is some other culture: where people maintain a proper distance when interacting with others,

4) Emotional Display:

- The correct display of emotion varies from on culture to another.
- For example, in corporate culture, expression c anger, fear or frustration is not usually acceptable.
- The emotions e individuals belonging to organizational cultures are hidden; they on talk about the facts.
- While on the other hand, there are other culture where expressing emotions is acceptable.
- Thus, displaying emotion also acts as a cultural barrier.

5) Ethnocentrism:

- When the words "us" and "us" separate one culture from another, it is known as ethnocentrism.
- Individuals who belong to the similar cultural group are treated as one of us, i.e., in-group members, while the individuals from other cultures are considered P out-group.
- Preference is always given to in-group members.
- People treat out-group as evil and inferior as we evaluate other cultures based on our own culture's understandings.
- Ethnocentrism thus acts as barrier to cross cultural communications.

Language Barriers

The most prevalent communication barriers are language barriers causing misconceptions and misapprehensions among people.

Communication may become incomprehensible if the speaker and receiver do not use same language and words.

If a person makes use of words that the receiver is unable to understand, it makes the entire communication process useless and inefficient, averting the message being transmitted.

There are many causes of language barriers, which are as follows:

1) Different Languages:

- Each employee in an organization speaks a different language.
- It creates communication problems in conveying one's ideas and feelings to each other.
- This is true in case of both national and multinational companies.
- Sometimes translators of these languages fail to convey the exact meaning of the content in the letters as well as that of different words in certain languages.
- The scope of language problem also increases and enlarges with the growth of the company.

2) Words:

- Words and symbols may act as a barrier as their meaning changes with the changes in the context in which they are used.
- So, if a reader is not familiar with the meaning of certain words and symbols he/she may interpret them wrongly because of his/her level of thinking.

3) Pictures:

- All the pictures, graphs, three-dimensional models such as blueprints, maps, and charts must have proper caption or written statements under them so that readers do not get confused and can interpret them as per the intended manner.

4) Actions:

- The area of actions is quite wide as it covers gestures, body language and its movements.

- Different types of gestures like movements of lips, movement of eyes, breathing movements, smiles. frowns, expressions, etc., come under the purview of body language.

- Communication becomes impressive and noteworthy if accompanied with correct body language.

5) Poor Vocabulary:

- If one's vocabulary is poor, he/she will not be able to communicate properly either verbally or non-verbally.

- The sender o the message should use different words in their right context and with their precise meaning and should be ready to replace them according to the situation.

Gender Barriers

- Since both men and women have their own manners and ways to communicate, they give rise to gender barriers to effective communication.

- Gender barriers highlight the fundamental differences in communication styles of males and females.

- For example, a study conducted at the University of California an average woman speaks about 15000 to 20000 cords per day; while on the other hand, a range of 7000 to 12000 words are used by men.

- This shows that men like to be precise while speaking as compared to women who believe in sharing the details as well.

- This creates ender barriers in communication. Another reason behind this barrier is that the males' speaking function is regulated by the left side of their brain, while females use both left and right hemispheres of their brain linking logic as well as emotions in their communication.

- This is the main reason why man and woman are not able to completely understand each other.
- However, in recent times, gender barriers are not much of significance, but still, some situations occur where a man and woman misunderstand each other.
- Despite having similar status or knowledge, they face problems in working together under an organization.
- This is mainly because of the varied communication patterns and styles opted by men and women.
- Thus, gender Barriers can be inherent or may result from gender stereotyping. The way boys also affect them and girls are taught in their childhood about the manner in which they should communicate with each other.

According to Heather R. Huhman of Forbes, if the below mentioned raits are analysed closely, men and women can communicate in a more effective manner:

1) Men usually talk about things, which are noticeable, real or tangible in nature such as business, politics, food, sports, etc.

On the other hand, women love to talk about different people and other things like shopping, new trends, fantasies, fashion, etc.

2) In order to gain a better understanding, women interact to ask questions, while men interact to provide information instead of questioning,

3) Men usually deal with their problems internally without sharing them with others, while women prefer to share their problems with friends and family members.

4) At the time of decision-making, men usually analyze different alternatives logically. They evaluate every fact and figure before making a particular decision. On the other hand, women give importance to feelings, emotions and senses while making a decision In many cases, they also rely on intuitions.

5) Various aspects of relationships can be influenced when there is any conflict between women and it can take months to get resolved; whereas men usually argue or agree/disagree with the conflict and move on.

Interpersonal Barriers

- When a person is not able to objectively listen to the sender's messages mainly because of mistrust, poor reputation, clashes of personalities stereotypes/prejudices, it is referred as an interpersonal barrier'.

- It is the interpersonal barrier, which restricts an individual to interact with others. People having an interpersonal barrier usually avoid communication with others.

- In fact, it is one of the toughest dimensions to alter. Many individuals pass their entire lives trying to change their self-image or converting prejudices about their presence in the society.

- They fail to make a real bonding with other people mainly because of false perceptions of others.

Some examples of interpersonal barriers resulting in ineffective communication are:

1) Lack of Desire to Participate:

- One of the most prevalent barriers to communication is the lack of intent to communicate with others.

- This is almost similar when a person wants to communicate with the other person who is not willing to interact at all.

2) Reluctance to Explore:

- We face interpersonal barriers to communication in the form of avoidance of exploring different ideas opinions, and priorities.

The different types of interpersonal barriers are explained below:

1) Physical Objects:

- A barrier can be anything that acts as a hurdle between interpersonal communications such as a desk, crossed arms, a piece of paper between two persons, a mug, etc.

- However, they do not hold much significance as barriers but still restrict interpersonal communication.

2) Space:

- Here, space means the distance between two persons during communication, which act as an interpersonal barrier.
- An effective communication can be done if two persons are located at arm's distance.
- On the other hand, communication may not be effective if people are conversing on phone, e-mailing, texting or standing at a far distance.

3) Attitude:

- A person's attitude can also act as an interpersonal barrier.
- Closed-minded and judgmental person may fail to effectively communicate with another person due to his or her categorizing nature.

4) Not Listening:

- Listening and hearing are two different concepts.
- Many people do not wish to listen to others as they presume that they already know whatever the next person is about to tell.
- Sometimes, they may also do not listen to others due to their ego problems. Holding such types of thinking is acted as interpersonal barriers.

5) High Emotions:

- High emotions, i.e., being too emotional, depressed raged, elated, grieved, or mad also act as interpersonal barriers.
- On cannot communicate effectively unless he owns full control over hi emotions and rational thinking.

Psychological or Emotional Barriers

Emotional barriers are born due to reasons like motives, attitudes, judgments, sentiments, emotions, and social values of participants. These problems sometimes disturb the flow of communication either completely or partially. They may create misinterpretations, which compromise the effectiveness of the communication process. Types of emotional barriers are as follows:

1) Loss in Transmissions and Retentions:

- The accuracy of a communication decreases significantly when it passes through a number of levels.
- Some part of the communication is lost in its transmission or conveyance. About 30 per cent of a communication dissipates at each transmission level. There is also a bad record of retention or storage of information.
- It has generally been observed that the information retention capacity of the workers is less as compared to the supervisors.

2) Lack of Trust in the Management:

- Sometimes, when the manager does not has the required administrative skills and lacks self-belief, his own employees find it difficult to trust his words, ideas and decisions, Lack of trust may also cause the employee to make rash and irrational decisions.

3) Failure to Communicate:

- It often happens that the managers to their subordinates do not properly communicate the information.
- This generally happens because they are lazy, or they randomly assume that every concerned person have understood the information.
- They may also deliberately not reveal information to demean their juniors.

4) Dependency on the Written Word (Order):

- This problem arises due to the difference in oral and written orders.

- The main reason behind it is that generally the officials are not very careful while verbally communicating the organizational policies.
- Hence, orders given in writing are followed more sincerely as compared to the oral commands.

5) Carelessness of the Receiver:

- This is a general problem that employees or the people of an organization take bulletins, notices, minutes, and reports in a passive way and thus they miss many vital pieces of information.

Organizational Barriers

Such types of hurdles come due to the functioning of an organization and thus are known as 'organizational barriers'. Some important barriers related to an organization are as follows:

1) Organizational Policy:

- An organizational policy is a set of guideline that is generally communicated in written form by the top-level management.
- Communication process may lose its effectiveness if the organizational policy disturbs the flow of information in different part of the organization.

2) Unnecessary Reliance on the Organization's Guidelines:

- Going excessively by the rules, at times, creates a hindrance in the smooth functioning of communication within a company.
- Sometimes, critical information is excluded or manipulated.
- Strict adherence to an organisation's guidelines related to communication slows down the process of conveying information and causes employees to lose enthusiasm and not share their creative thoughts.

3) Superior-Subordinate Relationship:

- If the senior-junior relationship in an organization is too rigid, it prevents the free flow of feedback and valuable suggestions in both upward and

downward directions, i.e. from junior to senior and vice versa, beneficial for both parties concerned and the organization as a whole.

- The wider is the difference of status between the senior and the junior employee, the more effort has to be made in reducing the possible communication hurdles between them.

4) Structure of the Organization:

- Structure of an organization also acts as barrier especially in big organizations.
- As the information travels through different hierarchical levels it may get altered and distorted, which in turn compromises the effectiveness of the communication process.

5) Shortage of Facilities in an Organization:

- People in an organization fail to communicate effectively, if adequate means of giving hones feedback such as an open door system, suggestion boxes, and conferences-Meetings, etc., are not provided.

6) Wrong Choice of Medium of Communication:

- There are many channels or mediums of communication such as face-to-face conversation, oral communication, written communication via telephone and e-mail, and even audio-visual communication.
- Each medium does not suit every situation.
- For example, if a salesperson has to convince a client to buy his product, face-to-face communication is required.
- However, if politician has to make an appeal to a large mass of people to vote for him, face-to-face communication with each and every person, who has assembled to hear him, will not be practically possible.
- In this case, he must rely on oral communication and address a speech to everybody present there,

Personal Barriers

The personal barriers can be of following types:

1) Barriers Posed by Superiors:

The role of superiors or officers in the communication process cannot be undermined. Due to their seniority and high status, superiors can forward hurdles to communication in the following ways:

i) Superior's Attitude:

- If the attitude of the superior is not positive then filtering and distortion of information may take place at various levels.
- Different types of managers' organizational levels try to manipulate the information in their favour, which delays the process of communication.

ii) Fear of Challenge to Authority:

- Officers sometimes prevent the free flow of information in order to cover-up their shortcomings, which are actually a result of their own depleting self-confidence and work efficiency.

iii) Lack of Confidence on the Abilities of Subordinates:

- If the officers are under the wrong belief that they are more competent than their subordinates, then such officers would avoid talking to their subordinates thinking that it would be a wasteful exercise which in turn results in the lack of communication between them.

iv) Neglecting the Juniors:

- Officials sometimes consider themselves much more knowledgeable than their subordinates and it prevents them from having any communication just to show their superiority or importance

v) Emphasis on Following Proper Channels of Communication:

- Most of the time superiors insist on following the formal means of communication and they do not allow the subordinates to communicate via informal means of communication as they think it is improper and against the rules of the organization.

2) Barriers Posed by Subordinates:

The negative approach or attitude of the subordinates in an organization adversely influences their involvement in the communication process. Two more factors, blocking their communication (upward and downward) with their superiors, are:

i) Reluctance to Communicate:

- Subordinates generally are reluctant to pass on that information, in upward direction, which can work against their interests.
- In case, if they will have to give any information they will alter it in such a manner so that it cannot harm them.

ii) Lack of Motivation:

- It is also a major hindrance as it forms a communication gap between subordinates and their bosses.
- If they are severely reprimanded on performing badly, and not rewarded adequately when they do well or offer unique suggestions, they will obviously be demotivated.

3) Poor Listening:

- People often do not listen to what someone is saying in a sustained and focused way.
- They simply listen to the information that is of some interest to them and ignore that part which does not have any importance for them.
- Such poor listening restricts the flow of communication and prevents an understanding of what is really being said. Poor listening involves:

i) Egoism:

- The process of understanding each other is badly affected, if the communication is restricted due to presence of ego.
- Egotistic or self-centered people think that their views are the only ones that are significant and that the ideas of others are not.
- They are extremely horrible listeners.
- If a person wants to be understood, he must understand others.

- Egotism disrupts this kind of understanding, and therefore, also the communication process.

ii) Emotions:

- Constructive emotions such as affection and friendliness aid communication while destructive emotions such as bittern and nervousness hamper it and worsen the relationship between people.
- A clean heart and a quiet and calm mind are needed for someone to communicate effectively.

iii) Selective Perception:

- Selective perception is a process via which an individual tends to ignore ideas, which disturb him or go again his existing viewpoints, but is receptive to those that bring him comfort and suit his beliefs.
- It can prove to be a significant obstacle in the way of communication.

Socio-Psychological Barriers

These are of following types:

1) Personal Attitudes:

- Effective communication is not possible if one cannot overcome the hurdles like personal attitudes and opinions.
- For example, someone may feel that, regardless of another person religion, if he is a good person he can be a friend.
- However, another may be of the narrow-minded view who thinks if a certain person is not of the same religion as himself, he cannot be a friend.

2) Close-Mindedness:

- A close-minded person is an unreceptive person who is not willing to consider new ideas.
- Such a person is very difficult to communicate with and such person feels that he knows everything and there is nothing that is worth knowing.

3) Status-Consciousness:

- At times, a junior or senior's being too conscious of his status might interrupt the communication process in an organisation.
- Subordinates may fear conveying any disagreeable message to their superiors.
- They may be too aware of their low status and fear of being insulted seniors who are very conscious of their high status may be of the view that asking their juniors for suggestions would be humiliating for them.

Technological Barriers

Although technology has improved communication processes rapidly, it can act as a hurdle to communication. These hurdles are briefly described as follows:

1) Use of Obsolete Technology:

- The use of obsolete technology, or that which is out of date, can hinder or delay a message.

2) Lack of Technological Knowledge:

- If the conveyor either of the message or its recipient, or both, lacks the necessary technological knowledge to operate communication devices, then there are less chances of the message being correctly sent or accepted.
- The employees operating the technology at both ends should be well trained to keep up with its latest developments.

3) Technical Noise:

- This relates to problems in the device through which communication is being made.
- For example, disturbance on a mobile phone, a malfunctioning LCD projector, etc.

4) Hurdles at the Decoding Stage:

- Communication may collapse at the receiving end because of the lack of attention of the recipient, his weak reading or writing abilities, his emotional biases etc.

Strategies for Overcoming Barriers

Strategies for Overcoming Barriers Strategies for overcoming the barriers to effective communication are as follows:

1) Two-Way Communication:

- A company's guidelines and policies should focus on creating and maintaining a two-way communication system.
- The communication system should be such that it facilitates smooth flow of information in both vertical and horizontal hierarchy of the organization.
- It should bring both the parties together and help in developing better understanding between them.
- The feedback system of the organization should be such that there are minimum chances of distortion or misinterpretation of facts.
- A proper two-way communication system also helps in bridging the communication gap.

2) Reinforcing the Communication Network:

- Effectiveness of a communication system also depends on the strength of the communication network.
- An organization should ensure that the communication process is simple and there are minimum layers in it.
- An organization can significantly improve its decentralization and delegation system by conducting regular meetings, conferences, and feedback sessions.
- A communication network can also be reinforced by efficient distribution of information to the employees.

3) Encouraging Participative Approach:

- Participative management approach should be encouraged by the top-level managers.

- All the employees of the organisation should be involved in the decision making process.
- It helps in reducing communication gaps and hurdles in the process of communication.

4) Use of Appropriate Language:

- A number of symbols are used in the communication.
- These are in the form of certain words, pictures and actions.
- Use of simple words helps the subordinates in understanding the language with ease.
- So one must avoid using complicated words and technical terms.
- The person who is sending the message should formulate the message keeping in mind the level of understanding of the receiver.
- A message becomes more effective when pictures, symbols, colors, etc appropriately support it.

COMMUNICATION PERSPECTIVE

Introduction

Communication perspective emphasizes upon the manner in which our shared and mutual practices are developed (with the help of certain language, symbols, message structure, etc.) and transmitted through media, society, and institutions. Along with assessing the way in which messages convey

information and affect the behavior of persons, a communication perspective also examines the manner in which messages form, sustain, and alter cultures and societies. Communication scholars, along with the way individuals understand their meanings and act upon it, research the form, content, medium, and patterns of messages. Overall, a communication perspective evaluates the production of messages, its circulation among different individuals and how the messages are being interpreted by them. At the same time, vital consequences of the messages are also analyzed.

Components of Perception

Human body has five sensory organs, i.e., eyes, nose, skin, tongue, and ears. Various actions, communication (verbal or written), taste, smell, physical contact with people or objects stimulate these sensory organs. When a human being pays attention and identifies these stimuli, the process of perception begins. The messages are then converted into action and then behaviour. Following are the components of perception:

1) Stimuli

- Stimulus means receiving information whose outcome is sensation.
- The senses and their stimulation influence an individual's behaviour and knowledge.
- Apart from the physical senses like seeing, touching, hearing, tasting, and smelling, individuals possess gut feeling and intuitions known as sixth sense.
- A wide range of stimuli, such as feelings, information, action, consideration, etc., affects these senses.

2) Attention:

- Individuals do not pay attention to all the stimuli.
- Only they attend few and rests are ignored based on individual's acceptance ability and stimuli's intensity.

- The recipient of the message during the attention process gets indulged in analyzing the stimuli and both his neural and sensory mechanisms are affected.
- The attention process is an important part in an organization as it teaches them to behave or react in a specific manner.

3) Recognition:

- Whether the stimuli should be realized or not is determined in the recognition stage.
- Perception consists of two stages - receiving stimuli, and converting it into action.
- However, prior to being converted into action or behavior, the stimuli have to be recognized well by the individual as per his mental acceptance level.

4) Translation:

- Perception remains just a mental activity before translation.
- Here, translation can also be called evaluation.
- In this stage, the individual evaluates the stimuli before transmitting it into behavior or action,

5) Behaviour:

- Behaviour takes place because of the cognitive process.
- It is the response of an individual to change in stimuli.
- The actions and reactions by an individual reveal his/her perception, which influences the behavior.
- The response is overt and covert.
- While perception is overt behavior is evident from the individual's physical activities, the covert behavior can be witnessed through his/her mental evaluations, self-esteem, and thought process.

5) Performance:

- Higher levels of effectiveness can be obtained with the help of correct behaviour.

- Other employees can treat high performers or effective individuals as a stimuli or source of motivation.
- To motivate the employees, a performance-reward relationship is maintained.

7) Satisfaction:

- The gap between performance and expectation signifies the degree of satisfaction.
- If performance matches expectation, it leads satisfaction.
- Whereas if performance exceeds expectation, individuals feel delighted.

Factors Affecting Our Perspectives in Communication

During any communication exchange, people have a certain type of filter through which they analyze the external world, individuals with whom they interact, the topic of discussion, and the situation related to the discussion This filter provides them with a unique perspective each time they communicate with others. Such filters can be regarded as perception, which helps people to communicate with each other. A number of factors can influence the perspective of people and due to this; their way of communication gets affected. These factors include visual perceptions, languages, previous experiences, emotions, feelings, prejudices and our external environment. These are discussed below:

1) Visual Perception:

- The skills of visual perception include the ability to organize, interpret and provide a meaning to the information provided in the visual form.
- Many scholars have recognized the significance of visual perceptual skills in academic accomplishments.
- In the absence of these skills, acknowledging reading is impossible.

- A student can face major difficulties in reading, following or giving directions, visualizing different objects, copying from the whiteboard, and so on, if he does not possess right visual perceptual skills.

- Individuals all over the world are now giving increasing importance to visuals; thus, it is quite important for each of us to inculcate the ability to read and interpret various visual clues and to implement them while writing.

- The addition of these individual elements to express the real messages ncreases the visuals' complexities thereby making them quite difficult to unalyse or read.

- However, this task can become easy with the help of active reading process, which we use while reading a written text.

A

<----------->

B

>——————<
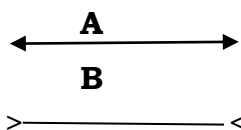
- By looking at the above two lines, can you tell which one is longer.

- AO After seeing this image, the majority would be in favour of line B but it reality, both the lines have equal lengths.

- This illusion is resulted mainly due to the way these lines are pointed.

- Line B has inwards facing point while the line A has outwards facing points.

- In this example, the eyes take both the lines and the ends into consideration and the brain tries to create a sense of this image.

- Since this activity provides us an opportunity to learn something new, it is a vital process.

- If there is no visual perception, a person cannot sensibly read the words, cannot visually imagine his goals, and even fail to perform successful hand-eye coordination while doing common daily tasks.

2) Language

- Various perspectives can also influence even languages.

- For any type of communication, language is inevitable.

- Even people with speech deficiencies use sign language to communicate.

- Circumstances where individuals are not able to understand others language or may have interpreted them differently, communication becomes challenging.

- The most common barriers to communication that are created by language are misunderstandings and misinterpretations between people as different meanings can be derived from a same word depending upon how a person interprets it.

- For example, these days, "LOL" is a common expression being used while chatting.

- Not long ago, it meant "Lots of Love"; but now, it is being used for 'Laugh Out Loud'.

- This word can be interpreted in either way when someone while interacting with others uses it.

- Many times, it creates misunderstandings in interpersonal communication,

- Another example can be of a conversation between a Scottish farmer and citizen of London.

- Most of the words used by them may not be understood to either of them even if they talk in English since they have different cultural backgrounds.

3) Past Experiences:

- Past experiences of people determine how they see their present and foresee the future.

- Thus, in the process of interpreting any information, past experiences of people play a vital role.

- Let us consider a situation in which a person is in a business meeting discussing the changes in HR policies.

- What are the things, which one would have in his mind while attaining this meeting?
- The standards of HR Policies used in other firms might be used as an example.
- Alternatively, the person's experiences in previous companies can be used to discuss the necessary changes.
- The past experiences are more suitable because they were either successful or unsuccessful in previous circumstances upon which implementation decisions related to the present scenario can be taken Past experiences affect the communication in almost every situation.
- Whether a person is making a professional or personal decision, his choices and behaviour are always influenced by the past experiences.
- There can be some situations where one wants that his future communication gets affected by his past experience.
- For example, if a strategist has designed a particular tactic that worked well for the sales team, then similar types of tactics would be framed in the future.

4) Prejudices:

- Prejudices are the people's feelings and attitudes (whether conscious or non-conscious: positive or negative) about other people or groups.
- There developed when this prejudice is converted into action.
- There are greater chances of facing unfriendly encounters by those individuals who carry prejudices about others. In addition, a feeling of discrimination can be developed when this prejudice is converted into actions.
- Prejudices mainly result when the experience of an individual with another person acts as the basis of analyzing other people.
- If a person has bad experiences with another person, he presumes that all other persons have the same nature.

- Culture and personal preference/experiences both contribute towards the development of prejudices.
- It is not necessary that all prejudices have negative traits, for example, a group can be considered as intelligent.
- When the prejudices start affecting our communication with others, then problems start to occur.
- The below mentioned examples can be taken as a reference to understand how this initiates in the workplace:

1) Prejudice of "A": As per the prejudices of 'A', the following negative points are highlighted:

i) Women should not be permitted to work in an organization.

ii) Supervisors are not performing well in the workplace.

2) Prejudice of "B": As per the prejudices of 'B', the following positive points are highlighted:

i) All the organizational rules are followed by women.

ii) All the work is done properly by supervisors.

5) Feelings:

- Expression of feelings can be seen as one of the most effective elements of effective communications.
- The significance of a message is strengthened when people freely express their feelings regarding whether the objective of the communication is to be positive or to develop some behavior changes.
- While expressing the feelings, people should ensure that they are expressed in the right manner.
- There are mainly two methods of influence in which the feelings of an individual have a direct impact on his/her communication with others.
- The first method is simply the way one feels that day.

- Like if a person is feeling ill, there will be a difference in his communication patterns as compared with the other days when he feels all right.
- Also, there will be a change in the communication manner which will depend upon the feelings of the person at that moment.
- This is mainly because feelings keep on changing.
- The second method, on the other hand, is related with how a person feels about another person.
- If someone does not like another person, he/she may refuse to communicate in an effective manner.
- However, an effective communication might be achieved in the opposite situation.

6) Environment:

- Environment is the last element, which can affect our communication. The problems of communication differences can be avoided by creating a good environment for communication.
- For example, areas that facilitate privacy while discussing sensitive or personal matters can improve the quality of communication.
- Different individuals interact differently depending upon the environment.
- This can easily be seen in everyday life.
- There will be differences in the way we communicate with our boss and friends. There will be differences in the way when someone talks to a stranger.
- There will be differences when a manager talks to subordinates in the presence of the boss and in his absence.
- Thus it can be said that the communication is being affected by where we are, what is going on, and how things are working; i.e., the environment.

- The skills of identifying how the environmental factors communication are important especially when the environment enforces a negative impact on communication.

- Such skills can help people in judging the manner in which a person is interacting with them.

- They can also be utilized for changing the manner in which a person can feel more comfortable while communicating with others or for the developing formality, which is quite essential in certain circumstances.