Que-1: Explain the term “Verbal Communication”. Differentiate between Oral Communication and Written Communication.

Communication by using language is called verbal communication. It is subdivided into two : (a) Verbal – Oral and Written Communication.

<table>
<thead>
<tr>
<th>Oral Communication</th>
<th>Written Communication</th>
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<tr>
<td>(1) Oral Communication happens when we communicate with the help of spoken words. In this way, we can say that the conversations, meetings, conferences, interviews, training sessions, speeches, public announcements, radio speeches, telephone talk, public speaking, are all forms of oral communication. It can be used effectively to inform, satisfy, praise, criticize, please, inquire and for many other purposes.</td>
<td>(1) Written communication is also a type of verbal communication. With the help of writing, we express ourselves. The human language is expressed by means of visible signs. Since long, letter writing is considered the only reliable means of communication. Far a long time in the business world, it was believed that sending letters, memorandum and notices was the only proper way for businessmen to communicate.</td>
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<td><strong>Advantages</strong>:</td>
<td><strong>Disadvantages</strong>:</td>
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<td>(2) Oral Communication saves time.</td>
<td>(2) Written communication is slow and time consuming</td>
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<td>(3) There is immediate feedback.</td>
<td>(3) There is no immediate feedback.</td>
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<td>(4) Oral communication saves money.</td>
<td>(4) Written communication needs stationary and many equipment.</td>
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<td>(5) In Oral communication, there is less formality.</td>
<td>(5) Written communication is formal. It is only for literate people.</td>
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<td><strong>Disadvantages</strong>:</td>
<td><strong>Advantages</strong>:</td>
</tr>
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<td>(6) Oral Communication can be misunderstood more easily compared to written communication.</td>
<td>(6) Written messages are less likely to be misunderstood and the doubts can be removed by reading it again.</td>
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<td>(7) If we consider the legal point of view, oral communication has little value as there is no permanent record or proof of what has been said.</td>
<td>(7) Written communication is best for legal or financial matters. It acts as a proof.</td>
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<td>(8) Oral Communication requires a good speaker otherwise it will not be meaningful.</td>
<td>(8) Written communication has provided a permanent record. It can be preserved for years.</td>
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God has gifted us with five sense organs. With the help of sense organs, we can communicate. For example, while driving on a highway, our sense organ of smell tells us that we have just passed a good restaurant or a biscuit factory. Hence, the way in which we move our bodies, change the expressions on our faces, the way in which we pose, give definite message to the people around us. These messages are not put into words and we can call them uncoded or non-verbal messages.

Communication without using words is non-verbal communication. Basically there are two components of non-verbal (wordless messages) communication.

(I) Kinesics Communication

(II) Meta Communication

(1) **Kinesics Communication**: Kinesics communication is a message conveyed through non-verbal acts in the form of body movements such as gestures, winking, smiling, style of dressing and grooming. This type of communication transmits the unstated feelings, attitude and hidden intentions of the speaker.

(II) **Meta Communication**: Meta communication includes a message communicated not through words, but along with words. It conveys an implied meaning by the selection and tone of words.
COMPONENTS /FORM OF NON-VERBAL COMMUNICATION (Kinesics)

(1) **Facial Expressions** : It is normally observed that the people from all over the world, even if they speak different languages, use a common pattern of facial expression to show emotions. Facial expressions are a complex matter and include eye contact. Smiling, frowning, raising eye-brows, etc. are universal in their nature and application. The facial expressions are used to show the following emotions: happiness, surprise, fear, anger, sadness, determination etc. facial expressions have to be understood in proper manner by the receiver of the message.

(2) **Gestures** : A gesture is the movement of the hand, head or body to indicate an idea or a feeling. Gestures are similar to facial expressions as they also help to know the feelings of the other person. Gestures convey emotions and also convey definite messages or information. There are some common gestures which are used by us in day to day life like, waving the hand to greet goodbye, upraised hand to request to remain silent, wagging the index finger, for scolding, pointing the index finger, to show the direction, moving the hand sideways to show refusal etc.

(3) **Body Language** : Posture is an important element in body language as it often gives idea of the personality of the person and tells us a great deal about him or her. From the posture or the way a person holds himself we can know whether he is confident, diffident, old, young weak or strong. Body movements and postures appropriate for one person may not be considered suitable for another. The style of walking and moving that we admire in a dancer may be unsuitable for a school teacher. The occupation and work of a person can affect his posture and body movements.
Unit-2 : Verbal and Non-Verbal Communication

(a) **Silence** : Silence has its own unique language. A person can convey his ideas even with the help of silence. Sometimes, we are overcome by emotions that we cannot speak - our silence tells the other person of our strong feelings. Every good speaker knows the importance of the pause which is a short period of silence between words or sentences. The student, if he remains silent before answering, it means he is thinking about the answer.

(b) **Signs and signals** : Signs and signals become very important means of communication in situations where the communicants do not have a common language. The language of signs and signals has a universal nature and they are being understood all over the world. Signals are different from signs and symbols in the sense that they are dynamic and require some movement. Thus, a traffic signal flashes green, telling motorists and pedestrians to move on. Coloured bulbs are used in most offices to show that a room is occupied or that the peon is being summoned by the officer.

(c) **Graphs, maps and charts** : Graphs, maps and charts are other types of visual, but non-verbal communication. People in business communicate messages more quickly and more accurately by using graphs, charts and maps than by long wordy explanation. The chief advantage of this mode of communication is that information can be gathered at a glance. A graph is a diagram consisting of lines to show the variation of two quantities. A map is a drawing on paper that shows the position and size of countries, towns, rivers etc. A chart is normally used by teachers especially at the primary school level. Charts are also used by workers and at the managerial level.

(d) **Colours** : Colour plays an important role in our lives, we use them as symbols. Colours are used to convey direct messages. Traffic lights turn red and green and in an operation theatre a red bulb is used to show that the theatre is in use. Christians use black clothes to show that there has been a death in the family. A white flag is used in the army to show that the troops have surrendered.
(4) Para Language: It is often observed that sometimes our body language says something else and we speak something else. For example, when an unexpected guest arrives at our house, we have to smile and say, "I am very happy to see you", but our body language does not mention so. This is the use of para language.

(5) Time and Space communication: Time is considered to be the most important aspect our life. We have to plan our time and work accordingly. Time Management has also become a part of our study. Sometimes, when we meet a person who is hard pressed for time, he may not allow us too much of time so we have to be brief and convey our message in the least time. We should be brief but at the same time, try to speak about the important points. The importance of time can never be neglected.

An element of space plays an important part in our presentation of our personality. When we set tip during a meeting, move towards another table, take a file, go to the mike and speak, the movements in accordance with the given space is important. At the time of talking to others we do keep some distance from the person who is standing in front of us. While talking to seniors we keep some distance. This care gives a special effect to our communication. Distance between lovers and old aged couples indicates whether they are married or not.

(6) Sign Language: Sign language is normally used for deaf and dumb when they do not understand our language. Their teachers make effective use of such language. Sign language is also found when sign boards are fixed on the roads, near schools, near hospitals etc. they are the way of communicating with people. A board of the hospital will give us the idea that silence is to be observed near the area. Similarly, the idea of having a school around, will give us the idea to drive slowly.
Que-3: Explain Barriers/Hurdles/Obstacles to Effective communication.

OR

Que-3: What is meant by barriers to communication? Explain psycho-Sociological barriers to communication.

OR

Que-3: What is noise? Explain Organizational /Intrapersonal/External /Semantic/Cultural barriers to effective communication.

A biblical story of “Tower of Babel” is a fine example of the breakdown in communication.

The word “Babel” is derived from Hebrew word “Babel” means “Confusion”. In the biblical story of the Tower of Babel, the people of the world come together to build a tower that would reach heaven. These people were speaking same language. To break their pride, God has created many languages and People got confused with many different languages. Because of this, their communication results in breakdown of coordination. Intended message is frequently miscommunicated, misunderstood, misquoted or even missed altogether because of ineffective interpersonal communication skills.

The purpose of communication:

The purpose of communication is to get a definite response. In other words, he must be interested in the message, and he must accept it. There are several things which can prevent the message from reaching the target (Receiver). Communication is effective only if it creates the desired impact on the receiver through verbal and non-verbal mode. But many elements cause hindrances in its effectiveness.
EXTERNAL OR MECHANICAL OR ORGANIZATIONAL BARRIERS

(a) **Defects in the channel** : Defects in the devices used for communication are purely external; and usually not within the control of the parties engaged in communication. The telephone, the postal system, the telegraph, the loud speaker and other channels may break down or suffer from disturbance and may not convey the message properly. A partial failure of the mechanical equipment is more dangerous than a complete failure, because a partial failure carries an incomplete or distorted message, which might cause a wrong action to be taken. The postponement of transmission, or communicating by an alternative method, is the only way to overcome the barrier.

(b) **Noise** : Any interference in the message sent and message received leads to the production of “noise”. Noise here does not mean cacophony, but a break in the communication process. The term communication barrier is an expansion of the concept noise. A noise is a break in the communication process. Even in face-to-face communication without a microphone, the air may be disturbed by noise in the environment such as traffic, construction work, or human sounds in the neighborhood; organizations which can afford soundproof rooms can overcome this barrier. Communication by word of mouth has to be kept to the minimum in a factory because of the noise of the machines. *(Inbuilt Que : What is Noise ?)*

(c) **Defects in the Organisation and Communication System** :

Within the organization, the movement of papers and of information may be held up by the system itself. Orders and information which have to pass through too many levels of authority are often delayed. They are also likely to be distorted, because, at each level, they are edited, interpreted and explained before being passed on. This can result in communication gaps. In downward communication, the loss of information is said to be so great that many employees at the lowest level receive only 20 per cent of what they should get. One of the reasons for this is, too much dependence on written communication. Circulars, bulletins, notices and even letters are not read carefully. Many employees even when they are literate are unable to read and understand long messages. Even among better educated employees at higher levels, all written communication does not receive the attention that it should.
PSYCHO-SOCIOLOGICAL/ INTRAPERSONAL BARRIERS

Most of the psycho-sociological barriers discussed below operate at the emotional level.

**Self-centred Attitudes**: We tend to see and hear everything in the light of our opinions, ideas and views. We usually accept what agrees with our views, and reject or forget what goes against our opinions. We may even fail to perceive something that goes against our long-cherished opinions, ideas and attitudes. The attitudes may come from religion, nationality, ideas of the community to which one belongs, place of living or family ideas. These views form a frame of reference which colours every message, received or transmitted.

**Group Identification**: Our values and opinions are influenced, in some matters, by the group to which we belong. All persons have a sense of belonging to a group; we belong to many groups; for example, family, the larger family of relatives, our city, our religion or language group, age group, nationality, locality, club, economic group etc. An idea which goes against the interests of the group may be intellectually understood but may be emotionally rejected.

A bank or railway employee may understand the economic and political damage which a strike will cause to his country. Nevertheless, he does not accept any suggestion or persuasion that he should not join a strike because the ideas of his peers are more important to him. Moreover, he may be afraid of being separated from his own group. So he cannot accept any communication which is against the strike.

**Snap Reactions**: A listener or reader may quickly or prematurely respond to the message because he/she is hot tempered. Such reactions are called as ‘snap reactions.’ They may prove to be barriers to communication.

**Status Block**: A "boss" often finds it difficult to receive favourably, any communication from his subordinates. People in senior positions often develop the feeling that they know everything about how to run the business. They do not realise that a junior may have something useful to say about the business. Many good ideas go unheard and are wasted only because they originate with junior employees who are considered to be too young and inexperienced to offer any
useful suggestions. The ideas of workers are most likely to be unheard because of the social distance between them and the managers. A subordinate's nervousness in facing a much higher superior may prevent him from being attentive to words.

**Closed Mind**: Limited intellectual background, limited reading and narrow interests cause a person's mind to be narrow. This limits his understanding of human nature and makes him incapable of receiving communications with sympathy. This becomes a serious barrier to receiving grievances and appeals.

**Wrong Assumptions**: Many barriers stem from wrong assumptions. Wrong assumptions are made because the sender or the receiver does not have adequate knowledge about each other's background or entertains certain false notions. A skilled communicator keeps these issues in mind to prevent them from becoming barriers.

**Poor Communication Skills**: Lack of skill in writing and speaking obviously prevents the Tx from encoding his ideas properly so as to get across to his audience. Both these skills can be developed by training and practice. A business executive has to master the art of speaking to big and small audiences and also on the telephone. He must also be able to draft clearly and quickly. Nervousness in facing an audience may cause a speaker to speak poorly.

**State of health**: Physical condition can affect one's efficiency both as Tx and as Rx. It is common experience that a person in pain or fever is not inclined to engage in communication; but even when there is no pain or fever, if the state of health is poor, communicating ability is reduced because the mind is not sufficiently alert; there may be gaps in attention while reading or listening; there may be lack of energy to think clearly and to find the right words. Perception is low when the state of health is poor; and emotions which play an important part in successful communication, are easily disturbed. It is not advisable to attend to important communication tasks when one's health is not at its best.
Unit-2 : Verbal and Non-Verbal Communication

SEMANTIC/LANGUAGE BARRIERS

Language is our most important tool of communication; First of all, words have multiple meanings; for example, a reference to the Random House Dictionary will show that the word “stall” has twenty-five meanings, including technical meanings used in specialised activities; similarly, the words charge, spring, check, suit, ring, have several meanings. Words in hindi like “Peti”, “Khokha”, “Sopari” indicates words connected with crime world. Words like minute and wind are pronounced in two different ways to mean two entirely different things. Even a concrete noun like table may suggest a statistical table, a’ writing table or a dining table; and chair could be something to sit on, or a position to occupy. Phrases can be more tricky; a red and a blue carpet means two carpets, while a red and blue carpet is one carpet in two colours. Hence it is said, "meaning is in people, not in words." Jargon and technical terms are limited to the group of persons who work together, or work in the same kind of occupation; they need to use technical terms which have special meaning and describe a process in their work.

CULTURAL (CULTURAL VARIATIONS) BARRIERS

Any language is the expression of thoughts, feelings and experiences in terms of cultural environment. The same language when used in different cultures, takes a different colour and conveys a different meaning. Sometimes, we modify our language according to person with whom we are speaking. There is a difference in the use of language for discussions, formal talks, informal talks etc. Language influences the behaviour individual and groups.

Note : Please refer last page of Extra Information. Try to remember all these barriers category wise like Intrapersonal, Interpersonal, Organizational, External, Semantic, and Cultural because many common points fall into two or three different categories.
Extra Information: HOW TO OVERCOME COMMUNICATION BARRIERS (Not to be included in Question)

- Mechanical barriers are mainly in the form of defect or failure in the mechanical that are used for sending messages. The sender has to take proper precautions to see that devices such as telephones, fax-machines, cell phones, computer, radios, loud speaker, microphones, TV sets, mobile phones, etc. are in proper order and would not create disturbances while in use. Even traffic noise, loud conversations, etc. should be avoided as far as possible. Organisation which can afford sound proof rooms can overcome this barriers.

- To overcome defects in the organization and communication system, the system of internal communication has to be checked constantly to make sure that there are no undue delays in the passing on of information. In an emergency, an urgent message may be communicated by an alternative system.

- Physical barriers are mostly related to physical shortcomings or drawbacks. Sleeplessness, fatigue, overworking etc may not permit the sender of message to convey what he desires in a proper way. The sender of the message should ensure that he is in proper health and physical order to function as the sender of the message.

- The personal barriers can be overcome only by making conscious effort to learn better methods and by training for better communication. Persons in responsible positions are expected to improve their communication skills and overcome their particular blocks. Many companies organise training sessions for their staff for better communication skills.

- Suggestion schemes are meant to overcome status block. Some managers personally try to overcome it by developing friendly contact with their subordinates or by following an “open door” policy.
Que-4: Explain Communication across culture.

During the path of successful communication, ‘culture’ often becomes a challenge, as it influences our approach to problems and our participation in varied groups and communities. Culture indicates to group or community with which we share feelings and develop our understanding to see the world. It includes society and groups. If one defines culture in this way, we all belong to many cultures at once.

Cross-cultural communicational flexibility is a major requirement for successful communication in our modern world. In the global arena workplace we tend to minimize or even to ignore our cultural differences while mythologizing that they no longer exist. But this is a dangerous myth for it greatly heightens the potential for miscommunication. The first step in addressing it is to name and accept our cultural differences. We can never really ‘lose’ our cultural identity but we can add on other identities. We can never really ‘lose’ our cultural identity but we can add on other identities. We communicate through language, symbols, gestures and our whole bodies. But just as we are able to communicate through all these means, there is always the potential to miscommunicate, or send unintended or false messages. Much of the conflict we experience in our global ‘market place’ today is due to the experience of unfulfilled culture-specific expectations. We can avoid the conflict by understanding what results cross-culturally, in other words by understanding what is ‘acceptable’ and what is not, cross-culturally. This process begins with recognizing the sources and contexts of cross-cultural miscommunication.
Unit-2 : Verbal and Non-Verbal Communication

Rules for Communication across Cultures:

1. Assume differences with similarities are proved. Assume other are different from you instead of assuming similarities until differences are proved.

2. Emphasize description instead of interpretation or evaluation.

3. Try to know the background of your recipient before sending a message of communicating.

4. Treat your interpretations as working instruments and carefully assess the feedback provided by recipients.

The purpose of cross cultural communication is to know how people from varying cultures mingle and communicate with one another. If we want to open channels for communication across cultures, we have to find out the different ways in which various groups within our society have related to each other.

Questions from Gujarat Technological University Examination

- What is meant by barriers to communication? Explain intrapersonal barriers to communication. (Dec-08)
- Discuss the main elements of Non-verbal communication. (Dec-08)
- Explain the following barriers: Semantic Gap, Negative attitude, Information Overload (Jan-2010)
- Discuss organizational barriers to communication.
- List various Barriers to effective communication. Explain any three of them with suitable illustration. (March-2009)
- Explain the components of non-verbal communication. (September-2009)
- Discuss intrapersonal barriers of communication giving proper examples.
- What are interpersonal barriers of communication? Explain. Discuss the common reasons for interpersonal barriers. (June-2010)
- Discuss why in organizations, messages have a greater chance of being distorted. (June-2010)
- Discuss the barriers of effective communication. State the difference between verbal and non-verbal communication. (Nov-2010)
- What is Noise in Communication? Explain psychological barriers to communication. (Jan-2011)
Extra Information

Advantages and limitations of Non-Verbal Communication:

(1) Non-verbal communication has to be observed carefully otherwise the idea or the presentation of the thought is wasted away.

(2) It is particularly good for people who are uneducated or who have less education.

(3) It can communicate small ideas but when the detailed message is to be given it may not be of much use.

(4) It can be understood instantly and instant response can also be obtained but it cannot be preserved and recorded for further use.

(5) Sometimes, due to cultural differences the same sign and signal may mean different thing to the person who is responding.

(6) Nonverbal communication clarifies the verbal message. This can be seen in a presentation. The speaker is verbally communicating and uses nonverbal visual aids to help the listeners understand more effectively.

Classification of Barriers (Please Refer Question-3 and Try to Remember Category wise)

<table>
<thead>
<tr>
<th>External /Mechanical</th>
<th>Psycho-Sociological</th>
<th>Intrapersonal</th>
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<tbody>
<tr>
<td>1. Defect in Channel</td>
<td>1. Self-Centered Attitude</td>
<td>1. Wrong Assumption</td>
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<tr>
<td>2. Noise</td>
<td>2. Status Block</td>
<td>2. Different Background</td>
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<td></td>
<td>5. Poor Communication Skills</td>
<td>5. State of Health</td>
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<td></td>
<td>6. Snap Reaction</td>
<td>6. Wrong Interpretation</td>
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<td></td>
<td>7. State of Health</td>
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<thead>
<tr>
<th>Interpersonal</th>
<th>Organizational</th>
<th>Semantic/Cultural</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Emotional Outbrusts</td>
<td>2. Noise</td>
<td>2. When we see same thing in different culture, it takes new shape.</td>
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<td>4. Limited Vocabulary</td>
<td>4. Status Block</td>
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<tr>
<td>5. Status Block</td>
<td>5. Information Overload</td>
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<td>6. Cultural Barriers</td>
<td>6. Inappropriate Media</td>
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<td>7. Noise</td>
<td>7. Negative Tendencies</td>
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<td>8 Group Identification</td>
<td>8. Fear of Superiors</td>
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<td>9. Many Transfer Station</td>
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