

Communication

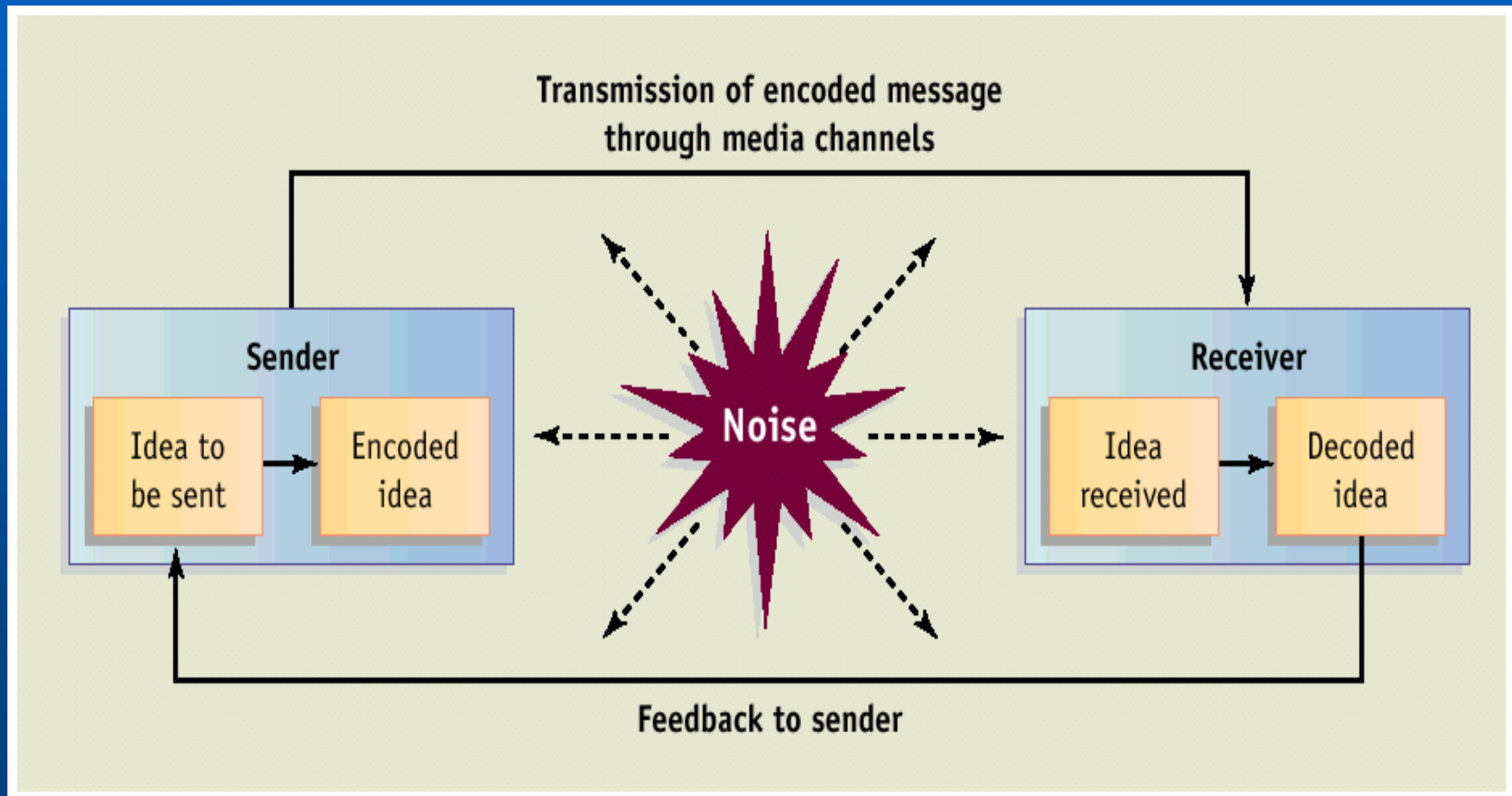
The process by which a person, group, or organization (the sender) transmits some type of information (the message) to another person, group, or organization (the receiver)



Communication Concepts

- ✚ **Encoding:** The process by which an idea is transformed so that it can be transmitted to, and recognized by, a receiver (e.g., a written or spoken message).
- ✚ **Channels of Communication:** The pathways over which messages are transmitted (e.g., telephone lines, mail).
- ✚ **Decoding:** The process by which a receiver of messages transforms them back into the sender's ideas.
- ✚ **Feedback:** Knowledge about the impact of messages on receivers.
- ✚ **Noise:** Factors capable of distorting the clarity of messages at any point during the communication process.

The Communication Process



Purposes of Communication



- ✓ To direct action
- ✓ To achieve coordinated action
- ✓ To share information
- ✓ To develop friendships
- ✓ To build trust and acceptance

Interpersonal Communication

- **Oral Communication**
 - **Advantages: Speed and feedback**
 - **Disadvantage: Distortion of the message**
- **Written Communication**
 - **Advantages: Tangible and verifiable**
 - **Disadvantages: Time-consuming and lacks feedback**
- **Nonverbal Communication**
 - **Advantages: Supports other communications and provides observable expression of emotions and feelings**
 - **Disadvantage: Misperception of body language or gestures can influence receiver's interpretation of message**

Verbal Communication

- ✦ The transmission of messages using words, either written or spoken.
- ✦ ***Traditional Verbal Media:*** Forms of communication that do not depend on the use of computers.
- ✦ ***Computer-Mediated Communication:*** Forms of communication that depend on the use of computers.

Traditional Verbal Media

Forms of communication that do not depend on the use of computers.

- Face-to-face discussion
- Telephone
- Memos and letters
- Newsletters
- Employee handbook
- Flyers and bulletins



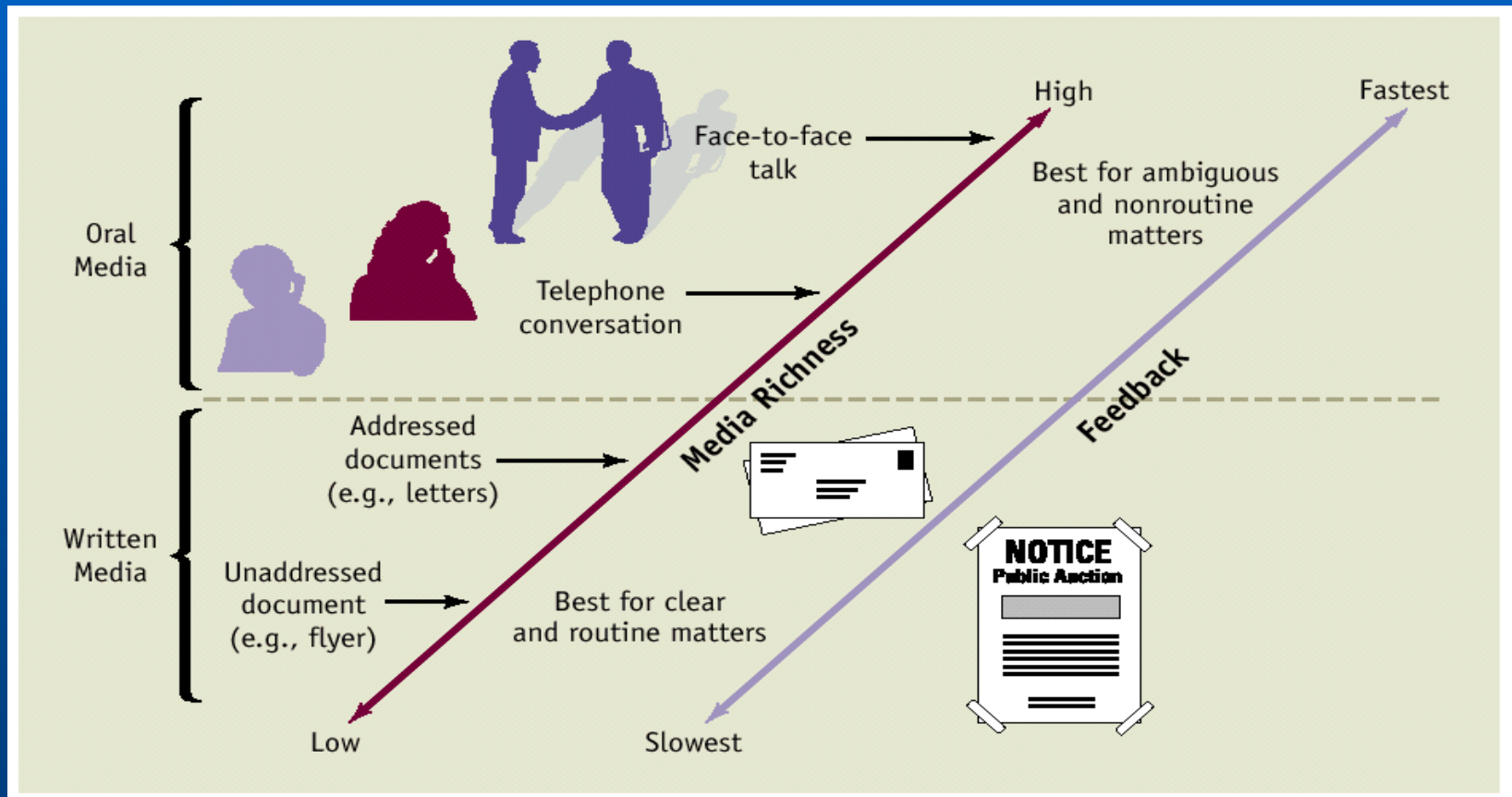
Computer-Mediated Communication

Forms of communication that depend on the use of computers.

- E-mail
- Instant messaging
- Video-mediated communication
- Speech technology



Continuum of Communication Media



Communication Effectiveness

- ❖ **Communication is most effective when it uses multiple channels, such as using both oral and written messages.**
 - Oral messages are useful in getting people's attention and allow for immediate two-way communication.
 - Following up in writing makes the message more permanent.
- ❖ **A medium's effectiveness depends on how appropriate it is for the kind of message being sent.**
 - Oral media are more effective when messages are ambiguous.
 - Written media are more effective when messages are clear.

Nonverbal Communication

- The transmission of messages without the use of words.
- Types
 - *Style of Dress*: Communicating by appearance.
 - *Time*: The waiting game.
 - *Space*: What does its use say about you?
- Both verbal and nonverbal channels are important sources of information used in conjunction with each other in the process of communication.

Types of Communication

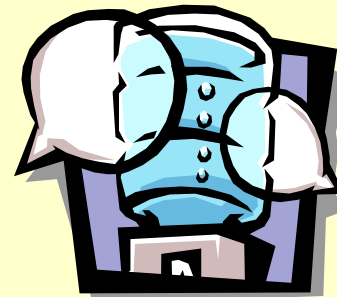
Formal

The sharing of messages regarding the official work of the organization



Informal

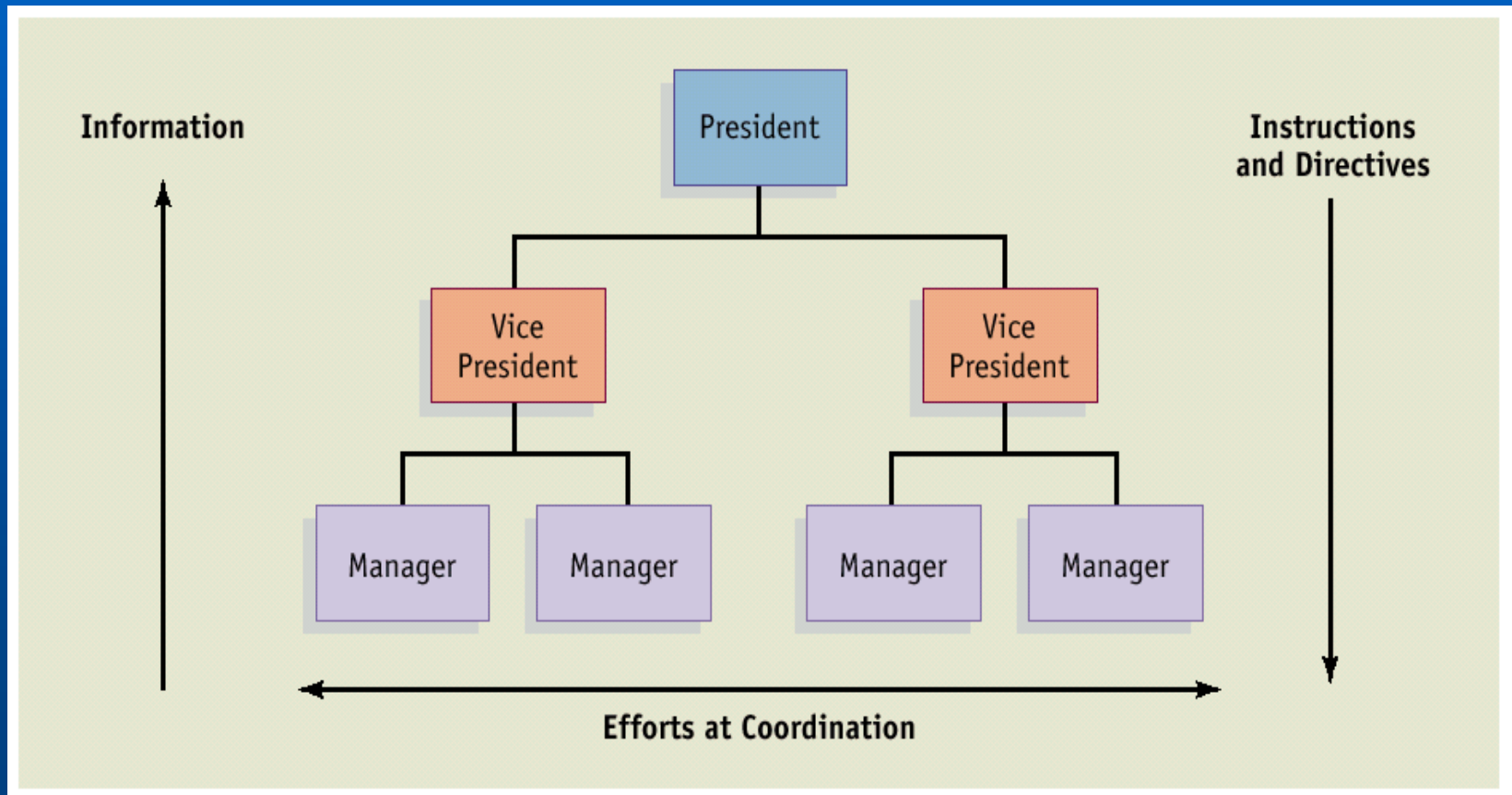
The sharing of unofficial messages, ones that go beyond the organization's formal activities



Formal Communication

- ❖ ***Organizational Structure:*** The formally prescribed pattern of interrelationships existing between the various units of an organization.
- ❖ ***Organizational Chart:*** A diagram showing the formal structure of an organization, indicating who is to communicate with whom.
- ❖ ***Types of Communication:***
 - Downward
 - Upward
 - Horizontal
- ❖ ***Mum Effect:*** The reluctance to transmit bad news, shown either by not transmitting the message at all or by delegating the task to someone else.

Formal Communication



Informal Communication

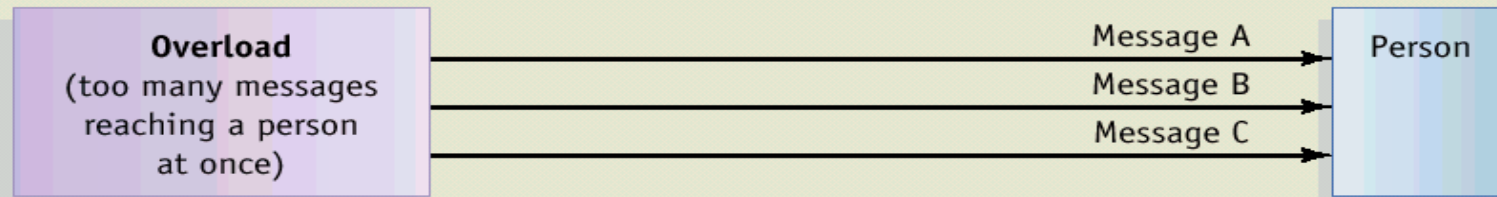
- ***Old-Boys Network:*** A gender-segregated informal communication network composed of men with similar backgrounds.
- ***Snowball Effect:*** The tendency for people to share informal information with others with whom they come into contact.
- ***Grapevine:*** An organization's informal channels of communication, based mainly on friendship or acquaintance.
- ***Rumors:*** Information with little basis in fact, often transmitted through informal channels.

Improving Communication Skills

- ✓ **Use simple, clear language**
- ✓ **Become an active, attentive listener**
- ✓ **Gauge the flow of information**
- ✓ **Give and receive feedback**
- ✓ **Be a supportive communicator**
- ✓ **Use inspirational communication tactics**

Information Overload

Problem:



Solutions:

