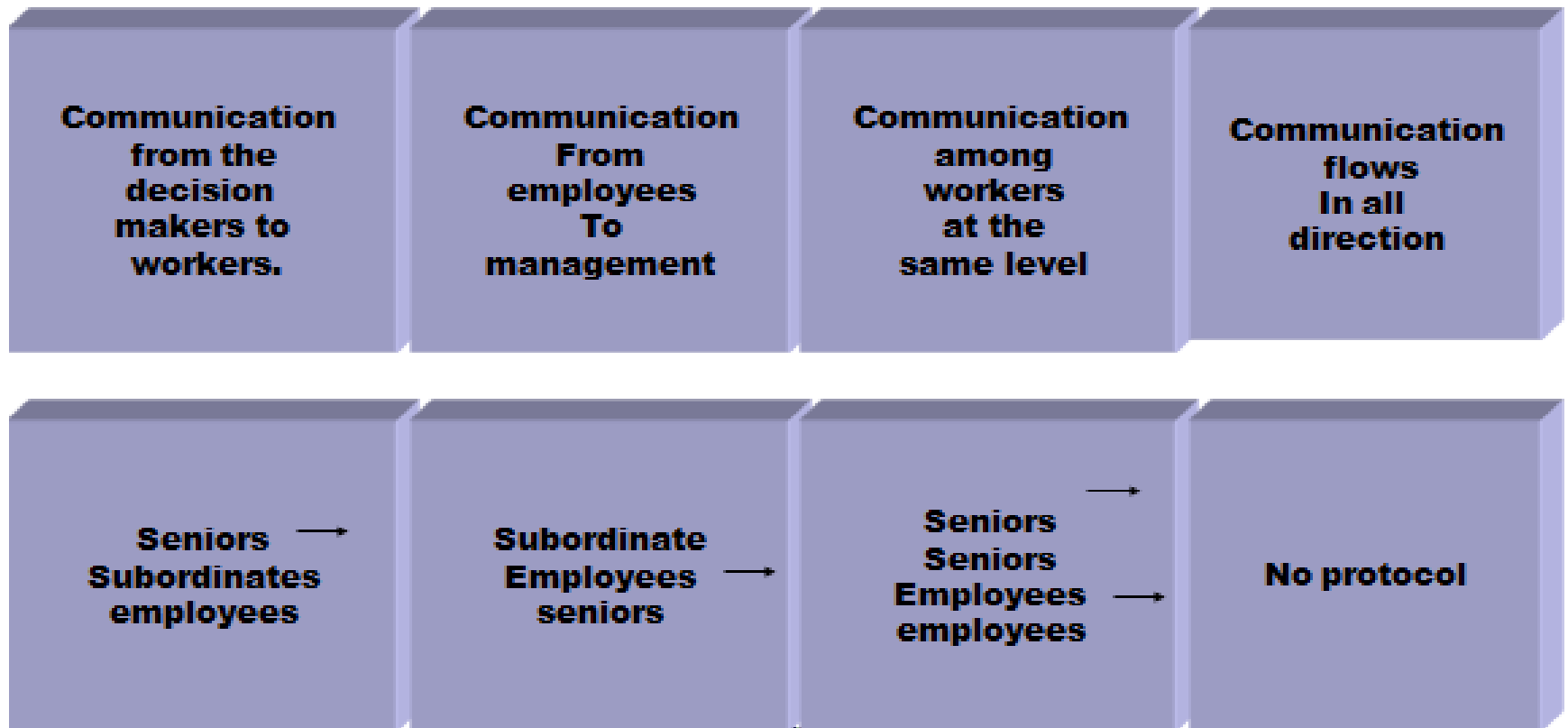


CHANNELS OF COMMUNICATION

Downward Upward Horizontal Diagonal



Barriers to Effective Communication

- **Improper encoding**
- **Bypassing**
- **Frame of reference**
- **Physical distraction**
- **Psychological and emotional interference**
- **Cultural differences**

Improper Coding

- This barrier is related to improper use of linguistic knowledge i.e improper choice of language and communication.
- The inappropriate use of language leads to misunderstanding and confusion between the sender and the receiver.
- The choice of language and coding leads to comprehension problem between the sender and the receiver.

Bypassing

- In this the gap of emotional and attitudinal understanding between the sender and the receiver is bypassed leading to misrepresentation of the emotional content and the real meaning of the communication.

Frame of reference

- The lack of knowledge on the part of both the sender and the receiver on a particular topic in the context of viewpoint.
- The understanding of the message with different point of view leads to misrepresentation and understanding.

Physical Distraction

- The noise , audio video distraction in oral presentation, improper lighting are few examples of physical distraction.
- The physical distraction leads to loss of hearing and inability to understand the text and content.

Psychological and emotional interference

- The emotional stress and mental stress leads to inability of speech and misrepresentation of ideas.
- The person is unable to make the other person when he is emotionally aroused.
- Lack of knowledge also leads to stress during presentation.

Cultural differences

- The cultural difference and attitude lead to the difference of opinion and misrepresentation of ideas and thoughts.
- The gap in the cultural attitude between the sender and the receiver widens when it is reflected in words.

Some more barriers

- Physical Barriers
- Noise
- Poor lighting
- Physical discomforts
- Malfunctioning of communication devices

- Semantic Barriers
- Multi meaning of words
- Technical Jargon
- Bombastic representation
- Wrong use of words

- Organizational Barriers
- Long chain of hierarchy
- Rigid policies and rules
- Non availability of communication devices
- Poor arrangements of space and fixtures

- Socio-psychological Barriers
- Disagreeable attitudes
- Negative emotions
- Status consciousness
- Overconfidence
- Poor memory
- Mistrust
- Selfishness
- Tiredness
- Perceptual difference

Preventive measures

- Brevity and clarity
- Staff relationship
- Continuity of communication
- Adequate size of scalar chain
- Choice of right transmission medium
- Empathetic attitude
- Mutual trust
- Unbiased attitude
- Availability of communication devices
- Use of seven C's : Clarity; completeness ; consideration; courtesy; concreteness; conciseness; correctness;