

# Communication

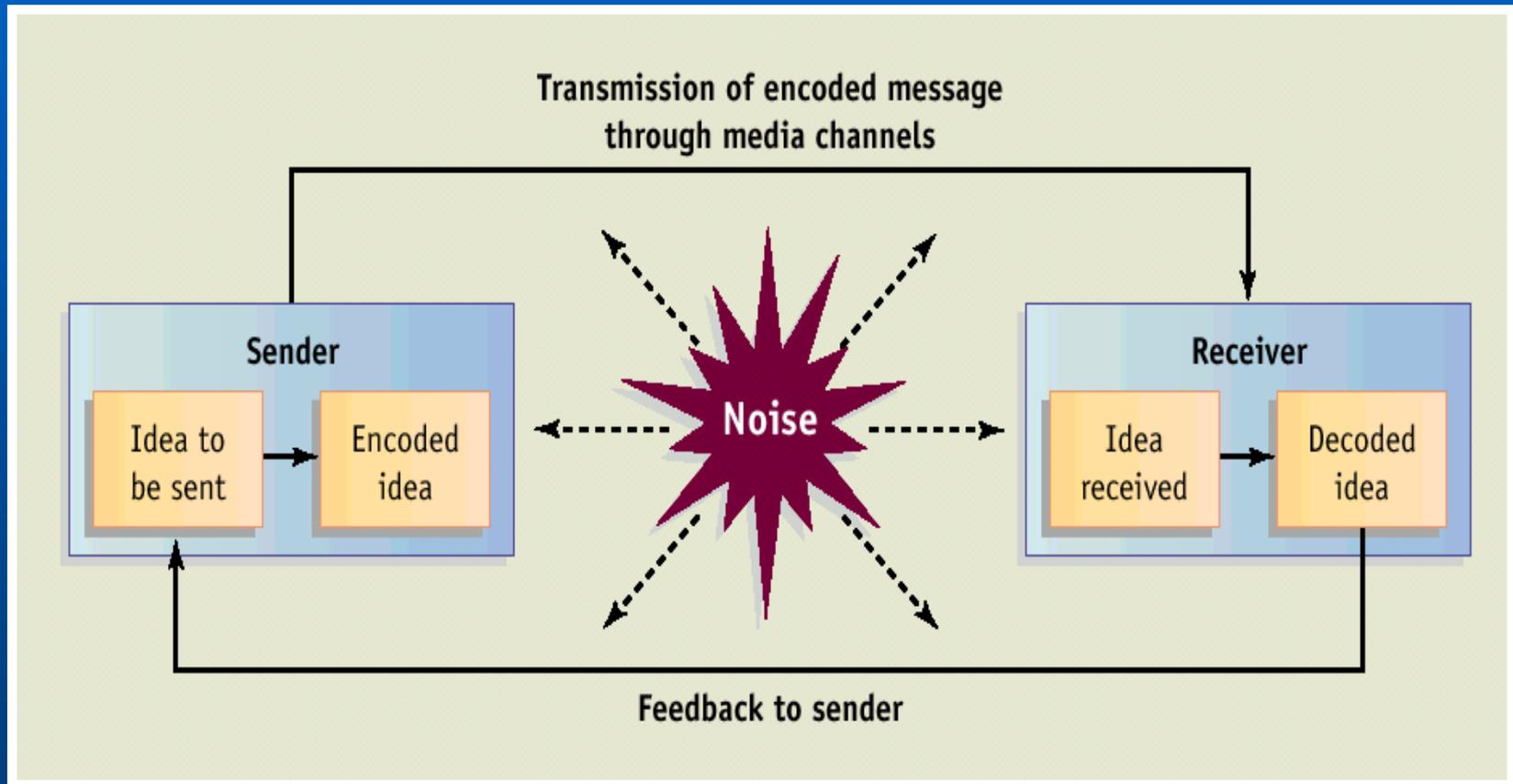
The process by which a person, group, or organization (the sender) transmits some type of information (the message) to another person, group, or organization (the receiver)



# 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



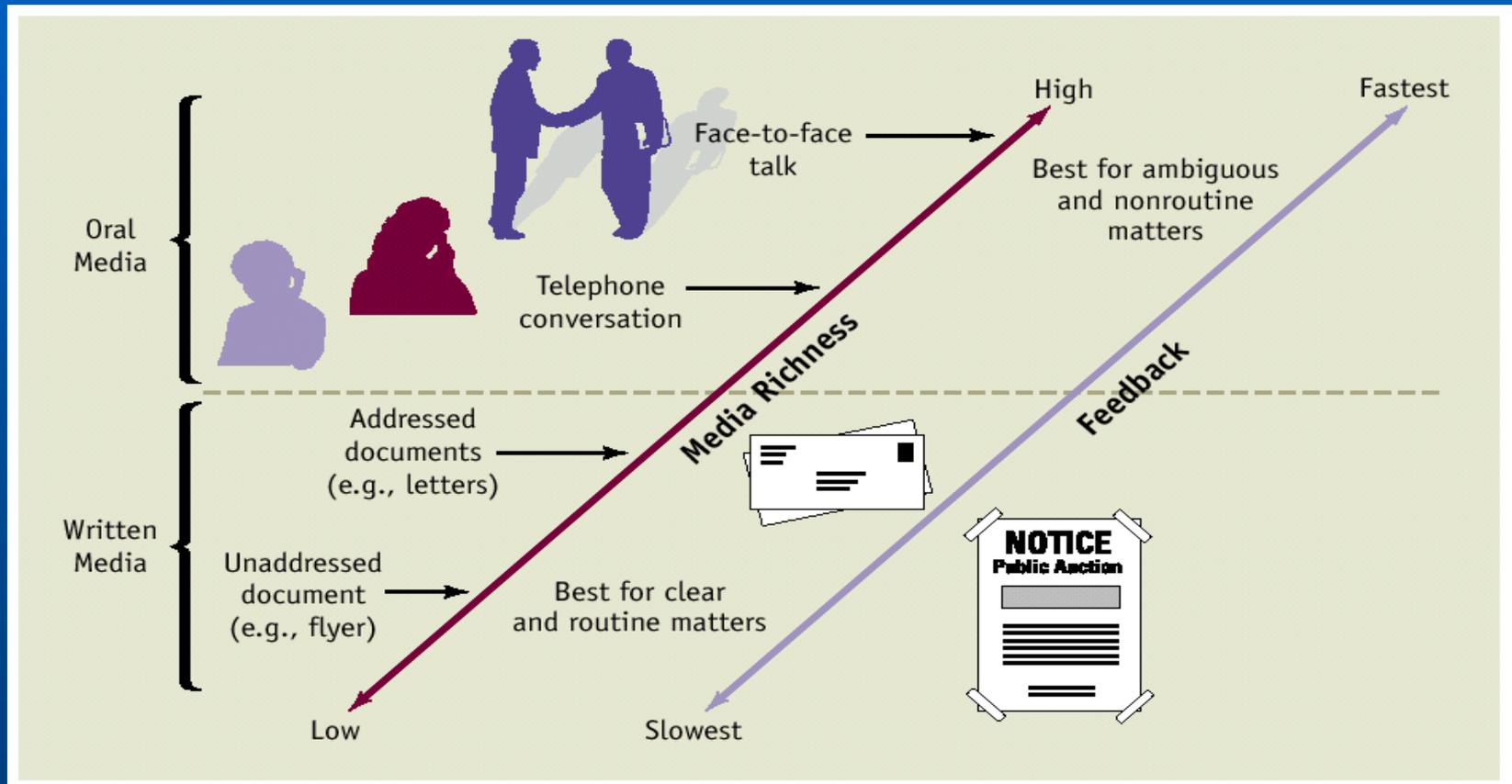
# Computer-Mediated Communication

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

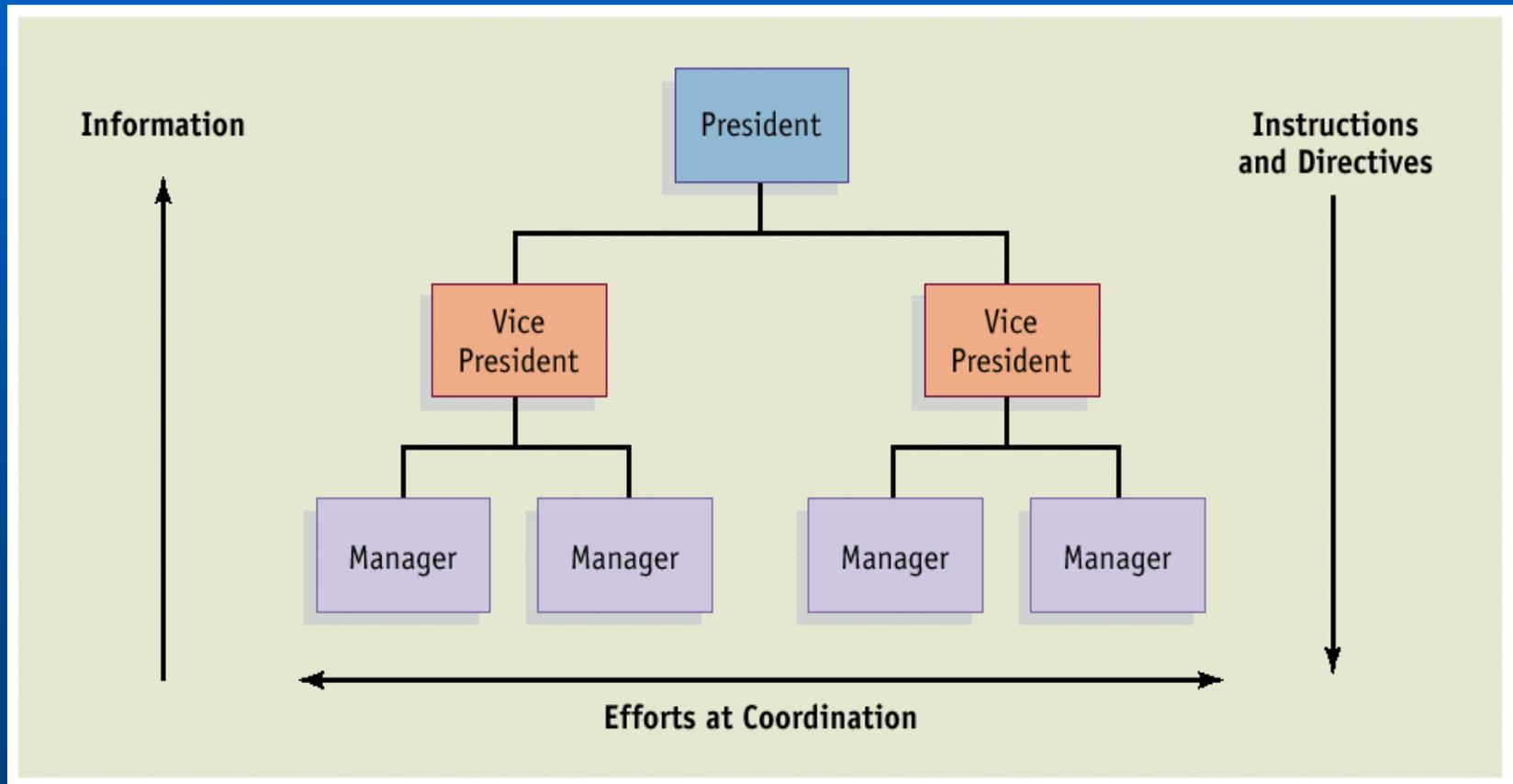
The sharing of unofficial messages, ones that go beyond the organization's formal activities



# 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:

