



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

Unit 2- Functions of Management

Topic 2.6-: Communication



COMMUNICATION

Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver.

- ◀ Functions of Communication
- ◀ The Communication Process
- ◀ Communication Fundamentals
- ◀ Key Communication Skills

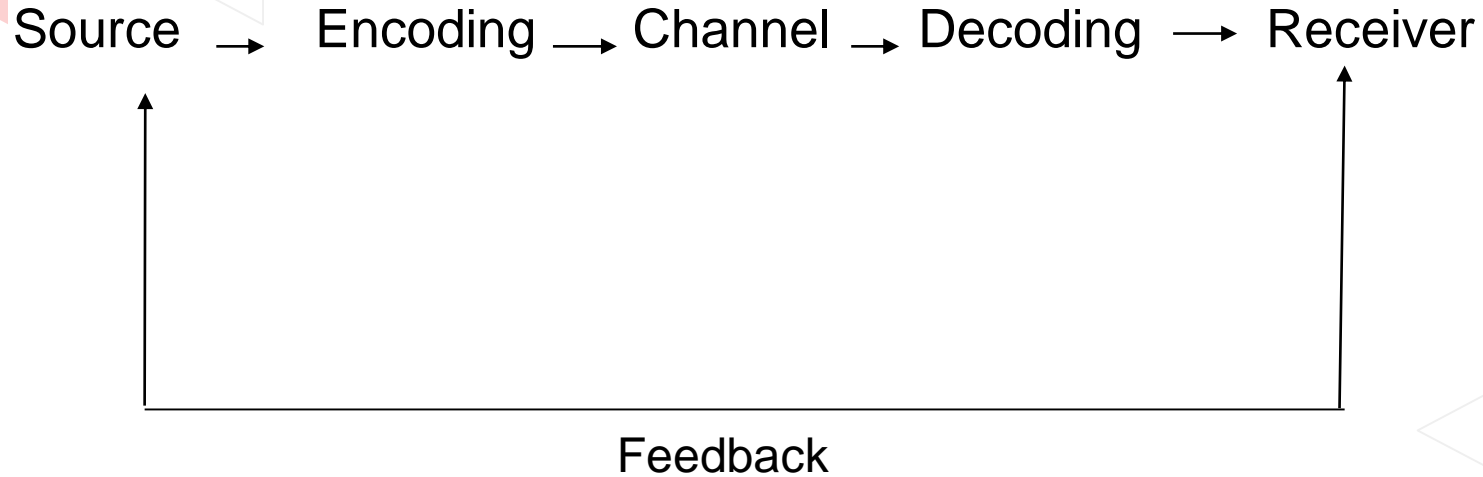


FUNCTIONS OF COMMUNICATION

- ◀ Control
- ◀ Motivation
- ◀ Emotional Expression
- ◀ Information



COMMUNICATION PROCESS

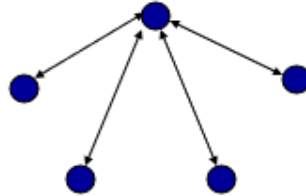




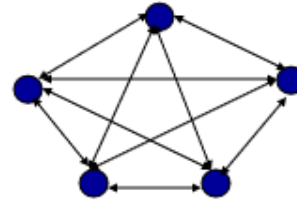
Communication Networks



Chain



Wheel



All Channels



BARRIERS TO COMMUNICATION

- ◀ Semantic Barriers – Different language, words, pictures, actions, poor vocabulary.
- ◀ Emotions – loss in transmission and retentions, distrust of communicator, failure to communicate, undue reliance n the written word(order), inattention of the receiver
- ◀ Physical Barriers : Noise, improper time, distance



BARRIERS TO COMMUNICATION

- ◀ Organizational Barriers: organisational policy, organisational rules and regulations, status relationship in the organisation, Lack of organisational facilities, Wrong choice of channel
- ◀ Personal barriers: Barriers in superiors, barriers regarding subordinates, poor listening, egotism, emotions, selective perception.
- ◀ Socio Psychological Barriers: attitude and options, closed mind, status consciousness, cultural barriers.



GUIDELINES FOR EFFECTIVE COMMUNICATION



- ◀ Two-way communication
- ◀ Clarity the purpose of the message
- ◀ Use intelligible encoding
- ◀ Strengthening communication network
- ◀ Consider receiver's need
- ◀ Consider receiver's need
- ◀ Promoting participative approach
- ◀ Appropriate language
- ◀ Get feedback
- ◀ Credibility in communication
- ◀ Good listening
- ◀ Selecting on effective communication channel



KEY COMMUNICATION SKILLS



- ◀ Listening Skills
- ◀ Feedback Skills
- ◀ Presentation skills



Thank you