SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution

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DEPARTMENT OF COMPUTE APPLICATIONS

23CAT604– PRINCIPLES OF MANAGEMENT

I YEAR I SEM

UNIT5 –CONTROLLING

TOPIC 3 &4 – Communication process & Types

Introduction...

- The term communication is derived from the latin word *communis*, meaning common.
- In general, communication refers to the reciprocal exchange of information, ideas, facts, opinions, beliefs, feelings & attitudes through verbal or nonverbal means between two people or within a group of people.

Definition of communication

- Communication is a process by which information is exchanged between individuals through a common system of symbols & signs of behavior.

  - Webster's Dictionary

- Communication is interchange of thoughts, opinions or information by speech, writing or signs.
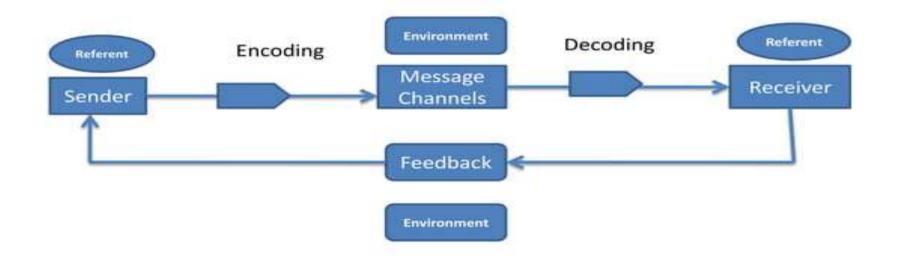
  - Robert Andersion

Meaning of Communication

Communication as

- A process through which individuals mutually exchange their ideas, values, thoughts, feeling & actions with one or more people.

- The transfer of information from the sender to the receiver so that it is understood in the right context.

- The process of initiating, transmitting & receiving information.

- The means of making the transfer of information productive & goal oriented.

- The process of sharing information, ideas & attitudes between individual.

Process of Communication

Elements of the communication

Referent:

- A referent motivates the sender (or receiver) to share information (message, objects, sounds, sights, time schedule, ideas, perceptions, sensation, emotion, odour, etc.) that may initiate communication.

- For example, a nurse, sighting a patient with difficulty in breathing may serve as a referent to the nurse promoting her to initiate communication with the patient.

Elements of the communication

Sender:

- A sender is a person who encodes & sends the message to the expected receiver through an appropriate channel.

- A sender is the source of the message that is generated to be delivered to the receiver after appropriate stimulus from the referent.

Elements of the communication

Message:

- The message is the content of communication & may contain verbal, nonverbal or symbolic language.

- Perception & personal factors of the sender & receiver may sometimes distort this element & the intended outcome of communication may not be achieved. For ex, the same message may be communicated or perceived differently by two individuals.

Elements of the communication

Channel:

- A channel is a medium through which a message is sent or received between two or more people.
- Several channels can be used to send or receive the message, i.e seeing, hearing, touching, smelling, & tasting.
- While selecting channels of communication, several factors must be considered: availability of channel()s , purpose, suitability, types of receivers, types of message, preference of sender & receivers, communication skills of the sender, cost, etc.

Classification of channels of communication:

- **Visual channel:** Facial expression, body language, posture, gestures, pictures & written words, electronic mails, mass media, etc.

- **Auditory channel:** Spoken words, sounds, telephone or mobile communications, delivering audio content (radio, voicemail), etc.

- **Tactile channel:** Touch sensations, therapeutic touch, etc.

- **Combined channel:** Audiovisual media, consoling a person with touch & spoken words.

Elements of the communication

Receiver:

- A receiver is an individual or a group of individuals intended to receive, decode & interpret the message sent by the sender/source of message.

- A receiver also known as decoder.

- He is expected to have the ability & skills to receive, decode & interpret the message.

Elements of the communication

Feedback:

- It is a return message sent by the receiver to the sender.

- It is most essential element of the communication process as it shows that the receiver has understood the primary message sent by the sender & the communication process is now consider complete.

- A successful communication must be a two-way process where the sender sends the message & receives feedback from the receiver.

- These feedback could be verbal & nonverbal.

Elements of the communication

Confounding elements:

- These elements are not a direct part of the flow of the communication process but influence the communication process significantly indirected.

- These elements are interpersonal variables of the sender & the receiver & the environment where the communication process take place.

- Interpersonal variables such as perception, beliefs, values, sociocultural background, educational & developmental levels, emotion, gender, physical & mental health, etc. may significantly affect the communication process.

TYPES OF COMMUNICATION

I. Based on the means of delivering the message

II. Based on the purpose of communication

III. Based on the levels of communication

IV. Based on the pattern of communication

a) Verbal communication:

- It occurs through the medium of spoken or written.

- A combination of several words is used & each words conveys a specific meaning.

- Some important elements of verbal communication are language, vocabulary, denotative & connotative meaning, pacing, intonation, clarity, consciousness, preciseness, comprehension, brevity, timing & relevance.

Subtypes of verbal communication:

- Spoken communication
- Written communication
- Telecommunication
- Electronic communication

b) Nonverbal communication

- This communication occurs without words; where the five senses & whole range of body movements, posture, gesture, facial expressions & silence are used for sending & receiving the message.

- Nonverbal communication is a more accurate way of communication because it convey the true & intended meaning of the message.

Nonverbal communication may be accomplished by the following means:

- Touch
- Eye contact
- Facial expression
- Posture
- Posture

- Gait
- gesture
- Physical appearance
- Sound
- Silence

a) Formal communication

- Formal communication follows line of authority & is generally used in organization to achieve organizational objectives.

- For example, the nursing superintendent of a hospital will communicate with staff nurse through assistant nursing superintendents, supervisors & ward-in-charge nurses.

b) Informal communication

- Informal communication does not follow line of authority.

- Examples of informal communication are gossip, chitchat & kitty parties.

- It is very fast & usually takes place in social groups like friends, family, peer groups, etc.

c) Therapeutic communication:

- Therapeutic communication takes place between a health care personnel & a patient, with the purpose of modifying the patient behavior.

- This is accomplished with repeated interaction using certain essential attribute such as trust, empathy, tenderness, concern & nonjudgemental attitude.

a) Intrapersonal communication

- It take place within an individual; we may also say it is self-talk.

- It is crucial because it provides a person with an opportunity to assess self or a situation, before acting on it, ultimately affecting the person behavior.

b) Interpersonal communication

- It takes place whenever two or more people interact & exchange messages or ideas.

- This is also one of the most common forms of communication in our daily lives.

- Interpersonal communication may further categories into assertive, nonassertive & aggressive communication.

c) Transpersonal communication

- It takes place within a person's spiritual domain.

- The purpose of transpersonal communication is to realize selfhood, enhance spirituality & answer questions that are spiritual in nature.

d) Small-group communication

- An example of a small-group communication is when nurse interact with two or more individuals face-to-face or use a medium (like a conference call).

- Patient care conferences, staff meetings & reports are good examples of small-group communication.

e) Public communication

- Public is generally defined as a large group of people.

- Communication with such a large group of people is known as public communication.

- Public communication requires essential skills to influence people at large & media material to reach member of the public clearly & loudly.

f) Organizational communication

- It takes place when individuals & groups within an organization communicate with each other to achieve established organizational goals.

a) One-way communication

- It take place when message are delivered to the audience from the communicator only without constant feedback.

- A common example of one-way communication is lecture delivered in a classroom.

b) Two-way communication

- It takes place when both the communicator & audience take part in the process.

- The audience may raise questions & add information, ideas & opinions on the subject.

c) One-to-one communication

- Communication between one sender & one recipient at one time is termed as one-to-one communication.

- A nurse providing information to a patient is an example of one-to-one communication

d) One-to-many communication

- Where one person communicates with may people at the same time, it is termed as one-to-many communication.

- A nurse providing health education to a community is an example of one-to-many communication.

e) Many-to-one communication

- Many-to-one communication takes place when several people communicate with one person at the same time.

- A panel of expert taking an interview is an example of many-to-one communication.