SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
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 COMPUTER APPLICATIONS

19CAT607 – PRINCIPLES OF MANAGEMENT

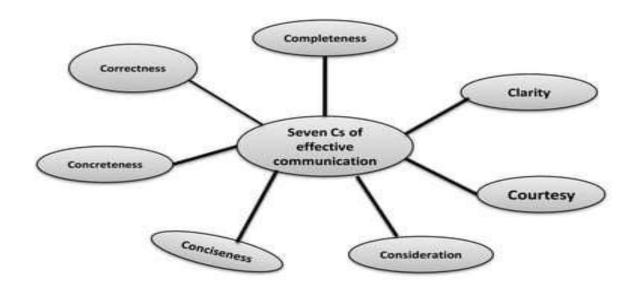## I YEAR I SEM

UNIT5 –CONTROLLING

TOPIC 3 &4 – Communication process & Types

Seven Cs of effective communication

Other attributes

- Positive attitude
- Improving communication skills
- Getting feedback of communication skills
- Goal-oriented communication
- Using creative alternative approaches
- Minimizing negative impact
- Warmth & friendliness
- Openness & respect
- Empathy
- Comfortable environment

BARRIERS OF COMMUNICATION

I. Physiological barriers

- Poor retention due to memory problem
- Lack of attention
- Discomfort due to illness
- Poor sensory perception
- Hearing problems
- Poor listening skills
- Information overload
- Gender physiological differences

II. Environmental barriers

- Loud background noise
- Poor lighting
- Uncomfortable setting
- Unhygienic surrounding & bad odour
- Very hot or cold room
- Distance

BARRIERS OF COMMUNICATION

III. Psychological barriers

- Misperception & misunderstanding
- Distrust & unhappy emotions
- Emotional disturbances
- Psychotic or neurotic illness
- Worry & emotional disturbances
- Fear, anxiety & confused thinking

BARRIERS OF COMMUNICATION

IV. Social barriers

- Diffidence in social norms, values & behavior
- Social taboos
- Different social strata

V. Cultural barriers

- Ethnic, religious & cultural differences
- Cultural tradition, values & behavior

VI. Semantic barriers

- Language barriers
- Faulty language translation
- Individual differences in expression & perception
- Past experiences of an individual failure to listen

BARRIERS OF COMMUNICATION

VII. Organizational barriers

- Organizational policy, rules & regulation
- Technical failure
- Time pressure
- Complexity of organization structure due to hierarchy
- Size of the organization

VIII. Communication process-related barriers

- Unclear & conflicting message
- Stereotypical approach
- Inappropriate channels
- Lack of or poor feedback

I. Methods to overcome physiological barriers

- Keep in each other's retention & recollection abilities.
- Pay attention during the sharing of information
- Ensure each other comfort.
- Ensure the intactness of sensory perception.
- The limitation of hearing abilities must keep in mind.
- Active listening.
- Information overload must avoid.

II. Methods to overcome environmental barriers

- Good lighting must be ensured to facilitate nonverbal communication.

- A comfortable seating arrangement.

- A hygienic & odour-free environment.

III. Methods to overcome psychological barriers

- Happy & trustworthy manner
- Should not harbour negative emotions
- Avoid feeling of prejudice, resentment & antagonism.
- Free from fear, anxiety & confusion

METHODS TO OVERCOME BARRIERS OF COMMUNICATION

IV. Methods to overcome social barriers

- The difference in social norms, values & behavior must be give consideration.
- Social beliefs must be kept in mind.

METHODS TO OVERCOME BARRIERS OF COMMUNICATION

V. Methods to overcome cultural barriers

- Consider cultural differences
- Consider cultural traditions, values & behavior.

VI Methods to overcome semantic barriers

- Use the same language
- Considered difference in the expression & perception of message

VII. Methods to overcome organizational barriers

- Considered Organizational policy, rules & regulation.

- Organization structure must be simple & noncomplex

- Large organization must divided into smaller subset

METHODS TO OVERCOME BARRIERS OF COMMUNICATION

VIII. Methods to overcome communication process-related barriers

- An appropriate channel must be used.
- A stereotypical approach must be avoided in communication.
- The message must be clear & nonconflicting
- Proper feedback must be ensured by the recipient.

TECHNIQUES OF EFFECTIVE COMMUNICATION

I. Conversational skills

- Focusing
- Paraphrasing
- Sharing information
- Providing information
- Asking relevant question
- Clarifying & summarizing
- Sharing humor

II. Listening skills

- Active listening
- Using silence
- Listening with purpose
- Acknowledgement of message
- Giving feedback

III. Technical skills

- Using touch
- Using nonverbal cues
- Sharing feeling
- Sharing observations
- Sharing hope
- Presenting reality
- Sharing empathy