



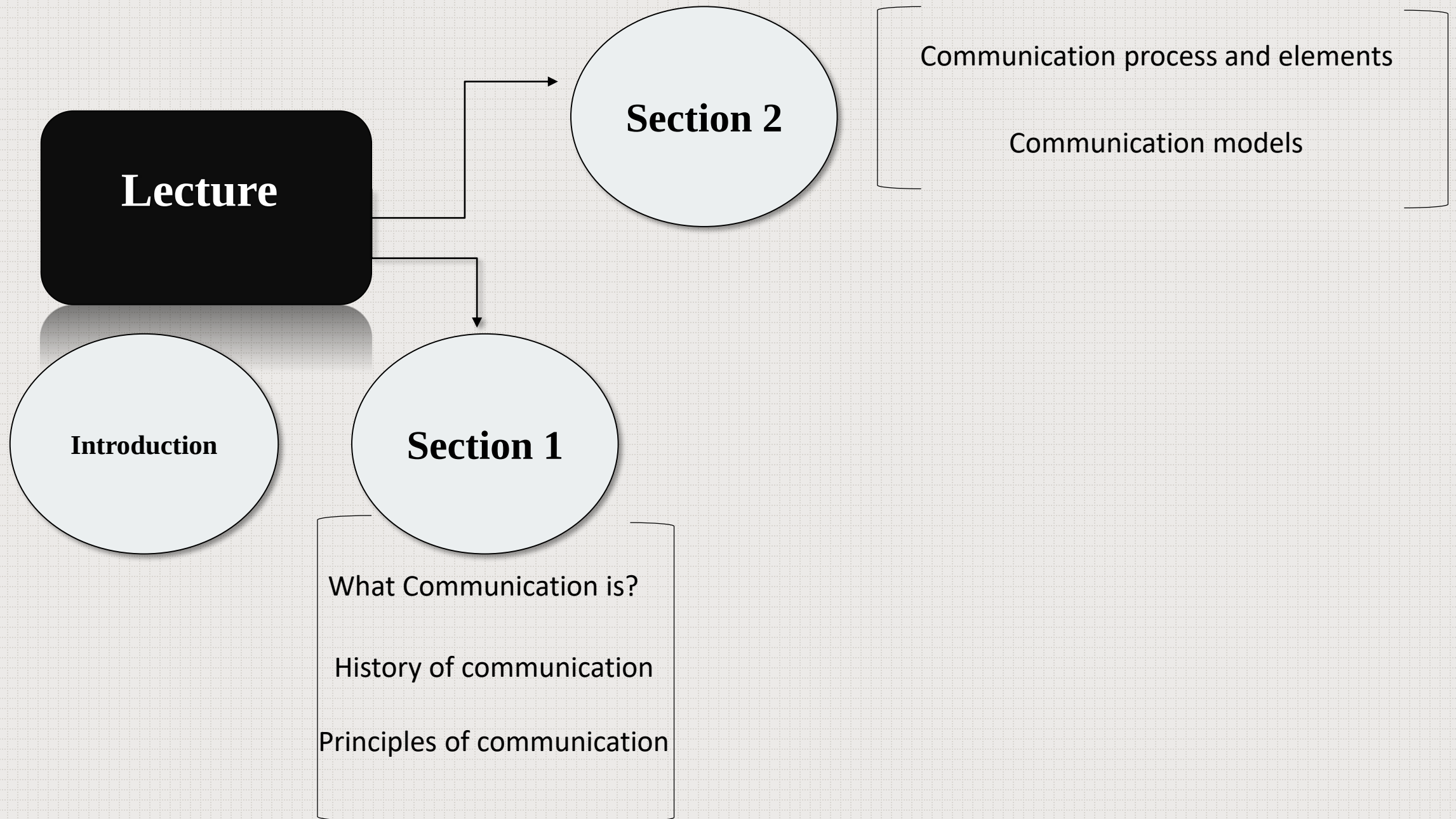
**Business  
Champions  
School**

# **OVERVIEW OF COMMUNICATION**

## **CHAPTER 1**

**CMM201**

**COMMUNICATION SKILLS**



# **Miscommunications!**

Miscommunications;

# Global stories

In the early 2000s, Phillip Morris had an epic PR failure within the larger public health discussion of smoking.

Allies accidentally bomb the wrong city in World War II

## Top mistakes you might think of!



- X** If I say the words, they should understand.
- X** I can turn “on” being a great communicator.
- X** I can improvise my communication, so no need to prepare.
- X** I’m good at talking, so public speaking should be easy.
- X** Some people aren’t born to be great communicators.

## **Why we study communication?**

**For  
personal  
life**

- **Communication Influences Your Thinking about Yourself and Others**
- **Communication Influences How You Learn**
- **Communication helps you build relationships**

## **Why we study communication?**

**For  
business  
life**

- **Communication helps you impress others in the interview**
- **Communication helps you get the job**
- **Communication develops you level**
- **Communication Represents You and Your Employer**

# Section 1

**What is communication**

What is communication

# What is communication

## Communication Defined

Communication is the collaborative process of using messages to create and participate in social reality. The most important aspects of our lives—our individual identities, relationships, organizations, communities, cultures, and ideas—are accomplished through communication. Each of these aspects is a part of social reality, or the set of social judgments members of a group agree upon. Social realities emerge through social interaction. Therefore, communication enables us to actualize possibility and achieve change and growth, both for ourselves and for our communities.

# What is communication

## Communication is collaborative

The word *communication* comes from the Latin prefix co- (with, or together) and root word munia (sharing, giving, servicing). Therefore, communication requires the involvement of others. Just like many other things that you cannot do without the cooperation of others, such as sing a duet, be in a marriage, or count as a basketball team, you cannot communicate by yourself. Communication is a collective activity in which people work jointly to create and share meaning. Although we sometimes say “I communicated” or “You communicated,” in reality, communication is not something that an I or a You can do alone. Communication must be accomplished by a We.

# **What is communication**

## **Communication is a process**

Communication is a dynamic, ongoing process. Unlike a thing, which is static, a process unfolds over time. As individuals exchange and interpret messages, their communication develops a particular history. The messages used in the past influence the nature and the interpretation of the messages used in the present and the future.

# **What is communication**

## **Communication involves messages**

Messages rely on a common system of symbols, signs, and gestures to carry information and to generate shared meanings between participants. Individuals give unique contributions to communication interactions in the form of the verbal and/or nonverbal messages they use.

# What is communication

## Communication is participatory

In addition to playing a role in the creation of social reality, communication allows us to participate, or take part, in social reality. When people communicate, they rely on shared understandings to accomplish objectives. Communication allows us to entertain, persuade, inform, comfort, regulate, and support one another. The fact that communication involves both creation and participation demonstrates communication is fundamentally dual-natured. Communication makes and does. The ancient Greeks referred to the making and doing functions of communication as *poiesis* and *praxis*. Historically, most scholars and everyday people have paid more attention to communication praxis, or how communication can be used as an instrument to accomplish things. Recently, however, the creative (*poiesis*) aspect of communication has received greater appreciation.

# **What is communication**

## **Communication is creative**

Creativity is the act of transforming new and imagined ideas into reality. It sometimes appears that the process of communication merely conveys information about the world “as it is,” or that the messages we use simply describe a reality that already exists. In actuality, communication shapes and creates new social realities for ourselves and for others.

Anyone who has witnessed the power of a label such as bully, loser, or genius to alter perceptions and reinforce behaviors has seen firsthand the ways in which communication creates reality.

# History of communication

HISTORY OF COMMUNICATION

*Everything has a history.*

# Ancient communication

Ancient man was forced to be creative with communication and keep it consistent to maintain a common understanding. When speech originated around 500,000 BCE, communication was changed, but the system was not perfect and needed assistance.

While verbal communication was used in ancient times, symbols and images were still used to portray information. The earliest proven form of this is cave paintings. These images usually included scenes of hunting wild animals or stencils of human hands.



# Ancient communication

People during ancient times can often be depicted as savage and unintelligent, but the opposite is true. The communication crafted during this period moved from simple drawings of people and animals to [visual communication](#) that could express entire ideas with one symbol. Their brain power fueled the original use of all types of communication that evolved into the channels we use today. While communication saw a lot of advancements during ancient times, that was only the beginning.



# 15th and 16th century communication

Communication saw new developments between ancient times and the 15th century. But if we dove into all of that, our entire history would be reading or writing about communication's history. While it is interesting, we've all got things to do. So I'll keep it brief: For the most part, communication before the 15th century included verbal communication and limited [written communication](#). People spoke to each other and wrote handwritten notes for an individual or a group.

# 15th and 16th century communication

This all changed after the printing press was invented. The Bi Sheng and Wang Chen dynasties in China invented the first printing press in the 1300s, removing the need to hand write all paper messages. About 150 years later, Johannes Gutenberg of Germany crafted a modernized version of the printing press that was able to mass produce printed materials.

# 15th and 16th century communication

The invention of the printing press gave people the ability to conveniently produce large amounts of written material, but more importantly, it supported the flow of information among people. That is the true purpose of communication: sending and receiving messages. And eventually, that also became possible.



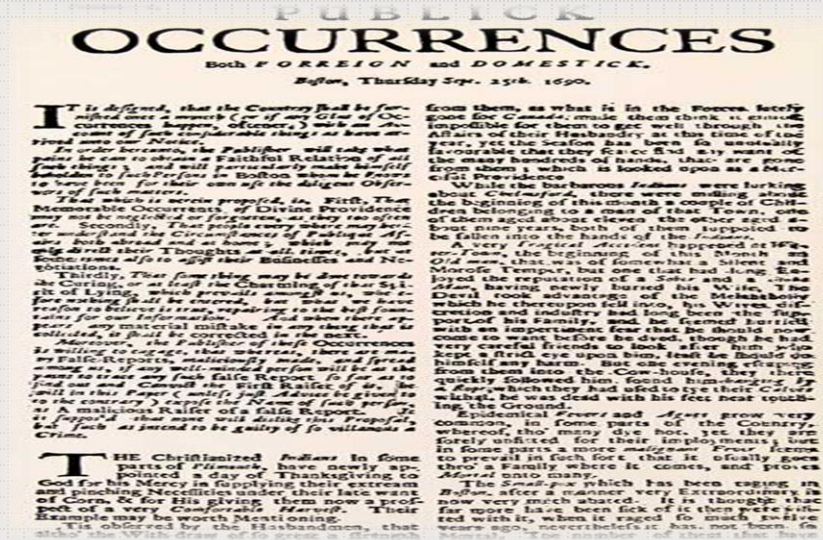
# 17th century communication

The continued popularity of written communication caused the Printing Revolution to spill into the 17th century. Scientists were still publishing their discoveries and authors continued to tell stories, but at the same time, a lot was happening in the world.

War, famine, and domination became regular concerns of 17th century people. Mentions of these events stirred up a lot of curiosity among people that were out of the geographical loop. In 1690, the newspaper was invented to accommodate those people. Cities all over the world got into the habit of publishing a newspaper with local and international news to keep people informed.

# 17th century communication

Before the 17th century, information was known and recorded, but options to release it were limited. With newspapers acting as a primary source of information, communication in the 17th century began to reflect the modern day communication model of sender and receiver.



# 18th century communication

In the 18th century, the public postal system was established. Letters were sent before this time period, but the system was flawed and inefficient. Delivery could take months, and even when the mail did reach its destination, it was left at a random public place.

Benjamin Franklin's involvement in the U.S. postal system made the delivery of mail more productive. Routes were established to boost efficiency, post offices were created to keep drop off and pick up locations consistent, and costs were set in place to make the business profitable.

# 19th century communication

As the 19th century came around, the great minds working towards improving communication took a large step. Electricity was incorporated into [communication channels](#), coining the term telecommunications.

Telecommunications is the sending and receiving of information using electronic means. This can include wire, radio, or any other electromagnetic device. The combination of electricity and communication sparked the beginning of a long wave of innovations.

## 20th century communication

Radio and television became a great source of information in the early 1900s. Not only did they provide musical entertainment, but they also delivered news, sports, and weather to listeners.

The telephone became mobile in 1981, but the word mobile is used loosely here. The first versions of the mobile telephone were not intended to be carried around on your person like they are now. They were heavy duty pieces of equipment that were usually only found in cars and trains.

# 20th century communication

The computer was invented towards the beginning of the 20th century, but the features for communication were not created until the mid to late 1900s. In 1965, online written communication expanded into email, completely changing the game. To make it even more enticing for users, these systems soon adapted the means to share entire files or photographs.

# 21th century communication

There is increased diversity in today's workplace. Co-workers and employers have to cope with great diversity in age, cultural and gender. In the 21st century workplace, communication both verbal and non-verbal is at the foundation of everything we do. No matter how poor one might be in communication, it is easy to learn the skill of communication with the right training. To become a competent communicator, you have to embrace the diversity brought about by cultural differences. To become an overall communicator there are target certain areas that are crucial, and they include verbal and non-verbal cues and behaviours, behaviour patterns, confidence, conflict resolution, leadership, team building, the function and process of communication, criticism and constructive feedback and communicating more effectively with technology.

# 21th century communication

Communication in the 21st century has significantly changed as compared to communication in the 20th and 19th centuries. Keeping in touch with one another has been the trademark of the 21st century. In this century, there are various forms of communications that meant to connect people to each other. For example, text messaging is a phenomenon of the 21st century. Although texting does not involve face to face contact, healthy relationships have emerged just from texting. When used effectively, messaging can be a very crucial means of communicating and relaying information between people.

# 21th century communication

With the global technology advancement, there is a great shift in communication in the 21st century. There has been the development of social media platforms where people engage in chats and exchange ideas and life experiences. These social media platforms have changed the world into a global community. When used effectively, they are a good way of communicating and relaying information between people.

# **Principles of Communication**

Principles of Communication

# Principles of Communication

## Clarity

The principle of clarity means the communicator should use such a language which is easy to understand. The message must be understood by the receiver. The words used should be simple and unambiguous. The language should not create any confusion or misunderstanding. Language is the medium of communication; hence it should be clear and understandable.

# Principles of Communication

## Clarity

Dear James,  
I would like to talk to you about the new client's project, which  
the engineering team had discussed yesterday. I might need the  
help of John from your team.  
Regards,  
Kevin

Who is this client?

What is the project?

What did they discuss?

What kind of help?

# Principles of Communication

## Consistency

The communicator must carefully take into account that the information to be communicated should be complete and adequate in all respect. Inadequate and incomplete message creates confusion and delays the action to be taken. The adequate information must be consistent with the organizational objectives, plans, policies and procedures. The message which is inconsistent may play havoc and distort the corporate interests.

# Principles of Communication

## Consistency

Hi Suzanne

I think we need to talk about the CSR campaign, I mean the one which we need to do as a quarterly exercise. I think it is a great way of enhancing our brand image. Basically, it would just be a visit to an orphanage but we can sort of do other things too. For instance, we could take the kids out for a short trip to a nearby park or zoo. Let us sit and talk tomorrow.

Regards  
Jennifer



# Principles of Communication

## Consistency

Ask yourself these questions:

- Are there any adjectives or “filler words” that you can delete? You can often eliminate words like “for instance,” “you see,” “definitely,” “kind of,” “literally,” “basically,” or “I mean.”?
- Are there any unnecessary sentences?
- Have you repeated the point several times, in different ways?

# Principles of Communication

**Correct**

The understanding of your audience is directly proportional to the correctness of your ideas. Because correct communication of thoughts and ideas is also an error-free form of communication. There are many ways to achieve this correctness in your sentences.

# Principles of Communication

## Correct

One is through a technical understanding of your thoughts and ideas. Further, the names and titles that you have mentioned should be correct. Because of correctness the confidence level of yours as well as your audience increases. It has more impact.

# Principles of Communication

**Correct**

As yourself these questions:

- Do the technical terms you use fit your audience's level of education or knowledge?
- Have you checked your writing for grammatical errors? Remember, spell checkers won't catch everything?
- Are all names and titles spelled correctly?

# Principles of Communication

## Concrete

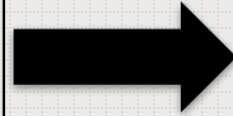
Concreteness refers to the idea of being clear and particular. It avoids the basic fuzziness and general in your ideas and thoughts. Concreteness also adds to your confidence level.

Concreteness is supported by figures and facts thus it gives your ideas a boost. As it involves clear words only, it helps in increasing your reputation. There are little to none chances that your message is misinterpreted.

# Principles of Communication

**Concrete**

“Hilltop Resort is the best resort.  
Do come to us on your next  
holiday”



“Hilltop Resort is the jewel of the western  
hills. Take a break from your work. Escape  
from life’s chaos and stress. Relax and  
rejuvenate yourself at Hilltop. Go back  
fresh and energized!”



**Complete**

# Principles of Communication

A message or an idea is complete when the audience has everything that they want to be informed. Also, this gives an authority to them to move to call of action.

The complete communication generally involves the call to action, which helps the readers understand what you want to imply to them. It also includes all the facts and figures in the sentences.

Due to complete communication, the reputation is enhanced for an organization. A complete communication also involves additional information whenever or wherever it is required. Thus, it leaves no room for doubt in the mind of the readers and audiences. It also helps in persuading the audience.

# Principles of Communication

**Complete**

Hi all,  
Let us meet tomorrow to discuss the  
product launch event. Please be there on  
time.  
Thanks



Hi all,  
Let us meet tomorrow at 11am at Conference room 3 to  
discuss the product (Milk) launch event. We will have to  
decide the keynote speakers and complete the event  
invite draft tomorrow. Please be there on time.  
Thanks



**Complete**

# Principles of Communication

As yourself these questions:

- Does your message include a “call to action,” so that your audience clearly knows what you want them to do?
- Have you included all relevant information – contact names, dates, times, locations, and so on?

## Courteous

# Principles of Communication

Courtesy is the respect that we show to others and in business communication also it means the same thing. You should show respect to your reader by having courteous communication. The individual while sending the message should be polite, sincere, enthusiastic, and reflective.

Being courteous means that you have taken into consideration the feeling receiver as well as your own. It also shows that you are positive and your focus is on the audience. Courteous messages are not at all biased.

# Principles of Communication

## Courteous

Hi Drew,  
I really do not appreciate how your IT team ignores the requests of my team alone. My team is an important function in this organization too and we have our own IT requirement. Can you ensure that your team responds promptly to my team's requests hereon?

Regards  
Stanley



# Principles of Communication

## Courteous

Hi Drew,  
I understand that the IT team is swamped with work and gets requests from every department in the organization. My team, however, is working on a high-priority project and I would greatly appreciate if you could ask your team members to respond to my team's queries promptly and help us complete this project on time. Please do let me know if you need anything from me.

Regards  
Stanley

# Principles of Communication

## Coherent

The messages that you send should be logical and that is why coherent communication is important. The message involves certain ideas and thoughts and thus when they are coherent than only they are able to convey the main idea of the message. All the points that you have mentioned should be relevant to the topic and connected.

# Principles of Communication

## Coherent

Dear Nam,  
Thanks for submitting the industry report. Finn will give you some feedback on it. Finn also wanted to find out if you will be available for the client meeting tomorrow. We will be discussing the budget for the next phase of the project.

Regards  
Shirley



# Principles of Communication

## Coherent

Dear Nam,  
Thanks for submitting the industry report. Finn will give you some feedback on it. You will be receiving an email from him with detailed comments.

Regards  
Shirley

## Section 2

# **Communication process & Elements**

Communication process & Elements

# Communication process

The sender decides the message to be transmitted



The sender encodes the message



The sender selects the a appropriate channel of communication



The receiver receives the message

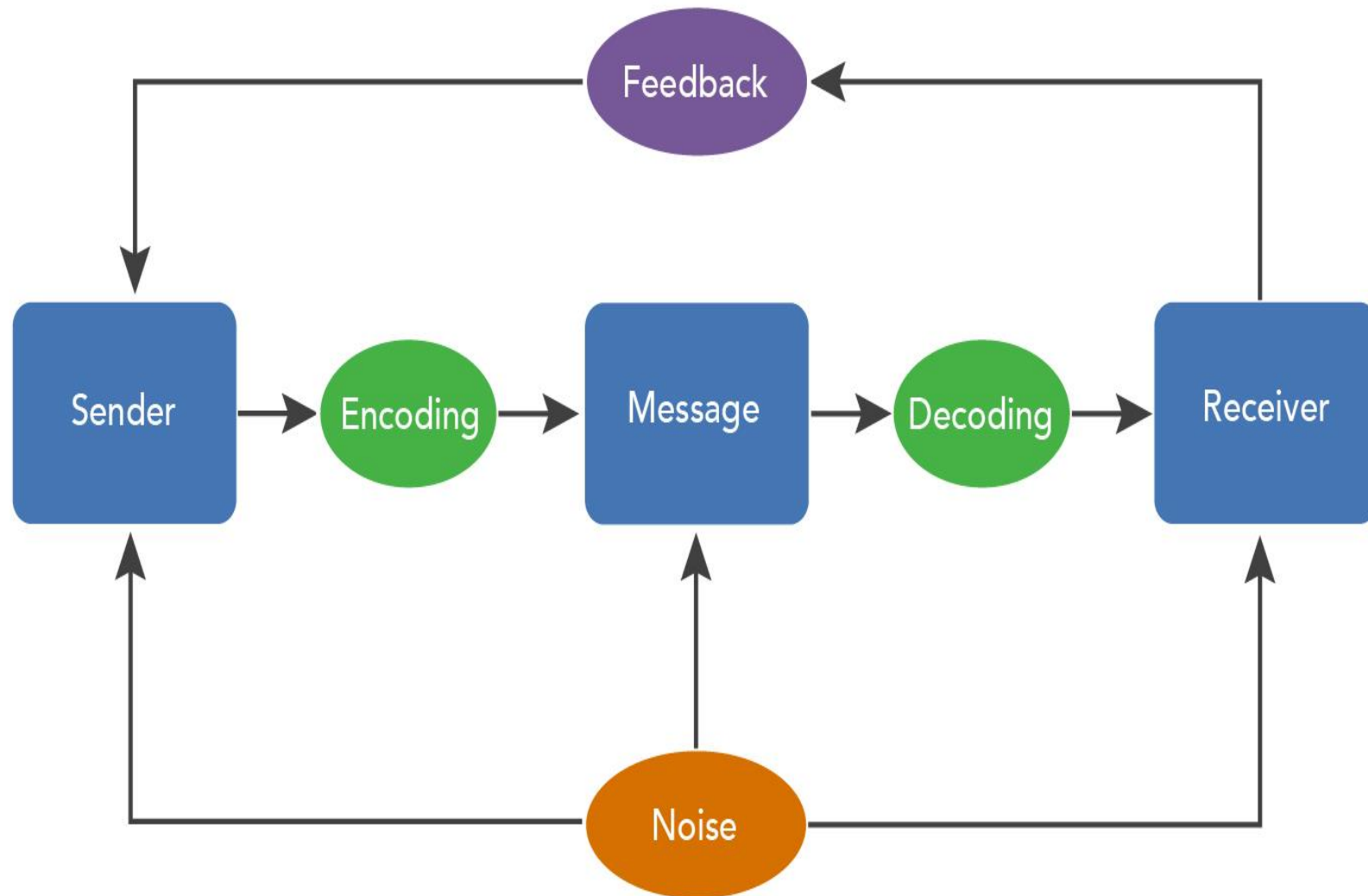


The receiver decodes the message



The receiver provides feedback to the sender

# Communication process



# Eight Essential components of communication

Sender

Message

Channel

Receiver

Feedback

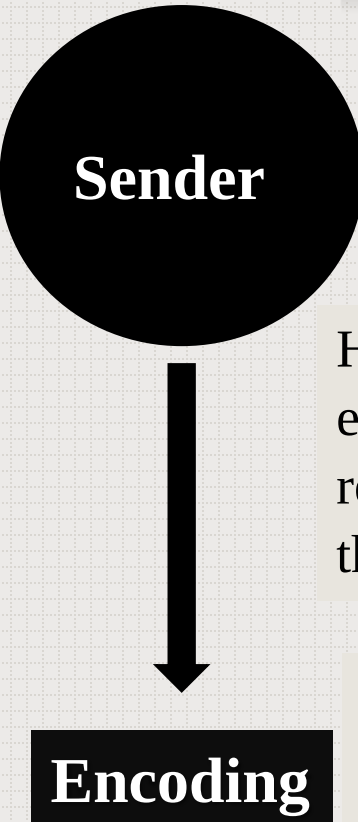
Environment

Context

Interference



# Eight Essential components of communication



**Sender**

A black circle containing the word 'Sender' in white. A thick black arrow points downwards from the circle to a black rectangle containing the word 'Encoding' in white.

He/she is the one who wants to share information with someone else, usually for some intended purpose. The Sender is responsible for "encoding" the information into a message and then transmitting it.

**Encoding**

Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent. The sender puts the message into a series of symbols, pictures or words which will be communicated to the intended receiver. Encoding is an important step in the communication process as wrong and inappropriate encoding may defeat the true intent of the communication process.

# Eight Essential components of communication

## Sender

As source encoder, our communication skill levels determine on communication fidelity in two ways:

1

They affect our ability to analyze our purpose and intentions, our ability to say some thing when we communicate.

2

They affect our ability to encode messages which express what we intend.

# Eight Essential components of communication

## Sender

There are at least four kinds of factors within the source, which can increase the fidelity in communication. These are:

- 1 Communication skills.
- 2 Attitude.
- 3 Knowledge level.
- 4 Socio-cultural system.

# Eight Essential components of communication

## Message

The Message is the encoded information the Sender wants to share with the Receiver.

There are three factors that should be taken into account considering the message:

**Message  
code**

which has to do with the way in which symbols are structured?

**Content**

the selection of material to express the purpose.

**Treatment**

the way in which the message is presented, that is frequency and emphasis.

# Eight Essential components of communication

## Channel

The channel is the way in which a message or messages travel between sender and receiver.

We can distinguish between two main forms of communication.

### Verbal communication

#### Oral

talking to oneself  
discussion  
telephone calls

#### Visual

maps  
graphic  
advertisement  
signals

#### Written

reports  
letters  
papers

#### Electronic

fax  
E-mail  
social media

# Eight Essential components of communication

**Channel**

**Non-Verbal communication**

Such as body movement facial expression and voice etc.

**Forms of communication**

Intrapersonal Communication

It is a communication transaction that takes place within the individual, this is the silent talking all of us do to ourselves such as thinking, remembering, dreaming and deciding. Intrapersonal communication is made possible because man become object to himself. That is he both produces and receives to same message. This type of communication fills more time in our experience because in every communication are always subject to our own private interpretation.

Interpersonal Communication

It is the process of face-to-face interaction between sender and receiver such as group meetings, interviews, conversations among individuals. It has the advantage of a two-way communication with immediate feedback.

# Eight Essential components of communication

**Channel**

**Channel dimension**

These dimensions permit the investigator to evaluate the effectiveness of different communication channels these dimensions include:

**Channel Credibility**

**Channel feedback**

**Channel Availability**

**Channel Permanency**

**Channel Multiplicative Power**

**Channel Involvement**

# Eight Essential components of communication

## Channel dimension

### Channel Credibility

It is **the expertness and trustworthiness** of a channel as perceived by the receivers. Channel credibility is directly linked to communicator and audience characteristics however, print media are perceived by member of upper socio– economic grouping as being more credible, while television is perceived as more credible by lower socio-economic groupings.

### Channel feedback

It is known as the opportunity a channel provides for the receiver to respond immediately and to affect the source of the message in communication process. Face-to-face communication tends to facilitate

# Eight Essential components of communication

## Channel dimension

### Channel Involvement

It is the effort required by all senses in order to receive information from a communication channel, face-to-face communication offers the greatest possibility for involvement where print media offer the least possibility for involvement.

### Channel Availability

The frequency and extent to which a channel may be used to reach a given audience. In some geographic areas, some channels may not be available such as television in mountained areas or print media in highly illiterate areas.

# Eight Essential components of communication

## Channel dimension

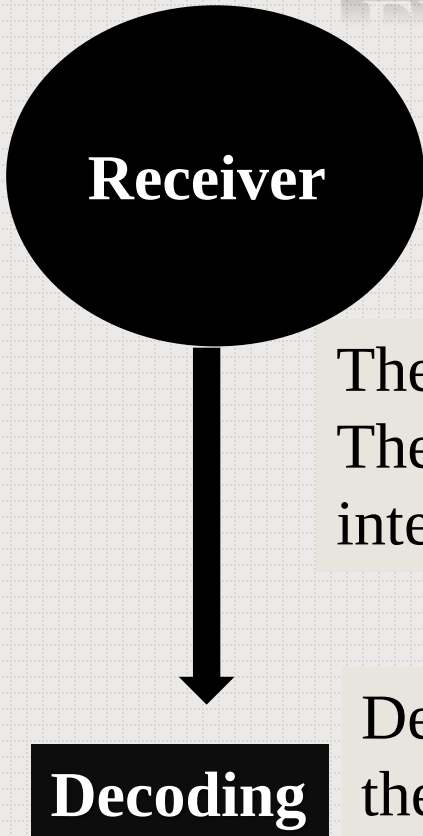
### Channel Permanency

The ability of a communication channel over time to carry the message. Print media have this dimension but contrast radio does not.

### Channel Multiplicative Power

The channel ability to cover areas with speed and timeliness. The mass media can multiply a message and make it available to large numbers of people while face-to-face communication is low in this dimension.

# Eight Essential components of communication



**Receiver**

A diagram illustrating the Receiver and Decoding components of communication. A black circle labeled 'Receiver' is connected by a downward-pointing arrow to a black rectangle labeled 'Decoding'.

The Receiver is the intended target of the message sent by the Sender. The Receiver is responsible for "decoding" the message and interpreting it.

**Decoding**

Decoding refers to interpreting or converting the sent message into intelligible language. It simply means comprehending the message. The receiver after receiving the message interprets it and tries to understand it in the best possible manner.

# Eight Essential components of communication



## Feedback

Feedback is composed of messages the receiver sends back to the source. Verbal or nonverbal, all these feedback signals allow the source to see how well, how accurately (or how poorly and inaccurately) the message was received. Feedback also provides an opportunity for the receiver or audience to ask for clarification, to agree or disagree, or to indicate that the source could make the message more interesting.

## Types

**Negative Feedback** or corrective comments  
about past behavior

**Positive Feedback** or affirming comments  
about future behavior

# Eight Essential components of communication

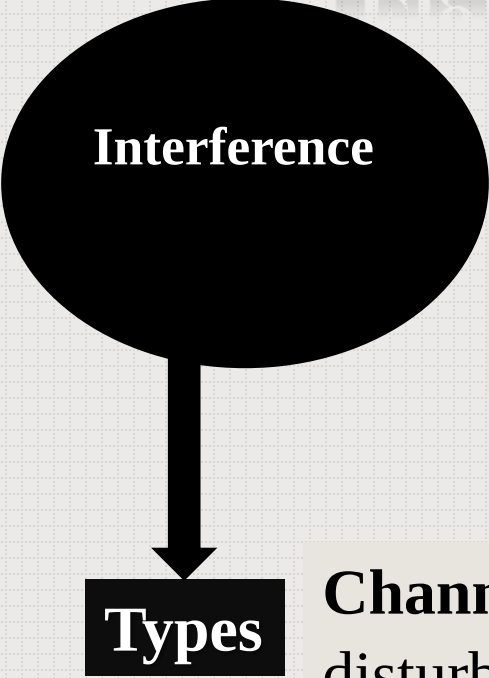
## Environment

The environment is the atmosphere, physical and psychological, where you send and receive messages

## Context

The context of the communication interaction involves the setting, scene, and expectations of the individuals involved.

# Eight Essential components of communication



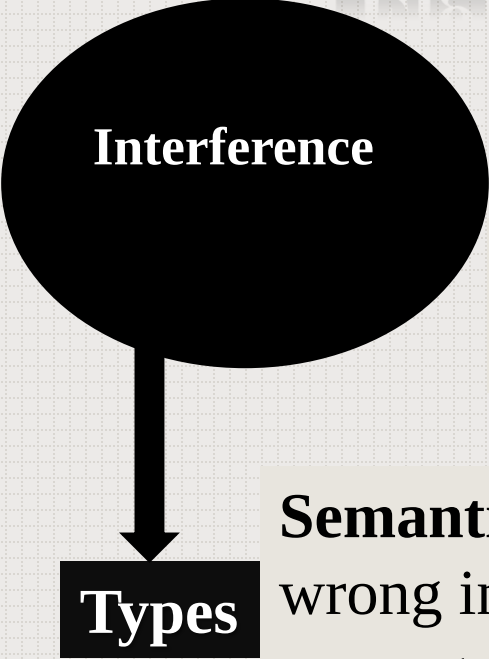
## Interference

Interference is anything that blocks or changes the source's intended meaning of the message.

## Types

**Channel Noise:** This type of noise includes any disturbance, which interferes with the physical transmission of the message. In mass communication, channel noise includes static on the radio, ink in the newspaper, a rolling screen in television, or type too small to read in a magazine. In interpersonal communication, someone speaking in a room over another conversation, a door shutting etc.

# Eight Essential components of communication



## Interference

Interference is anything that blocks or changes the source's intended meaning of the message.

## Types

**Semantic Noise:** This type of noise results in the wrong interpretation of messages, even though the message is received exactly as it was sent such as words too difficult, subject too difficult for receiver to understand also differences of selected meaning of words between the message sender and a receiver. for example receiver thinking that the words prints to something different than that is intended by the sender. **One word may have many different interpretations.**

**Communication models**

Communication models

# Communication models

**Transmission  
Model**

**Interaction  
Model**

**Transaction  
Model**

# Effectiveness of Communication models

Communication models are authentic outcomes of systematic study of various aspects of communication. A model of communication gives a wholesome understanding of a system or structure by which people can understand similar systems or structure.

**Consider the following important points related to the importance of communication models –**

Communication models help identify and understand the components and relationship of the communication process being studied.

They are used for research and investigation in the field of communication.

Models are pictorial representation of communication process.

# Effectiveness of Communication models

Consider the following important points related to the importance of communication models –

Models represent new ideas and thought on various aspects of communication which helps us to plan for effective communication system. They act as stimulant for the researchers and students of communication.

As communicating is a rigid process to understand, communication model can be an essential source to understand such rigidity.

Models help explain a phenomena by providing information in a simplified way which otherwise be complicated or ambiguous.

Models predict for more effective communication in future. They also predict the success or failure of a particular communication process.

**Thank you**