

Communication

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Learning Outcomes

- Importance of communication and communication process.
- Identify the Communication networks that can be implemented within the organization.
- Describe the importance of communication
- Identify the barriers for effective communication and methods of overcoming the barriers.

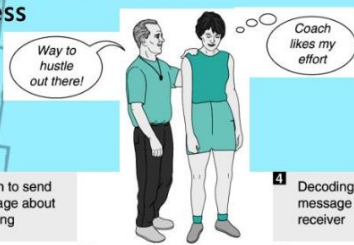
What is communication ?

- The word communication has originated from a Latin word “Communes” which means something common.
- Communication is a process of exchanging information, ideas, thoughts, feeling and emotions through speech signals, writing or behavior. In communication process, a sender encodes a message and then using a medium and send it to appropriate feedback using a medium

Communication- Definitions

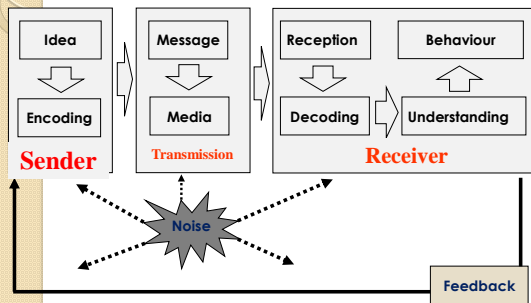
- Communication is the process by which information is exchanged and understood by two or more people, usually with the intent to motivate or influence behavior. *(Daft,2012)*
- The process of transmitting information from one person to another. *(Griffin,2012)*

The Communication Process



- 1 Decision to send a message about something
- 2 Encoding of the message by the sender
- 3 Channel through which the message is transmitted to receiver
- 4 Decoding of the message by the receiver
- 5 Internal response by the receiver to the message

Process of Communication



Communication Terms

- Communication
 - The transfer and understanding of a message between two or more people.
- Sender
 - Is anyone who wishes to convey an idea or concept to others, to seek information, or to express a thought or emotion.
- Receiver
 - Is the person to whom the message is sent. Decodes the message and provides feedback to the sender.

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Communication Terms (Cont...)

- Encoding
 - Converting a message to symbolic form.
- Decoding
 - Interpreting a sender's message.
- Message
 - What is communicated.
- Channel
 - The medium through which a message travels.

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Importance of Communication



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Methods/ Forms of Communication

- Verbal Communicatio 
- Non Verbal Communicati 
- Para Verbal Communication
 - "I didn't **SAY** you were stupid."
 - "I didn't say **YOU** were stupid."
 - "I didn't say you were **STUPID**."
- Interpersonnel communication (self-talk)

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Communication involves three components:

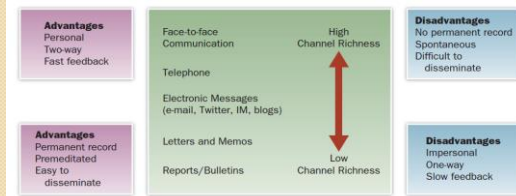
- Verbal communication**
 - Oral or Written.
 - The words we choose.
- ParaVerbal Communication**
 - It is not what we say, it is how we say it.
- Non-Verbal Communication**
 - Mainly our Body language

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Channel Richness

Refers to the capability of the medium of communication to transmit information including the abilities to;

- Handle different cues simultaneously
- Encourage feedback
- Focus personally on the receiver



(Daft,2012)

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Organizational Communication

- Includes all the patterns, networks and systems of communication within an organization.
- Important aspects of organizational communication are ;
 - Formal Vs Informal communication
 - Direction of communication flow
 - Communication networks

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Formal Vs Informal Communication

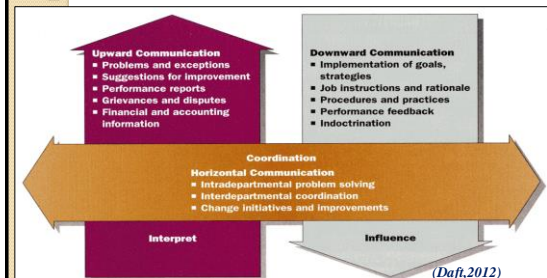
- Formal Communication refers to communication that take place within prescribed organizational work arrangements.
- Informal communication is organizational communication not defined by the organization's structural hierarchy.

(Robbins,2012)

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Direction of communication Flow

- Downward Communication
- Upward Communication
- Horizontal (Lateral) Communication



(Daft,2012)

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Organizational Communication Networks

The vertical and horizontal flows of communication can be combined into a variety of patterns called communication network.

- Formal Networks
- Informal Networks (Grapevine)

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Formal communication networks

- Organizational communication that follows the lines of the organizational chart is called formal organizational communication.

Types of formal organizational communications

- ❖ Downward organizational communication
- ❖ Upward organizational communication
- ❖ Lateral organizational communication

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Communication flow in organizations

- **Upward Communication**
 - Upward communication refers to messages sent from the lower of the hierarchy to the upper levels.
- **Downward Communication**
 - Downward communication refers to messages sent from the higher levels of the hierarchy to the lower levels, for example, messages sent by managers to workers. Perhaps the most obvious example of downward communication is the giving of orders.
- **Lateral or horizontal Communication**
 - Lateral communication refers to messages sent by equals to equals- manager to manager or worker to worker.

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Formal media

- Company's news bulletins
- Special interviews
- Conferences
- Employees handbook
- Company magazines



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Advantages of formal communication

- Effective and dependable
- truth information most of the time
- Provides close contact between members of the organization
- Flow of essential information in an orderly manner.
- It has documentary evidence which can be used as future references.

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Disadvantages of formal communication

- Stiff and Slow
- The formal communication is inflexible
- Lack of personal relation
- As information flows through the chain it takes long time to convey information from upper level to lower level.
- Creates misunderstanding: in the way of communication messages can be distorted. Thus chance of distortion increases in formal communication.
- Costly: More time and more formality increases the overall cost of the communication.

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Informal communication networks

Informal Communication

- **Meaning** : It is in the form of unofficial messages (work related or people related) that flow outside the officially designed channels.
- Technically called as grapevine communication.
- Result of natural desire to communicate with each other freely and frequently.

Grapevine

* An informal chat between people, seen as a network through which the information is reliably spread.

Grapevine is an informal channel of business communication. It is called so because it stretches throughout the organization in all directions irrespective of the authority levels

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Grapevine Formula

Gordon Allport describes two conditions as controlling of the grapevine; importance of the subject to the speaker and listener, and the ambiguousness of the facts.

$$R=IA$$

Where

R= Intensity of the rumor.

I= Importance of the rumor to the persons communicating.

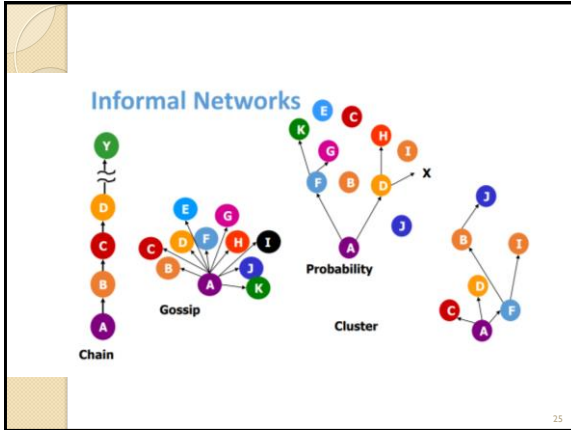
A= Ambiguity of the facts associated.



Types of Grapevine Chains

- Strand Chain
- Gossip Chain
- Probability Chain
- Cluster Chain

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Grapevine Patterns

- **Strand Chain**
A tells B, who tells C, who tells D, and so on. This type of grapevine tends to distort messages more than any other.
- **Gossip Chain**
A informs everyone else on the grapevine.
- **Probability Chain**
A communicates randomly – for example, to F and D. F and D then continue to inform other grapevine members in the same way.
- **Cluster Chain**
A selects and tells C, D and F. F selects and tells I and B, and B selects and tells J. Information in this grapevine travels only to selected individuals.

Advantages of Grapevine

- More flexible and much faster.
- Feedback is Quick
- Helps in achieving better human relations
- Fulfills the psychological needs of the employees.
- Signals that Problems/Good news exist
- Substitute for formal channel of communication

Disadvantages of Grapevine

- Untruth information most of the time
- Partial information only spreads (rumours)
- Hampers the goodwill of the organization or the people
- Information may be distorted.
 - Lacks official status and less dependable.
 - Has no definite origin and direction.

Difference between formal and informal communication

Basis	Formal Communication	Informal Communication
Origin	Deliberately Structured	Spontaneous and Unstructured
Nature	Well Planned, Systematic and Authorized	Unplanned, unsystematic and unauthorized
Flow	Prescribed through chain of command	Unofficial channels not Prescribed
Flexibility	Rigid	Flexible
Authority	Official Channel	Unofficial
Purpose	To achieve Business Objectives	To satisfy personal needs
Speed	Time taking	Fast
Accuracy	Accurate, Legal and Authentic	Often Distorted, may be Rumors and Gossips
Form	Oral and Written	Usually Oral
Source	Can be traced	Cannot be traced

Effective Communication

The effectiveness of communication is measured by:

- the degree of understanding and
- the appropriateness of the response by the receiver as intended by the sender.

Barriers to Communication

- Conflicting or inconsistent signals
- Credibility about the subject
- Reluctance to communicate
- Poor listening skills
- Semantics
- Language differences
- Status of power differences
- Different perceptions
- Noise
- Overload

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Overcoming Barriers to Communication

- Develop good listening skills
- Encourage two way communication
- Follow up
- Be aware of language and meaning
- Understand the richness of the channel used
- Maintain credibility
- Be sensitive to receiver's and sender's perspective

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Trends in Modern Communication

Improvement in communication may even change the fundamentals of the business world.

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Thank You

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