

COMMUNICATION SKILLS

STC/NBQ/NFR

Communication can be defined, as the process by which ideas are transmitted, received and understood by others for the purpose of achieving desired results. Communication may be verbal nonverbal or written orders, reports, instructions etc. Communication may be formal (official or recognized system of communication) or informal (other than official).

A good communication system tends to discover clashes of interest, remove conflicts, co- ordinate efforts, improve the efficiency, avoid confusion, misunderstanding and dissatisfaction. The inability to communicate effectively supervisor in the accomplishment of his tasks.

In a work situation, the communication system is expected to lead ultimately to better industrial relations by keeping workers better informed, more consul stations at every level and an atmosphere of mutual confidence.

Role of Communication: -

1. Better planning
2. Effective operation.
3. Decision making
4. Better controlling
5. Co- ordination
6. Motivation
7. Better Human Relation
8. Worker's participation
9. Facilitation of change
- 10 Public Relations.

Type of Communication: -

1. Listening.
2. Speaking
3. Writing
4. Non- verbal communication (Body movement, gestures, facial expression).
5. Oral communication (face to face communication).

Communication Process:

Determining the message- that is the information to be communicate.

1. Putting the message in to a form in which it can be transmitted like a written message, drawing, etc.

2. Selecting the means or channels of communication like telephone, postal correspondence fax etc.
3. Receipt of the message by the recipient.
4. Interpreting or extracting the meaning of the message received.
5. Feedback whereby the recipient of the message lets the sender know that he has received and understood the message.

Communication Barriers

Communication is a more complicated process than is usually realized. If communication has to be effective, the receiver of a message should be able to understand it in the sense in which it was communicated by the sender. In practice, however, often this is not the case due to various breakdowns that can occur during the communication process. This is known as barriers in communication. The barriers comprise the following factors –

- i) Timing – Delay in communication may distort it or lose its very purpose.
- ii) Communication over load – When an attempt is made to communicate too much information to the receiver at one time.
- iii) Different perception or un-clarified assumption.
- iv) Conflicting or different meaning of words.
- v) Knowledge of what a person wants to say.
- vi) Attitude.
- vii) Poor listening and premature evaluation.
- viii) Lack of trust and openness.
- ix) Pre-occupation with other matters.
- x) Habit of selective perception – people hear what they want and ignore other information.

Measures for Effective Communications

- I) Empathy – the ability to identify with the various feelings and thoughts of another person with whom a person interacts.
 - II) Developing the skill of listening to other persons.
 - III) Improving reading skill – The ability to read rapidly and with understanding.
 - IV) Improving observation power.
 - V) The tone and expression of the communicator are as important as the words used in communication.
 - VI) Sending the message timely
 - VII) Message should be simple and direct.
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