

What is communication process?

What are Components of  
Communication?

Explain Types of Communication

What are Principles of effective  
Communication ?

Explain Barriers in Communication

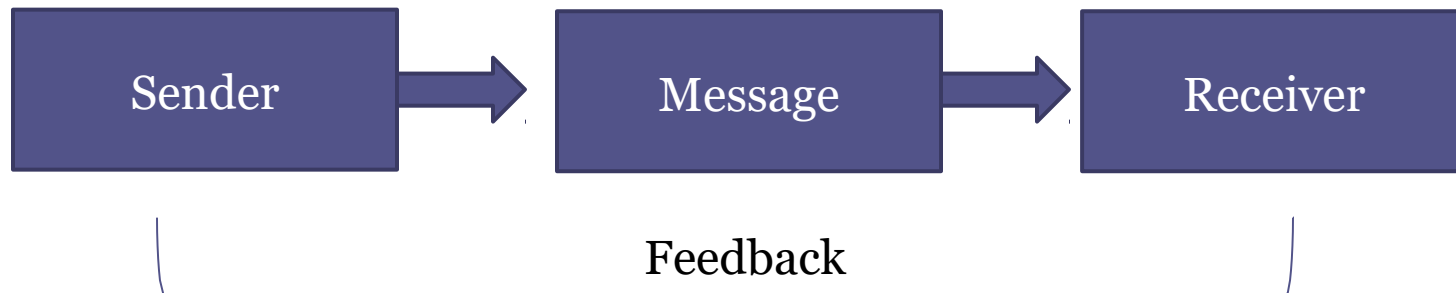
# What is communication process?

**“Transmission of a message from a sender to a receiver in an understandable manner.”**

- The communication process is a guide toward realizing effective communication.
- Effective communication leads to understanding.

# Components of Communication

- The communication process is made up of four key components.
- Those components include encoding, medium of transmission, decoding, and feedback. Sender and Receiver are also a part of it.



# Importance of communication process

- Communication is only successful when both the sender and the receiver understand the same information as a result of the communication.

## **Importance of Communication in Business:**

- Effective communication is vital to all businesses. The communication process involves:



# Importance of communication process

## **Importance of Communication in the Workplace**

- Communication is important in a workplace setting because people must interact with one another in ways that will get the job done quickly and effectively.

*"Communication is really all anyone ever gets paid for ultimately...and if you cannot effectively communicate...you will PAY...not get paid..." -- Doug Firebaugh*

## **Importance of Communication in Leadership**

- It is simply impossible to become a great leader without being a great communicator.

*"The art of communication is the language of leadership." — James Humes*

- *Good Leaders, Good Communicators.*

# Importance of communication process

## **Significance of Communication in Relationships**

- Definitely, communication plays the main role in establishing relationships. Communication is important in relationships as it allows us to share interests, aspirations and concerns, to support each other, to organize our lives and make decisions, and to work together.

# Types of Communication

- People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affect communication. So, there are a variety of types of communication.
- **Types of communication based on the communication channels used are:**
  - 1. Verbal Communication
  - 2. Nonverbal Communication

# Verbal Communication

- Verbal communication refers to the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey. **In verbal communication remember the acronym KISS(keep it short and simple).**
- Verbal Communication is further divided into:
  1. Oral Communication
  2. Written Communication
- 1. Oral Communication
  - In oral communication, Spoken words are used. It includes face-to-face conversations, speech, radio etc.
- 2. Written Communication
  - In written communication, written signs or symbols are used to communicate. A written message may be printed or hand written.



# Non Verbal Communication

- Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as **gesture, body language, posture, tone of voice or facial expressions**, is called nonverbal communication. **Nonverbal communication is all about the body language of speaker.**
- Nonverbal communication has the following three elements:
  1. Appearance  
Speaker: clothing, hairstyle, neatness, use of cosmetics.  
Surrounding: room size, lighting, decorations, furnishings
  2. Body Language  
facial expressions, gestures, postures
  3. Sounds  
Voice Tone, Volume, Speech rate

# Principles of Effective Communication

1. Principle of clarity.
2. Principle of Objective
3. Principle of understanding the receiver
4. Principle of consistency
5. Principle of completeness
6. Principle of Feedback
7. Principle of time

# Barriers in Communication

- Communicating is straightforward. What makes it complex, difficult, and frustrating are the barriers we put in the way.
- Top Barriers :
  - EXPECTATIONS
  - AVOIDANCE
  - FIXING
  - SPEAKING IN CODE
  - CONTROL
  - BLAMING
  - CONFLICT AVOIDANCE (CHAOS)
  - EXCLUSION
  - BOUNDARY OR BARRIER
  - INFORMATION OVERLOAD
  - TRUST AND CREDIBILITY
  - TIME
  - EMOTIONS
  - MESSAGE CONGRUENCY

Thanks You