

BARRIERS TO COMMUNICATION

- Level where barriers occurs
 - Types of barriers

LEVEL WHERE BARRIERS ARISE

- **Problems/ barriers/ breakdowns may arise at any of the following levels:**

(a) *The sender's level in*

- (i) formulating/ organizing thought, ideas, message
- (ii) encoding the message

(b) *The receiver's level in*

- (i) receiving the message;
- (ii) decoding the received message;
- (iii) understanding/interpreting the message.

(c) *Transmission level where 'noise' occurs.*

(d) *The feedback/reaction level that is a necessary condition of the completion of the process.*

TYPES OF BARRIERS

- **SEMANTIC BARRIERS**
- **ORGANIZATIONAL BARRIERS**
- **INTERPERSONAL BARRIERS – BETWEEN SUPERIORS & SUBORDINATES**
- **PSYCHOLOGICAL BARRIERS**
- **INDIVIDUAL BARRIER**
- **TECHNOLOGICAL BARRIER**
- **CULTURAL BARRIERS**
- **PHYSICAL BARRIERS**
- **ENVIRONMENTAL BARRIER**
- **CHANNEL AND MEDIA BARRIER**

SEMANTIC BARRIERS

- MEANING – THE SCIENCE OF MEANING.

a) **WORDS HAVING MULTIPLE MEANING**: HOMOPHONES

E.G. What is the meaning of the word 'value'? What do we exactly mean when we say, "Radium is a valuable metal"? Do we refer to its utility or its price? Or both? consider the following six sentences:

(i) What is the value of this ring?

(ii) What is the value of learning about communication?

(iii) I value my good name.

(iv) I got good value for my money.

- (v) There is something wrong with the tone values in all his paintings.
- (vi) A crotchet has twice the value of the quaver.
- In these six sentences, the word 'value' has a series of meanings, or more accurately, a series of areas of meaning. It is only from the context that we can determine which area of meaning is to be assigned to a particular word. But on account of different social, economic, cultural and educational backgrounds, people interpret even the contexts differently. The result is miscommunication.

SEMANTIC BARRIERS CONTD.....

b) BADLY EXPRESSED MESSAGE

c) WRONG INTERPRETATION

d) UNCLARIFIED ASSUMPTION

e) LANGUAGE

ORGANIZATIONAL BARRIERS

- a) Organizational culture and climate
- b) Organization rules & regulation
- c) Status relationship
- d) Complexity in organizational structure
- e) Inadequate facilities and opportunities
- f) Lack of co-operation between superior and subordinate

BARRIERS RELATING TO SUPERIOR - SUBORDINATE

❖ **BARRIERS FROM SUPERIORS**

- a) Shortage of time for employees
- b) Lack of trust
- c) Lack of consideration for employee's needs
- d) Wish to capture authority
- e) Fear of losing power & control
- f) Information overloaded

❖ **BARRIERS FROM SUBORDINATE**

- a) Lack of proper channel
- b) No interest to communicate
- c) Lack of co-operation
- d) Lack of trust
- e) Poor relationship between superior & subordinate.
- f) Fear of penalty

PSYCHOLOGICAL BARRIERS

- a) **Selective perception**
- b) **Halo effect**
- c) **Status relationship**
- d) **Poor retention** - if information is communicated through three or four stages, very little reaches the destination, and of that very little also only a fraction is likely to be retained. Poor retention may lead to imperfect responses, which may further hamper the communication process.
- e) **Inattention** - People often become inattentive while receiving a message in particular, if the message contains a new-idea. The human mind usually resists-change, for change makes things uncertain. It also threatens security and stability. So the moment a new idea is presented to them, they unconsciously become inattentive.
- f) **Undue importance of written words**

INDIVIDUAL BARRIERS

- Skill of receiving and interpreting information
- Listening skills
- Reading skill
- Capability to understand – e.g. person done graduate is given to analyse technical data.

TECHNOLOGICAL BARRIERS

- E.G. your boss calls you & he says he has forwarded some important message. Take immediate action on the same. You are not receiving the message due to server break down.
- E.G. your telephonic interview is going on & at the same time due to some technical error there is lot of disturbance in the line.
- Technological barriers are beyond the capacity of the receiver.

CULTURAL BARRIERS

- It can be between people from different department in the organization.
e.g. production & marketing
- Occur in different social & religious environment. The same category of words, phrases, symbols, actions, colours mean different thing to people of different countries or cultural
- E.g. In western countries black colour is associated with death while in far east white colour is associated.
- E.g. In united states people like to be addressed by their first name & in britian people like to addressed by their title or their last name. In India people like to addressed by their last name.

PHYSICAL BARRIERS

- **NOISE** - Noise is quite often a barrier to communication. In factories, oral communication is rendered difficult by the loud noise of machines. Electronic noise like blaring often interferes in communication by telephone or loudspeaker system. The word 'noise' is also used to refer to all kinds of physical interference like illegible handwriting, poor telephone connections, etc. *Noise in a factory; external disturbance in telecom facilities; poor writing; bad photocopies; etc.*
- **TIME & DISTANCE** - Time and distance also act as barriers to the smooth flow of communication. The use of telephone along with computer technology has made communication very fast and has, to a large extent, overcome the space barrier. However, sometimes mechanical breakdowns render these facilities ineffective. *If telecom and network facilities are not available; people working in different shifts; faulty seating arrangement in the hall; etc,*

ENVIRONMENTAL BARRIERS

- **External transreceivers** - e.g. when a person delegates some work to somebody he still remains responsible for controlling external factors as he has choice to select people to do the work.
- **Number of links in the chain** – e.g. long organization structure & message has to be passed from top level to bottom level.
- **Circumstantial factors** – Depending on the circumstances things has to be done. E.g. if there is dealer meet speech will be different that of annual general meeting. Some of the factors are:
 1. Room size
 2. Political situation
 3. Distance between participants
 4. Extent of participation

CHANNEL AND MEDIA BARRIER

- Let us consider the following situations:
- 1. A salesman has to submit a report on the comparative sales figures of the last five years. If he writes a lengthy paragraph incorporating the information, or talks on the phone, he will fail to communicate anything. He should present the figures in a tabular form, or preferably make a bar diagram, which will make communication an instantaneous process.
- 2. An employee wants to express his regrets to his supervisor over his misconduct. In this case, written explanation alone may prove to be ineffective. Face-to-face communication will probably be the best. Let him speak very little, but let him look remorseful; his supervisor will be satisfied and the whole matter will be amicably settled.
- 3. A manager wants to compliment an employee for a distinguished performance. Shall he send a peon with a memo? Don't we know how memos are usually resented? The manager should choose a medium that transmits his compliments with a personal touch

THANK YOU