

Principles of Management
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Module - 11
Lecture - 56
Communication and its Barriers

Welcome to the session on Communication and Barriers. In the last session we have discussed about leadership, team work, human factors and motivation and underlying all these factors is very important factor which is communication.

If its if you remember in the last discussion when we are discussing in human factors one of the indirect factors which was listed under human factors which is very important which really affects the human factors in organization is the communication process in the organization.

So, while we are trying to apply the principles of management whether we are going to practice the different principles of management, it is very important that we communicate about our views to the stake holders of the organization and if we are successful in communicating well then people will be understanding it very well and giving their feedback about it.

And they will perform also as based on the communications that we have the leaders made to the stakeholders about their expectations and the stakeholders can also communicate to the leaders of the organization about their expectations from the leaders and the organization per say.

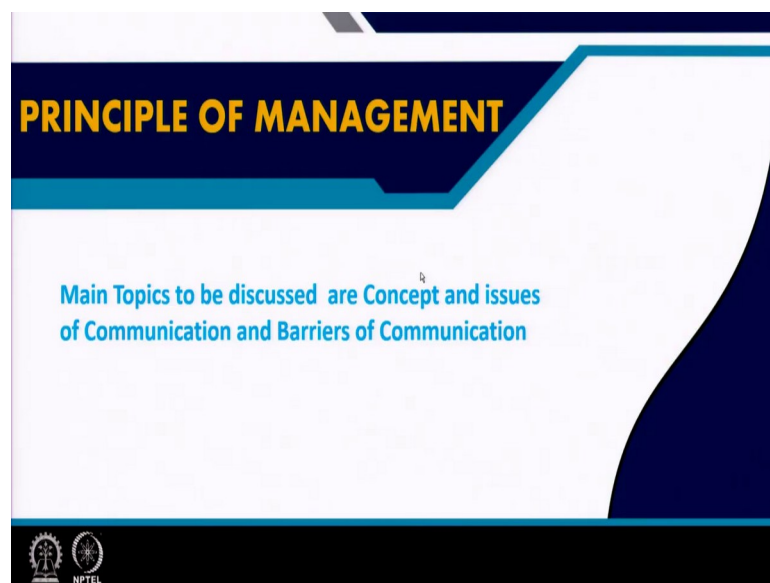
So, communication is one of the important pillars which again plays a very important either facilitatory role if it is done in a proper way or maybe it really accessed some barriers which hinders the application of the principles of management in an organization.

So, here we are in this discussion we are here focusing on the communication and its barriers in the organization. So, like in the past lectures we have seen like though there are different leadership theories and different types of leadership actually leadership

would be an extensive course in itself and also, we can illustrate more on team behaviors or motivation similarly for communication there could be much in-depth discussion.

But we are not doing that here because this is the part of the course of another major umbrella of when you are talking of principles of management, we are discussing it over here to make you aware of the fact like, yes communication is a very important mechanism which should be there in place for the principles of management to be implemented properly in the organization.

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So, with this we are going to introduce to you towards the discussion on communications in the organization. So, here the main topics we are going to discuss are the concepts and issues of communication and the barriers of communication.

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The slide features a red header with the title "Communication: Concept". Below the header, there are four paragraphs of text on a blue background. To the right of the text is a small video feed of a woman with glasses and a patterned top. The slide also includes decorative icons of gears and an atom, and a logo for NPTEL at the bottom left.

Communication: Concept

Any act by which one person gives to or receives from another person, the information about that person's needs, desires, perceptions, knowledge, or affective states.

Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.

According to McFarland communication is, "a process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings."

Newman and Summer defined communication as "an exchange of facts, ideas, opinions or emotions by two or more persons."

So, when you are talking of communication so, it is taken to be any act by which one person gives to or receives from other person, the information about the person's needs, desires, perceptions, knowledge or effective states. So, it is communication could be intentional or unintentional in nature, it may involve conventional and unconventional signals, may take linguistic or non - linguistic forms or may occur through spoken languages or through other modes.

So, according to McFarland communication is, "a process of meaningful interaction among human beings. More specifically, it is the process by which like meanings are perceived and understandings are reached among the human beings." Newman and Summer, defined communication as "an exchange of the facts, ideas, options or emotions by two or more persons."

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The slide features a white background with a blue header and footer. The title 'The Purpose of Communication' is in a red box. A blue box contains a list of purposes. The background is decorated with icons of gears, a hard hat, a person, and a network diagram. A small video inset of a woman is in the bottom right corner. The NPTEL logo is in the bottom left corner.

The Purpose of Communication

- Flow of information
- Coordination
- Learning management skills
- Preparing people to accept change
- Developing good human relations
- Ideas of subordinates encouraged

The purpose of communication is of course, the flow of information, coordination, learning of management skills, developing good human relations, ideas of subordinates to be encouraged and is so preparing people to accept change. So, these are important purposes of communication.

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The slide features a white background with a blue header and footer. The title 'The Purpose of Communication (contd...)' is in a red box. A blue box contains detailed text for two points. The background is decorated with icons of gears, a hard hat, a person, and a network diagram. A small video inset of a woman is in the bottom right corner. The NPTEL logo is in the bottom left corner.

The Purpose of Communication (contd...)

- **Flow of Information:**
The relevant information must flow continuously from top to bottom and vice versa. The staff at all levels must be kept informed about the organisational objectives and other developments taking place in the organisation. The information should reach the incumbent in the language he or she can understand better.
- **Coordination:**
It is through communication the efforts of all the staff working in the organisation can be coordinated for the accomplishment of the organisational goals. The coordination of all personnel's and their efforts is the essence of management which can be attained through effective communication.

So, one of the important purposes of course, as we have discussed earlier is that a flow of information. So, it is very essential that the relevant information must flow continuously from top to bottom and from vice versa. So, the staff at each level must be kept informed

about the organizational objectives and other developments taking place in the organization. So, the information should reach the incumbent in the language that he or she can understand it in a better way.

Coordination is an important function or principle of management. So, we can understand like it is only through communication that the efforts of all the staff members in the working in the organizations could be coordinated properly for the accomplishment of the organizational goals. So, the coordination of all the personnel's and their efforts is the essence of management and which can be attained through effective communication only.

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The Purpose of Communication (continued)

- **Learning management skills:**
The communication facilitates flow of information, ideas, beliefs, perception, advice, opinion, orders and instructions etc. both ways which enable the managers and other supervisory staff to learn managerial skills through experience of others.
- **Preparing People to Accept Change:**
The proper and effective communication is an important tool in the hands of management of any organisation to bring about overall change in the organisational policies, procedures and work style and make the staff to accept and respond positively.

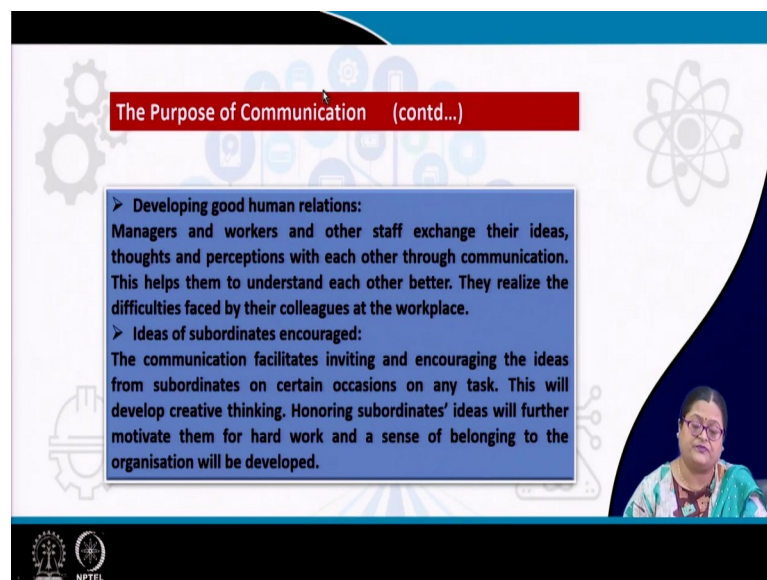
Learning management skills is an important like thing which is facilitated by communication. So, communication helps in the flow of information, ideas, beliefs, perceptions, advice, an opinion, orders instructions etcetera.

So, in both ways which help the managers and the other supervisory staffs to learn the managerial skills through experience of others. So, whenever we are talking of staffing whenever we are talking of rewarding, motivating, so, really communication comes to a very important like mechanism to do all these things. In order to prepare people to accept change, again a pursue as a communication plays a very important role.

So, it is the it is only with a proper communication telling everything in details to the person like why the change is required, what happens if the change the timely change is not adapted, helps people to understand the change processes and then communicating about the changes in the expected changes in the policies, procedures and work style and helps the people to understand the situation in a better way and accept it and respond to it.

So, there could be initial resistance to change also which are then again communicated back to the change initiators who again like give a proper feedback about it and try to clarify issues. So, it is only through like proper communication, you can make people prepare people rather to accept changes.

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The slide is titled "The Purpose of Communication (contd...)" in a red header. It features a blue box with two bullet points. The first bullet point discusses developing good human relations, stating that managers and workers exchange ideas through communication to understand each other better. The second bullet point discusses encouraging subordinates, stating that communication facilitates inviting and encouraging ideas from subordinates to develop creative thinking and motivate them. The slide also includes a small inset video of a woman in the bottom right corner and the NPTEL logo in the bottom left corner.

The Purpose of Communication (contd...)

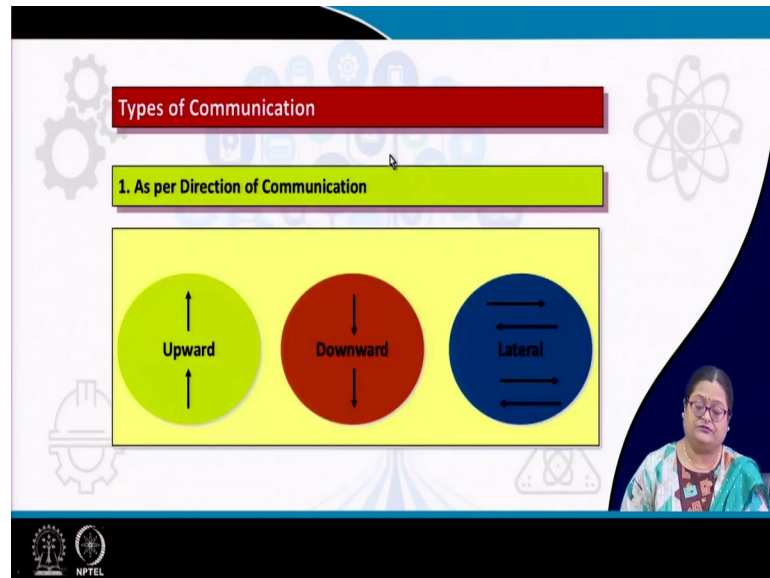
- **Developing good human relations:**
Managers and workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. This helps them to understand each other better. They realize the difficulties faced by their colleagues at the workplace.
- **Ideas of subordinates encouraged:**
The communication facilitates inviting and encouraging the ideas from subordinates on certain occasions on any task. This will develop creative thinking. Honoring subordinates' ideas will further motivate them for hard work and a sense of belonging to the organisation will be developed.

It is also very much important in case of developing good human relations. So, the manager's, workers and other staff exchange their ideas, thoughts and perceptions with each other through communication. So, it helps them to each understand each other in a better way. So, they realize the difficulties faced by their colleagues at their workplaces.

It is sometimes very important to understand the ideas of the subordinates specifically while we are trying to implement some of the principles of management introducing organizational change. So, like if you are inviting suggestions from your subordinates about the certain occasions and certain task you can get some brilliant ideas from them and then how to do a particular work.

So, and honoring their ideas will further motivate them to work hard and in the sense of belonging for the organization. So, it will be really fruitful in implementing the principles of management.

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So, there are different types of communication we can tell as per direction of communication, it could be upward communication, downward communication and lateral communication.

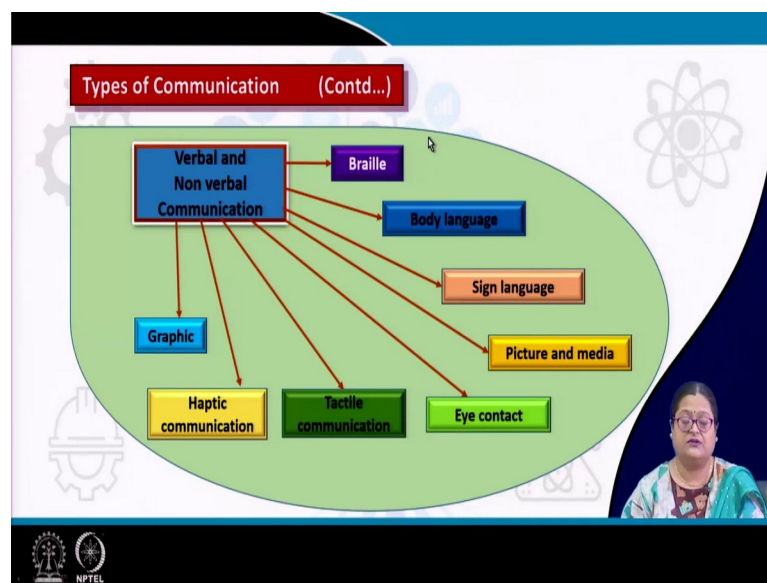
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As for like whether it is inter personal communication, it could be verbal communication which is advantages is speed and feedback and disadvantage is the distortion of the message. It could be written communication which is tangible and verifiable, but disadvantage is time consuming and lacks feedback.

Nonverbal communication advantage it supports as a communication provides observable expressions of emotions and feelings, disadvantage is misperception of body language or gestures can influence the receiver's interpretation of the message.

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So, again we can tell like the nonverbal communication can be like graphic, haptic communication, tactile communication, eye contact picture and media, sign language, body language and Braille. So, these are the different types of again when we talking of nonverbal communication.

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The slide is titled "Types of Communication (Contd...)" and focuses on "3. Other Nonverbal Communication". It lists four key elements: Body Movement, Facial Expressions, Intonations, and Physical Distance. A central video inset shows a man in a white shirt and dark trousers speaking on a stage. The NPTEL logo is visible in the bottom left corner.

Other non-verbal communications are of course, like the body movement, facial expressions, intonations and physical distance.

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The slide is titled "Silence as Communication". It contains the following text:

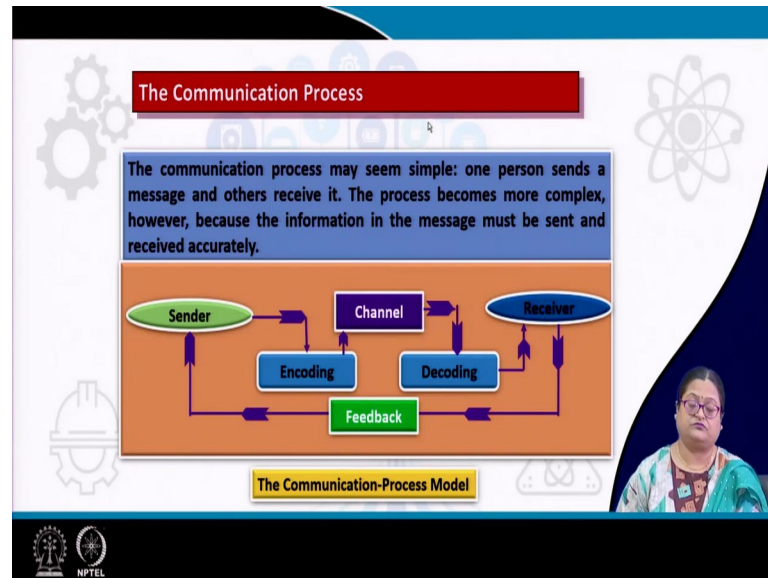
- Absence of Speech or Noise
 - Powerful form of communication
 - Can indicate:
 - Thinking
 - Anger
 - Fear
 - Watch for gaps, pauses, and hesitations in conversations

An illustration of four people sitting around a table is shown on the right. The NPTEL logo is in the bottom left corner.

Silence is also an important means of communication. So, when you are talking of absence of speech or noise, so, it is really having to understand it is a very powerful form of communication which can indicate either, thinking, anger or fear. So, we really have to understand what are the gaps, pauses and the hesitations in the conversations, so that we can interpret the silence properly.

And, if we can interpret silence properly may be, we get to understand what the person is particularly thinking about the processes, that is at the discussion may be the change that is going to be introduced or getting discussed, how the person is perceiving about the change processes that implications of those on himself or herself. So, silence may speak many things if you are able to hear it in a proper way.

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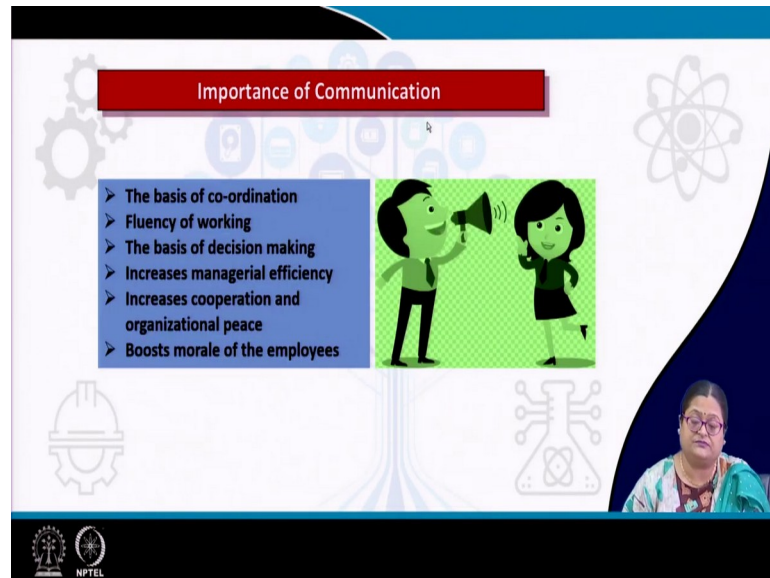
The communication process is that it may seem simple like one person sends a message and the other receives it then the process rather becomes more complex; however, because of the information in the message must be sent and received accurately. So, the sender encodes the message then it puts on a channel, then it is decoded and then the receiver receives it and gives the feedback to the sender.

So, really this process looks simple, but there are lot of noises which is happening across the whole process maybe due to the personal factors which we have already listed in some of the individual factors, organizational factors or the task related factors that you have listed in the human factors or which could be there both at the from the senders side or from the receiver side or there could be certain disturbances in the channel because maybe you have not chosen the proper mode of communication.

So, and may be based on the nature of the task the or the interpersonal relationship between the sender and receiver it the feedback may get affected. So, there could be

various noises across the whole process which makes the process further more complicated.

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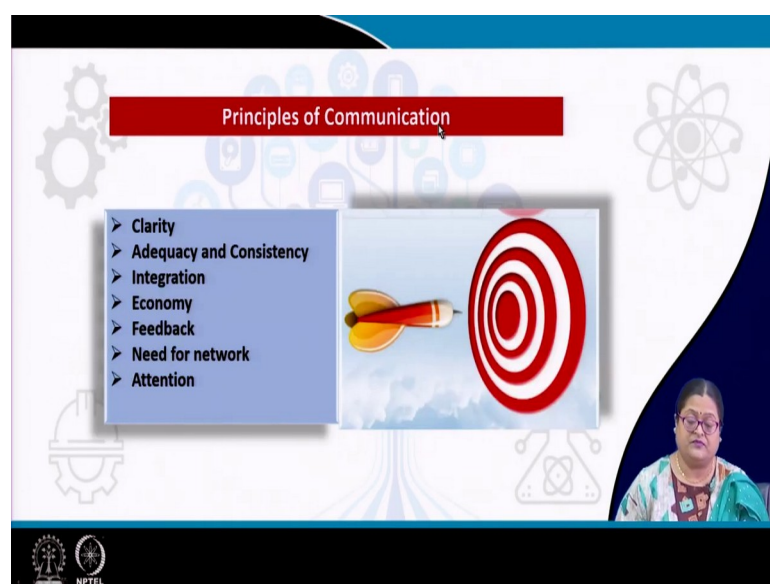
Importance of Communication

- The basis of co-ordination
- Fluency of working
- The basis of decision making
- Increases managerial efficiency
- Increases cooperation and organizational peace
- Boosts morale of the employees

The slide features a red header bar with the title 'Importance of Communication'. Below the header is a blue box containing a bulleted list of six points. To the right of the list is a green illustration of a man in a suit speaking into a megaphone, with a woman in a black dress standing next to him. The background of the slide is white with faint icons of gears, a lightbulb, and a network diagram. In the bottom right corner, there is a small video inset of a woman with glasses speaking. The NPTEL logo is visible in the bottom left corner.

What is the importance of communication is that it is the basis of coordination; it helps in the fluency of working, the basis of decision making. So, it increases the managerial efficiency, it increases cooperation and organizational peace and boosts the morale of the employees.

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Principles of Communication

- Clarity
- Adequacy and Consistency
- Integration
- Economy
- Feedback
- Need for network
- Attention

The slide features a red header bar with the title 'Principles of Communication'. Below the header is a blue box containing a bulleted list of seven points. To the right of the list is a blue illustration of a yellow and red rocket hitting a red and white target. The background of the slide is white with faint icons of gears, a lightbulb, and a network diagram. In the bottom right corner, there is a small video inset of a woman with glasses speaking. The NPTEL logo is visible in the bottom left corner.

Some of the principles of communication which are very important like, when you are talking of principles of management equally important are the principles of communication also like the clarity principles of clarity, adequacy and consistency, integration in communication, economy, then feedback is very important, need for network and attention.

So, where it is a clear communication, where there is a consistency or not, then whether all your, it is well integrated all the things that you are speaking are very coherent or not. So, these are important principles when you are talking of principles of communication.

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The slide features a white background with a blue header and footer. A red banner at the top contains the title "Five General Techniques of Communication". Below it, a purple box lists five techniques: 1. Written Communication, 2. Spoken Communication, 3. Visual Communication, 4. Multimedia, and 5. Symbolic Communication. To the right of the list is a blue square filled with various communication-related icons. The slide is presented in a video player window, with a small inset of a woman speaking in the bottom right corner. Logos for IIT Bombay and NPTEL are visible in the bottom left corner.

There are five general techniques of communication like written communication, spoken communication, visual communication like multimedia communication, and symbolic communication.

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1 Techniques of Written Communication

- Memo – Less formal than letter, more likely to be read, not confidential.
- Notice Boards – May never be read, good for staff-to-staff.
- Letter to staff – private, personal, lends weight to its subject.
- E-mail – Private, less formal than letter, less likely to be kept like letter.
- Faxes – Personal and public.
- Internal newsletter – public, not for bad news, useful for minor but necessary news.

The slide features a red header with the title, a blue box containing the list, and a video inset of a woman speaking in the bottom right corner. The background includes icons of gears, a hard hat, and a network diagram.

Some of the techniques of written communication is like memo which is less formal than a letter, more likely to be read, not confidential. Notice boards are may never be read, good for staff-to–staff. Letter to staff is like private, personal, lends weight to its subject.

E-mail private, less formal than letter, less likely to be kept like a letter. Faxes are personal and could be public in nature; internal newsletter is like public, not for bad news, useful for minor, but necessary news.

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2. Methods of Spoken (Verbal) Communication

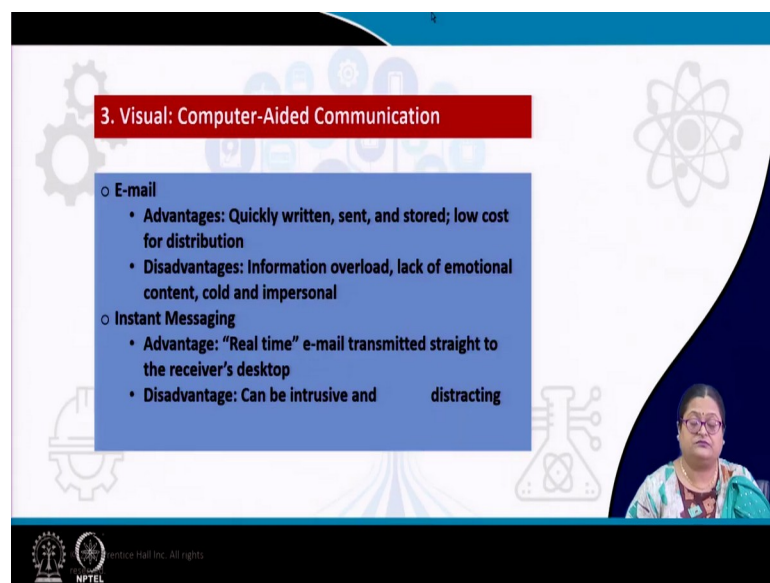
1. Telephone – immediate, informal, private
2. One-to-one meeting – confidential, more formal than phone call
3. Departmental or inter-departmental meeting – for group interaction, for discussion
4. Presentation – persuasive, one-sided (control interruptions)
5. Company meeting – for very important news, everyone hears at the same time

The slide features a red header with the title, a blue box containing the list, and a video inset of a woman speaking in the bottom right corner. The background includes icons of gears, a hard hat, and a network diagram.

The methods for spoken or verbal communication are like telephone which is immediate, informal and private, one to one meeting which is confidential, more formal than phone call.

Departmental or inter departmental meeting for group interaction, for discussion, meeting is presentation which is persuasive, one sided and may be control interruptions and company meeting is for very important news, every one hears at the same time. So, these are some of the techniques of verbal communication.

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3. Visual: Computer-Aided Communication

- E-mail
 - Advantages: Quickly written, sent, and stored; low cost for distribution
 - Disadvantages: Information overload, lack of emotional content, cold and impersonal
- Instant Messaging
 - Advantage: "Real time" e-mail transmitted straight to the receiver's desktop
 - Disadvantage: Can be intrusive and distracting

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Whenever we are talking of visual communication, we are sometimes focusing on the computer aided communication as such. So, like email advantage is quickly written, sent and stored, it is low cost for distribution. Disadvantages; information overload, lack of emotional content and cold and impersonal sometimes.

Instant messaging; advantages such as "real time" then email transmitted straight to the receiver's desktop. Disadvantage could be intrusive and distracting may be some you are doing some certainly some email comes in which may be distractive from the work or change your mood shift mood shifts due to that. So, in that case it is disadvantageous.

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3. Visual: Computer-Aided Communication (cont'd)

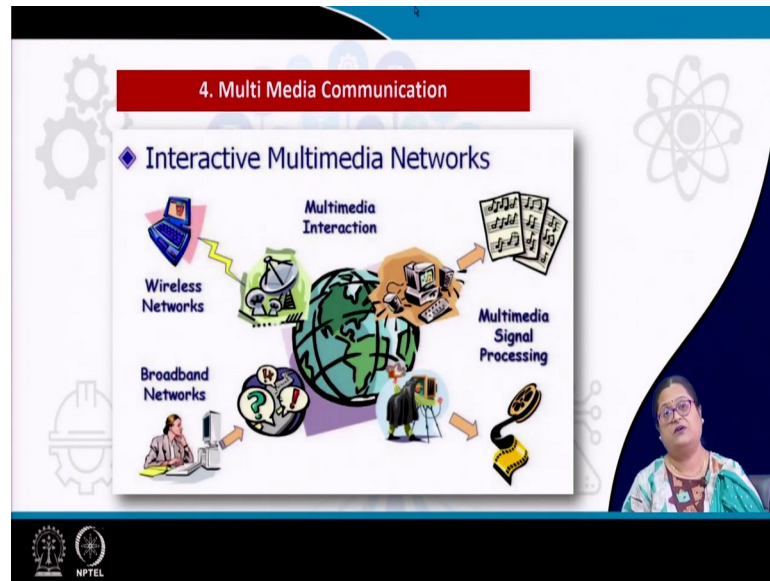
- Intranet
 - A private organization-wide information network
- Extranet
 - An information network connecting employees with external suppliers, customers, and strategic partners
- Videoconferencing
 - An extension of an intranet or extranet that permits face-to-face virtual meetings via video links

The slide features a blue background with white text and icons. On the right, there are two images: one showing a medical professional in a hospital setting using a tablet, and another showing a woman in a video call. The NPTEL logo is visible in the bottom left corner.

Other visual or computer aided communication are intranet is the private organizational wide information network. Extranet is an information network connecting employees with external suppliers, customers and strategic partners. Video conferencing is like an extension of an intranet or extranet that permits face-to-face virtual meeting via video links.

So, this is very important in the present working conditions also where maybe due to the pandemic situations people are not able for certain time to move out of the home or when they are working on roster basis, when they are working from like basis of work from home. So, had having video conferencing facilities so, which permits face to face virtually meetings via video links are very important. So, for the organizational function to move forward even in challenging times.

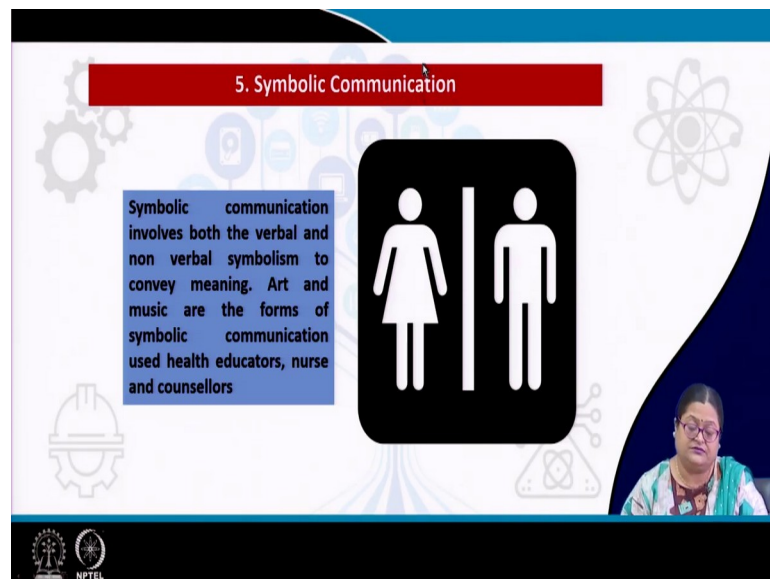
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Whenever we are talking of multimedia network, so we will get we understand like in whenever we are talking of multimedia. So, there was some networks will be involved like signal processing, then multimedia interaction, then wireless networks and broadband networks.

So, these are important features to be looked into and whether like one is getting well with other like synchronization is there so whenever we are talking of interactive multimedia networks.

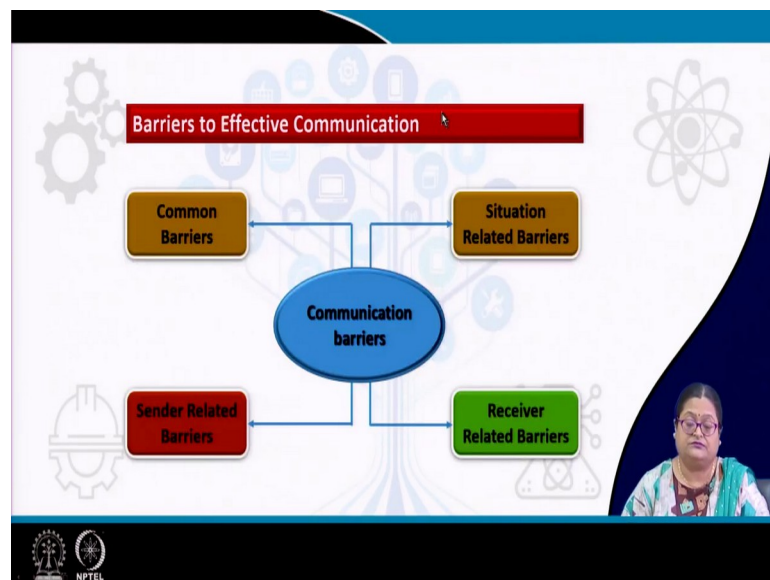
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Another important thing which is there is symbolic communication. So, it involves both verbal and non-verbal symbolism to convey meaning. So, art and music are the forms of symbolic communication and used in health educations and nurses and counselors. So, this also you can see like it is a symbolic example, this example is an example of symbolic communication.

So, that also you must have like the whenever we are talking of whenever you are talking of human factors affecting work. So, one of the human factors definitely is your level of interpretation of understanding from this symbolic communication what it really wants to tell and then decide for the meaning of it and act according.

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Some of the barriers to communication are common barriers, situation related barriers, sender related barriers and receiver related barriers. So, we will be focusing on some of the barriers in this discussion.

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(1) Common Barriers to Effective Communication

- Physical Barriers
- Perceptual Barriers
- Psychological Barriers
- Emotional Barriers
- Language Barriers
- Interpersonal Barriers
- Cultural Barriers
- Gender Barriers
- Organisational structural barriers

The slide features a central illustration of a person with a megaphone addressing a group of people. The background includes icons of gears and a molecular structure. The NPTEL logo is visible in the bottom left corner.

The common barriers are like for effective communication are physical barriers, perceptual barriers, psychological barriers, emotional barriers, language barriers, an interpersonal barrier, cultural barriers, gender barriers, organizational structural barriers. So, these are some where you see like organizational level barriers and some are like the individual level barriers which acts as totally which is together acts as a barrier for effective communication.

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(2) Situation Related Communication Barriers

Communication Barriers

- Climate
- Distance
- Noise
- Mechanical Failure
- Jargon
- Murphy Laws
- Time Pressure
- Information Overload

The diagram shows a central blue oval labeled 'Communication Barriers' with lines connecting it to eight surrounding boxes: Climate (green), Distance (red), Noise (blue), Mechanical Failure (yellow), Jargon (green), Murphy Laws (purple), Time Pressure (blue), and Information Overload (blue). The background includes icons of gears and a molecular structure. The NPTEL logo is visible in the bottom left corner.

Some of the situational related situation related communication barriers are like of course, like climate, distance, noise, mechanical failure, information overload, time pressure, Murphy's laws and jargon. These are things which are there in the situation itself and which are acting as a barrier in communications.

So, that the meaning of the things that we are communicating changes as per may be the culture or like under time pressure if you are communicating under time pressure maybe you are not able to express yourself fully. So, if there is something which is pleasant to you may appear as a noise to people belonging in other cultures.

So, there could be like information overload also which may act as a barrier. So, that you have to see like what is the saturation level to like how to make the communication more effective for the people in the organization is very important thing from where which we can get to understand from like the information overload part.

Then communicating under time pressures, so what will be your style of communication while you are functioning and the time pressure maybe in situations of organizational change, these needs to be explored whenever we are talking of situation related communication barriers.

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The slide features a white background with a blue header and footer. The title '(2) Situation Related Communication Barriers' is in a red box. Below it are two text boxes: an orange one for 'Jargon' and a blue one for 'Information overload'. The slide is decorated with faint icons of gears, a hard hat, and a network diagram. A small video inset of a woman is in the bottom right corner, and the NPTEL logo is in the bottom left.

(2) Situation Related Communication Barriers

Jargon:
Un intelligible or meaningless talk or writing, familiar to a group or profession. It is full of special words known only to members of a group

Information overload:
The receivers are bombarded with more messages than they can possibly handle. They cannot accommodate a heavy load of message from the sender due to overload of communication

So, when you talking of Jargon is like the unintelligible or meaningless talk or writing familiar to a group or profession. So, it is full of special words known to a particular

member of group and sometimes it may act as a barrier and like demotivators or people who do not understand that language and they may not be interested to work with this particular team they may withdraw from the project.

So, many things may happen out of the decent which is generated when like people are not very comfortable with the jargons used by their team members. So, information overload then when you talking of more information coming to the receiver much beyond the capacity the person can handle with. So, they cannot accommodate the heavy load of message from the sender due to overload of communication and there could be a like break in the communication.

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The slide is titled "(2) Situation Related Communication Barriers" in a red box. It contains two text boxes: a blue one for "Climate" and an orange one for "Distance". The slide also features a small video inset of a woman in the bottom right corner and the NPTEL logo in the bottom left corner.

(2) Situation Related Communication Barriers

Climate:
A well intended communication may be negatively distorted if the climate of distrust prevails. The climate in which communication takes place influences its effectiveness

Distance:
There will be delayed in communication if the distance between the sender and the receiver is long mainly for physical communication.

Climate is also well intended communication may be negatively distorted if there is a climate of distrust prevailing in the organization. So, this climate which is the communication takes place influences the effectiveness.

So, based on the proximity of the sender and the receiver so, it or the distance that they are wide apart. So, it takes time for the information to travel. So, in that case the there will be delete communication if there is a distance between the sender and receiver is long enough for physical communication.

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The slide features a red header with the title '(2) Situation Related Communication Barriers'. Below it, a blue box defines 'Noise' as a factor that adversely affects communication by disrupting, distorting, or interfering with the receiver's ability to receive the message accurately. A yellow box below that defines 'Time Pressure' as a factor that causes poor communication by preventing the sender from providing adequate information to the receiver. The slide is decorated with icons of gears, a hard hat, and a molecular structure. A small video inset of a woman is visible in the bottom right corner, and the NPTEL logo is in the bottom left.

Noise affects communication adversely, it will disrupt, distort or interfere with the receiver's ability to receive the messages correctly. So, as if already discussed under time pressure there could be poor communication. So, it may prevent the sender from giving full information to the receiver.

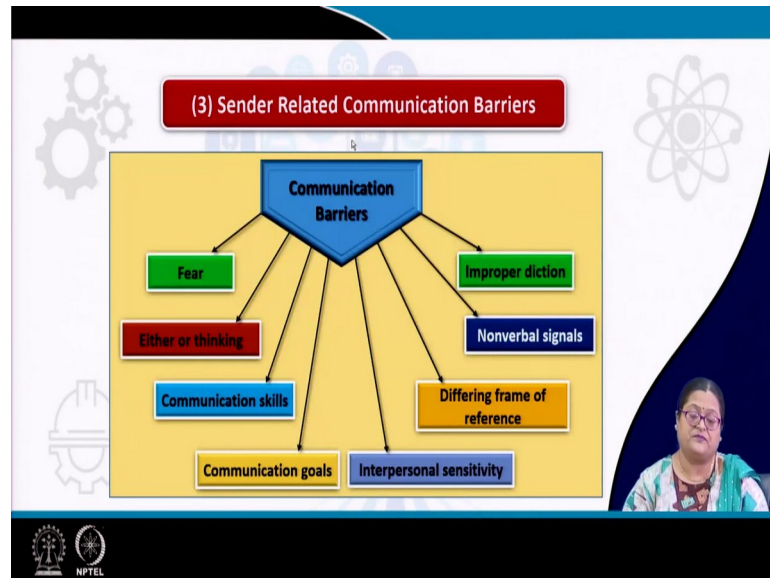
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The slide features a red header with the title '(2) Situation Related Communication Barriers'. Below it, an orange box defines 'Murphy Laws' as laws codified after extensive research, stating that communication usually fails except by chance, and if a message can be understood in multiple ways, it will be understood in the way that causes the most harm. A yellow box below that defines 'Mechanical Failure' as a disruption of communication that is too clear to require any elaboration. The slide is decorated with icons of gears, a hard hat, and a molecular structure. A small video inset of a woman is visible in the bottom right corner, and the NPTEL logo is in the bottom left.

The Murphy's law; so, after extensive research Murphy Centre has codified the laws that the communication usually fails except by chance, if the message can be understood by different ways, it will be in just the way that does the most harm.

So, the mechanical failure is the failure of the mechanical equipment in disruption communication is too clear for requiring any elaboration. So, there could be the situational barriers also.

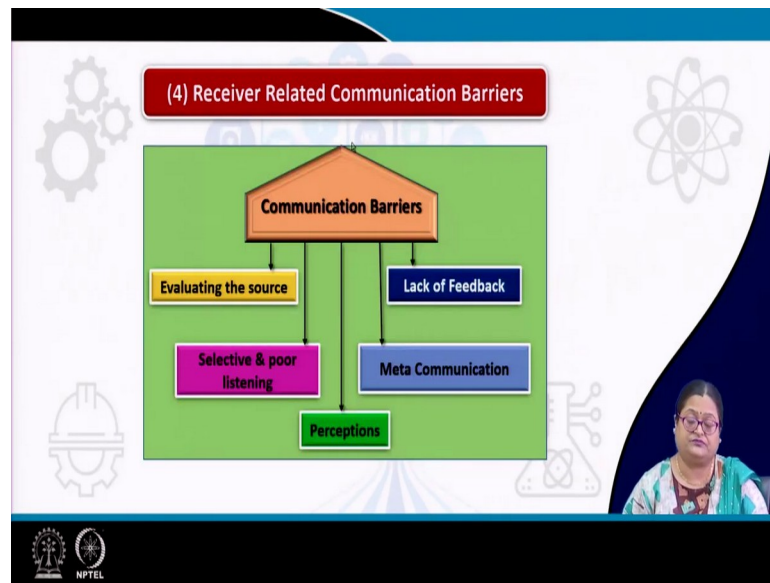
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Whenever we are talking of the sender related communication barriers we can see like the fear of communication, either or thinking like hesitant to take a decision like not proper communicational skills and no clarity on the communication goal, interpersonal sensitivity, then differing frame of reference from the feedback of from the receiver.

And the non-verbal signals whether like they are able to understand it or send it and the improper diction may be important barriers of communication of this from the sender side and these are called sender related communication barriers.

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Similarly, there could be communication barriers from the receiver sides also like in the communication barrier from the receiver side is like evaluating the source like trying to judge how good the source is, the selective and poor listening, selective perception, then meta communication, then if you are trying to find out like what exactly was communicated.

And do a summary of it and in that case, what happens you may miss out on the very important minor points, but may be important points discussed in the individual communications and lack of feedback like either the feedback from the sender or not able to give the proper feedback to the sender to like clarify about certain doubts and again may lead to the communication barriers from the receiver side for the which acts as a barrier towards the process of communication.

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(4) Receiver Related Communication Barriers

Evaluating the source:
The receiver has the tendency to evaluate the sender not the message.

Selective & poor listening:
It refers to the people's tendency to hear or to receive only what they want and try to ignore information that conflicts with established beliefs or values.

Lack of Feedback:
Non-response or inappropriate response discourages the sender of the message, hurts the sender's ego or feelings.

The slide features a red title bar, a yellow box for 'Evaluating the source', a pink box for 'Selective & poor listening', and a green box for 'Lack of Feedback'. It includes decorative icons of gears, a hard hat, and an atom, and a small video inset of a woman in the bottom right corner.

So, we will elaborate some of this receiver related communication barriers we have told the receiver has a tendency to evaluate the sender which is and not the message. So, selective and poor listening, it refers to the people's tendency to hear or to receive only what they want and try information try to ignore information that conflicts with established beliefs or values. There is a lack of feedback which is non-response or inappropriate response discourages the sender of the message, hurts the sender's egos and or the feeling.

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(4) Receiver Related Communication Barriers

Metacommunication:
It means an additional idea accompanying every idea that is expressed. The receiver is more likely to concentrate on the metacommunication than on communication itself

Perceptions:
The receiver's perception – stereotyping, projection and halo effect – make communication ineffective.

The slide features a red title bar, a blue box for 'Metacommunication', and a green box for 'Perceptions'. It includes decorative icons of gears, a hard hat, and an atom, and a small video inset of a woman in the bottom right corner. An image of a brain with neural activity is shown next to the 'Perceptions' text.

So, when you talking of metacommunication, so whenever the receiver is focusing on the additional or accompanying ideas for every communication, then what happens? They really lose track of what exactly was the communication out of the salient points of the communication. So, that is called the metacommunication. Perceptions or the receiver's perception now like stereotyping, projection and halo effect, make some effective communication ineffective also.

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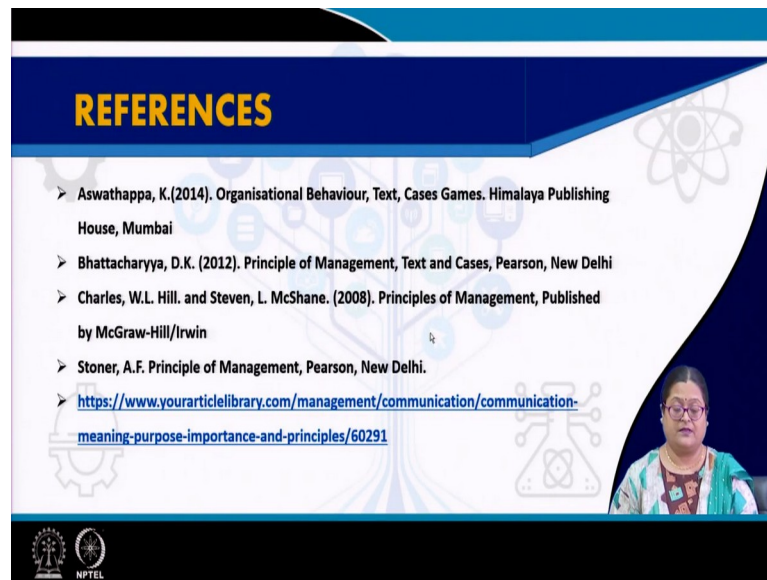
The slide is titled "Communication Barriers between Men and Women". It features two columns of bullet points. The left column, on a green background, lists what men talk to: emphasize status, power, and independence; complain that women talk on and on; offer solutions; and boast about their accomplishments. The right column, on a red background, lists what women talk to: establish connection and intimacy; criticize men for not listening; speak of problems to promote closeness; and express regret and restore balance to a conversation. The slide also includes a small video inset of a woman in the bottom right corner and the NPTEL logo in the bottom left corner.

Men talk to:	Women talk to:
• Emphasize status, power, and independence	• Establish connection and intimacy
• Complain that women talk on and on	• Criticize men for not listening
• Offer solutions	• Speak of problems to promote closeness
• To boast about their accomplishments	• Express regret and restore balance to a conversation

There are certain communication barriers between men and women. So, men generally talk to establish status, power and independence and they complain that women talk on and on. They offer solutions to boast about their accomplishments while women talk to establish connections and intimacy.

They criticize men for not listening, speak of problems to promote closeness and express regret and restore balance to a conversation. So, there are different styles and focus of when a man talks and when a woman talks and it is very important for the leader to understand these two perspectives. So, that he or she can communicate well based on the whom the person is communicating with.

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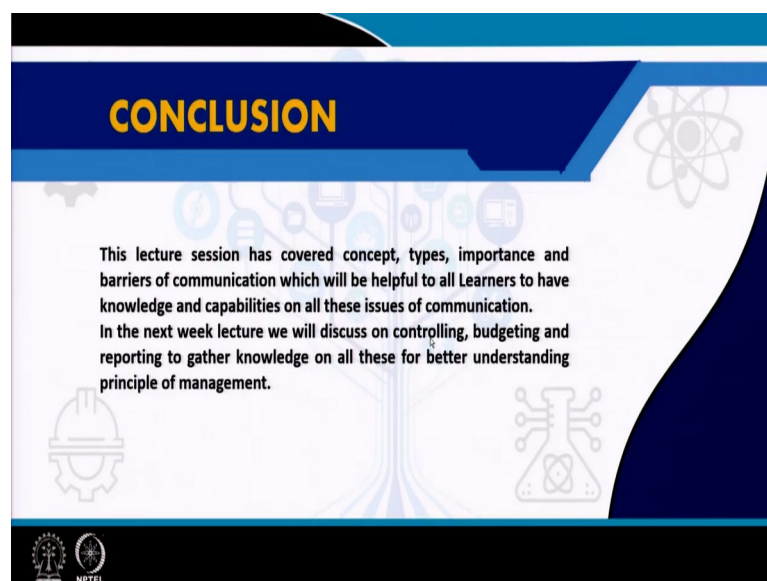


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- <https://www.yourarticlelibrary.com/management/communication/communication-meaning-purpose-importance-and-principles/60291>

The slide features a blue and white color scheme with a dark blue header. The background is decorated with faint icons of gears, a lightbulb, and a network diagram. In the bottom right corner, there is a small video inset showing a woman with glasses and a patterned top. The NPTEL logo is visible in the bottom left corner.

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CONCLUSION

This lecture session has covered concept, types, importance and barriers of communication which will be helpful to all Learners to have knowledge and capabilities on all these issues of communication. In the next week lecture we will discuss on controlling, budgeting and reporting to gather knowledge on all these for better understanding principle of management.

The slide features a blue and white color scheme with a dark blue header. The background is decorated with faint icons of gears, a lightbulb, and a network diagram. In the bottom right corner, there is a small video inset showing a woman with glasses and a patterned top. The NPTEL logo is visible in the bottom left corner.

So, these are the references that you have had over here. So, here in this lecture sessions we have covered the concept, types, importance and barriers of communication which we hope will be helpful to all the learners to have a knowledge and capabilities regarding the issues of communication.

So, these we are repeating these we have discussed in a more comprehensive way. So, that you get to know about that these are important facilitating mechanisms whenever we are discussing about the principles of management, because it is not enough to discuss

the principles those principles have to be implemented in the organization for proper functioning and this like whenever we are talking of organizational change bringing in the changes is one of the areas where you can like use your principles of management and through the different processes that you introduce.

And similarly, these leadership there is group behaviors and motivation and communication are the mechanisms through which you can implement the principles in the organization and try to see how they are working. In the next week lecture session, we are going to discuss on controlling, budgeting and reporting together knowledge for the better understanding of the principles of management.

Thank you till then and bye.