

Introduction

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Barriers of Communication

Barriers to communication are obstacles that restrict communication.

A communication barrier is anything that prevents us from receiving and understanding the messages others use to convey their information, ideas, and thoughts.

According to Suruj kumar Debnath, “ Barriers to communication mean obstacles to the process of communication.

Types of Barriers of Communication

Communication can be disturbed for a number of reasons. There are five types of barriers of communication. Which is discussed below-

❑ **Language barriers :** The language barriers are those barriers which are related to language. The chief language barriers are as under -

a) Wrongly Expressed Message: This barrier is created because of the wrong choice of words, the wrong sequence of sentences and frequent repetitions.

b) Faulty Translation: A manager receives much information from his superiors and subordinates and he translates it for the concerned employees. If he makes little mistake in the process, it will create misunderstanding.

c) Unclarified Assumptions: Sometimes a sender thinks that the receiver has the sufficient knowledge about his subject but in reality the case may be not so, particularly in case of special message.

d) Use of technical language: Some people like to use technical words. That's why it can be a barrier to communication.

1. **Organisational Barriers:** Organisational structure greatly affects the employees capability of communication. Some major organisational obstacles in the way of communication are as under-

a) **Organisational policies:** Organisational policies determines the communication process in many respects.

b) **Organisational Rules:** Organisational rules become barriers in communication by determining the subject matter, medium etc of communication.

c) **Status Relationship:** In an organisation, employees are divided into many categories. This formal division acts as a barrier in communication.

d) **Organisational facilities:** Lacking of organisational facilities like stationary, telephone, translator, computer etc create obstacles in communication.

b) Barriers Related to Subordinates:

i) Unwillingness to Communicate: Sometimes the subordinates do not want to send any information to their superiors. If they feel that the information is of negative nature and will affect them.

ii) Lack of proper Incentive: Lack of incentive to the subordinates creates a hindrance in communication.

❑ **Emotional Barriers:** The importance of communication depends on the mental condition of both the sender and the receiver. Following are the emotional barriers-

a) Premature Evaluation: This type of evaluation is a hindrance in the exchange of information .

b) Lack of Attention: Sometimes the top level superiors do not listen to the subordinates. Thus, there arises psychological hurdle in the communication.

c) Distrust: For successful communication the sender and the receiver must trust each other. If there is lack of trust between them, communication will become meaningless.

❑ **Physical Barriers:** The major environmental barriers are time, place, space, climate and noise.

a) Time: Time consuming slow channels of communication are a great hindrance to communication.

b) Space: Space plays an important role in an oral communication situation. Improper maintenance of distance creates miscommunication.

c) Place: Inconvenient place, poor lighting etc can make communication irritating.

d) Climate: Unfavorable climate can act as a barrier to communication leading to wrong decision.

e) Noise: Noise is a physical barrier to effective communication.

Principles of Communication:

The basic principles of communication are as follows:

- **Principle of clarity:** In the process of communication simple and clear language must be used.
- **Principle of attention:** For good communication both receiver and sender must participate. Without proper communication can never be complete.
- **Principle of integrity and sincerity:** Messages and information must be integrated to develop sincerity of the employees.
- **Principle of time:** The data and information must be consistent with the right time to make it reliable and suitable.
- **Principle of consistency:** Communication must be consistent with the overall plans of an organisation.

- **Principle of completeness:** Information must be always be adequate and understandable. Incomplete information leads to loss of time and money and may develop misunderstandings. And this may harm the organisation as a whole.
- **Principle of objectives:** There are two persons involved in communication. Both sender and receiver must know about the objectives of communication.
- **Principle of correctness:** Actual information must be provided to the receiver.
- **Principle of brevity:** Information in an effective communication should be brief. Brevity in communication gathers more focus and concentration from the receiver.
- **Principle of trustworthiness:** Top to bottom communication within an organisation is based on the idea of trust.
- **Principle of feedback:** An effective communication means such as a communication that has feedback. Feedback makes the sender aware and helps him to communicate further.
- **Principle of networking:** An effective communication network must be established within an organisation.

7 C's of communication

There are 7 c's effective communication which are applicable to both written as well as oral communication. These are also known as guiding principles of communication. The 7 c's are-

1. **Completeness:** The communication must be complete. It should not be partial or incomplete message. Because incomplete message create confusion or irritate the readers or receivers.
2. **Conciseness:** Conciseness means wordiness, i.e; communicating in the least possible words. It saves time for both sender and receiver. It is a necessity for effective communication.
3. **Consideration:** Consideration implies considering the receivers viewpoints, background, mindset, education level etc.
4. **Clarity:** Clarity is the quality of being clear and easy to understand. Clarity means getting the meaning of message exactly.

5. Concreteness: Concrete communication implies being particular and clear specific. It strengthens the confidence.

6. Courtesy: In general sense, courtesy means polite attitude, behaviour or good manner.

7. Correctness: Correctness in communication implies that there are no grammatical errors in communication.

Functions of Communication

A business organisation is a group of people associated to earn profit. Various kinds of activities are performed in an organisation so as to earn profit. The functions of communication is discussed below-

- 1.Setting goal and objectives:** Organisation has a variety of formal and informal objectives to achieve. Its may be financial results, product quality,employees satisfaction etc.
- 2.Making and implementing decision:** The information necessary for decision making is made available through proper communication.It has to be implemented which requires communication.
- 3.Helps to Motivate:** Assignment of work is not enough to get things done by the subordinates. It is the duty of the manager to inspire their subordinates to do their best.

4. Hiring the employees: If a company wants to hire someone it advertises the vacancy, receives applications, calls the candidates, takes the interview and then offers a job to the successful candidates.

5. Dealing with customers: Communication plays a vital role to create customer interest in such customer related function.

6. To create Good-will: Every business survives and progresses on its goodwill. So, to maintain this reputation communication functions is most important .

7. Report to Government: Business communication is also used to provide the necessary reports to government.

8. Informing the investors: Balance sheet, income ratio analysis are used to inform the investors regarding performance of business.