

# COMMUNICATION

Supriya Kamna  
Assistant Professor  
Department of Commerce  
Shivaji College, University of Delhi

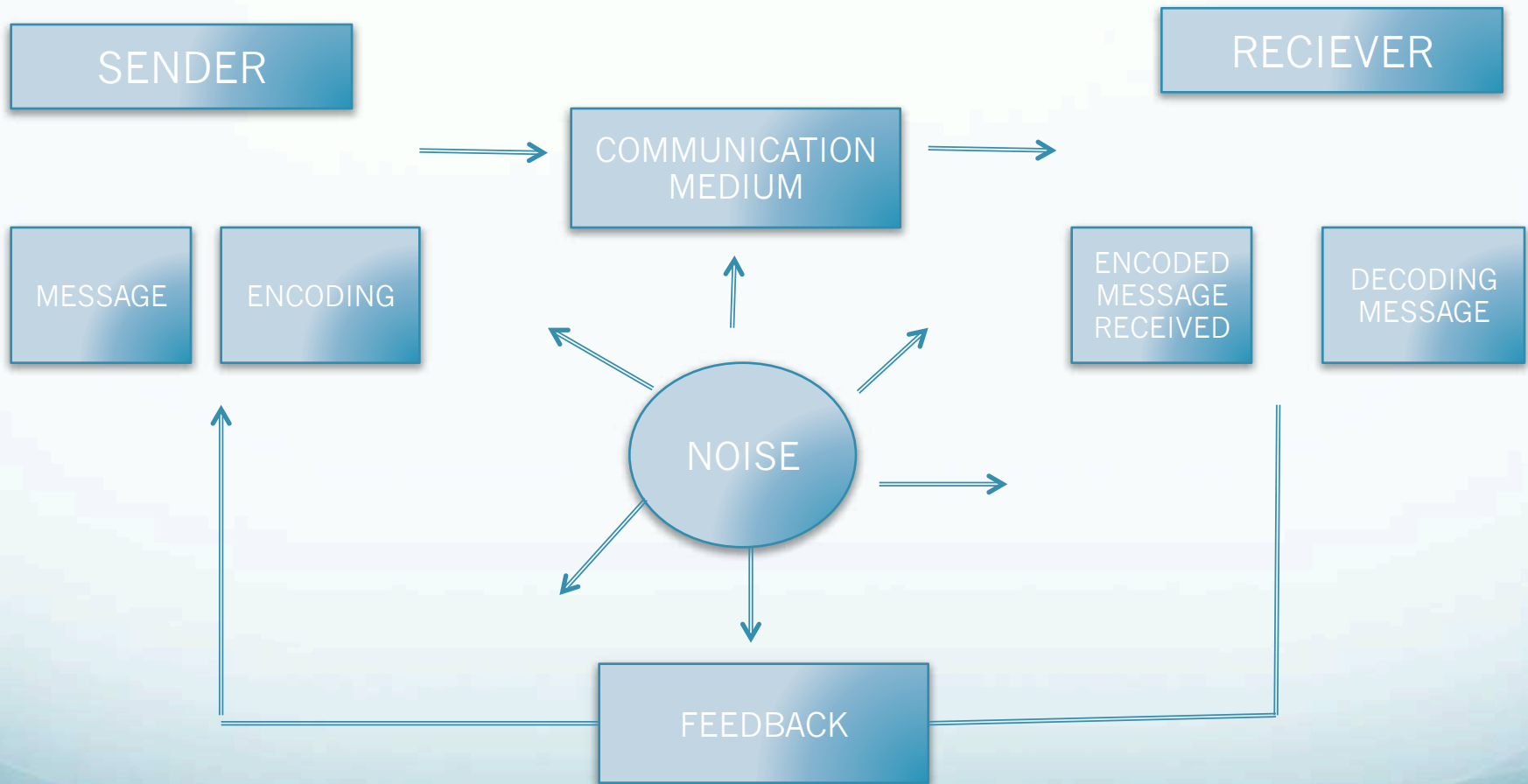
# TOPICS

- CONCEPT
- PROCESS
- SIGNIFICANCE
- ORGANISATIONAL COMMUNICATION
- COMMUNICATION NETWORK
- COMMUNICATION MEDIA
- BARRIERS TO COMMUNICATION
- <https://youtu.be/D3a3fgUkw6c>

# WHAT'S COMMUNICATION?

- TWO WAY exchange of ideas and information that leads to a common understanding.
- Characteristics-
  1. Cooperative process
  2. Sharing of understanding
  3. Interpersonal and Organisational level
  4. Feedback is key
  5. Appropriate medium of communication
  6. Channels of Communication

# PROCESS OF COMMUNICATION

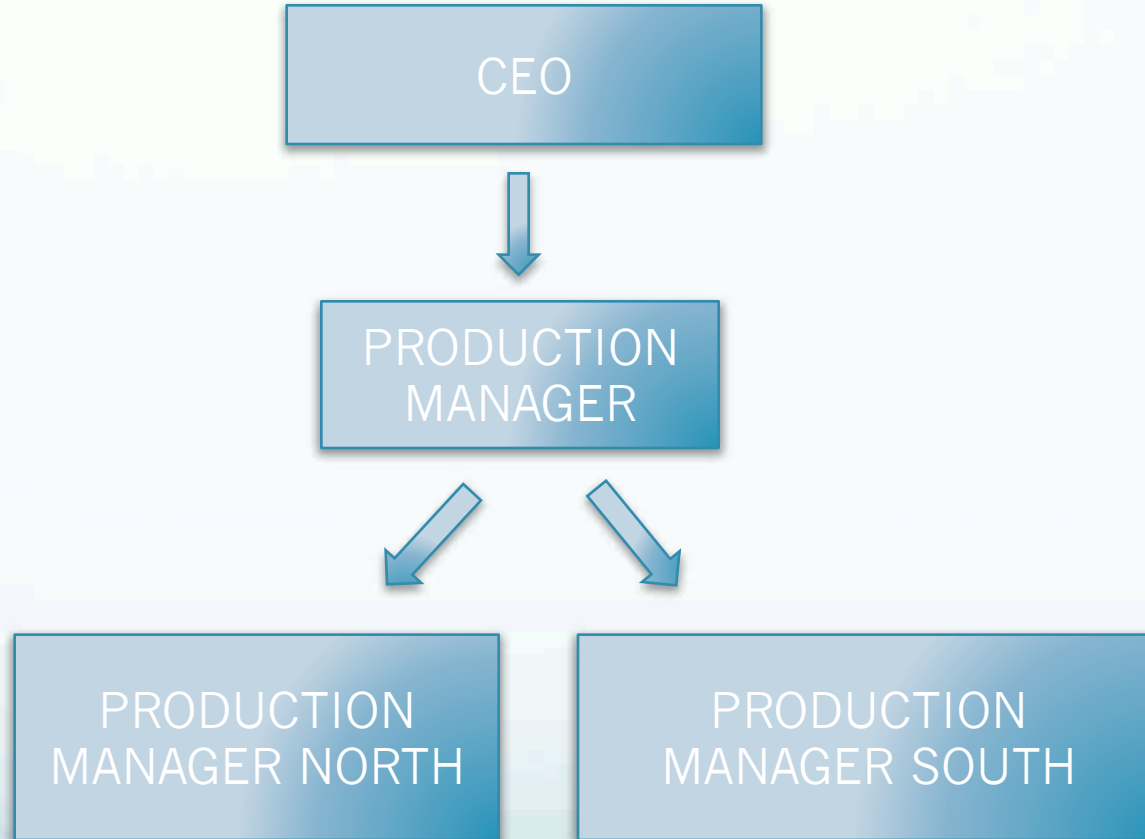


# SIGNIFICANCE

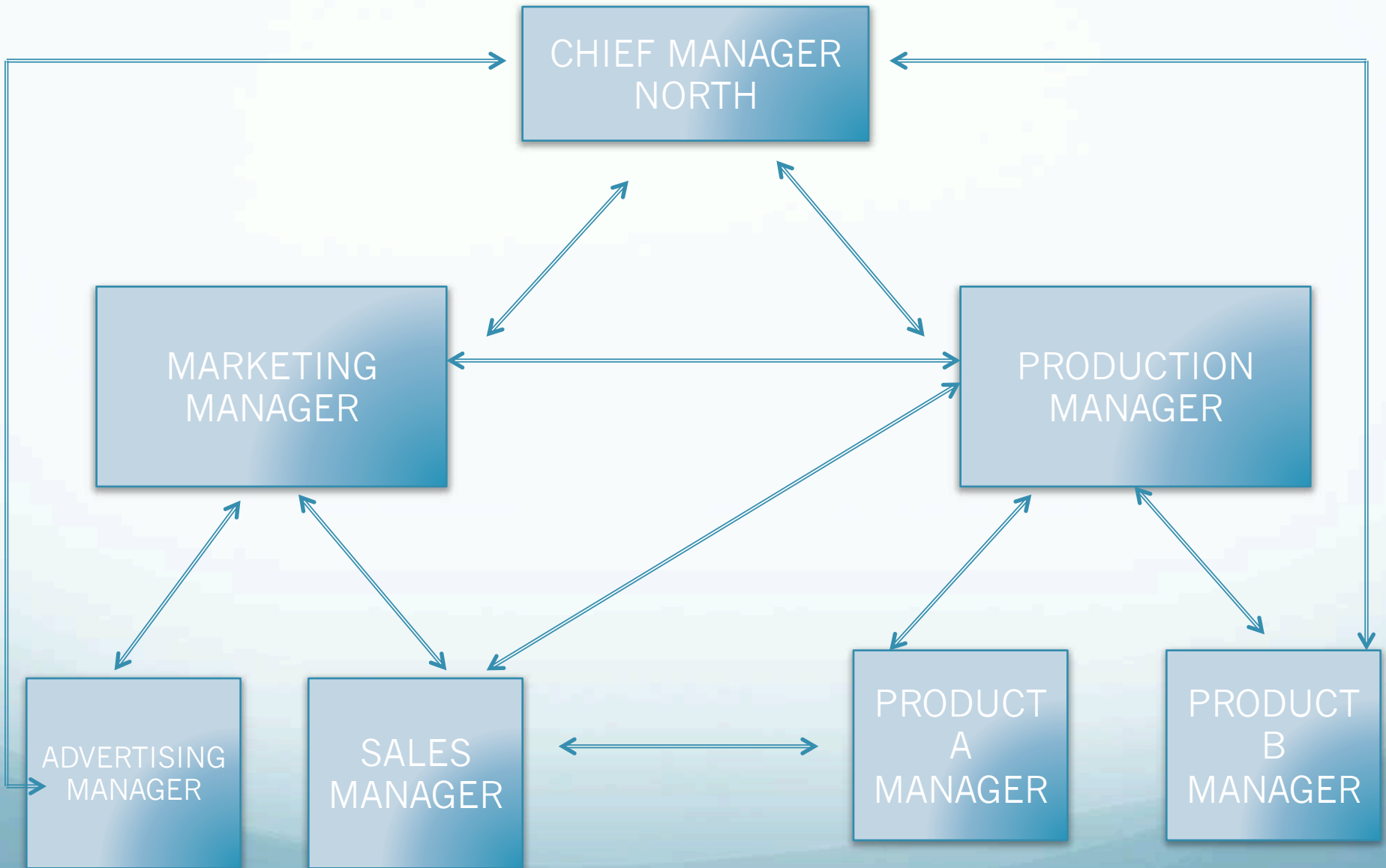
1. FACILITATES INTEGRATION OF MANAGERIAL FUNCTION
2. HELPS IN INTERACTING WITH EXTERNAL ENVIRONMENT
3. HELPING TO FACE CHALLENGES OF GLOBALISATION
4. LEADS TO ORGANISATIONAL EFFECTIVENESS

# CHANNELS OF COMMUNICATION

- FORMAL



- INFORMAL CHANNEL



# ADVANTAGES AND DISADVANTAGES

- ADVANTAGES-

Carry Information Rapidly, Provides feedbacks which is not possible through formal channel, creates sense of unity, works as emotional support, Perfect supplement to formal channel.

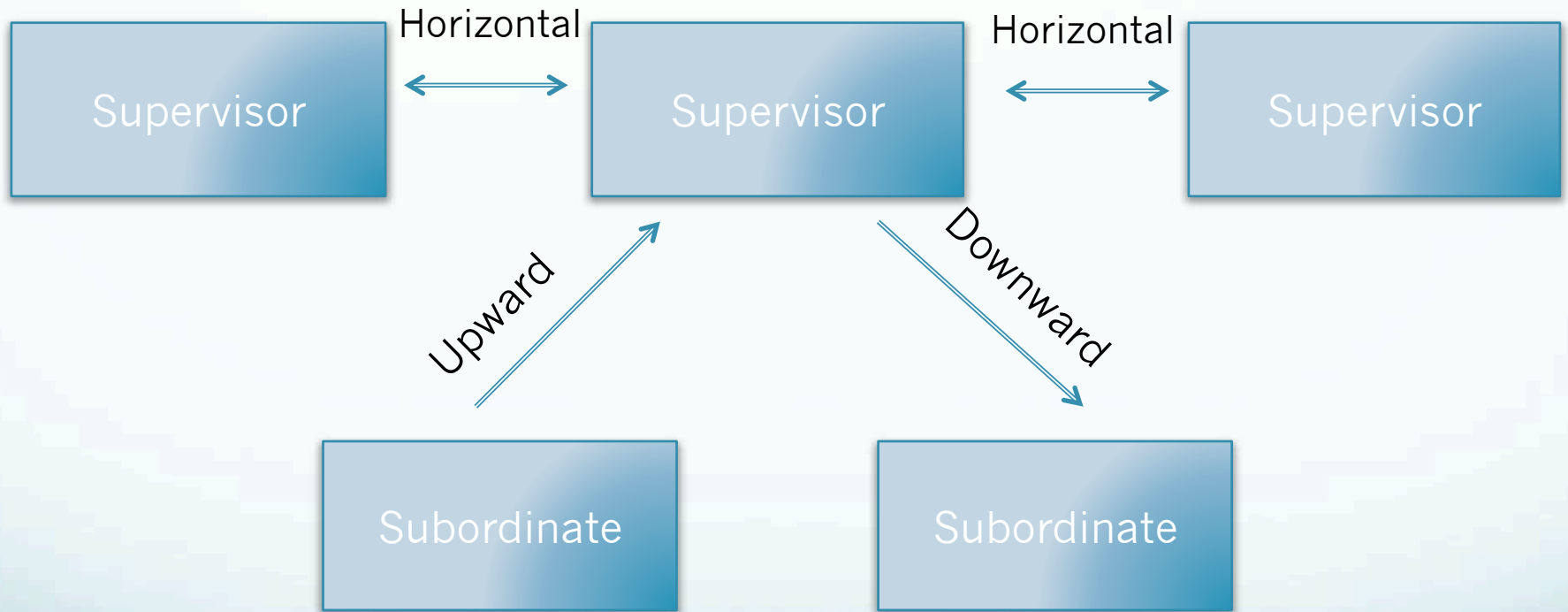
## DISADVANTAGES-

Creates rumour, obstruct productivity, can lead to negative attitude towards top management, etc

‘MANAGEMENT BY WANDERING AROUND’



# FLOW PATTERN OF COMMUNICATION



# Communication Network

- a. Structure of communication flow- Who communicates with whom.

## TWO TYPES OF NETWORK

### 1. CENTRALISED

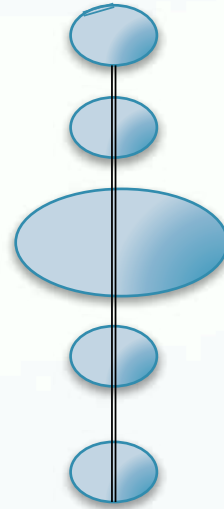
- a. Chain Network
- b. Wheel Network
- c. Y network

### 2. DECENTRALISED NETWORKS

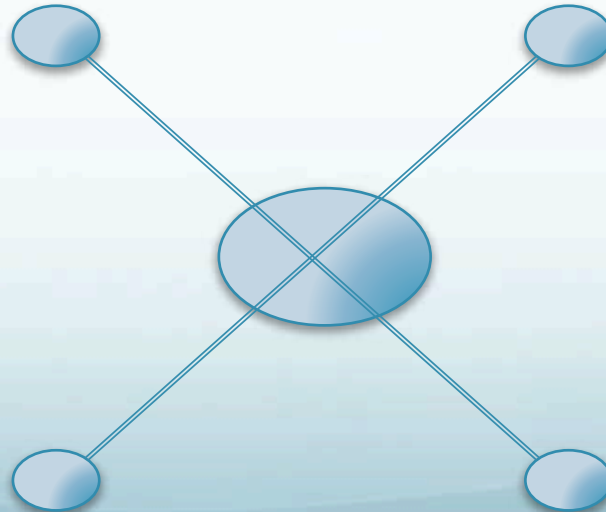
- a. Circle Network
- b. All-Channel Network

# CENTRALISED COMMUNICATION NETWORKS

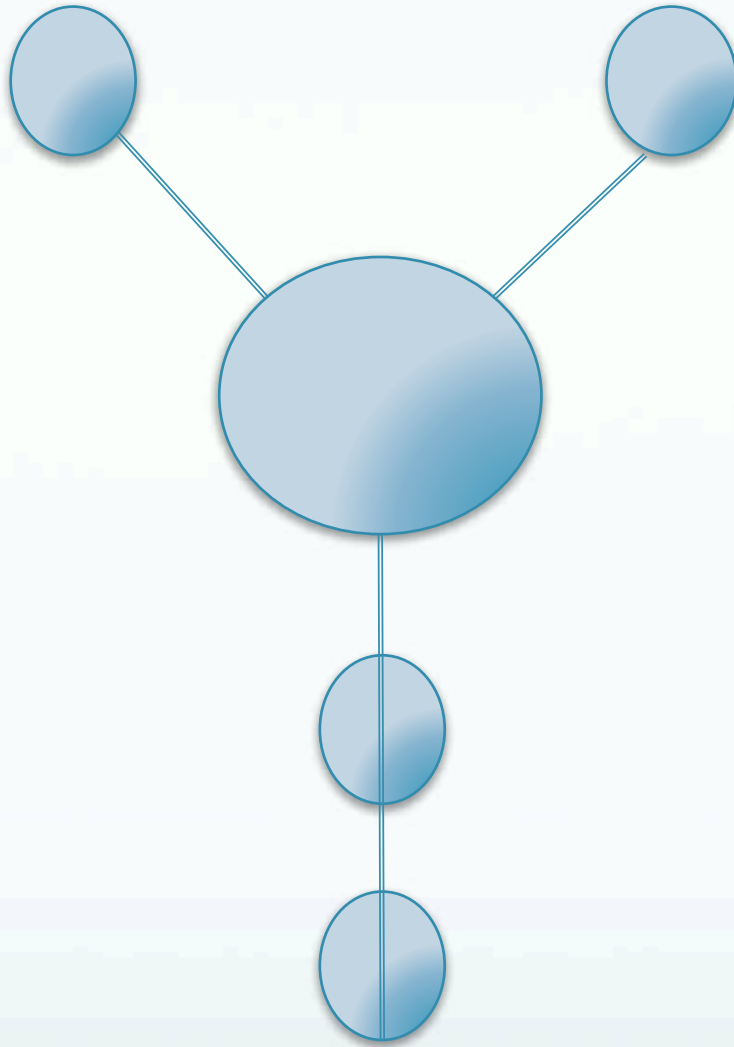
## 1. CHAIN NETWORK-



## 2. WHEEL NETWORK

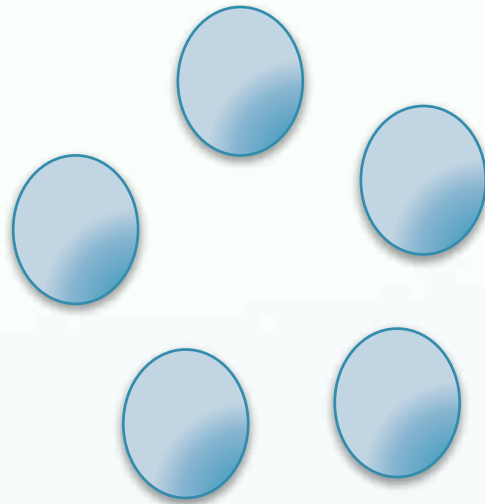


### 3. Y NETWORK

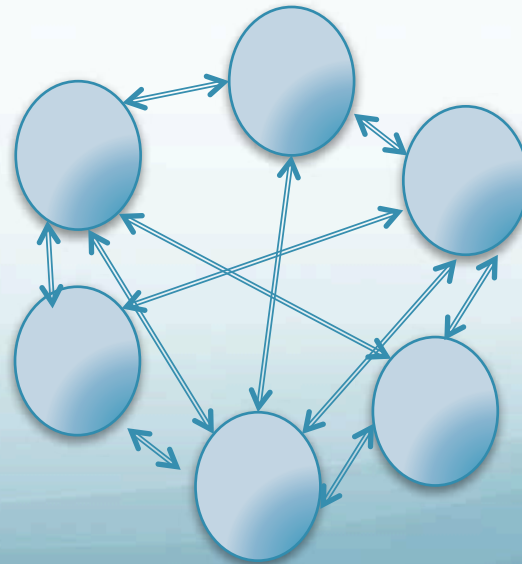


# DE-CENTRALISED COMMUNICATION NETWORKS

- CIRCLE NETWORK



- ALL-CHANNEL NETWORK



# BARRIERS IN COMMUNICATION

1. ORGANISATIONAL STRUCTURE
2. BARRIERS DUE TO STATUS AND POSITION
3. SEMANTIC BARRIERS- Different meaning people attach to symbols, words and gestures.
4. INFORMATION OVERLOAD
5. PERCEPTION BARRIERS- Selective Perception and Stereotyping.
6. PSYCHO-SOCIAL BARRIERS
7. OTHER BARRIERS- Time Pressure, Faulty expression, Feedback barrier, Differing departmental needs and goals, Physical distractions.

# HOW TO OVERCOME COMMUNICATION BARRIERS?

1. Be clear while sending message.
2. Choose media and Channels carefully.
3. Support communication with action.
4. Regulating Information flow- by eliminating information overload.
5. Improve listening.
6. Avoid Value Judgements.
7. Develop self awareness and awareness of other people.
8. Utilising feedback.

# JOHARI WINDOW

	<b>Known to Self</b>	<b>Unknown to Self</b>
<b><u>Known to Others</u></b>	<b>Open</b> (Public knowledge; what I show to you)	<b>Blind</b> (Feedback - your gift to me)
<b><u>Unknown to Others</u></b>	<b>Hidden</b> (Private; mine to share if I trust you)	<b>Unconscious</b> (Unknown; new awareness can emerge)



# CASE STUDY – COMMUNICATION CHALLENGES AND BARRIER

- Ankit works as a Food manager in SK restaurant. Ankit is responsible for supervising and managing all employees in the kitchen. The employees working in the kitchen ranges from 18 years to 55 years. Also, these employees come from diverse cultural and ethnic backgrounds. For many years, Hindi is not their primary language. Ankit is CPHFS certified professional and he tries to do his best to keep up with food safety issues in the kitchen, but he admits that its not easy.

The employees receive on-the-job training about food safety like appropriate hygiene, handwashing, temperature , sanitizing etc. But due to high number of workers, training are often rushed and some new employees are put right into job without training.

The owners of the restaurant are supportive of Ankit as they know that food safety is linked to their restaurant's image but at the same time they know that training costs extra.

One day Ankit came to restaurant and noticed trays of uncooked meat lying in the kitchen area. It appears to have been lying on the room temperature for quite sometime. Ankit is frustrated and doesn't know what to do?

Ankit has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over kitchen with these words

“KEEP HOT FOOD HOT” KEEP COLD FOOD COLD” “WASH YOUR HANDS ALWAYS AND OFTEN”

All employees are given a thermometer when they start so that they can check the temperature of the food. The hand sinks, soap and paper towels are available for the employees so that they are encouraged to wash their hands frequently.

QUESTIONS-

1. What are communication challenges and barriers Ankit faces?
2. What solution Ankit should consider in addressing these problems?
3. Can you suggest some ways to Ankit for effective communication as a motivator for employees to follow food safety?