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**AN EFFECTIVE COMMUNICATION: A SHORT STUDY OF THE BARRIERS
AND WAYS TO OVERCOME**

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Abstract:

The word 'communication' has its root in the Latin word 'communicare', which means 'to share' or 'to make common'. 'Communication is a very common as well as simple concept in everyday life and takes place in every setting, organization, area or a place. Every work or operation or function is carried out with effective means of communication. Communication establishes relationship among one another in the society. In the communication every message has a purpose or objective. The sender intends either consciously or unconsciously to accomplish something by communication. Communication is the process by which a message or information is exchanged from a sender to a receiver. Effective communication is a process all about conveying our messages to receiver clearly and unambiguously. It's also about receiving information that others are sending to us with a little distortion as possible. Communication has been considered to be the bottleneck of every Management, because without communication the management should not function properly and judicially. Within the process of communication, it is apparent that barriers or obstacles always present there, which can be avoidable and which cannot be avoidable. Therefore an individual should implant all the required skills, attitudes and traits amongst himself so that he can effectively overcome all the barriers to communication. In this research paper, there have been various crucial areas, kinds of barriers to effective communication, barriers to effective communication within an organization, psychological barriers to effective communication, content barriers to effective communication and procedures for overcoming communication barriers. The main emphasis has been laid upon the barriers that arise within an organizational structure and the problems that arise due to occurrence of these barriers. This paper discusses about communication, communication process, importance of communication, communication barriers and provides the guidelines for the communicators to improve the effectiveness of communication.

Keywords: *Communication, Relationship, Barriers, Effective Communication, Organization, Content, Information, Distortion, Psychological, etc*

Introduction:

The communication is a process to exchange of facts, ideas and opinions. It means that individual or organization share meaning and understanding with one another. In other words, it is a transmission and interaction of the facts, ideas, opinion, feeling and attitudes. It is the ability of mankind to communicate across barriers and beyond boundaries that has ushered the progress of mankind. It is the ability of fostering speedy and effective communication around the world that has shrunk the world and made globalization a reality. Communication had a vital role to play in ensuring that people belonging to a particular country or a culture or linguistic group interact with the people belonging to other countries,



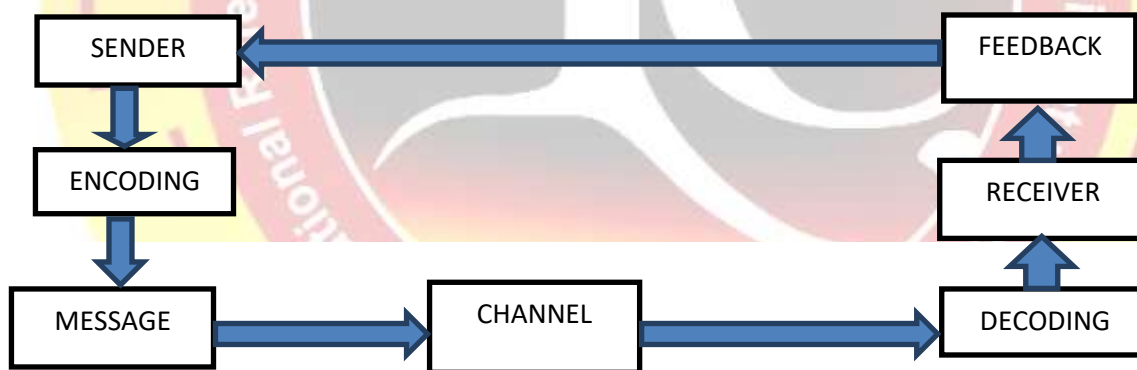
culture and linguistic group. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes our living worthwhile.

Communication is stated to be one of the most crucial systems, which is essential to develop in all areas. It does not matter how good the communication system is, how well formed and well developed it is, barriers do occur within the communication systems, whether it is an organization, communication between the family members, social network, institution and so forth. Barriers that take place within the communication systems are very unfortunate and unwanted, every individual wants that his functioning should be implemented in a smooth manner without the occurrence of barriers, for instance, when a person is discussing a vital issue with somebody, or two friends are having a friendly conversation and a door bell rings or somebody enters then in most cases, it is displeasing. There are number of reasons due to which these barriers take place, most of the barriers carry a reason, for instance, if some important task is going on and a door bell rings and somebody enters immediately, this might have occurred due to a particular reason and there are also numerous factors which can be physical barriers, such as faults that take place in the telephonic system, internet not working or any barriers which are random.

Communication Process:

Communication is the process of passing information and understanding from one person to another. The communication process involves five basic elements: sender (encoder), message, channel, receiver (decoder) and feedback. An individual can improve communication skills by becoming aware of these elements and how they contribute to successful communication. Communication can break down at any one of these elements.

The model of the Communication Process is depicted as follows:



Example-A musician plays an instrumental music on sitar. The audience listens to it and applauds in appreciation.

Sender: It is first and utmost important element of communication process. The sender starts with an idea and sends a message in order to share information with receivers. The source could be one person or a group of people. Partially the success of the communication depends on the function of the sender and the knowledge, ideas, thoughts of the sender

Encoding: Encoding is a process in which the sender converts his messages into a format that can be transmitted to the receiver. It involves transforming concepts and mental images into language, symbols, or signals that the recipient can understand. In the encoding process the sender puts his thoughts into a structured and communicable form for effective transmission.

Message: The message is the information or subject matter the source is intending to share. The information may be an opinion, feelings, instructions, requests, or suggestions. In our example above,



the musician played an instrumental music on sitar is nothing but the message of the communication situation.

Channel: The source may encode information in the form of words, images, sounds, body language, etc. There are many definitions and categories of communication channels to describe their role in the communication process. This module identifies the following channels: verbal, non-verbal, written, and digital. In our example above, the musician might make sounds or use body language in addition to their words to emphasize specific bits of information.

Receiver: The receiver is the person for whom the message is intended. This person is charged with decoding the message an attempt to understand the intentions of the source. In our example above, audience as the receiver may understand the overall music of the musician. However, there may be some elements of music audience did not understand. At that time one thing the receiver might try to provide some kind of feedback to the source that the communication did not achieve full understanding so that the source should try to provide the thing once again.

Decoding: Decoding is the process in the communication cycle where the receiver interprets and understands the message sent by the sender. This stage involves the receiver translating the encoded message (originally formulated by the sender) into their understanding and making sense of the information. Decoding is critical because it determines whether the intended message is accurately received or if misinterpretation occurs.

Feedback: Feedback in communication refers to the receiver's response to the sender's message. It gives the sender useful insights into how the message was received, understood, and explained. Feedback serves as a crucial tool for improving the effectiveness of future communication. It helps the sender evaluate the success of their message, adjust their approach if necessary, and ensure that the intended message aligns with the receiver's interpretation.

Importance of Communication:

As the blood plays the vital role in the human body as such the communication plays the role in the life of human beings. So the communication is considered the life blood of human beings. It is the most important for us and the importance is as follows:

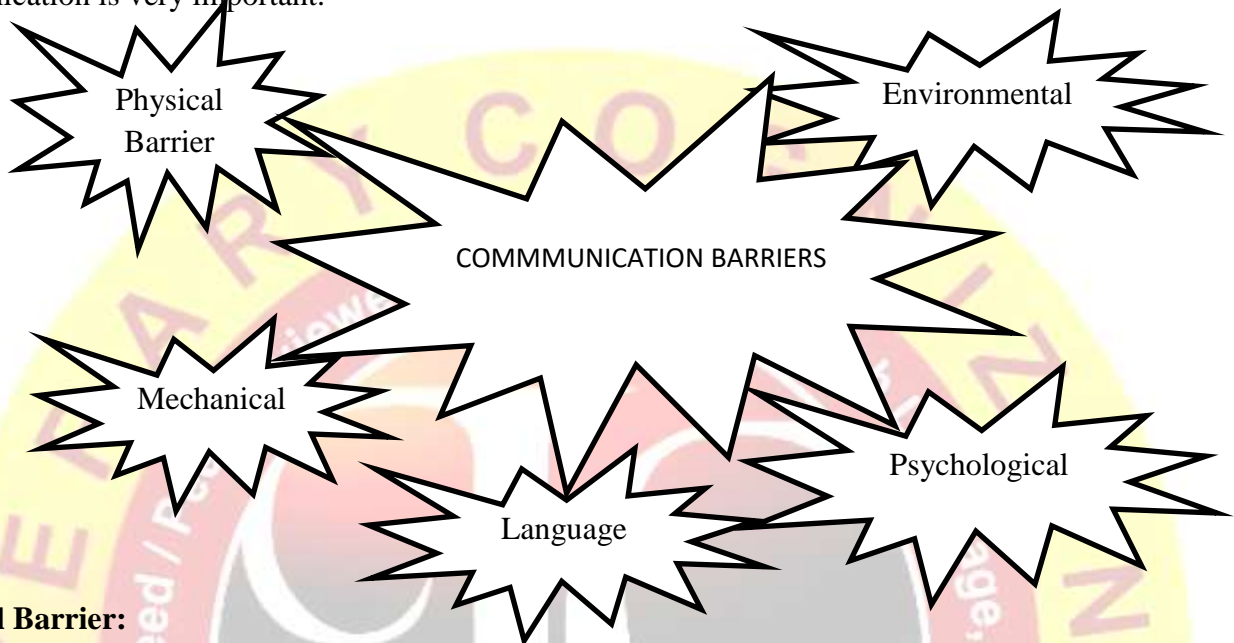
- Communication is important to express oneself and satisfies one's needs.
- One should have effective communication for advancement in the career.
- In our day today life, effective communication helps to fulfil our daily needs and helping us to understand others.
- Communication is a basic tool to motivate one and others.
- This can improve the morale of the people.
- Communication is used to maintain relationships with others.
- It helps to increase productivity both in personal and professional life.
- Communication helps to increase efficiency at the workplace.
- Communication is essential to permit others and ourselves to understand information more accurately and quickly.
- Communication builds trust and credibility between people.
- Communication helps to enhance understanding and cooperation between both teams in a discussion.
- Communication helps to develop a sense of teamwork and collaboration within our work environment.
- Effective communication is essential in business, as it allows us to build strong relationships with our clients, customers and stakeholders.



- A good communication minimize misunderstandings and conflicts which helps the productivity and effectiveness of an organization.

Communication Barriers:

Recognising the most common communication barriers and understanding how it impacts on effective communication is very important.



• Physical Barrier:

A physical barrier to Communication is any obstacle that prevents the effective exchange of information between two or more people. This type of barrier can be tangible or intangible and can occur in various forms, such as distance, noise, environment, language, or technology. Physical communication barriers include the geographical distance between the sender and receiver, loud background noise, poor lighting or visual distractions, language differences, and malfunctioning equipment. These barriers can make it challenging to convey messages accurately. It leads to miscommunication and cause frustration or misunderstanding among individuals involved in the communication process.

• Environmental Barrier:

While communicating with others the communicator will come across plenty of barriers present in the environment. It is often difficult to overcome such barriers to have fluent communication. For example, during heavy rainfall, if you are present on the streets it would be difficult for you to either convey or understand the message that is conveyed by a person present on the other side of the street.

• Psychological Barriers:

Psychological Barriers arise on the account of emotional and psychological status of the sender and receiver of the message. For example, a person who is under stress cannot communicate properly. Sometimes, the strong emotions like anger or sadness, nervousness and personal hatred can affect our mental well-being which makes communication less effective. Such inner-faring emotions are known as emotional noise or Psychological Barriers and it is one of the powerful barriers to communication.

Some of the common forms of Psychological Barriers are as follows:

A. Premature Evaluation:



The tendency of forming a judgment before listening to the entire message is known as premature evaluation. This distorts understanding and acts as a barrier to effective communication. This can also lead to prejudices against communication.

B. Lack of Attention:

Communication can be less effective and the message can be misunderstood if proper attention is not given to it. This inattention may arise due to the preoccupied mind of the receiver. For example, a superior gave instructions to operate new software; however, the subordinate was preoccupied with other personal issues. Such lack of attention makes the communication process one-way and ineffective.

C. Poor Retention:

There is loss of or transmission of inaccurate information when communication passes through various levels or channels in the organisation. It is more common in the case of oral communication. Poor retention also acts as a barrier when people are unable to retain the information for a long time.

D. Distrust:

Lack of mutual trust between the sender and the receiver also acts as a barrier to communication. Parties involved in communication cannot understand the message in an original sense when they do not believe each other.

E. Prejudice:

Prejudice is a biased conclusion of feeling, which is normally unreasonable. Bias is extremely disastrous and can possibly carry ill will into the group and to break intimacy. The explanation behind a bias might be the speaker's race, religion, age or appearance. A preferential individual won't try to tune in and get it.

F. Closed Mind:

It is very tough to communicate with someone who refuses to explore different points of view, opinions, suggestions or ideas about the world. We must be able to get along with people of different viewpoints to function even at a basic level with other people.

F. Status:

Psychological distance is created between superior and subordinate because of status. Such statuses stand in the way of true and accurate communication. Subordinates are also not allowed to express their feeling freely if the manager is status conscious.

Language Barrier:

Language is the most powerful tool of communication. Its function includes the communication of ideas, thoughts, opinion and emotional expression, social interaction, using the power of sound, recording facts, expression of identity. Language or semantic barriers arise when many words have more than one meaning and a sender and a receiver try to communicate in a language, which themselves do not understand properly. So, communication is not always successful. There may be some faults or obstacles in the communication system, which may prevent the message from reaching the intended receiver or its destination. Language barriers are generally arising in five areas: the way a message is originated and sent by a sender, environmental interruptions and the way it is received and understood by a receiver. Language barriers are significant because they are often an impediment to build



relationships with others. It can cause misunderstandings that lead to conflict, frustration, offense, violence, hurt feelings, and wasting time, effort, money, and lives of the people.

Mechanical Barrier:

Mechanical communication barriers are technical sources of interference in the communication process. A mechanical barrier stems from a problem in machinery or instruments used to transmit the message. This is not limited to media forms such as radio and television; it also includes machines used by those with hearing or speech impairments. Examples of mechanical communication barriers are noisy communication machines or instruments, absence of means of communication instruments, transmission interruption and power failure.

Ways to Overcome the Communication Barriers:

We have very well understood the various barriers to communication and their types, now is the time to get a hold of practices that will help us overcome such barriers. One can follow the below-mentioned pointers to reduce or eradicate barriers in communication.

- Collect and organize the information before communicating.
- Select appropriate channel according to the situation.
- Understand environmental conditions before and while communicating.
- Maintain good physical health.
- Regard the other individual for his or her insight, aptitudes and individual's experience.
- Before initiating communication, cross-check whether it is the ideal time to communicate or not.
- Using clear and common language that the other person can understand.
- To convey things in a simpler form and in a one-by-one manner.
- The voice should be audible to the listener and should not harm the feelings of others.
- The content for effective communication should be clear and precise.
- The content should be attractive and pleasant.
- One should always try to communicate with a positive attitude, patience, clarity and attention.
- Proper eye contact depicts the interest and attention of a person so maintain the eye contact.
- Both sender as well as receiver should control their emotions.
- Prefer open mindedness.
- One should be free from the generation gap.
- Appropriate use of body language.
- Cross-checking whether the receiver has understood the message in the right sense.
- Check the device is properly working.
- Instruments should be properly maintained.
- Acknowledge any emotional feedback from the receiver.

Conclusion:

In the concluding part of this paper, it is vital to highlight that effective communication is very essential not only for the development and progress of the organizational structure, educational institution, academic learning or in implementation of one's daily routine tasks but also for the individual as a whole. There are number of barriers that do come within the course of communication as well as within an organizational structure and there have been formulation of certain measures and procedures for overcoming them. These are perceptual barriers, emotional barriers, language barriers, cultural barriers and physical barriers; the most effective and successful means of overcoming barriers of effective



organizational communication is to form an optimistic approach within the workplace and it is regarded as mandatory to develop politeness, good manners and respect within ones approaches and attitude. It is essential to overcome the barriers by identifying the causes that give rise to them, some of the barriers are avoidable whereas some are unavoidable and an individual is not left with any option but to face the barriers. Keeping the technology updated, developing within oneself effective speaking and listening skills, being respectful, being fluent in English language, not speaking to each other while working on an important assignment, developing effective leadership, stress management, anger management, time management skills and so forth, these are some of the ways that lead to avoidance of barriers. Finally, it can be stated that barriers do come up within the course of communication, but in order to effectively communicate, individuals should possess efficient speaking and listening skills, they should make sure that the listeners are understanding their viewpoints and concepts, they should make use of simple language, whether it is an oral or a written communication, be courteous and polite so that individuals do not misinterpret any kind of communication, possess efficient knowledge of the concepts and ideas that they are communicating and there should be no personal bias or discrimination between people of different religions, cultures, race, ethnicities, creed and socio-economic backgrounds.

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