



COMMUNICATION – A STUDY

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ABSTRACT

Communication is the act of conveying intended meaning from one entity or group to another through the use of mutually understood signs and semiotic rules. Communication is the process of sharing ideas, information and messages with others in a particular time and place. We live in a world filled with other people. We live together, work together, and play together. In our personal lives, we need each other for security, comfort, friendship, and love. In our working environment, we need each other in order to achieve our goals and objectives. None of these goals can be achieved without communication. It is the basic thread that ties us together. Through communication we make known our needs, our wants, our ideas, and our feelings. The better we are at communication, the more effective we are at achieving our hopes and dreams. In it's most basic form, the process of communication involves a sender who takes his thoughts and encodes them into a structured form of verbal and non-verbal message that is send to a receiver.

INTRODUCTION



Effective Communication:

Feedback is the best way to evaluate effectiveness of communication. In all areas of your life you will play many different roles in the communication process. At the highest level within this process you will either be the person instigating the exchange or the recipient of it. Whichever one of these roles you play you will have a variety of options that will shape the communication and the level of preparation you are able to perform.



Those who instigate a communication will generally be performing one the following roles that will match the reason why the communication is taking place.

Communicator:-

You have a need to inform an individual about some aspect of their work or you require them to take on a task you need to delegate. You might need to persuade someone or a group to accept the topic of your communication and its implications or repercussions. The communication may, or may not, have been expected and you will be able to establish this by listening and observing the recipients responses.

Investigator:-

The reason for your communication is to find out some information or data that you need to make a decision. It can also be that you need to find out the latest status of a project or task.

Assessor:-



You have to assess how well someone, or a group, is performing their role or task. In this role you may be responsible for gathering and collating the data you collect as part of this communication process.

If you are the individual receiving the communication then the role you will adopt during the exchange will fall into three broad categories.

Recipient:-

You need the information or data contained in the communication to ensure that you can complete your task or perform your job. Much of the communication in this role is of a general nature and its purpose is to keep you informed of organizational changes and progress.

Participator:-

This is the role you will often find yourself in. Your knowledge and skills are required in a discussion or decision-making process that has mutual benefit to those involved in the communication.

Antagonist:-

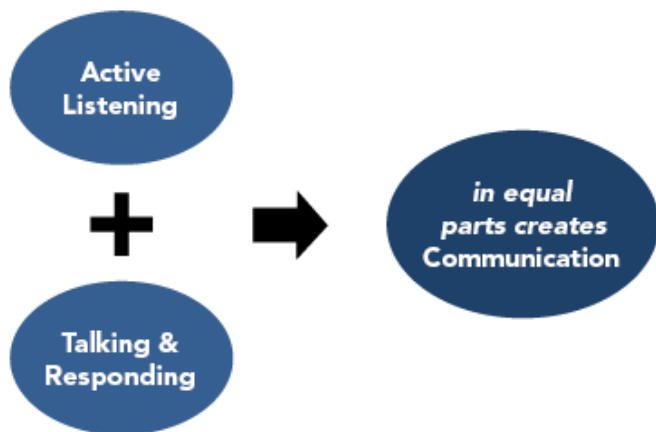
Your viewpoint may be contrary to that of other person or people in the exchange and you want to ensure that those involved in the communication are fully informed of all issues in order to ensure that a well-reasoned decision or judgement is the end of result.

With each of these broad roles you will alter your behaviours and method of communicating to suit the environment and circumstance, But whichever high-level role you find yourself performing you will also need to actively listen to the whole of the two-way exchange.



Active Listening:-

An important skill that all good communicators possess is their ability to actively listen. Developing the skill of actively listening during conversations enables you to avoid misunderstandings, confusion and misinterpretations.



Communication Styles:

The ability to communicate is an essential life skill and everyone has their own style that they naturally adapt and develop to suit the different environments they operate in. Our need to educate, inform, persuade, or entertain drives our communications.

Each person's communication style is a unique combination of their own innate skills and those learnt both formally and through experience. What makes some people better than

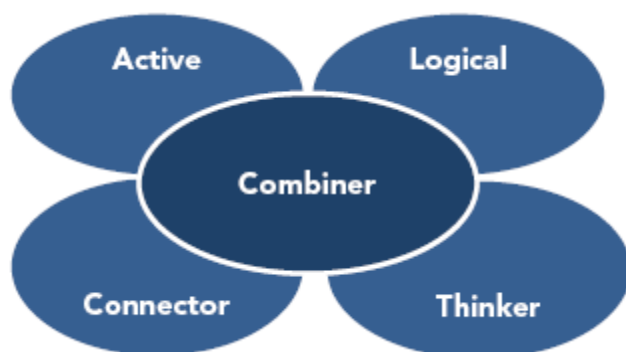
others at communicating is their ability to adapt their style to suit the message, environment, and exchange.



Combination Of Four:

There are four basic styles of communication, with a fifth being a combination of two or more of the four. Each of the four styles describes how you act in the majority of your communication. For example, do you usually:

- Take an active role in the communications?
- Connect and empathize with others?
- Take time to think and respond?
- Follow a logical path?



Characteristics of communication styles :

Active communicators:-

Active communicators come across as direct and confident in discussions, regardless of the extent of their knowledge on the subject. They will quickly state their point, summarize discussions, and make decisions. They don't like to be interrupted or excluded and will fill any silences or pauses.

Active communicators are individuals whose words and body language are expressive. The words they use in conversations will make an impact and often bend the rules of etiquette.



Logical communicators:

There are other individuals who, like active communicators, express their opinions with conviction, but who otherwise have quite different attributes. Logical communicators can be recognized by their respectful and practical manner. You can often identify these individuals by their tendency to use their own past experiences to inform them about how current issues should be dealt with.

Logical communicators like a logical framework for their communications, i.e. timed agendas that are adhered to, and a stated aim. They prefer to see supporting written evidence and tend to judge people by how they deliver what they say they will do.



Connector Communicators:

There are others within your team that can be singled out because they always try to prevent discussions becoming confrontational and have a need to involve everyone. These individuals are Connector communicators, born diplomats who are tactful and considerate of others in the discussion and of their point of view.

Their style of communication makes them approachable and empathetic. They often encourage general discussions the start of a meeting so that they can gain an understanding of each person.



Thinker Communicators:

The trait of thinking before speaking is a characteristic Connectors share with ‘Thinker’ communicators. But there the similarities end. Thinker communicators will be objective, while Connectors tend to be subjective. Those who have a Thinker communications style seek out facts and figures rather than feelings to support what they say. Without such supporting evidence such individuals are reluctant to speak. They will portray controlled body language throughout conversations whether they are talking or listening.



Combiner communicators:-

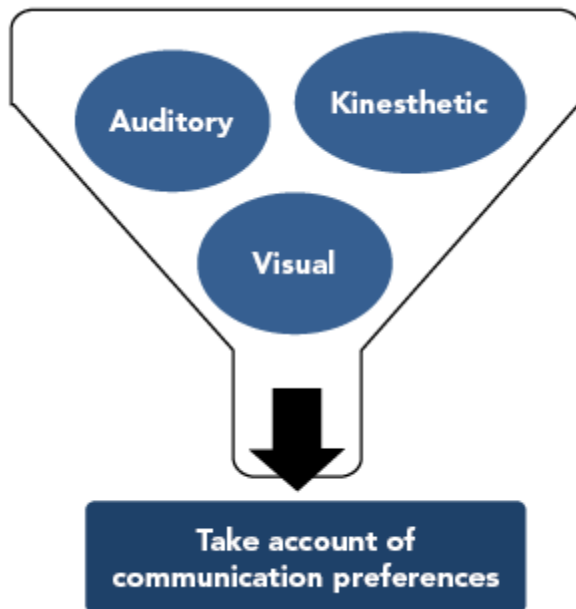
The characteristics of the Combiner communicators mean that they are able to adapt themselves to suit their audience. They can be objective or direct. They can lead discussions and draw in contributions from others. such individuals show respect to others and have the ability to draw together disparate conversations



Perceptual Preferences:

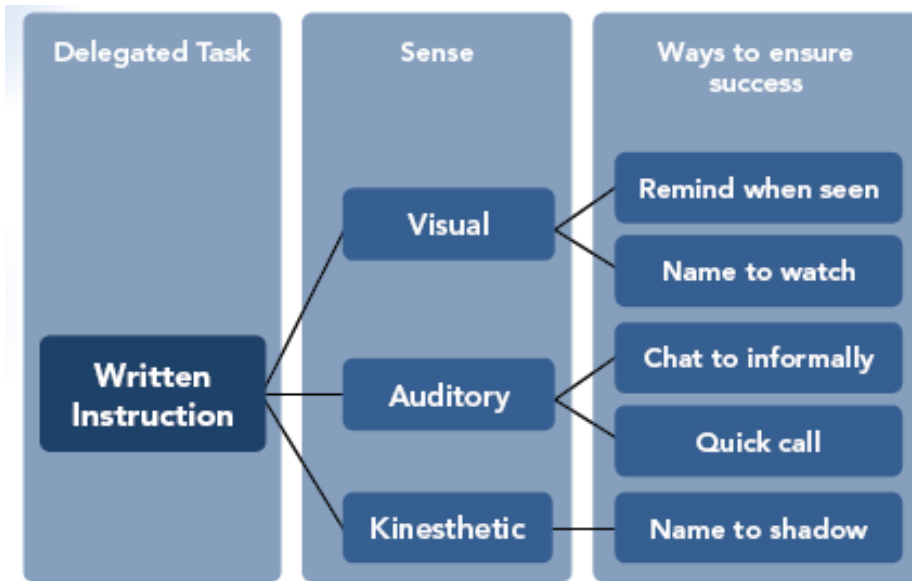
You also need to be conscious of the fact that different people prefer to receive information in different ways. That is, they may be naturally visual, auditory, or kinaesthetic communicators’. This aspect of communication is especially important when you are

delegating a task. People who are ‘Visual’ retain information best when shown what is required. ‘Auditory’ individuals will grasp what you mean when they are verbally told. ‘Kinaesthetic’ people prefer to be given a demonstration of what is needed.



For example, in an email you could:

- Remind the person of when they saw you or another perform the task. Or give the name of someone who performs the task—Visual.
- Call them up to run through the instructions and give them the opportunity to ask questions—Auditory.
- Give them the name of someone they can shadow—Kinaesthetic.



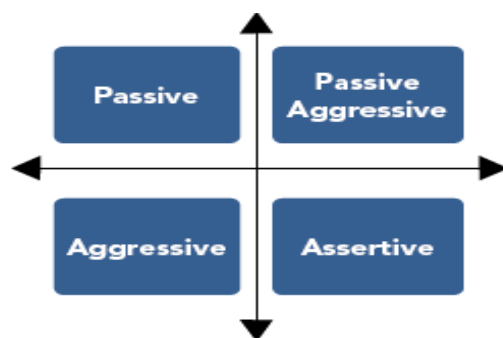
Attitudes To Communication:

Effective communication depends on your ability to read the attitude of the other person or group. This is something that can be picked up from the behaviour you see and will reflect their emotions and feelings towards the communication.

The emotions you identify throughout your communication will alert you to any need to alter your communication style to suit that emotions being displayed. This is important whether you communicating at work or in your personal life.

Being able to adapt communication style, there are four types of attitudes towards communication.

1. Passive
2. Passive Aggressive
3. Aggressive
4. Assertive



Using the RESULT Principle:--

This tool can help you to improve your communication skills and become an effective communicator regardless of the situation you are in. The six components of RESULT principle are:



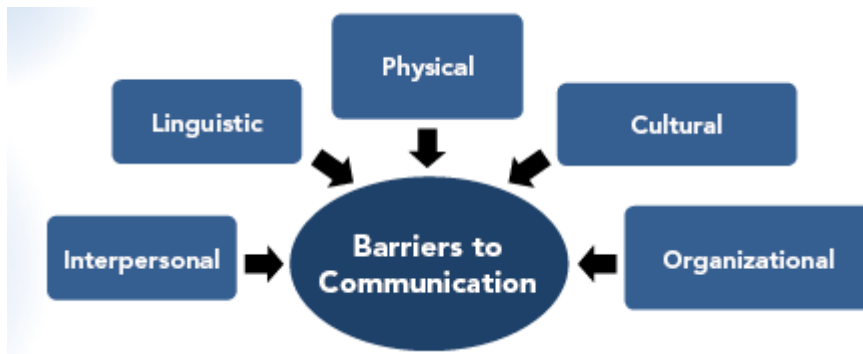
Barriers to Communication:-

Problems with communication occur when the way in which we express ourselves is not fully understood and appreciated by those we want to communicate with. Some of these differences are within our control, others are not, and being forewarned about such obstacles influences how successful your communications will be.



Communication often takes place in a complex and uncertain environment; understanding how to minimize such difficulties will have a direct impact on how effective our communications are. Those who are seen as good communicators have the ability to adapt their communication style to overcome barriers to understanding and to maximize the impact of their message.

There are numerous barriers to communication that can be classified as:



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