

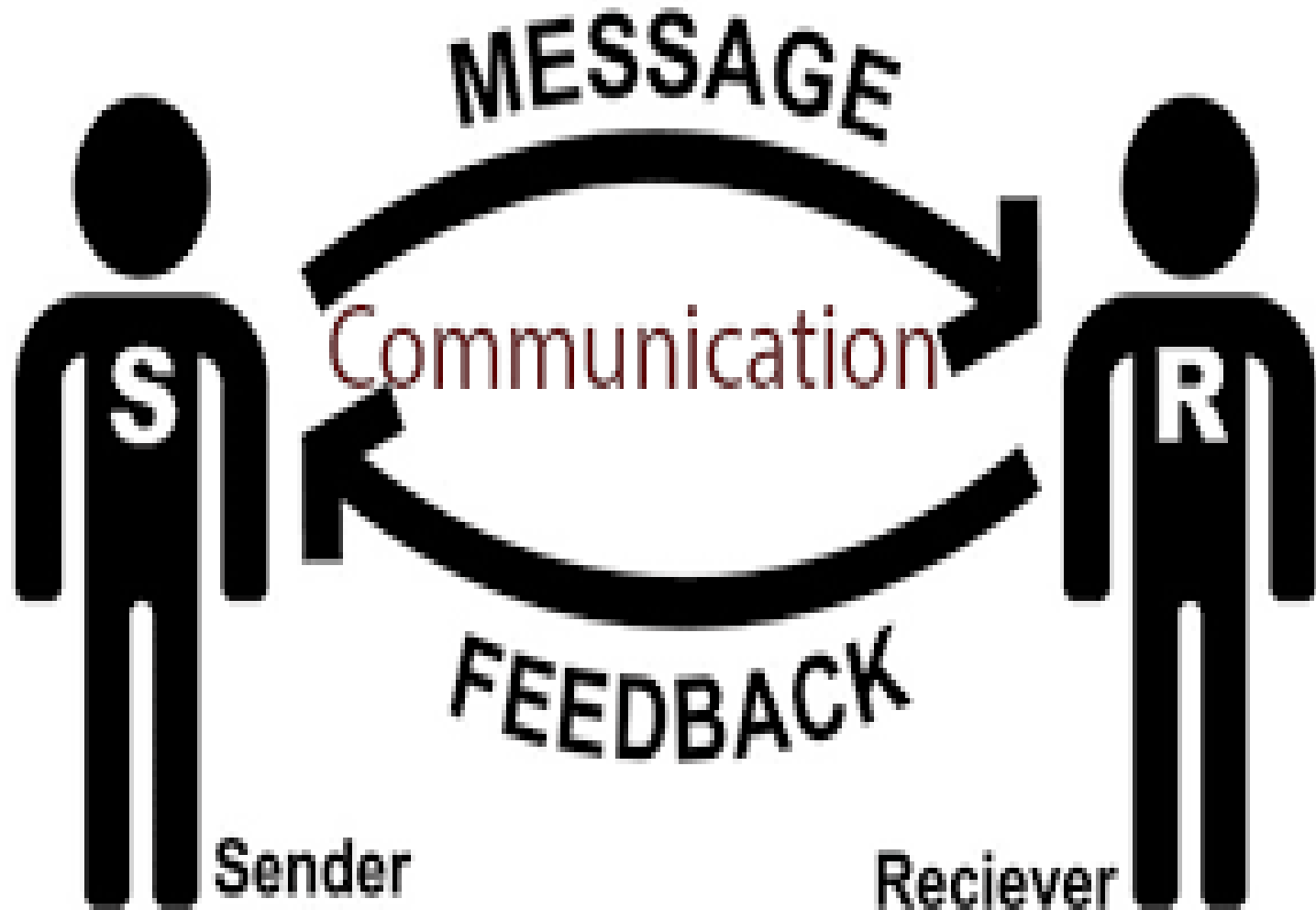
# Theory of Communication

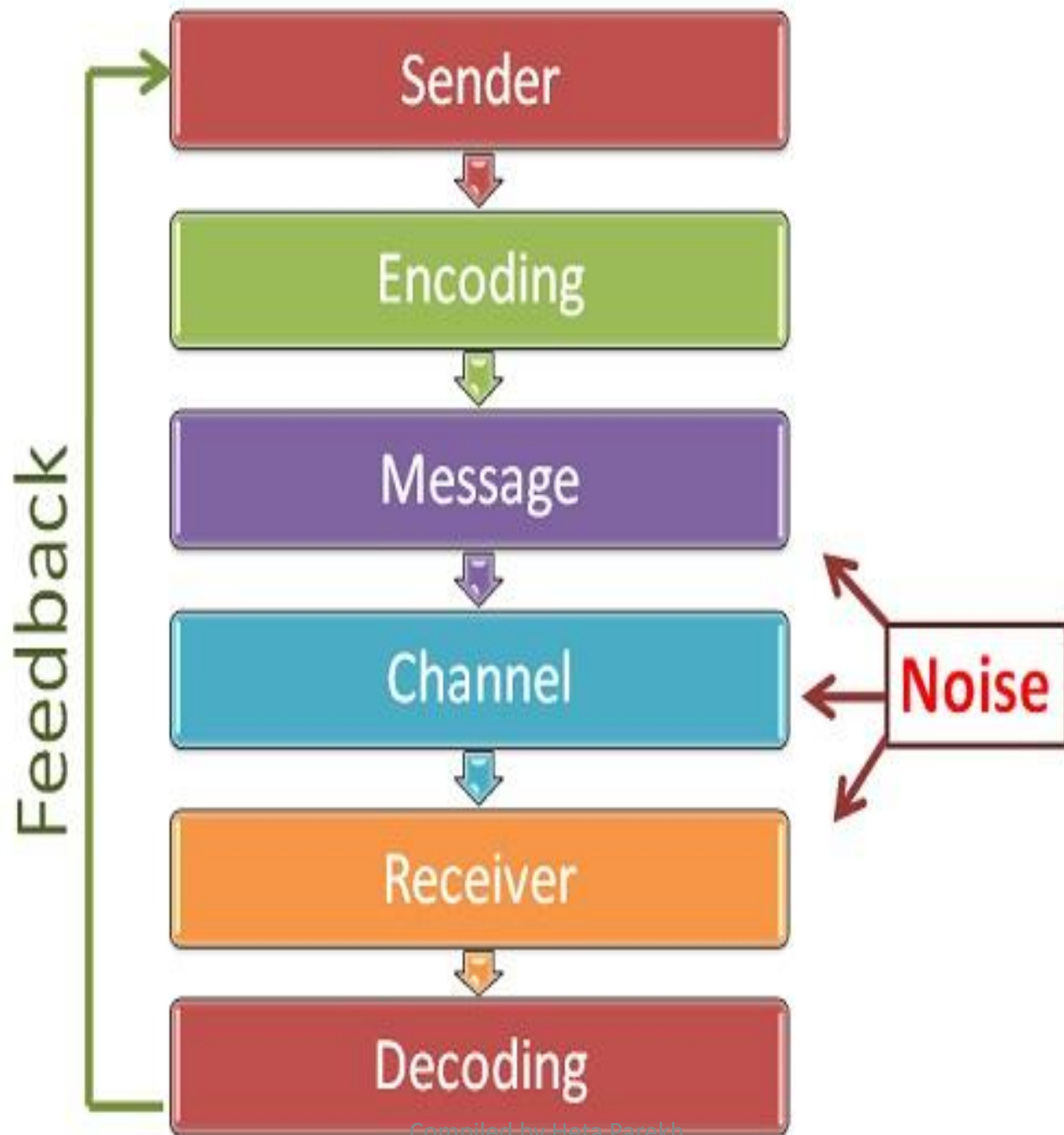
*“Communication is the process of passing information and understanding from one person to another.” – Keith Davis*

# Characteristics of Communication

- It is dynamic and always in a state of flux.
- It is situational.
- It requires a channel or a medium.

# The communication process





# Need and importance of feedback



## 1. Positive / Negative

- Feedback may be positive or negative. Positive feedback means a very good and satisfactory response. Negative feedback means non-satisfactory feedback.
- **2. Immediate / Delay:** Feedback can be immediate or delayed. In inter-personal communication the receiver receives immediate feedback in form of a smile, frown etc. When we write letters or broadcast on the radio, the feedback becomes delayed as the message is conveyed little slow.
- **3. Simple / Complex:** Feedback can be simple through a nod of the head, conveying a brief yes or no, or it can be complex as a lengthy written response.
- **4. Profits / Losses:** Feedback can enhance the profits of an organization. If a business reacts positively to feedback, it changes its marketing strategy and achieves progress. A negative feedback may be responsible for weak and uneven business.

# BEAR Example



# The importance of communication in business


1. Exchanging information
2. Preparing plans and policies
3. Execution of plans and policies
4. Increasing employee's efficiency
5. Achieving goals
6. Solving problems
7. Making decisions
8. Improving industrial relation
9. Publicity of goods and services
10. Removing controversies
11. Enhancing employee satisfaction
12. Enhancing loyalty

# Importance of communication in the corporate and global world

1. Manage the complexities of Business Organization
2. Information technology revolution
3. Growing specialisation
4. Global village
5. Growing competition
6. Trade Unions



# Pros of Communication Technology



Access to education




Development of business and public facilities



No communication barriers

Buzzle.com

# Cons of Communication Technology



Diminishing interpersonal skills



Media Addictions



Moving away from friends and family

# Impact of Technological Advancements on Communication

Compiled by Heta Patil

Buzzle.com

## Advantages of Technology

1. Speeds the sending of information.
2. Improves organisational communication.
3. Speeds decision making in an organization.
4. Increases participation in organizational process.
5. Influences the way people interact in organisations.
6. Structures organisational life.
7. Supports open discussion.
8. Eliminates stereotypical classifications.
9. Provides a voice to those who normally would not speak up in groups.

## Disadvantages of Technology

1. Poor substitute for face – to – face communication.
2. Difficulty in training employees.
3. Expensive.
4. Not safe.

# End of chapter

# Objectives and Channels of Communication

# Objectives

1. Information
2. Advice
3. Order
4. Suggestions
5. Persuasion
6. Education
7. Warning
8. Motivation
9. Raising Morale

Role  
play

# Inf

To inform  
another person or group of persons.



ADVICE



# Order and Instructions



An order is an oral or written communication directing the start, stopping or modification of an action.

## Starting to write instructions

### How to make a jam sandwich

What you need:

- 2 slices of bread
- A knife
- Butter
- Jam



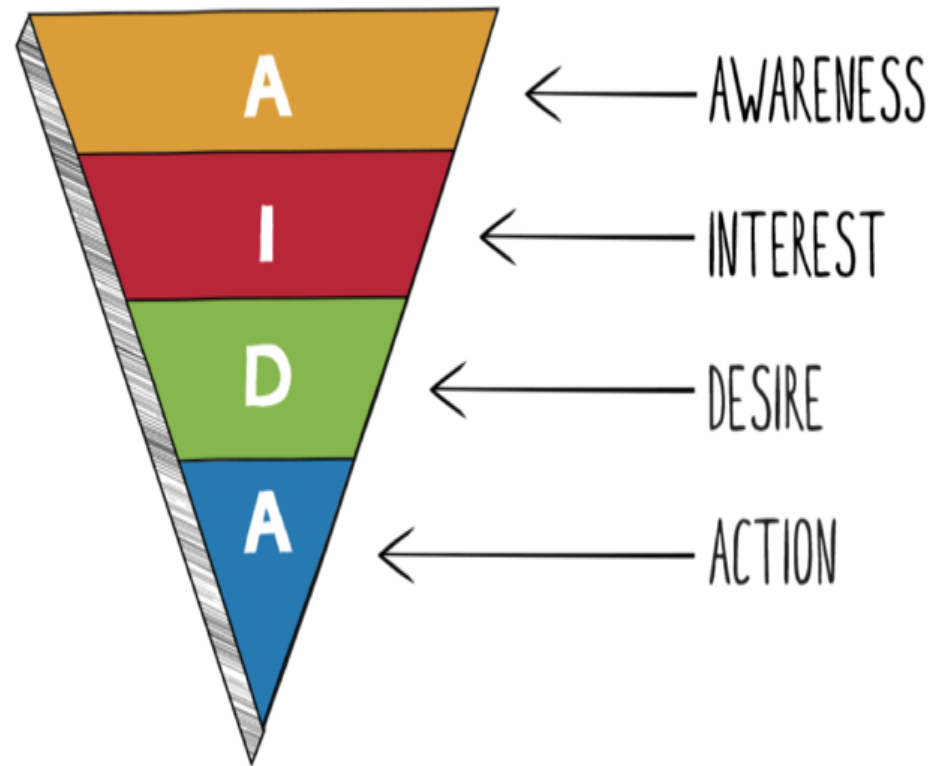


To suggest is to put forward an idea as a possibility or as a proposal. **Suggo**



# Persuasion

## THE AIDA MODEL



***Persuasion is the process by which a person's attitude and behaviour towards***

**Wa**



**To warn means to inform person of unpleasant consequences or possible danger.**

# Motivation and Raising



*Motivation is the inner state that energises, activates or moves and which directs or channels behaviours towards certain goals.*

In order to become the  
**1%**  
you must do what the other  
**99%** won't

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs and habits.



Training is the art of teaching skills and expertise to an individual depending on the type of job.

## Education and Training



# ***Channels of Communication***

**Horizontal Communication**

**Vertical Communication**

- Upward  
Communication
- Downward  
Communication

# Formal Channels of Communication

## Downward

### communication

1. Over communication
2. Under communication
3. Time consuming
4. Loss of information
5. Distortion
6. Resistance
7. Different priorities

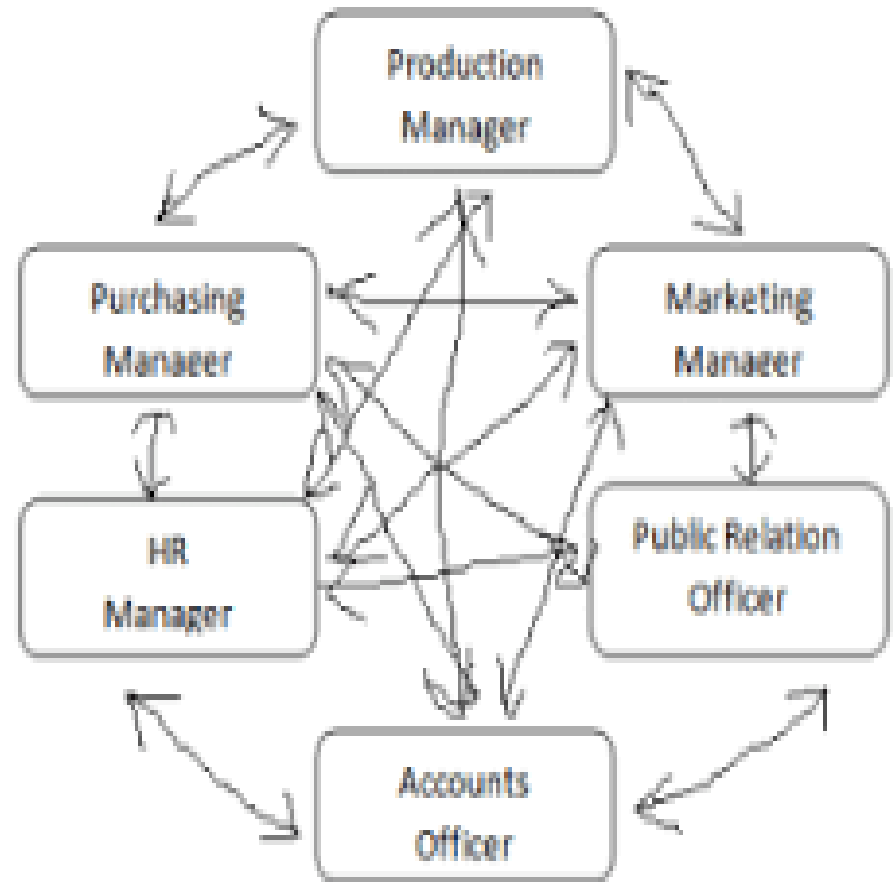
## Upward

### communication

1. Reports
2. The open door policy
3. Group gatherings
4. Complaints & Suggestion boxes
5. Direct correspondence
6. Counselling
7. Using MBWA
8. Exit interviews
9. Grapevine



## Diagonal Communication



*Diagonal or crosswise communication takes place when people working at the same level interact with those working at*

# Informal Channel

## Grapevine

Where there are people  
there are GRAPEVINES...

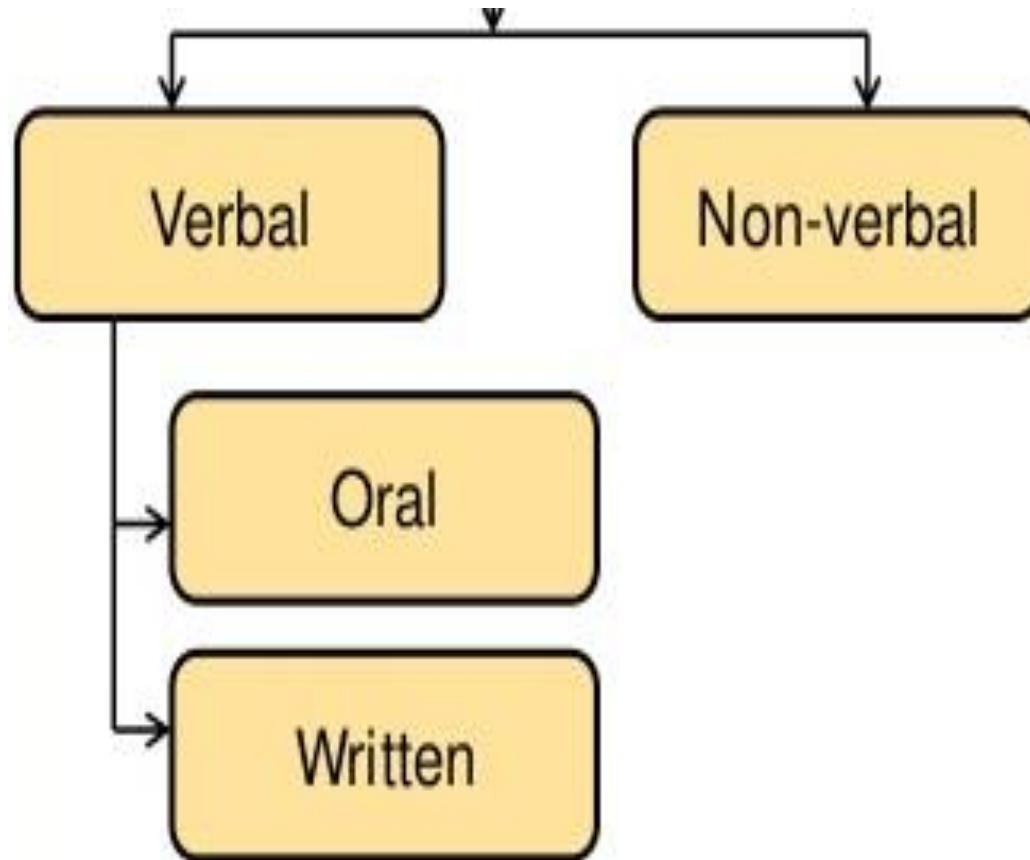


## Consensus and Consultation

- Common agreement of opinion among a group of persons is known as “Consensus”.
- Consultation is a forward looking process as it provides for decisions based on mutual consultation.

End of Chapter

# Methods of Communication



# Oral Communication

1. Clear pronunciation
2. Clarity and Precision
3. Brevity (concise and exact use of words)
4. Proper “tone”
5. Correct pitch
6. Para language – not only what we speak but how we speak it!

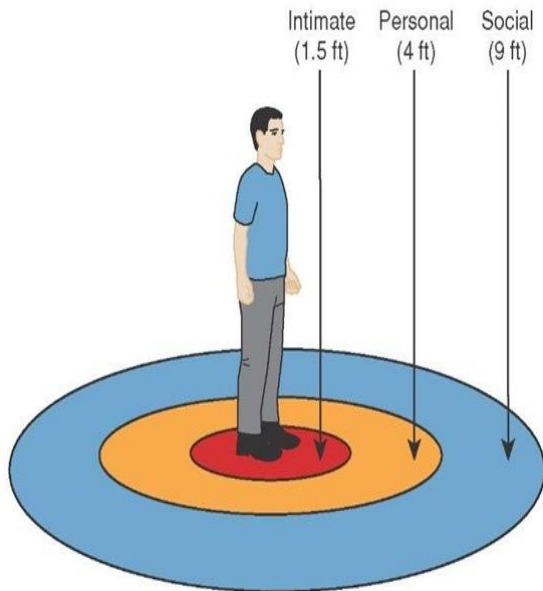
# Written Communication



# Body Language



1. Facial expressions
2. Eye contact
3. Gestures
4. Silence
5. Posture
6. Touch
7. Dress and Grooming
8. Colour
9. Proxemics



Sign



ge

No  
running



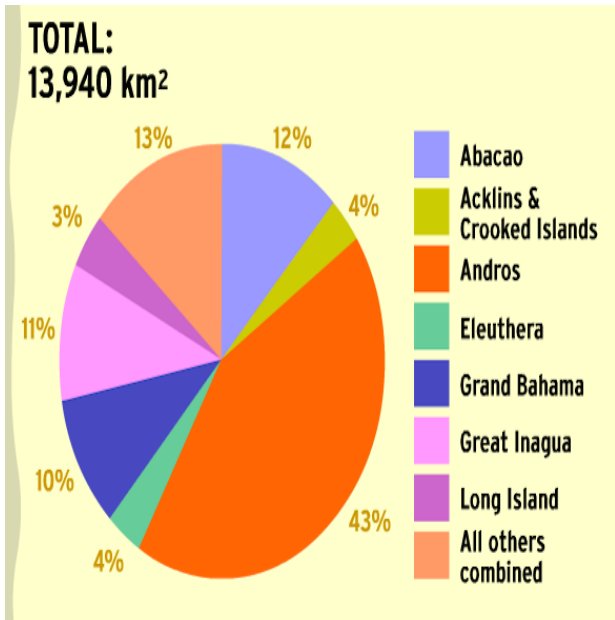
**NOTICE**

**STAFF ONLY  
BEYOND  
THIS POINT**

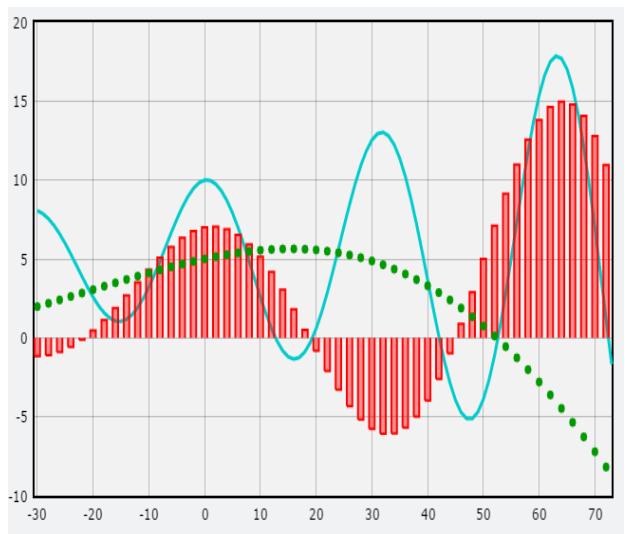
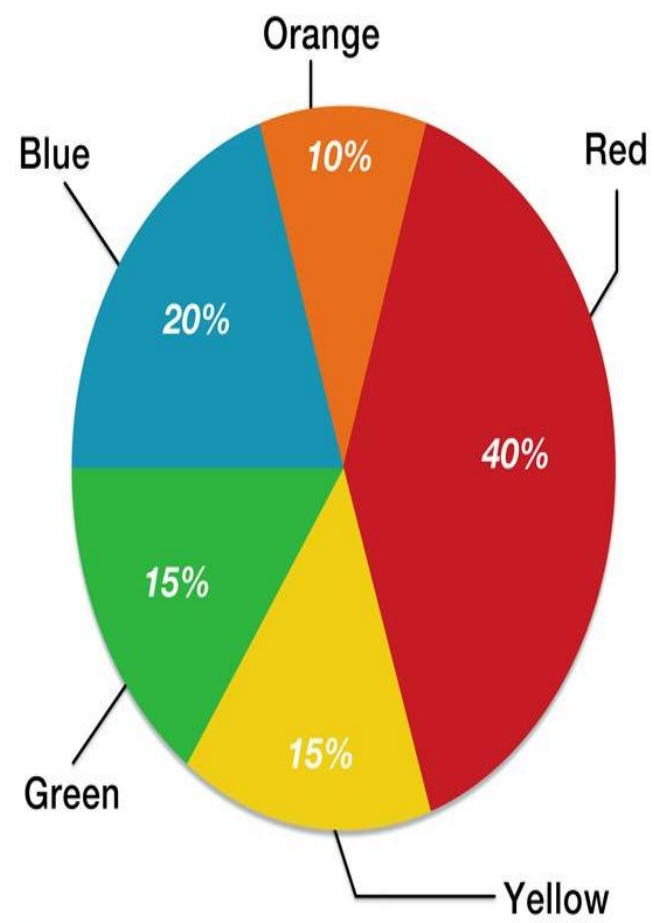
**SORRY WE'RE  
CLOSED**







S



CollegeHumor

# Business Etiquettes



# Modes of Communication

1. Telephones
2. Fax
3. Voice mail
4. SMS
5. Teleconferences – audio, video, computer
6. Computers
7. Internet
8. E – Mail

# Tips for successful Teleconferences

- ✓ One speaker at a time
- ✓ Introduce guest speakers
- ✓ Know when to mute the line.
- ✓ Avoid using cell phone
- ✓ Introduce oneself before speaking
- ✓ Contact the telephone coordinator if experiencing any challenge.
- ✓ Follow up on committed action items.

# E - Mail

## **Advantages**

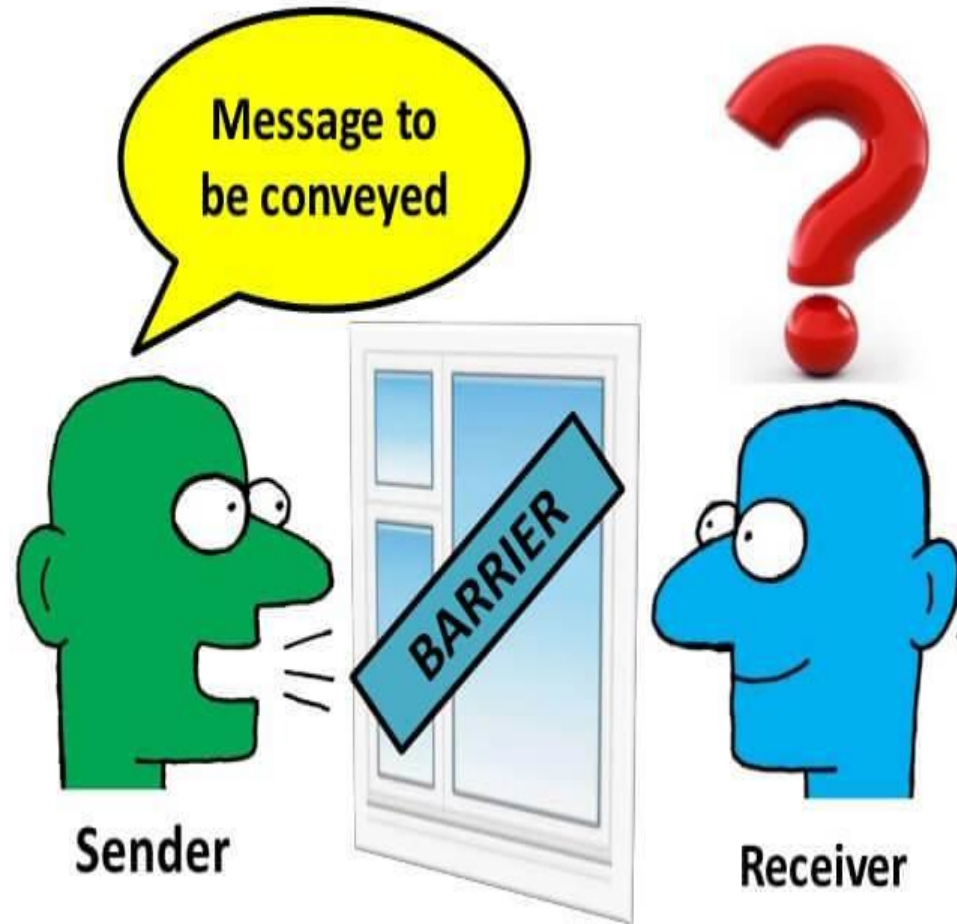
1. Speed
2. Low cost
3. Quick distribution
4. Flexibility
5. Easy attachments
6. Easy upward communications

## **Disadvantages**

1. Speed
2. Degree of formality
3. Security

# Advantages & Disadvantages of using computers

End of Chapter



# Barriers to Communication



# Different barriers to communication

- Physical Barriers
- Psychological barriers
- Cross – cultural barriers
- Language barriers
- Organizational barriers



# Physical barriers

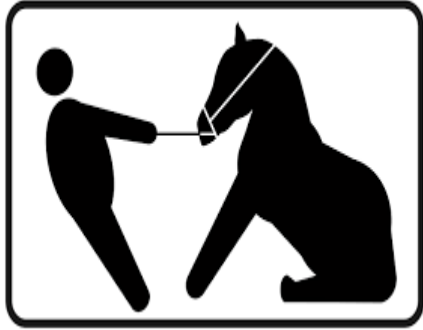


1. Noise
2. Time

3. Defect in instruments of communication



# Psychological barriers



1. Different perceptions
2. Resistance to change
3. Unclear assumptions
4. The closed mind
5. Fear
6. Misunderstandings
7. Halo/ Horn effect
8. Inattentiveness
9. Emotions
10. Abstracting
11. Slanting
12. Polarisation
13. Snap reaction



# Emotions



happy



afraid



guilty



excited



sorry



jealous



sad



proud



tired



angry



bored



loved



embarrassed



surprised



shy



hopeful

- Unfortunately, the aspects that we select are usually unfavorable.
- If a man is accustomed to heavy drinking, we call him a drunkard and tend to forget that he might also be a good friend, a loyal employee and a kind-hearted man.





# Cross cultural barriers / Socio – cultural barriers



# Language Barriers to communication



# Organisational Barriers

- Status and position
- By – passed instructions
- Wrong choice of medium
- Faulty transmission and pc



# Overcoming communication barriers

1. Transparency in communication
2. Making right ethical choices
3. Improvement of communication skills



End of Chapter

Ethics



# Computer Ethics

- Issues in Computer Ethics

1. Privacy
2. Security and crime
3. Free expression and content
4. Equity and access
5. Intellectual property
6. Moral responsibility



# 10 commandments of computer ethics

1. Do not use the computer in ways that may harm other people.
2. Do not use technology to cause interference in other user's work.
3. Do not spy on another person's computer data.
4. Do not use technology to steal information.
5. Do not contribute to the spread of misinformation using computer technology.
6. Refrain from copying software or buying pirated copies.
7. Do not use someone else's computer resources unless you are authorized to do so.
8. It is wrong to claim ownership on a work which is the output of someone else's intellect.
9. Before developing a software, think about the social impact it can have.
10. In using computers for communication be respectful with the fellow members.



# Business ethics

is about  
being honest to your  
customers, society,  
employer, and employees.

# Some Do's and Don'ts for corporation & directors (Gandhian)

1. Do care for the interests of all shareholders.
2. Do not indulge in deception.
3. Do be truthful in accounting and financial transactions.
4. Do be fair in dealings with internal & external constituencies.
5. Do promptly disclose any conflicts of interests.
6. Do not violate the rights of employees.



# Integrity at work place...

- Don't let teammates take the fall. Work together as a team. This builds trust and shows integrity.

- Never steal supplies from the workplace.

- If you find yourself in a conflict of interest, get out of it as soon as possible.

- Don't accept praise or acclaim for someone else's work. That includes stealing someone's idea or pretending to have worked on a successful project.

- When making a business deal, make sure everything is on the table and nothing was left out.

- If your company asks you to do something against your personal code of conduct, refuse. If it means losing a good paying job, so be it. Find a more ethical company to work for.





# Business Ethics

- Ethical challenges in Business

## Business Ethics

- ✓ Responsibility
- ✓ Commitment
- ✓ Quality
- ✓ Reliability

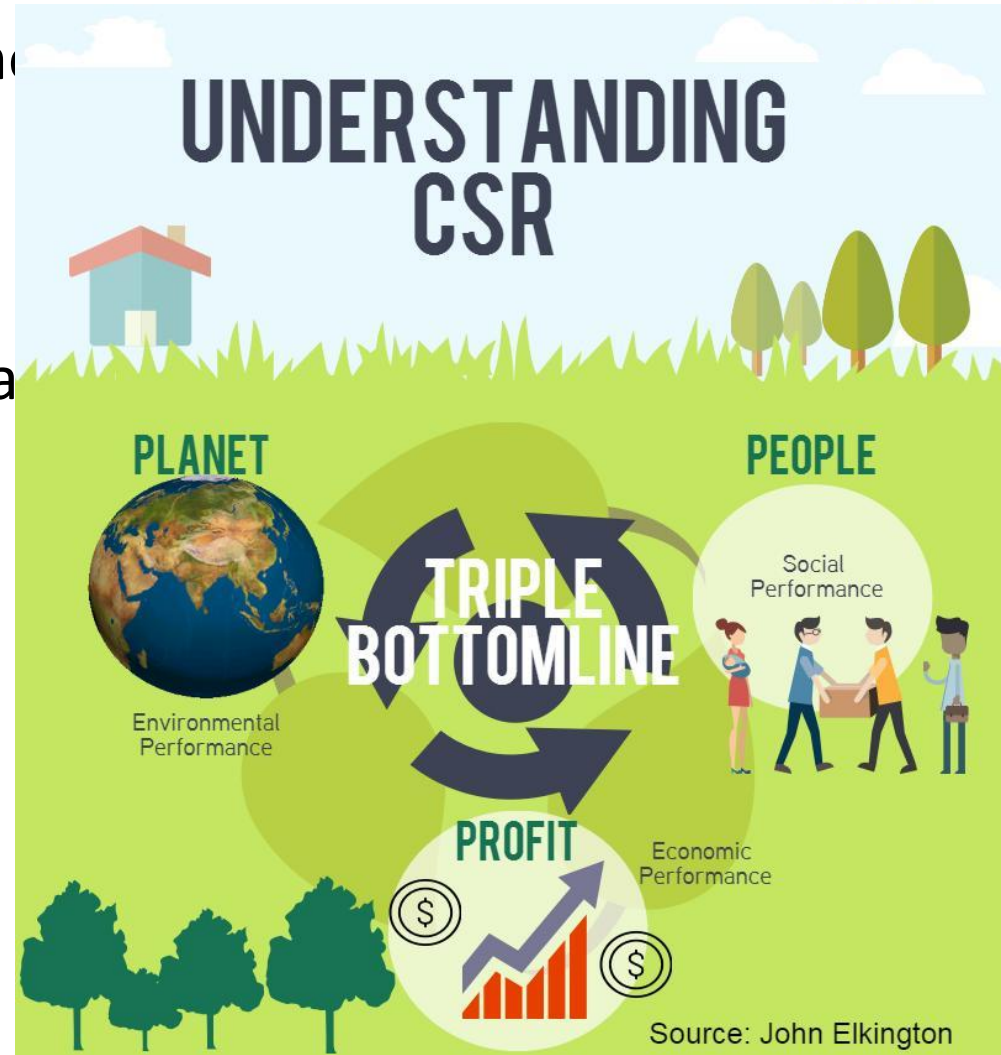


1. Misuse of work time
2. Misuse of company resources
3. Risk to company computer systems, network or data
4. Disclosure of confidential or other Non – public information
5. Disparagement or harassment

# CSR & Importance



1. Sustainable development
2. Globalisation
3. Governance
4. Communications
5. Corporate sector impact
6. Finance
7. Ethics
8. Consistency & Community
9. Leadership
10. Business tool



# CSR

## **Advantages**

1. Improved financial performance
2. Enhanced brand image & reputation
3. Increased sales & customer loyalty
4. Increased ability to attract & retain employees
5. Reduced regulatory oversight
6. Easier access to capital

## **Disadvantages**

1. Costs
2. Greenwashing



# Surrogate advertisement

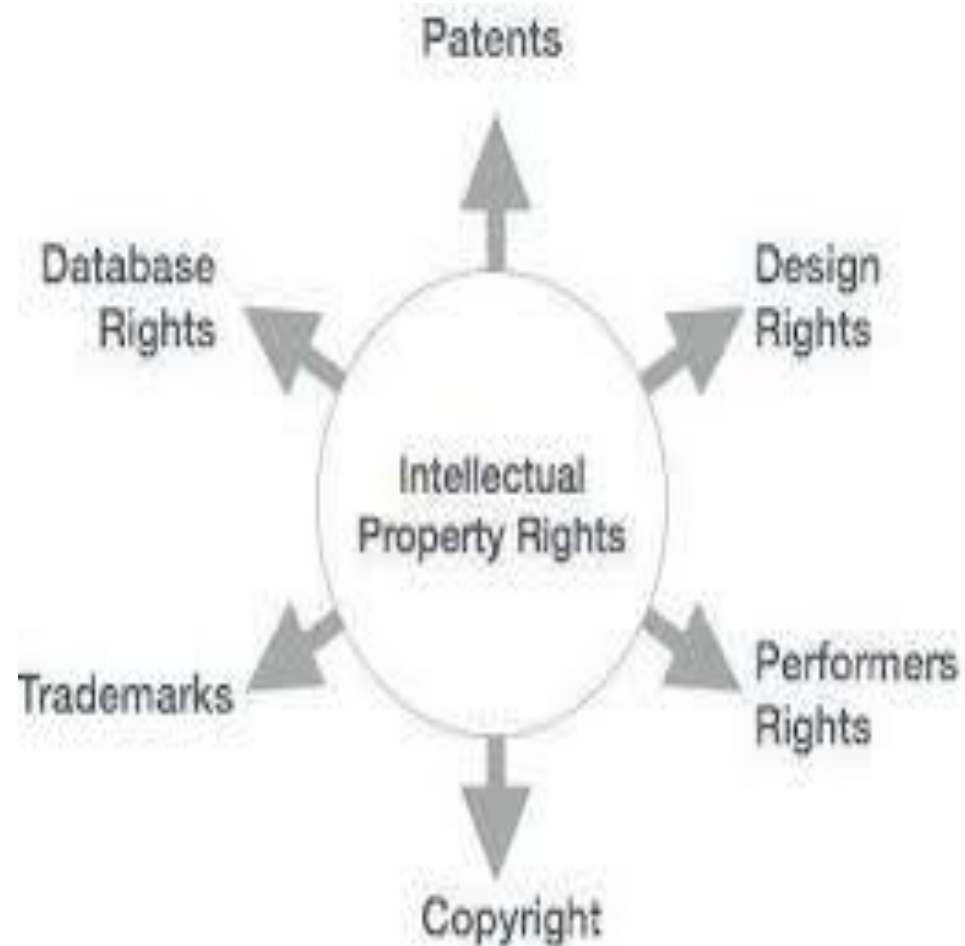


# Patents and Intellectual Property Rights



## What is a patent?

A patent allows a person to stop others from making an invention or using a method covered by the product, typically for 20 years from the filing date.





# Dumping of E - waste

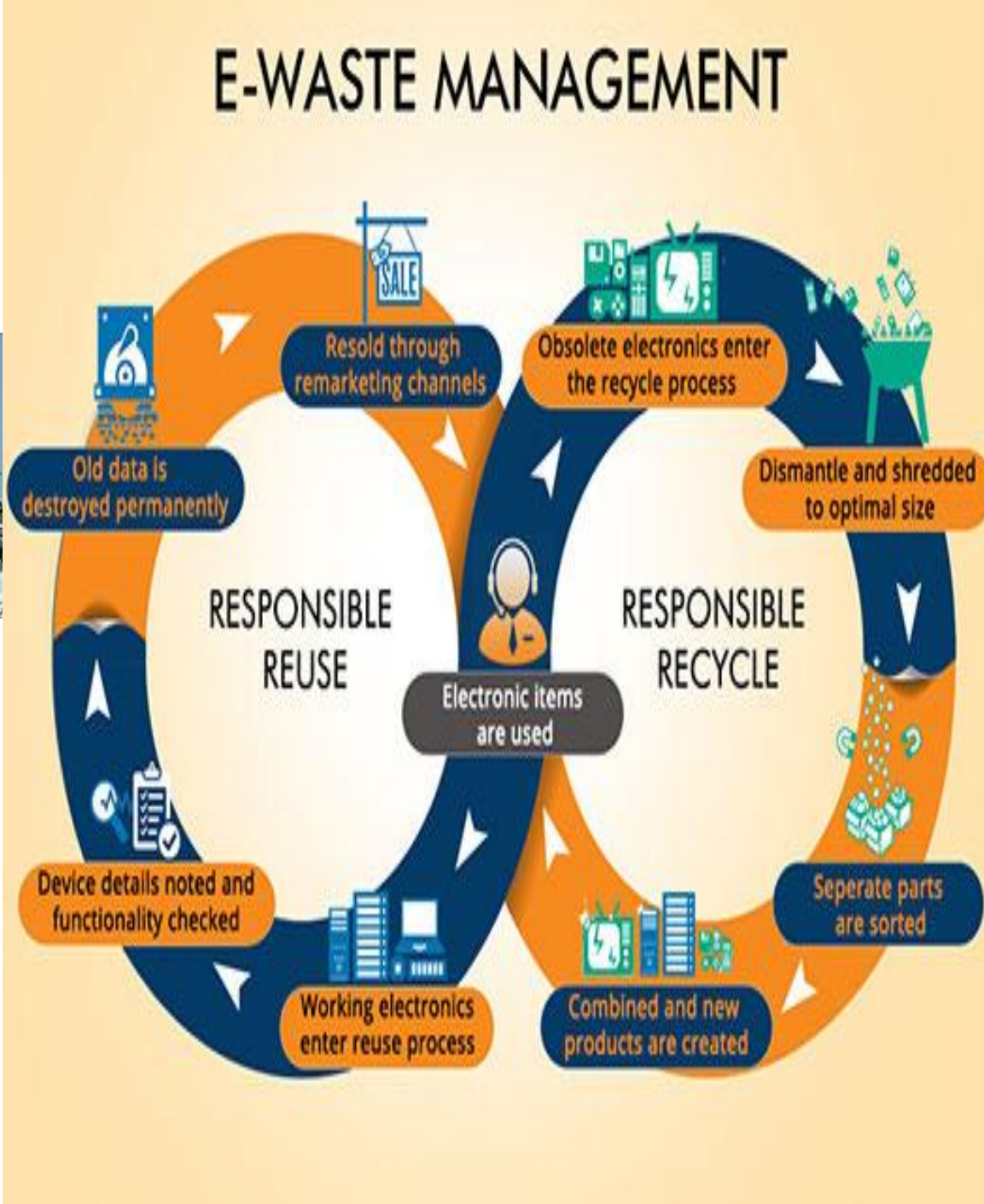


<p><b>SHARPS</b> Red Sharps Container</p> <ul style="list-style-type: none"> <li>✓ Needles</li> <li>✓ Ampules</li> <li>✓ Broken Glass</li> <li>✓ Blades</li> <li>✓ Razors</li> <li>✓ Staples</li> <li>✓ Trocars</li> <li>✓ Guide Wires</li> <li>✓ Other Sharps</li> </ul> 	<p><b>BIOHAZARD</b> Red Container or Red Liner in Container</p> <ul style="list-style-type: none"> <li>✓ Infectious Waste</li> <li>✓ Blood Products (albumin.etc)</li> <li>✓ Contaminated Personal Protective Equipment (PPE)</li> <li>✓ IV Tubing</li> <li>✓ Cultures, Stacks</li> </ul> 	<p><b>TRACE CHEMO</b> Yellow Container</p> <ul style="list-style-type: none"> <li>✓ Empty vials, ampules</li> <li>✓ Empty Syringes, Needles</li> <li>✓ Empty IVs</li> <li>✓ Gowns</li> <li>✓ Gloves</li> <li>✓ Tubing</li> <li>✓ Aprons</li> <li>✓ Wipes</li> <li>✓ Packaging</li> </ul> 
<p><b>RCRA HAZARD</b> Black Container</p> <ul style="list-style-type: none"> <li>✓ Hazardous meds (RCRA)</li> <li>✓ Half/Partial doses (RCRA)</li> <li>✓ Hazardous bulk meds</li> <li>✓ P-listed drugs, packaging</li> <li>✓ Bulk chemo</li> <li>✓ Pathological Waste (Incineration Only)</li> </ul> 	<p><b>PHARMACEUTICAL</b> Blue Container</p> <ul style="list-style-type: none"> <li>✓ Pills</li> <li>✓ Injectables</li> <li>✓ Antibiotics</li> </ul> 	<p><b>RADIOACTIVE</b> Shielded Containers with Radioactive Symbol</p> <ul style="list-style-type: none"> <li>✓ Fluorine-18 (F-18), 110 minutes half-life.</li> <li>✓ Technetium-99 (T-99m), 6 hours half-life.</li> <li>✓ Iodine-131 (I-131), 8 days half-life.</li> <li>✓ Strontium-89 (Sr-89), 52 days half-life.</li> <li>✓ Iridium-192 (Ir-192), 74 days half-life.</li> <li>✓ Cobalt-60 (Co-60), 53 years half-life.</li> </ul> 



# Dumping of E - waste

The amount of E-waste produced each year in the world is about **50 million tons**.





# Human Rights Violations and Discrimination





# Piracy

• In the simplest terms, piracy is obtaining materials without the proper rights of legal ownership.



**PIRACY IS THEFT**



## FACTS



Online Users Find **Nothing Wrong** in Online Piracy



of Digital piracy sites are **hosted** in North America and Western Europe



of All global Internet **bandwidth** is used for Online Piracy



of Data transferred using **P2P networks** is copyrighted



of files available for download on **Cyberlockers** sites (Rapidshare, Megaupload, etc) are copyrighted material



only **1** out of **10,000** pcs of the most popular content on the **OpenBitTorrent** tracker is non-copyrighted

# Child Labour



**SAY NO TO CHILD LABOUR**  
**YES TO EDUCATION**





# Insurance



End of Chapter