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 interpersonal communication, the receiver receives immediate feedback in the 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 by little.

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

Behavior
“I have noticed that you were late 5 out of 6 of our team meetings.”

Effect
“When you are not on time for our meetings our group has to wait until you arrive, which either causes the meeting to run late or we don’t cover all topics.”

Alternative
“I would like to see you arrive on time for next meetings. If you need us to change the start time, we could do that.”

Result
“If you arrive on time, our team will be better able to accomplish our targets.”
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

Compiled by Heta Parekh
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

Compiled by Heta Parekh
Impact of Technological Advancements on Communication

Pros of Communication Technology
- Access to education
- Development of business and public facilities
- No communication barriers

Cons of Communication Technology
- Diminishing interpersonal skills
- Media Addictions
- Moving away from friends and family
## 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.
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.
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
To inform is to give knowledge to another person or group of persons.
Order and Instructions

An order is an oral or written communication directing the starting, stopping or modification of an activity.
To suggest is to put forward an idea as a possibility or as a proposal.
Persuasion

**THE AIDA MODEL**

- Awareness
- Interest
- Desire
- Action

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

To warn means to inform a person of unpleasant consequences or possible danger.
Motivation is the inner state that energises, activates or moves and which directs or channels behaviours towards certain goals.
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 is the key to success
Types of Communication

Internal Communication

External Communication
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 or crosswise communication takes place when people working at the same level interact with those working at a
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

- Verbal
  - Oral
  - Written
- Non-verbal
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
CAR SALE
HOT PRICES!
BEST CHOICES!
NEW, USED, ORIGINAL MODELS!

DEADPOOL
FEEL THE LOVE
VALENTINE'S DAY

I ❤ CULTURE!
7,500+ FREE Activities
900 Cities & Towns
One Weekend!

CultureDays.ca #culturedays
Business Etiquette

You'll never have a second chance to create a good first impression.
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

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<tr>
<td>1. Speed</td>
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<td>2. Low cost</td>
<td>2. Degree of formality</td>
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<td>4. Flexibility</td>
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<td>5. Easy attachments</td>
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<td>6. Easy upward communications</td>
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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. Unclarified 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
- Unfortunately, the aspects that we select are usually unfavorable.
- If a man is accustomed to heavy drinking, we call him as a drunkard and tend to forget that he might also be a good friend, a loyal employee and a kind-hearted man.

Pigheaded people expect others to adapt to them.
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
• 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 of 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

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

Source: John Elkington
## 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 advertising
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.

Diagram:
- Patents
- Database Rights
- Trademarks
- Design Rights
- Performers Rights
- Copyright

Intellectual Property Rights
### Dumping of E-waste

#### SHARPS
- Red Sharps Container
- Needles
- Ampules
- Broken Glass
- Blades
- Razors
- Staples
- Trocars
- Guide Wires
- Other Sharps

#### BIOHAZARD
- Red Container or Red Liner in Container
- Infectious Waste
- Blood Products (albumin, etc.)
- Contaminated Personal Protective Equipment (PPE)
- IV Tubing
- Cultures, Stacks

#### TRACE CHEMO
- Yellow Container
- Empty vials, ampules
- Empty Syringes, Needles
- Empty IVs
- Gowns
- Gloves
- Tubing
- Aprons
- Wipes
- Packaging

#### RCRA HAZARD
- Black Container
- Hazardous meds (RCRA)
- Half/Partial doses (RCRA)
- Hazardous bulk meds
- P-listed drugs, packaging
- Bulk chemo
- Pathological Waste (Incineration Only)

#### PHARMACEUTICAL
- Blue Container
- Pills
- Injectables
- Antibiotics

#### RADIOACTIVE
- Shielded Containers with Radioactive Symbol
- Fluorine-18 (F-18), 110 minutes half-life.
- Technetium-99 (T-99m), 6 hours half-life.
- Iodine-131 (I-131), 8 days half-life.
- Strontium-89 (Sr-89), 52 days half-life.
- Iridium-192 (Ir-192), 24 days half-life.
- Cobalt-60 (Co-60), 53 years half-life.
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

In April 2015, the Rajya Sabha passed The Rights of Transgender Persons Bill, 2014 guaranteeing rights and entitlements, reservations in education and jobs, legal aid, pensions, unemployment allowances and skill development for transgender people.
Piracy

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

**Facts**

- 70 percent of Online Users Find Nothing Wrong in Online Piracy
- 67 percent of Digital piracy sites are hosted in North America and Western Europe
- 22 percent of All global Internet bandwidth is used for Online Piracy

- 98.8 percent of Data transferred using P2P networks is copyrighted
- 91.5 percent 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

168 MILLION children aged 5-17 are trapped in CHILD LABOR

SOURCE: International Labour Organization

SAY NO TO CHILD LABOUR
YES TO EDUCATION
Insurance

- Security
- Coverage
- Confidence
- Help
- Protection

INSURANCE
End of Chapter