



# Previous Lecture



- Tenses
- Subject Verb Agreement

# Word Order Rules



## ✓ Rules and Guidelines

- **Subject** + **Verb(s)** + **Object**
  - I speak English
- In case of using indirect objects, direct objects, place and time expressions
  - **Subject** + **Verb** + **Indirect Object** + **Direct Object** + **Place** + **Time**
  - I will tell you the story at school tomorrow

# Word Order Rules



## ✓ Rules and Guidelines

- In case of subordinate clauses
  - **Conjunction** + **Subject** + **Verb** + Indirect Object + **Direct Object** +  
Place + **Time**
  - **Because** I **don't** **have** **time** **now**.
- If the emphasis is not on time, it can be placed at the beginning of a sentence
  - **Tomorrow** I will tell you the story.

# Word Order Rules



## ☑ Rules and Guidelines

- In case of adverbs of frequency (**always, never, usually**), place these adverbs before the main verb (except for **be** as main verb)
  - Subject + **Auxiliary/ be** + **Adverb** + **Main Verb** + **Object, place or time**
  - I **often** go swimming in the evenings.
  - He **doesn't always** play tennis.
  - We **are usually** here in summer.
  - I **have never** been abroad.

# Word Order Rules



## ☑ Rules and Guidelines

- Adverb of manner (slowly, carefully, awfully) is placed after the direct object
- Placed after the main verb in case there is no direct object
  - Subject + Verb(s) + Direct Object + Adverb
  - He drove the car carefully.
  - He drove carefully.
- Same word order for adverb of place (here, there, behind, above) and adverb of time (tomorrow, yesterday)

# Word Order Rules



## ☑ Rules and Guidelines

- **Word Order in Questions**
- Interrogatives (W/H Expressions) are placed first.
- Auxiliary verb (or the main verb 'be') comes before the subject.
  - **Interrogative** + **Auxiliary Verb** + **Subject** + **Other Verb(s)** + **Indirect Object** + **Direct Object** + Place + Time
  - **What would you like to tell me?**
  - **Did you have a party** in your flat yesterday?
  - **When were you** here?

# Barriers to Effective Communication

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## ✓ Introduction

- ➡ At times, there are different faults in communication system which can become an **impediment/barrier** and affect the process of communication
- ➡ Mechanical devices used for transmission may have some technical problem
- ➡ Symbols used for communication
- ➡ Nature of individuals engaged in communication

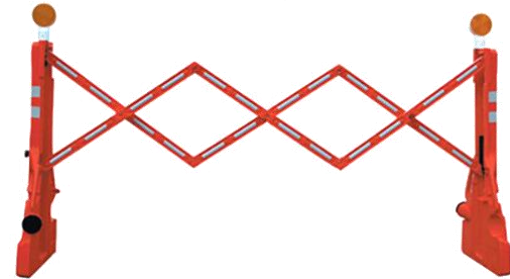
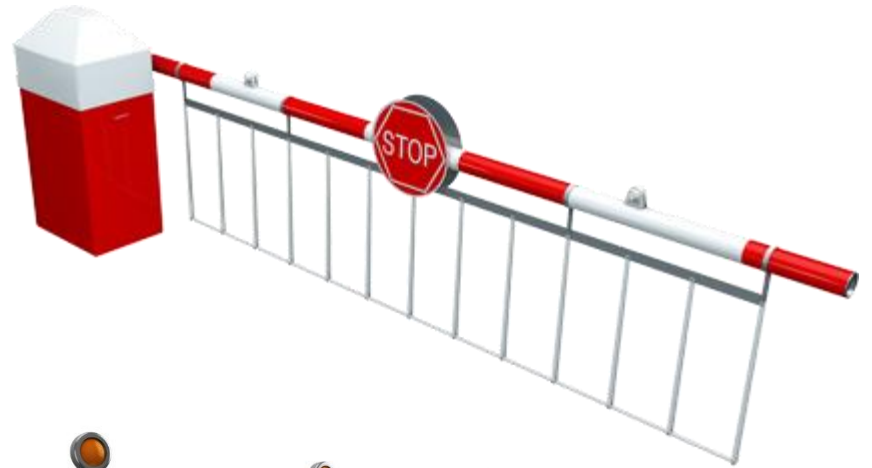




# Barriers to Effective Communication

## Division of Barriers





- Physical Barriers
- Semantic Barriers
- Language Barriers
- Socio-Psychological Barriers
- Organizational Barriers
- Cross-Cultural Barriers



# Barriers to Effective Communication

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## **Physical Barriers: Defects in the medium**

-  • Telephone, postal system, courier service, electronic media
-  • All of this can cause delay, distortion and loss of a message
-  • Sometimes, partial failure can be more harmful than a full failure of a mechanical equipment
  - Fax message delivered at a wrong number
  - Improperly printed document
-  • Communication can be postponed for a while if there is no alternate solution for a while

# Barriers to Effective Communication


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## **Physical Barriers: Noise in the environment**

 • Traffic, factory work, people talking

 • One solution for the organizations is to have sound-proof rooms

## **Information Overload**





 • Too much information flowing through the media that a good deal of it does not reach the target audience

- Advertising and sales information is flowing extensively through media and does not reach the potential buyer

# Barriers to Effective Communication

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## **Semantic and Language Barriers [1/4]**

-  • Barriers arising from different meanings of words
  - Charge, Head, Bank, Spring, Ring, etc.
-  • Meaning would be derived based on area of interest
  - **Charge** would be an electrical charge for an engineering student
  - **Charge** would be fee or rent for a student commerce/business
-  • Words like **minute** and **wind** can be pronounced in two different ways to have two different meanings
-  • Position of stress on the word **present** can also convey two separate meanings

# Barriers to Effective Communication

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## **Semantic and Language Barriers [2/4]**

-  • There are words which are comprehensible in writing but misunderstood in speech
  - Access vs. Excess
  - Flower vs. Flour
  - Cite vs. Site
-  • There are words whose orthography (spelling) is mixed even in writing
  - Week vs. Weak
  - Steel vs. Steal

# Barriers to Effective Communication

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## ✓ Semantic and Language Barriers [3/4]

- There are certain adjectives and adverbs which convey different meanings to different persons depending upon daily activities and way of life
  - Good, Bad, Beautiful, Ugly and so on
- Word such as a **table** may suggest: writing table, dining table, statistical table
- The word **chair** can be something to sit on or a place to occupy
- What does the word **home** convey?
- Emotional (past experience) and cultural attitudes towards something can evoke different responses in people, e.g., **dog**

# Barriers to Effective Communication

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## **Semantic and Language Barriers [4/4]**

-  • Phrases can be more tricky
  - **A red** and **a blue** carpet vs. **A red and blue** carpet
-  • Sentences can convey entirely different meanings depending on how they are spoken what is being emphasized or stressed
  - **What can I do for you?**
-  • Technical terms can also be a barrier to communication
-  • Known to few
-  • Most important: Meaning is in people, not in words

# Barriers to Effective Communication

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## **Socio-Psychological Barriers [1/8]**

-  • Problems of understanding, interpretation and response to communication arise partly from our socially-learnt attributes and partly from our personal attributes
-  • A message is received at three levels:
  - Physical Level (noticing via senses)
  - Intelligence Level (comprehension)
  - Emotional Level (pleasure/dislike/indifference)
-  • The emotional level is affected by these socio-psychological barriers







# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Self-centered Attitudes**




[2/8]

-  • Hearing everything in the light of our own interest, needs and desires
-  • Paying attention only to messages which are useful to us
-  • Not accepting others' point of view
-  • Not good for building good relationship with your audience

# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Group Identity [3/8]**

-  • Opinions and values are influenced by the group to which we belong or associate ourselves
-  • These groups include:
  - Family, relatives
  - Neighborhood, city, nationality
  - Class, college, university, organization
  - Nationality, age, gender, language
-  • Ideas other than the ones accepted by a group are difficult to accept and are conventionally rejected (becomes a barrier)

# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Self Image [4/8]**

-  • Self-image is our idea about what we are, what we look like and what impression we make
-  • It is usually based on some truth and some exaggeration of our good points
-  • Excess can lead to narcissism
-  • A systematic self-assessment gives you a balanced self-image along with feedback from others

# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Defensiveness [5/8]**

-  • If we feel threatened by a message, we become defensive and respond in such ways that reduce understanding
-  • We may question the motives of others or become sarcastic or judgmental
-  • Harmful barrier in handling complaints and grievances and in resolving conflicts

# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Filtering [6/8]**

-  • Filtering is the process of reducing the details or aspects of a message
-  • Information which has to be sent up the levels of hierarchy (vertical communication) has to be condensed and integrated for the senior managers
-  • The more the levels of hierarchy in an organization, the greater is the filtering and loss of information
-  • Similarly, organizational politics (withholding info among managers- horizontal communication) and the resultant filter can become a barrier as well




# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Status Block [7/8]**

-  • Barrier developing from social/official distance between employer and employees

## **Resistance to Change**

-  • Serious psychological barrier
-  • Resistance to new and better ideas which are against established opinions, traditions and social customs
-  • A result of fear and a sense of insecurity

# Barriers to Effective Communication

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## **Socio-Psychological Barriers: Close/Narrow Mind [8/8]**

- Limited intellectual background, limited reading and narrow interests
- Difficult to think out of the box




## **Poor Communication Skills**

- Poor productive (writing and speaking) skills can be the result of nervousness and excitement
- Poor receptive (listening and reading) skills can be a psychological shortcoming and requires training to overcome
  - **State of Health** in the form of pain or fever also affects communication and becomes a barrier

# Barriers to Effective Communication

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## **Organizational/Professional Barriers [1/2]**



-  • In case of a long vertical or horizontal communication involving editing and filtering, there are more delays and distortions
-  • Other causes of distortion can be misinterpretation, lack of understanding, neglect of message by some members
-  • Another major cause is deliberate suppression of information out of self interest and jealousy
  - A senior may change a good information/suggestion by a subordinate to take credit
  - A junior may suppress a bad news or information from reaching the managers to avoid affecting his/her reputation
  - Withholding good information from peers perceived as rivals or claiming to be your own good suggestion can also become a barrier



# Barriers to Effective Communication

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## **Organizational/Professional Barriers: Over-dependence on Written Communication [2/2]**

-  • Circulars, bulletins, notices and even letters are not always read carefully
-  • Oral communication has to be used to supplement written communication when the message is important

# Barriers to Effective Communication

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## **Inter-Cultural Barriers**

-  • Culture is a shared set of values and attributes of a group
-  • It is the sum total of the ways of living built up by a group and transmitted from one generation to another
-  • Culture is so much a part of an individual's manner of talking, behaving and thinking, that communication style and competence are influenced by it
-  • Skill in communicating with people of other cultures is vital to success

# Barriers to Effective Communication

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## Cultural Differences/National Character: Language [1/6]

-  • Direct reflection of culture
-  • Separate proverbs and idiomatic expressions which can not be translated into other languages
-  • There are words which are not recognized by separate nations
  - For example: Free market by Russians
-  • Different connotations of words in different cultures
  - In case of Japanese, **yes** means **Yes, I'm Listening.**
  - The Americans mean, **Yes, I agree.**
-  • This difference can cause a little problem in negotiations

# Barriers to Effective Communication

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## **Cultural Differences/National Character: Values [2/6]**

- Our ideas of what is good and what is evil
- Form the basis of our behavior and actions
- Notions of good, evil and taboo vary across cultures








## **Social Relationships**

- Words to show family relations: cousin, uncle and aunt can create confusion across cultures
- Caste system found in one nation may/ not be recognized by another nation

# Barriers to Effective Communication

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## **Cultural Differences/National Character: Time [3/6]**

-  • Eastern concept of time (circular) vs. western concept of time (linear)
-  • Difference of focus between past, present and future among different cultures
-  • For some: Time is money
-  • For others: Relations are more important than time
-  • Different perceptions of time lead to different work and social behavior
-  • The idea of keeping work time strictly separate from personal time is a Western concept and is not easy for Eastern cultures to understand and follow
-  • Professional punctuality also varies between eastern and western cultures



# Barriers to Effective Communication

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## **Cultural Differences/National Character: Space [4/6]**

-  • Concept of space also varies across cultures
-  • Generally social and professional distance is less in east and more in west

## **Thought Process**

-  • Varies between cultures
-  • Logical, clear, rational and law-based vs. holistic, emotional, superstitious and miracle-based

# Barriers to Effective Communication

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## Cultural Differences/National Character: Non-verbal Behavior [5/6]

- ➡ • Indians use much more natural gesture than the British
- ➡ • The Japanese have many formal gestures for social interaction but less free body movements


## Appearance

- ➡ • Ways of dressing and what is considered formal clothes is another problem area

# Barriers to Effective Communication

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## **Cultural Differences/National Character: Paralanguage** [6/6]

-  • Intonation (rise and fall), stress, pauses, interruption are interpreted differently across cultures
  - The Japanese believe, “Those who know do not speak-those who speak do not know”
  - Americans fill the silence by speaking
  - Interruptions are generally accepted in east but tolerated in west (convention is turn taking)

## **Perceptions**

-  • Eskimos concept of snow



# Barriers to Effective Communication

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## Overcoming Barriers

- Constant organizational efforts
- Health programs
- Use of visual aid
- Feedback



# Conclusions



- Word Order Rules
- Basics of Barriers to Effective Communication
- Division of Barriers
- Overcoming Barriers