



Business Communication

:Basic

Concepts and Skills

அஃகஞ் சுருக்கேல்

Lets speak and listen together

Meet, talk, share and shall happen
business

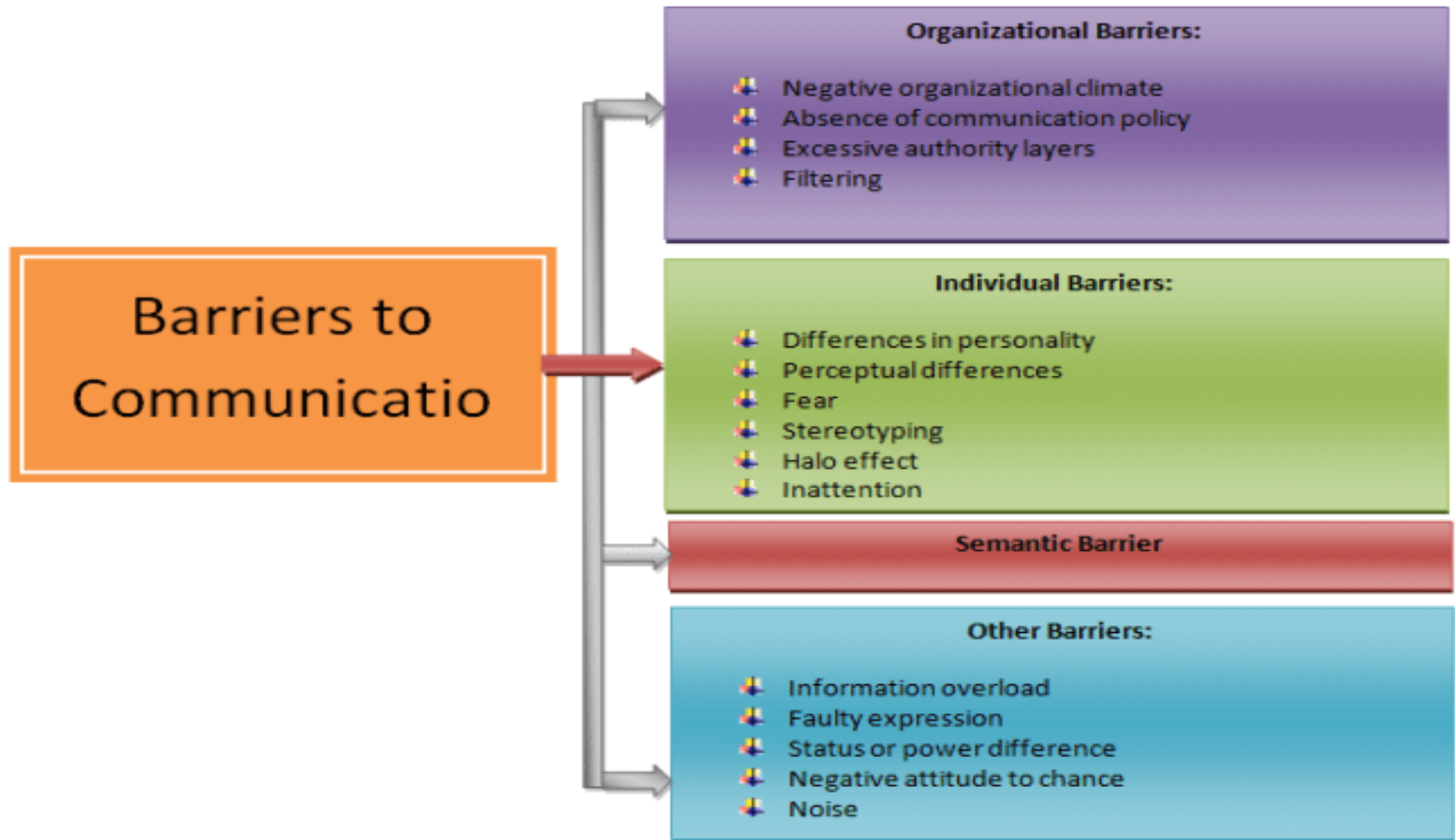


Chapter Outline

Defining Barriers to Communication

- **Types of Barriers:**
- **PHYSICAL or Environmental BARRIERS**
- **Physiological or biological barriers**
- **SEMANTIC OR LANGUAGE BARRIERS**
- **PERSONAL BARRIERS**
- **EMOTIONAL BARRIERS**
- **Socio-Psychological Barriers**
- **Cross-Cultural Barriers**
- **Physiological or biological barriers**

Defining Barriers to Communication

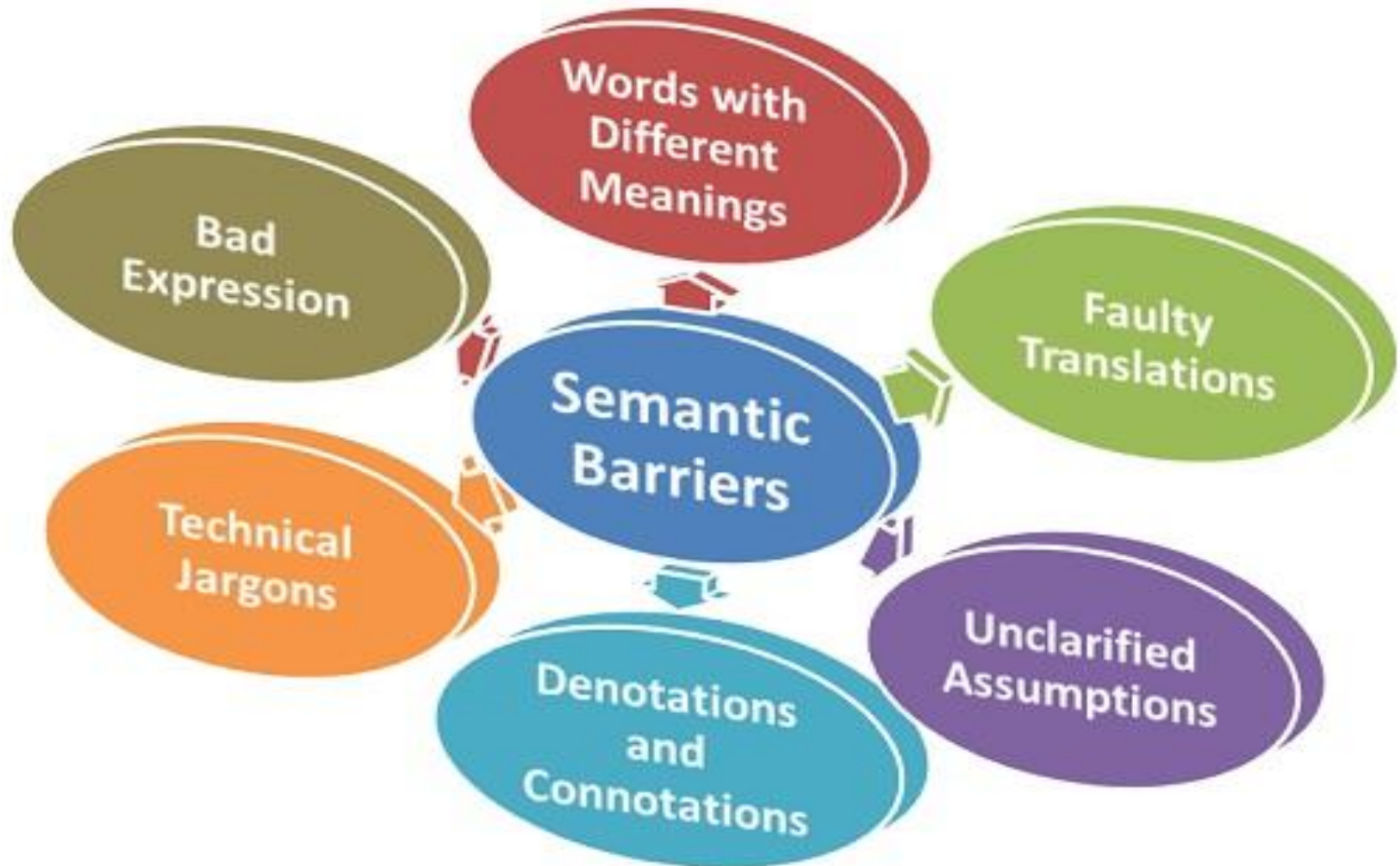


Physiological or biological barriers

- Physiological barriers are related to a person's health and fitness. This may arise due to disabilities of the sender or the receiver.
- For example: poor eyesight, deafness and uncontrolled body movement.
- Physical defects in one's body may also disrupt communication.



SEMANTIC OR LANGUAGE BARRIERS



SEMANTIC OR LANGUAGE BARRIERS

Semantics is the systematic study of the meaning of words. Thus, the semantic barriers are barriers related to language. Such barriers are problems that arise during the process of encoding and/or decoding the message into words and ideas respectively.



The most common semantic barriers are listed as under:

Misinterpretation of Words

For example, the word 'yellow'

Use of Technical Language

- For example, in the computer jargon, 'to burn a CD' means 'to copy the data on a CD'.
- To a layman, the word 'burn' may have a very different connotation.

Ambiguity

- A sender often assumes that his audience would perceive the situation as he does or have the same opinion about an issue or understand the message as he understands it



Organizational Barriers



- Loss or distortion of messages as they
- pass from one level to another
-
- Filtering of information according to one's understanding/interpretation
- Messages not read completely or not understood correctly
-
- Deliberate withholding of information from peers perceived as rivals