

# Week 7

## BARRIERS IN COMMUNICATION

### **Learning outcome**



To identify the potential barriers in communication.

How to overcome them.

- Barriers in communication are inevitable and they are either natural or man-made.
- They can be classified generally into:
  - a. Distortion
  - b. Noise
  - c. Potential Problems



- Distortion: occurs when the meaning of the message is lost in handling, usually at the encoding stage.
- It is due to perceptions, opinions and attitudes.
- It occurs:
  - a. when the sender is not clear about the message that he has to send.
  - b. when the recipient misinterprets the message.



- Noise: there are four types of Noise. They are:
  - a. Physical Noise
  - b. Technical Noise
  - c. Social Noise
  - d. Psychological Noise

- a. **Physical Noise:** such as other people talking in the room.
- b. **Technical Noise:** involves a failure in the channel or medium chosen. E.g. Bad handwriting.
- c. **Social Noise:** due to differences in personality, culture or outlook of the sender and recipient.
- d. **Psychological Noise:** such as excessive emotion, prejudice or nervousness.

- The other potential problems which cause barriers are:
  - a. maintaining silence
  - b. sending the wrong message
  - c. omission of information by the sender
  - d. misunderstanding due to clarity
  - e. poor listening or reading skills
  - f. lack of credibility
  - g. perceptual bias or selectivity

## OVERCOMING THE BARRIERS

- The problem of Noise and Distortion can be reduced by:
  - a. Redundancy (Repeating)
  - b. using more than one channel
  - c. the context
  - d. the gestures used
  - e. the graphics used
  - f. the mood and temper of the listener