

**FACULTY OF BUSINESS AND TOURISM STUDIES (FBTS)**

**SCHOOL OF BUSINESS & MANAGEMENT (SBM)**

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**Individual Assignment Cover Sheet:**

When submitting the assignment paper, please staple this sheet to the front of each assignment. Please check your *Course Outline* or contact your School Office for assignment submission locations.

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| Course code and Title: Business Communication |
| School: Business & Management | Program Code: BUS503 |
| Course Coordinator: Larry Tara | Lecturer/Tutor: Mrs. Janny Aengari Bentley |
| Day, Time, Location of Tutorial/Practical: |
| Assignment number:1 | Due date:11/07/2022 |
| Assignment topic as stated in *Course Outline:* |

**Further Information:** (e.g. state if extension was granted and attach evidence of approval, Revised Submission Date)

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*I declare that the work contained in this assignment is my own, except where acknowledgement of sources is made.*

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| *Signed:* | *Date:* |

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| Recorded: | Dispatched (if applicable): |

Communication is one of the essential processes in the organization; it can be referring as the backbone or life blood of any organization that exists within any society. And it can be process through many different means of communication exchange. It occurs through media, radio, television etc…. for instance, Facebook media you can exchange communication through sending message to your receiver in Messenger or by texting your other opponent. Communication can even make it easier for you to communicate with any of your friends who live a distance away from you. We can say that when there are changes occur in an organization, it transmitted through the down supervisors and up to the line managers at the upper level of managers, it shows that there is effective and efficient process of communication had took place among the core workers in an organization. Communication also can be distracted by other means of what is known as the BARRIERS of communication which will creates a breakdown of communication between the sender and the receiver and the Message that was sent by the sender won’t be understood well by the receiver. Faulty Communication will be resulted misunderstanding between the superior and subordinates, the subordinates must correctly understand the message sent to them. Communication also contains skills and techniques which one can acquire in order to communicate with any person. A communicator can transmit a message through facial expression, action that is transmitted through giving signs by your hand to communicate with other person. And all this communication skills or techniques can be action out when there is a message that someone would like to communicate it to the other person. Communication does not always flow from supervisor to subordinate. It can also be from a subordinate to a supervisor or from supervisor to a group. For instance subordinates can pass information to the supervisor about the faults/problems at the assembly line. Thus communication, it is a two way process. In organizations, communication must contain a purpose in ensuring that it conveys a meaningful instruction, order and information so as to bring desired changes in the performance and the attitude of employees.

Everyday people Communicate and it is done voluntarily in one way or another or can be transmit verbally or non-verbally as defined by (Papa, 2008). When a speaker speaks, a message is transmitted to the listener via a channel, and the message reaches the listener and gives back a response called feedback. For instance a man tells a child that he/she is grounded, the man, speaker, is transmitting message, that he/she is grounded to the child, listener and the child shows a frowning face as a feedback, an upset behavior. Today communication has gone from individual levels of communicating to mass communication. A communication barrier is anything that interferes with the transfer of intended information from a sender to a receiver. (Barriers to communication, (2006, Apr 16)). In many communications, message may not receive exactly the way the sender intended to convey to the receiver. Through reading and critically analyzing of the correspondence that was sent to workers from the managing director to his executive director and down to its departmental heads regarding the total eclipse of the sun, there are some barriers that are identified in the message exchange as it was being forwarded by each level in the chain of command. The correspondence is wrongly convey and distorted to the line directors due to some barriers, that the departmental heads and the foreman are wrongly informed. Semantic or Language barriers, is one of the barrier that is identified in the message that relate to the obstacle of relaying of the message, using difficult words and terminology in the message which in turn is not fully understand by the receiver which distort the meaning of the message sent or the difficulty of understanding the technical words which is not familiar to an individual which may have difficulty in understanding the meaning of what is phenomena. The individuals’ understanding could also be slower, with some of them may not be able to process information if somebody speaks too fast or is unable for them to give enough time for them to sink it in. (Dialect and communication barriers., 2016, july 01) The psychological state of the receiver during receiving of the message is distracted by stress, angry, preoccupied by personal concerns. For instance when the message is passed on from the manager down to the executive director and down to the foreman, there is difference between the manager and the Executive director, which in turn leads to distortion and misinterpret of what is sent from the above managers. Physically having breakdown in its hearing also an effect of distorting the message, which the receiver wont able to grasp the entire conversation, if there is significant background noise when the sender is conveying the message then that will distract the hearing of the receiver. Emotional barriers is also one of the contributed factor which distort the message, the receiver emotionally have the shy attitude and courage in face to face discussion with the upper managers which can also leads to distorting of the message. Time and Distance also act as barriers to the smooth flow of information. Today, because of technological advancements, we have faster means of communication available to us and this in turn has the world a smaller place. But at times, these means of communication may not be easily accessible because of unavailability or due to technical problems with communication from the transmitter and to the receiver. Personal barriers, communication is interpersonal in nature. Thus there are certain barriers that are directly linked to the persons involved in the communication process, i.e. the sender and the receiver, which influence the accurate transfer of the message. As from the correspondence the attitude of the executive directors and the departmental mangers play a vital role in determining the success of communication. If the superiors have a hostile attitude, then there are changes that the information will be filtered or be manipulated. Sometimes intentionally, in order to achieve certain selfish motives.

To concludes, most of the barriers in communication can be overcome if the sender encodes his message in a clear and precise manner, leaving no room for misinterpretation or miscommunication, and if the receiver acquires effective listening skills and gives an appropriate and timely feedback. When the communicators are able to surmount the barriers and succeed in exchanging their ideas/opinions/information without any omission, filtering or distortion, communication is said to have achieved its purpose. (ltd, 2022, july)Business organizations should adopt an open door policy at all levels. There should be an atmosphere of trust and confidence in the organization so that the communication gap between the superiors and the subordinates may be reduced.

**Bibliography**

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