ABSTRACT

There are various parameters to establish effective communication like clarity of thoughts, understanding, feedback etc. These are essential to have an effective communication. These parameters ensure that the intended message has delivered to the target audience in the desired manner and the audience has understood the intended meaning. However, there are certain barriers in effective communication like racial, cultural, caste, gender etc. These barriers are detrimental to proper understanding of the message and must be resolved as effective communication is of utmost importance in both, personal and professional sphere. It not only increases the productivity of employees, it is useful for stress management. It not only improves the personal relationships, it also increases the creativity and innovation. The following text discusses the effective communication, its importance in various dimensions, the barriers involved in it and finally, the ways to remove these barriers.

Keywords: Effective communication, grapevine, feedback, barriers

INTRODUCTION

Communication is a process of exchanging information. Any activity by which we can share our information with others is the way of communication. For example we may tell what’s in our mind to others either by writing, speaking, sign language, email or telephone. Business Communication is based on this exchanging information which act as foundation of the modern-day workplace.

More importantly the information must be in a form that the receiver can understand it. If the message is not understood properly, the communication process would not be complete. It becomes important, therefore, that we should use easy, simple and error free means of conveying our thoughts to the receiver. But sometimes, despite of taking care of all the possible means to establish an effective communication, there might be a possibility to have a miscommunication due to the various communication barriers. Every step of the communication influences the net result and the effects of the communication route.
What are The Communication Barriers?

Communications barriers are the obstacles in the communication process which alters the original meaning, content and intention of the message. In many communications, the message may not be received exactly the way the sender intended. It is, therefore, important that the communicator take feedback to check that their message is clearly understood or not. Communication barriers are obstacles in the communication process that hold back the smooth progression of views, ideas and concepts. There are many barriers to communication and these may occur at any stage in the communication process. Some of the worth mentioning are Race, Cast, Culture and Gender barriers. Effective communication involves overcoming these barriers and conveying a clear and concise message.

Race as a barrier to effective communication

The term race or racial group refers to the classification of humans into populations or groups on the basis of various sets of inherited qualities. It includes differences in the skin colour, face structure, eyes and hair texture of humans. There are a variety of examples across the world showing how racial discrimination stands as a barrier to effective communication. In the United States of America, the ‘whites’ and the ‘blacks’ often have a poor state of communication because of the wrong belief that the ‘whites’ are superior than the ‘blacks’.

In India too, some people make racial comments on the peoples from the north eastern states of India like Manipur, Nagaland, and Arunachal Pradesh etc. They do so because of their similarities in physical appearances to that of the persons of foreign countries like Nepal and china. The murder of a north eastern boy in the capital in January 2014 proves this fact when a youngster named NidoTania who was from Arunachal Pradesh and was beaten up so badly that took his life. He was also the victim of racial comments and treatment as a foreigner in his own country.

Caste as a Barrier to Effective Communication

A caste system is a type of social arrangement which divides people on the basis of hereditary social status. Under this duties are fixed for generations to serve the society and people which are inflexible in nature. For example, marry and interact with people of the same social class.

The caste system creates artificial barriers that restrain effective communication. People who belong to the lower section of society are not given adequate opportunities to come up and change their fate.

This needs Governmental intervention which comes for the rescue of these peoples by its various welfare schemes. In this way, government tries to break the communication barrier developed due to caste system.

In India, where caste system is so prevailing, this barrier proves to be more fatal. People are not allowed to marry outside their caste; they are not allowed to do certain works which are reserved for the so called high class people. Lower class people are considered as the servants to the upper class. This mental block needs to be unlocked as cast should not be the reason to restrain effective communication.

Culture as Barrier to Effective Communication

Culture refers to the standards of social interaction, value, and beliefs of different group of people. It is a collection of beliefs and traditions. Cultures are formed for the harmony of each society depending on the geographical conditions they lived in and the resources available thereof.

Different cultures, whether community culture or the occupation culture of a company, can obstruct effective communication if above two cultures clashes with each other. In these cases, it is important to find a common ground to work from. Identifying the difficulty in work situations and coming up with a highly professional way to solve it can quickly resolve any cultural barriers.
Cultural difference can affect management team interactions through difference in understandings level of communication at different level of hierarchy. Communication is the art of understanding and by being unknown to the same cultures cause a barrier in understanding.

As workplaces become more diverse, sometimes the differences between cultures can cause conflicts or misunderstandings and prevent teams from achieving maximum performance. Every culture has its own feelings about work, authority, time and what each person's relationship to the employer or organization should be. Failing to understand these perspectives can cause to lose the targets set by the organization to achieve.

**Gender as Barrier to Effective Communication**

Gender communication issues can strongly affect team interactions. They range from communication styles and perceptions, opportunities and even sexual harassment. In a place of work where women and men being equal in knowledge and experience, difference communication styles reduce their efficiency to work together as a team. Such differences in the communication can lead to conflict which directly affects efficiency.

Gender based communication barriers can be better understood by gender stereotypes and the ways whereby boys and girls grow in the society. Many women feels very unsecure in workplace because of their mind-set that men is likely to seduced her or wanted to harassed her always. Similarly many men on many occasions may start feeling that his female co-worker likes him Therefore, it becomes important that men should not think that just because their message is understandable to themselves, it would be understandable to the women too. In fact, one of the biggest mistakes in communication is assumption. It is always best to explain the message thoroughly than run the risk of being misunderstood.

We must understand to the fact that Men and women do have diverse styles of expression of their thought. None of them can be said invalid. The key target to resolve gender based communication barrier is not change the style of expression but to adapt to the differences in such styles and respect it.

Men and women gain from each other if the gender based communication barriers broken and these barriers disappear as time passes away

**Importance of effective communication**

1. Effective communication is the exchange of ideas between two or more parties in a logical manner and it generates trust, confidence and clarity of thought among speaker and audience. It removes the possibility of misunderstanding that might take place during the conversation. It also removes the frustration that might takes place due to improper communication.

2. All the leaders of the world have used effective communication as a major tool in order to influence people and through this tool, they explain the masses what they intended to be. The leaders around the world are skilled communicators and they modify their thoughts and speech according to the need and demand of the situation.

3. Effective communication also helps in resolving the dispute between people or groups of people which in turn increases productivity in work place. It helps avoiding unnecessary competition between employees and work as a team to achieve the desired targets. It also helps in improving the morale of employees which increases their performance. It lets peoples from different natives communicate with each other. It helps in business expanding across the globe.

4. Effective communication also increases the creativity and helps producing innovative ideas. When employees feel comfortable in sharing new ideas then new solutions comes out. Also, it is important for the management to send proper message through effective communication otherwise there is a chance of spreading grape vine and rumours which in turn detrimental for the productivity.
5. Effective communication also helps in building good relationship, both personal and formal. It helps the person to maintain a balance between the professional life and personal life. It also helps in stress management. It removes any room for misunderstanding and conveys the real intended meaning.

Suggestions to overcome Communication Barriers

1. First of all we need to understand that all human beings are equal in all aspects and we should treat each other at par. Physical appearance cannot be the basis of discrimination. We need to remove the mental barrier from our mind first that some sections of human beings are superior to that of other. Only then we can eliminate Race as a barrier to communication.

2. Talking about the cultural barriers, we have to understand that every culture has its own set of principles and attitudes towards work, peoples and communication styles. We should not try to mould those customs according to our convenience; rather, we should try to adjust ourselves to that of those. Until or unless those differences are resolved, desired results may not to be achieved.

3. Gender barrier needs our mental blocks to be unlocked. We have to understand that both men and women are equal in all aspects despite have the dissimilarities in them. We should not have any prejudice attitude towards the peoples of opposite sex. It becomes important that we should not criticize others who communicate in a different way. It is a human tendency to think that my way is the best way. In the area of communication, we should keep in mind that diverse conversational styles are not bad and we should accept the differences and respect it.

4. Cast system prevents effective communication to take place. We should not allow such differences in the communication process because whether it’s a nation or an organization, no progress can be achieved in the presence of this barrier. We have to respect each other and should treat the individual on the basis of his merit, not his cast.

5. For effective communication, clarity of thoughts is requisite. Without it neither the sender nor receiver would be able to understand the message. In communication, private language should not be used as it can create different interpretation of the same thing. The language should be universal. Also, feedback is another important tool through which we can establish the effective communication. Feedback lets the sender know that the receiver has understood the message in a desired way, not the other way around.

CONCLUSION

Communication is the first thing that we human beings learn even before we begin walking. When a baby cries, he is trying to communicate his feelings. It takes time to become well versed in communication and convey our feelings in a proper way. The success of our wishes depends on the level of communication we establish. Effective communication is necessary thing in every sphere of life. Only human beings have the power of speech and by removing the barriers in effective communication we can eliminate the probability of confusion and misunderstanding between the sender and receiver and the desired result can be achieved.

REFERENCES