

## Quadrant II – Notes

Paper Title: Mass Communication

Code: COG149

Module Name: Kinds of Communication - Barriers to Communication

Module No: 2

### KINDS OF COMMUNICATION

1. **Intrapersonal Communication:** Any communication that occurs within an individual is defined as intrapersonal communication. Intrapersonal communication is communication that takes place in our own minds. Intrapersonal communication is characterized by a lack of feedback from another individual and exists when a person interacts and responds to his or her environment only, with no communication or feedback from another individual. Examples of intrapersonal communication would include thinking, daydreaming, meditating, or even “talking to oneself.”
2. **Interpersonal Communication:** Interpersonal communication is communication between people engaged in a “face-to-face” conversation or interaction. Interpersonal communication is characterized by immediate or direct feedback from another individual or group of people through a verbal or nonverbal response.
3. **Group Communication:** Group communication is communication among three or more people in a group setting or context, interacting to achieve a shared goal.
4. **Non-Verbal Communication:** Any communication that does not involve the written or spoken word is defined as nonverbal communication. This includes an individual's body language, gestures, facial expressions, eye-contact and tone of voice.
5. **Public Communication:** Public communication occurs when an individual attempts to convey information to an audience.
6. **Mass Communication:** Mass communication involves a person or organization that sends a message through mass media (such as television, radio, the Internet, or social media) to reach other individuals in the population at the same time.
7. **Intercultural Communication:** Human communication or behaviour between people of different races, ethnic backgrounds, and cultures is called intercultural communication or cross-cultural communication.

### BARRIERS TO COMMUNICATION

1. Physical/Environmental Barriers: Noise; Time; Distance; Mechanical problems in the communication system, etc.
2. Language Barriers: jargon, unfamiliar terminology, different meaning systems, different languages
3. Psychological Barriers: emotions, attitudes, stereotypes, biases, prejudices, preferences, perception, conservativeness, status, inattention, etc.
4. Cultural Barriers: cultural differences

#### OVERCOMING BARRIERS TO COMMUNICATION

1. Use simple and clear language
2. Reduce external noise levels
3. Cultivate an open and accepting mind
4. Keep emotions in check
5. Practice active listening