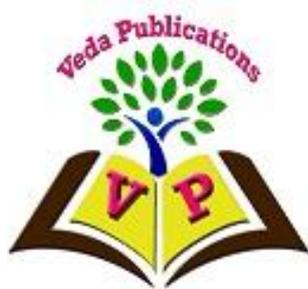
**BARRIERS TO EFFECTIVE COMMUNICATION**

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*(Research Scholar (Ph.D), A.U.Campus, Kakinada, East Godvari Dist.)**(Asst.prof of English Pragati Engg.College,Surampalem ,East.Godavari Dist.)***ABSTRACT**

In the current lifestyle, communication plays a vital role in enriching personal relations, academics, business and international interactions. It is very unfortunate thing that most of us think that 'communication is nothing but a kind of style in English language'. Although English is being used by the majority around the globe, the term communication and its systematic pattern is not understood. By the improper decoding of the intellectual procedure, we ourselves gather some barriers in our communication. Hence, there is a kind of disappointment in our relations because of communication barriers.

Keywords: *Communication, Language, Barriers.*

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INTRODUCTION

Language and Communication are two different words with their role and meanings. Language is a tool of transformation, whereas communication is the behaviour of people. Communication is a process of sharing views to be understood both in verbal and non-verbal ways. This system affirms the interpersonal understanding and relations.

Moreover, it is known that very few are aware of communication skills. The uncertainty of communication distorts the way we transform the information from one to another. In spite of all the wrong perceptions about communication, people feel that they are very systematic at communication

and argue that the reasons for the barriers are others' problems.

COMMUNICATION

"Communication is the transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver"- G.G.Brown

Communication is that in which people share their views in verbal and non-verbal form to be understood in formal and informal ways. It is giving, receiving or exchanging ideas, information, signals or message through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or express emotions. The broad definition includes body language, skill of



speaking and writing. It emphasizes listening as an important aspect of communication. Apart from these, the administrative communication skills are required in the competitive world to lead our teams for the qualitative productivity and skill development. To lead a life in the targeted societies, we should be prepared to overcome the barriers in communication. And certainly a pedagogical improvement should be adapted to shortout the barriers which will suppress us with our failure in human management.

THE BARRIERS OF COMMUNICATION

The barriers of communication affect the process of communication. Barriers of communication may be classified as follow:

- a) Language barriers
- b) Physical barriers
- c) Attitudinal barriers
- d) Psychological barriers

A) Language barriers

Language and linguistic ability may act as a barrier to communication. However, even when communicating in the same language, the terminology used in a message may act as a barrier if it is not fully understood by the receiver(s). For example, a message that includes a lot of specialist jargon and abbreviations will not be understood by a receiver who is not familiar with the terminology used.

b) Physical barriers

Physical barrier to communication is geographic distance between the sender and receiver(s). Communication is generally easier over shorter distances. For instance, some people speak standing in distance.

On the other hand, people with the physical problems may not receive information clearly.

c) Attitudinal barriers

Attitude is everything for any task we do in our life, whether it is simple or complex. As Language is human behaviour, we should be with a good attitude in the process of our communication. Attitudinal barriers in communication may result from personality conflicts, poor management, and resistance to change or a lack of motivation. When we have the nature of conflict it is very difficult to enable ourselves and others to proceed in the

expression of ideas in the idealistic manner. Effective receivers of message should attempt to overcome their own attitudinal barriers to facilitate effective communication.

d) Psychological barriers:

These barriers are due to individual differences among the human being in the behavioural aspects and mentality. The most significant aspects of the barriers are- Stress, Anger and unfamiliar accent. It is well known thing that some people cannot live with any kind of stress. In the same manner they cannot manage the stress in their communication and they cannot control their emotions. Bursting with emotions, like anger, cause to distort the exchanges of ideas. So, the psychological weaknesses should be oppressed to pave good path of exchange of thoughts. Self esteem is another personal strength to manage any situation with a great capacity of assertiveness.

CONCLUSION

Observing the above predicaments, I would like to advise every one to overcome vulnerable situations and emotions that hinder communication skills. To overcome all the communication barriers, practical experience is very necessary. Today's life is like crying over split milk, but with our early maturity we should gear up to realise that prevention is better than cure.

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