

Discussion

Business



Issues in Communication Introduction: Communication plays an effective role in conveying the message rightly to the listener. Effective communication holds a significant place in a life of a person. It bridges the gap, conveys the message to the listener and provides the speaker with either a positive or negative feedback which further enables the person to overcome the issues and elements of miscommunication. It is important to have a smooth flow of communication between the parties to avoid errors and to make the listener or the receiver understand the message in a clear manner.

Analysis of the Article:

In an article, “ Effective Communication-That is just what I mean” by Santosh Sachdeva, the author has emphasized on the importance of effective communication. The author has also highlighted the significance of accurate body language and tone while communicating with the other person. Body language, voice and words play are the most essential elements of an effective communication. A person can misunderstand or misinterpret the meaning of the entire message; if any element of an effective communication is absent from the message. The author further adds that feed back or the response signifies that the message has been understood by the receiver. However, we cannot ignore the issues that generally emerge during any communication either it is done verbally or nonverbally.

The author has clearly highlighted the issues that can destroy the essence of an effective communication. Some of these issues are:

1- Focusing on oneself:

People often ignore what other person is saying. They focus more on their response rather paying attention to the words of other person. People make errors in communication either they are bounded by their ego or they feel

superiority complex over the other one which damages the effectiveness.

2- Perception:

Perception is another issue which causes damage to effective communication. People often ignore the message of a person who is low in status or less privileged. On the other hand, people pay more attention to the words and meanings of the person who is more sound and stable than the other groups.

3- Mental State:

Sometimes people ignore the message conveyed to them in state of stress. People believe what they see, they acquire from their surroundings and what is being fed in their minds rather they communicate and talk with other groups to justify the authenticity of the information.

Conclusion:

To avoid issues in communication, it is very important to listen actively to the words of the speaker and to give a proper feedback to the person in order to assure him that you have understood the message and the meaning.

Work Cited:

Sachdeva, S. ' Effective Communication- That's is just what I mean.' (2000)

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