

Why do barriers to communication exist

Business



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The lack of feedback exists between the call centre agents and the customers due to the cultural customs.

In our society the status symbol does exist and this problem is heading upwards in the organizational structure when the manager is on the executive post and he/she cannot transform his/her policies or the programs properly to the lower management the reason behind is the status or designation that creates a hurdle in an effective communication. Moreover, individual personal behaviour is essential and an effective role in communication (L. Erven, 2008).

If the distortion exists between the sender and receiver due to any reason like technical jargon, social, racial, educational background, and ethnic etc background also creates a lack of communication (L. Erven, 2008).

Organizational culture and norms in which the employee is working also the prime element behind effective communication. Like ignoring the employees in a few prickly matters, completely ignoring, embarrass every time when the employee is eager to share his/her ideas, inputs or thoughts etc. The factors of reluctance, refusal etc also the lack behind effective communication (L. Erven, 2008).