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TYPES OF COMMUNICATION BARRIERS
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ТИПЫ КОММУНИКАТИВНЫХ БАРЬЕРОВ
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Annotation. In this article the author considers communication. Also the author presents the different types of barriers in communication with the practical examples concerning intercultural distinctions.

Key words: communication, communication barriers, intercultural communication.

Аннотация. В статье рассмотрены понятия коммуникации. Также описаны различные типы барьеров в коммуникации с примерами, касающимися межкультурных различий.

Ключевые слова: коммуникация, коммуникативные барьеры, профессиональная компетентность, межкультурная коммуникация.

The human communication system can be compared with a radio or telephone circuit. Just as in radio transmissions, where distortion can occur at any point along the circuit (channel), there can be similar barriers in human communication. The source's information may be insufficient or unclear. Or the message can be ineffectively or inaccurately encoded. The wrong channel of communication may be used. The message may not be decoded the way it was encoded. Finally, the receiver may not equipped to handle the decoded message in such a way as to produce the response (feedback) expected by the source. 'Barriers' are any obstacles or difficulties that come in the way of communication. They may be physical, mechanical, psychological cultural or linguistic in nature. In business communication, for instance, the major obstacles arise because of the set-up of an organisation — the organizational barriers [1]. The size of an organisation the physical distance between employees of an organisation, the specialization of jobs and activities, and the power and status relationships, are the main organizational barriers. Besides, then are the barriers, raised by interpersonal relationships between individual and groups, the prejudices of both individuals and groups and the channels they use to communicate. Barriers to communication also occur if the sender and receiver are not on the same "wavelength." This is as true in human communication as it is in radio transmission. On the human level, being on the same wavelength involves shared experiences. That is, the source can encode only in terms of the experiences he or she has had. This is why two people from completely different cultures may find it difficult, if not impossible, to communicate.

In the 'jargon' of communication, all barriers whatever their natural are clubbed under a common label 'noise'. A term from modem physics it denotes not only atmospheric or channel disturbance, but all barriers that distort communications in any manner.

Physical Barriers. Four main kinds of distractions act as 'physical barriers' to the communication process [4]. These are: (1) The Competing Stimulus in the form of another conversation going on within hearing distance, or loud music or traffic noise in the background. The cawing of crows or a plane passing overhead can, for example, drown out messages altogether. (2) Environmental Stress: A high temperature and humidity, poor ventilation, vibrations felt, a strong glare — all can contribute to distortions in the sending and receiving of messages. (3) Subjective Stress: Sleeplessness, ill health, the effects of drugs and mood variations give rise to forms of subjective stress that often lead to great difficulties in listening and interpretation. (4) Ignorance of the Medium: The various media for communication are: oral, written, audio, visual and audiovisual. The use of a medium with which the communicators are not familiar would turn the medium itself into a barrier.

Psychological Barriers. Each of us has a certain 'frame of reference', a kind of window through which we look out at the world, at people, and events and situations. A frame of reference is a system of standards and values, usually implicit, underlying and to some extent controlling an action, or the expression of any belief, attitude or idea. No two individuals possess exactly similar frames of reference, even if they are identical twins. To a large extent our experiences, particularly our childhood experiences, and the cultural environment we have grown up in influence our frames of reference.

Linguistics and Cultural Barriers. A language is the expression of the thoughts and experiences of people in terms of their cultural environment. When the same language is made use of in a different culture, it takes on another colour, another meaning.

Mechanical barriers are those raised by the channels employed for interpersonal, group or mass communication. Channels become barrier when the message is interfered with by some disturbance, which increased the difficulty in reception or prevented some elements of the message reaching its destination or both. The absence communication facilities too would be a mechanical barrier.

This type of barrier includes any disturbance, which interferes with the fidelity of the physical transmission of the message. A telephone that is in poor working order, making demands on the yelling ability of Sender and Receiver, is a mechanical barrier in interpersonal communication [1]. So also is 'cross-talk' often heard over an 'intercom' link in an office, or during long distance calls. In Group Communication, a rundown or 'whistling microphone, and wrong placement of loudspeakers are disturbances which are mechanical in nature. (the communicator who stands too close or too far from the mike is another matter). In mass communication, mechanical barriers would include such disturbances as static on the radio, smeared ink in a newspaper, a rolling screen on television, a barely readable point-size, or a film projector or video that does not function perfectly [4].

Cultural Barriers to Effective Communication. Effective communication with people of different cultures is especially challenging. Cultures provide people with ways of thinking — ways of seeing, hearing, and interpreting the world. Thus the same words can mean different things to people from different cultures, even when they talk the "same" language. When the languages are different, and translation has to be used to communicate, the potential for misunderstandings increases. Stella Ting-Toomey describes three ways in which culture interferes with effective cross-cultural understanding [3]. First is what calls

"cognitive constraints." These are the frames of reference or world views that provide a backdrop that all new information is compared to or inserted into. Second are "behavior constraints." Each culture has its own rules about proper behavior which affect verbal and nonverbal communication. Whether one looks the other person in the eye-or not; whether one says what one means overtly or talks around the issue; how close the people stand to each other when they are talking all of these and many more are rules of politeness which differ from culture to culture. The third factor is "emotional constraints." Different cultures regulate the display of emotion differently. Some cultures get very emotional when they are debating an issue. They yell, they cry, they exhibit their anger, fear, frustration, and other feelings openly. Other cultures try to keep their emotions hidden, exhibiting or sharing only the "rational" or factual aspects of the situation. All of these differences tend to lead to communication problems. If the people involved are not aware of the potential them, although it takes more than awareness to overcome these problems and communicate effectively across cultures [3].

Breaking Communication Barriers. We live in a culturally diverse world. People will encounter individuals from different races, religions, and nationalities in their day to day encounters [4]. There is often anxiety surrounding unfamiliar cultures. What manners acceptable are. The desire to communicate is the first step in being effective. No matter what tools you gain in cross cultural communication. The desire to connect with another human being is the bond that will express itself clearly. A genuine effort to understand another person goes along way in the path to communication. Knowing about other cultures will help you develop your skills. Be proactive when approaching a new culture. This is a learned skill which means it will require research, practice, and growth. People from different backgrounds may have varied approaches to conflict management, learning styles, family structure, religion, and most other aspects of life. It is impossible to know the varied systems of all cultures, so approach this process one culture at a time as you meet and deal with new people. When dealing with diverse people look for similarities. Our goals, dreams, and aspirations may be more alike than our skin color. Parenting approaches may differ, but the common bond of a mother and a child crosses many barriers. Most people have basic needs in common, like Maslow's hierarchy of needs that suggest all people have physiological, safety, acceptance, self-esteem, and self-actualization needs [5]. Considering these things it is easy to see our essential common ground. And this is where we can begin our comprehension of others. Put your new information about other people into action. Make a personal inventory of your own biases. Where has your ignorance held you back from appreciating other people? What have you learned that makes this old paradigm obsolete? Help to educate people in your family and group of friends about your new leanings. Be careful. People become attached to their ignorance, and have difficulty accepting new ideas. It may have taken you a while to gain the knowledge necessary to deal with people. Encourage others to be open, but know that information is integrated when a person is ready to accept it. Form alliances with people from different cultures to know what challenges they have dealing with your culture [5]. Help the general community to grow by raising awareness and promoting fair treatment for all people. It is important as you become a promoter of cross cultural communications that you reach beyond stereotypes. These do not represent the population they seek to identify. It is necessary to evaluate people on an individual basis. Stereotypes often reflect the differences in socioeconomic status, religion, or dialect [2]. These differences are apparent in all races and cannot identify one specific group of people. It is important to suspend judgment, avoid misconceptions, narrow

perspectives, and immature reactions. Stereotypes often contain a granule of truth, but this tiny truth cannot characterize an entire culture. Getting the whole picture is being active, and thinking critically about people and their behavior. Ultimately the barriers that exist between cultures are weak We need desire, information, and the willingness to take interpersonal risks to break them. An individual's ability to be open to new ideas and new people will go a long way in the process of cross cultural communication. It starts with a smile and acceptance. It leads to an exciting new world full of clarity and connectedness.

To sum up, communication is the process of transmitting information and common understanding from one person to another. The elements of the communication process are the sender, encoding the message, transmitting the message through a medium, receiving the message, decoding the message, feedback, and noise. A number of barriers retard effective communication. These can be divided into four categories: process barriers, physical barriers, semantic barriers, and psychosocial barriers. To improve the effectiveness of communications, schools must develop an awareness of the importance of sender's and receiver's responsibilities and adhere to active listening skills.

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