

Group Dynamics
Prof. Pooja Garg
Department of Humanities and Social Sciences
Indian Institute of Technology – Roorkee

Lecture: 9
Group Communication: Part-I

Today I will start with the fourth module of group dynamics in this module I will talk about group communication this is the most important aspect that we are going to discuss group communication in terms of its significance where how group members interpret or understand or give meaning to the message through various sources and how it impacts the performance the efficiency and productivity of the group members, so getting into the details of this module let us

First discuss and define that what is communication in the layman's terminology when we talk about communication it is something that we are transferring some information to the other person in some or the other manner it can be through some Channel it can be in form of a speech it can be in form of a text through different sources such, as email or use of any other technology but what is the psychology

Behind communication that works with every individual and group member that is the most significant and Noble aspect when we are talking about group communication so when we Define group communication, it is The Interchange of thoughts or information to Foster Mutual understanding and Trust because when we are, communicating something to the other person it should be in that information communication should be so much sound that it not only giving the message it is also having

An impact on the other person where the person is trusting you or us where understanding is also existing and trust is also there that whatever information we have received it is trustworthy or it is coming from any, reliable resource so when we are talking about communication it is a process of interchange of thoughts or information to Foster Mutual understanding and trust it includes both the transference as well as the understanding of the meaning of the message

Once the trust is also there then the interpretation will also be very much correct but once trust is not existing while receiving the, message or we are receiving the message from a very unreliable source then it also becomes difficult to interpret the correct meaning of the message so in other words it is a transformation or transmission of information and it is a continuous process from moment to moment we receive some information in different ways in different environment

And moment to moment with our own, understanding we try to give meaning to that message so it is a continuous process which it also involves all the individuals in the group itself and at the same time relationships so communication helps in the development formation growth and change of attitudes beliefs stereotypes and prejudices that means whatever constraints we have for the other person and if we are getting a , proper information and feedback from the other sources

Then we can curve those negative stereotypical attitudes and prejudices and we tend to form new and positive inform or impression about the other person so this leads to growth in the relationship it leads to development of new skills and at the same time it leads to formation of New Attitudes ideas and belief further communication , also Fosters Motivation by clarifying the employee or the members about the tasks and roles And Timely feedback and reinforcement of the

Desired behavior which stimulate motivation and thus require communication this simply refers to that when we are giving feedback to the employees through appropriate words then the interpretation is also positive so this motivates individuals to, enhance their performances and at the same time productivity so whenever we are communicating a positive feedback then it is also leading to some reinforcement of positive behaviors reinforcement to positive attitudes and

Reinforcement to enhanced performances so when we are communicating to the other person then it has to be on positive notes communication is an important source of , emotional expression and for the fulfillment of social need when we are communicating just now I said that when we are in the process of communication that communication should be so much clear and so much precise in its own way that that it is expressing maximum message with limited words so it the expression

Should be clear where the person also understands that how he or she can , satisfy his sense of belongingness because that affiliation that appreciation that recognition comes through communication only any employee or any member of the group who is actually performing good in his work if communicated with a positive feedback then it only enhances his performance and also satisfies his social need because he or she is getting some recognition for his good work, and last

At communication provides appropriate information that individuals and groups need to make decisions by transmitting data and evaluating the alternative choices that means when people are coming together when members group members are coming together for a common purpose then through communication only we can share maximum information with each member so that we have better , solutions to the problems and we have more choices alternative choices to resolve the problem so this is

The process of communication which plays an important role in the success of any group or any team within the organization and how communication plays a major role in not only satisfying the professional goals or the organizational goals but at the same time communication also plays a major role in fulfilling the social needs and desires next comes the communication process how this transmission of information travels from one point to another so social psychologists have

Identified a typical process that how communication takes place an internet communication how the real message is being carried from one point to another so according to social psychologists the communication process involves five steps the first is the source the second is the encoding the third is the channel the fourth is the receiver the fifth is a decoding and the last is the feedback that means it completes the cycle of communication because any communication

Without feedback is incomplete so when we talk about this communication process the source is the first step to, initiate the process of communication where the message is encoded that means the message that has to be transformed in some form is being encoded in a form for instance when we are trying to convey or transmit any information we try to transmit that information in some specific kind it can be through words or text it can be through Graphics or it can be any visual

Or it can be any, particular sound which can actually carry a message the sender will create that message in or idea in a very specific form and then it is being transmitted to the other person so now one step message has been encoded if that message has been given a specific form that this is what it carries a specific meaning it is being channelized or transmitted to three different channels now, this channel is it can be anything it can be through formal or it can

Be informal as well for instance if I say that that I want to send a particular idea through a formal Channel then it can be through proper communication through different different authorities that is a formal Channel or it can be informal channel that in what Manner I will convey this message or communicate this, message to a particular person based on my choice in a very informal manner

So when that message which carries the real expression real meaning is being transformed in a kind it is being transmitted through a proper channel that either it should go through through the organization from one authority to the another or it can be informal and how that message is being received by the send, by the person will create another impression so the sender initiates a message by encoding a thought that is to change the information into a form the sender makes use

Of symbols that is words text Graphics or visuals to convey the message and produce the required response that means the sender is waiting to get the response as soon as the message has been transmitted to the other, person this message is actual the physical product of the sender's encoding that means when the message is being transmitted or transformed in a specific kind it can be visual it can be any graphic it can be text it can be any sound

Then it is actually being encoded and when we speak that speech is the message so that message in the speech is encoded it is embedded and when we write the, writing is the message and when we gesture that movement of our arms and expressions on our faces are the message so when as soon as this message is being encoded it is being transmitted through a medium that is the channel through which the message travels that means through a proper channel that means from one authority

To the another or informal that where we are approaching the target, person directly so the descender selects it and determining whether to use formal or informal channel the receiver is the person to whom the message is directed and is received by the send through the sender so as soon as the message is being channelized to the receiver the receiver will open that message and that message is being translated in its real form that means as soon as the, message is received

Then it reaches the stage of decoding where the receiver receiver will try to interpret the real meaning of the passage so as soon as a message is directed the receiver will open that message and translate those symbols into an understandable form this step is decoding of the message that means the text is there the speech is there or it can be any visual or graphic a, picture is there then immediately that message is being decoded in an understandable form that what is the

Real content or core of this message that means why this message has been sent to me what is the purpose of this message to be received by the sender and how it can be executed so this is how the communication process starts on now as soon as the message is being received it starts, another process that is the message and interpretation of the message enters the feedback loop it is a check on how successful the message has been transferred with the original intention and it

Determines whether understanding has been achieved or not that means even if the feed message has been received the feedback will tell whether the message has been understood or not if not then, again some communication gap has been created to bridge that Gap again the communication process will start on so the feedback loop is very important factor in the communication process because it will complete the process whether the message has been received in the correct

Manner interpreted in the correct manner if not then again the communication is being re-initiated now in this, noise is also there that means when the it has been traveling from one point to another some external factors also determine whether the message will be easily interpreted by the receiver or not or what can be the other factors where the message fails to reach the receiver so considering all the external factors and the real message or the real content in the message

Will determine, whether the communication has been successfully completed or not so this is how the communication process takes on so communication can be defined as as The Interchange of thoughts and information to bring about Mutual understanding and confidence among group members why confidence because when the message is being received in a very correct form then the interpretation is also correct , which also or which actually builds confidence and Trust on the other person

So it all depends that whether the information is correct or incorrect and to what extent the information has been interpreted in the correct or incorrect form will Define the relationship between sender and the receiver that means the feedback will Define the relationship between the sender and the receiver, based on confidence and mutual understanding now once we are talking about how this message transforms

Then there are some mediums of transmission of message especially in an era of digitalization where verbal written and visual all kind of messages do exist when their message has been encoded in different form it can be in terms of verbal it can be in terms of written and it can be in, form form of visual so verbal transmission can be in form of in-person speech phone conversation voice

Over Internet Protocol it can be radio it can be podcast it can be voicemail or it can be intercom if it comes to written message encoding it in a form it can be email it can be text or instant message it can be a report or article essay letter memo blog and tweet and it can be visuals, as well where drawings paintings graphic design means body language which is a very important factor when we talk about communication graphs font types semaphore it is a method of visual

Signaling usually by means of flags or lights and architecture that means there are different ways to convey message but to what extent the message is being transmitted in a very correct manner that, plays a major role so this is how message is being transmitted through various mediums next is communication verbal communication when we're talking about that in what Manner the message is being transmitted to the other persons

Then there are different ways to interpret those messages as well so social psychologists have talked about two types of communication verbal and non-verbal, communication verbal communication as the term implies it is the use of words to convey message that is so obvious that where we are using language to convey the message but what kind of language what kind of words we are using to convey the message that will Define the communication the quality of the communication so

When we are talking about coming verbal communication it can be in, form of language language here means it is the most important source of communication and it can be in the in two forms it is phonetics and semantics just now I said that in what Manner we are conveying any message verbally to the other person will actually help the receiver to interpret the message accordingly so it can be your voice intensity it can be your tone it can be your, pauses or silences

Or hesitations which will give a real meaning to your message that is phonetics and at the same time the other aspect of verbal communication in terms of languages semantics that means how people infer the language or meaning of the language in different way now here some cultural factors also play important that one one object and it has ah different languages to, express the same meaning so semantics play a major role that how we have to convey that message that most of

The people should con understand or interpret in a very correct and common manner so when we talk about verbal communication in terms of language then there are two aspects phonetics the study of speech sound how they are produced and the perception of the speech for example if, the pitch is high and information is new then there is sort of different kind of impression on the receiver that it is something shocking that shocking news or it has to be absorbed or interpret in

A different manner similarly semantics the study of the meaning of words and phrases as different language use different words for the same thing that is so obvious we perceive objects in a, very similar manner but how we explain that object or call that object in different manner that is a different issue so that talks about semantics so the distinction of the language used in communication can be made on the basis of denotative and connotative meaning here if I just go back

To the slide again that means semantics play a major role not definitely fun it is is also there, but semantics is that we are interpreting the real meaning of the message in different languages so when we talk about semantics then denotative meaning and connotative meaning play a major role denotative meaning the it Bears a close relationship to concept formation that means whatever word we have whatever object we have in the environment people will interpret based on that

What, physical what physical form it has and how to re rename that physical form for example a piano piano will be perceived as a piano itself that means the concept formation is there blueberries are always blue so it is a concept formation or I will be in my green car so anybody will identify you based on the concept formation that is a physical characteristics of the car that is green car, so this is a denotative meaning that means it Bears a close relationship to

Concept formation this this constitutes help to Define things precisely and are not confused with any other things if car is there it is green car I I will not look to any other car car color except only green when I am waiting for my friend that my friend will arrive at the venue in green car or in a similar way, people would have to trouble will have no trouble understanding the statement that I will be in a green car some other examples can be piano a policeman a gun a

Portable firearm or the blueberry is very blue now even if policeman is there we can easily identify in a particular culture that a person in a particular uniform is a policeman so this is a denotative meaning what denotes whom, so this is denotative meaning the other is connotative meaning that means it carries an arrow array of wide array of positive negative emotions that means whatever we are seeing it is carrying some feeling some emotions to express that message for

Example if I say that she is feeling blue now definitely in literal form it is an idiom but yeah yes at the same time the message is , connotative that the girl is very sad so this is a connotative meaning with the wide array of positive and negative associations that most words neutrally carry with them they suggests a feeling or the main idea for example blue is a color but when it is used to describe the mental state or emotional state of an any girl that she is she's feeling

Blue then that means she is feeling sad , so this is connotative meaning what connotes how you relate your feeling and emotion with the other person now these connotations can be positive and negative at the same time for example that she is a go-getter it is actually very motivating word and at the same time constitute some positive emotions when we are evaluating the performance of the other person so this constitutes that the, person is performing very good so

Positive connotation these are words that conjure a favorable emotional response that what is the assessment So based on this one particular word the assessment will be positive that means connotations are positive for example describing someone's someone ambitious as a go-getter or someone who is like Lively and curious as youthful so this is these are, the positive connotations that we ascribe to the other person while defining it can be negative connotation as well for

Example that the ambitious person might be described as overachiever while curious person might be referred to as childish that means we are having a negative impression about the other person and how we are conveying the message for the same person to the other person, so these negative connotations represents a person or thing in a very unfavorable light so this is how we are relating our emotions to every person or object in a very different Manner and yes this is

Human tendency to understand or give connotative meaning to any message that has been received by the sender now once we are talking about connotative meaning then there is some associative, meaning or some expressive or stylistic meaning also that means in semantics associative meaning refers to the particular qualities or characteristics beyond the denotative meaning that people commonly think of correctly or incorrectly in relation to a word or phrase for example if I say

A needle a needle is a word if we give a very denotative meaning then it is a thin steel instrument, or device right but if I am giving it any connotative or associative meaning there can be several interpretations to this one word that is pain drug thread knitting or hard to find so these are the connotative or associative meaning when we are giving to any particular word and how we relate emotionally to every every word another example can be a piano how you relate piano

In terms of, emotions it can be a sound it can be a note or it can be a song you can relate piano with one of your favorite song where the main character is playing piano in that movie so we are giving that connotation in a very associative manner right or the other way can be a policeman when we talk about or when we say that think about policemen you will have so many connotations or associations, in terms of authoritative upright robbery helpful and quick why

Because these are the behavioral dispositions that we tend to perceive when there is a policeman in a particular event so this is how connotative or associative meaning differ from denotative meaning and how we are interpreting the message to each and every situation or any information that we have received from the sender, at the same time comes the other aspect of communication that is non-verbal communication it is a non-verbal human response this is a specific term used

To define nonverbal communication that is non-verbal human response without uttering a word through your facial expressions Through Your Eyes through your body body movements or body motions through the touch Through The Eyes we tend to, convey the message to the other person it can be in the form that suppose I am receiving some anxious news or very different shocking news I will feel anxious and I will start biting my nails I will start fisting my my hand or I will start

Shaking my legs so these are the different ways to receive the message and how to convey that what you feel so basically nonverbal communication is, the non-verbal human response which involves gestures facial expressions or body movements and the perceived characteristics of the environment through which the non-verbal messages are transmitted so nonverbal communication has no structure they have it has no vocabulary and it is more spontaneous and reliable maybe at one point

Of time in verbal communication the information can be , twisted and the receiver can also trust that fake news the Twisted news but in nonverbal communication it is very spontaneous and reliable it is immediately on an individual's face because facial muscles will contract or expand or it can be through your body or movements which will defined at what exactly you are feeling you can never refrain through your nonverbal response that what you, are feeling it is reflected in a

Very non-verbal response form so we can say that non-verbal communication has come to meaning in different forms for example para language this constitutes voice intensity speech disturbances for example when we are anxious we are unable to speak in a very fluent manner we will hesitate and at the same time we will find lot of disturbance in our tone and, speech to even to speak or utter a word this is because we are anxious so there will be some we will experience so much

Of speech disturbance when we are anxious it can be hesitations that means when we are anxious also and we are shy at the same time for example we have to deliver a lecture on this on the stage we are standing on the stage then because of hesitation we will find lot of, difficulty to find the right word to convey the message or to convey the right meaning of the subject so these are the para language parameters of non-verbal communication it can be silences that suppose you

Have received any shocking news you are silent so this is another way to convey that means a para language that how you are reacting to that news without uttering a word it can be, love it can be way you are yawning sometimes it is non-fluency that if you are not interested in listening to the other person and you are unable to tell him or her very explicitly that I am not interested

Then your pitch and tone will start wearing so this is how para language is in form of non-verbal communication play a major role when we talk about non-verbal human responses so, generally more the way something is said than precise words used that means we without using the words we are giving a precise message a very straightforward message to the other person now when we are talking about non-mobile communication it is also about kinesthetic or body language this is one of

The most significant parameter or dimension of nonverbal communication why because it is, only your body which gets triggered when we are excited which gets triggered when we are sad which gets triggered when we are in we are angry which is which gets triggered when we are in a shock in a state of anxiety so when we are talking about body language or kinesthetics then Ralph Exline is known to have done extensive work on non-verbal communication.

Particularly he was interested, to work on eye contact and how I contact based on facial muscles and eye contraction and contractions ah they try to convey message in different forms so according to Ralph Exline he he has talked about nonverbal communication based on eye contact which is indicative of affiliative orientation and information seeking device for instance according to Ralph two people who were engaged, in romantic relationship they will have frequent eye

Contact or on the other hand if people who have high sense High desire for approval and recognition they will maintain eye contact with the other person on the other hand person who who has experienced failure in his activity will not maintain eye contact with the other person in comparison to a person who has experienced success in, his task he will maintain eye contact a lot the intensity will be high similarly when any person who is very angry who is very disappointed

Then maybe or he is very aggressive then he will stare the other person in a very violent manner maybe he will not fight very explicitly but through the eye contact which is staring the the message will be conveyed so affiliation or any conflicting, tendency can be expressed based on eye contact similarly even eye contact can also help in deriving maximum information from the other person the more you are trying to maintain the eye contact with your with the with any group

Member the more there is sense of affiliation the other person will also be will also be able to affiliate with you and the person will be will reach a point, where he or she can express himself in a very wholehearted Manner and he will try to share maximum information with you so eye contact play a major role when we talk about body language or kinesthetics where it indicates affiliative orientation and at the same time information seeking device so kinesthetic also

Involves emblems effect displays illustrators and adapters it has a very, deep discussion we can get into that in what matter a body language plays a major role because there are so much of secretion of hormones when we are in a particular situation and how the brain triggers and sends a message to the different parts of the body when we receive any any good news our eyes God becomes dilated we are so excited we become Theory also the eyes becomes teary why, because the temple

Bone gets gets aggravated or triggered and our eyes becomes teary similarly when we watch any any painful scene in on in a movie then again we are also triggered that means any situation that we are into our body will react first and maybe then only the response will come forth so this is this is the significance of nonverbal communication now the idea is that when we, are talking about non-verbal communication then then how come kinesthetics can be expanded to a larger

Extent because without uttering a word we tend to receive a very strong message from the other person so Exline has talked about some other uh other that determinants which makes normal communication more reliable and very pressing as well so they have talked about certain other, factors that is emblem displays illustrators and adapters now emblems are a term which was used by researcher David Ephron he was a social psychologist and he has defined emblems as non-verbal

Signals that can generally be translated directly into words for example giving a thumbs up now thumbs up is actually referring to OK or approval of something it can be your first finger it is, like this that means it can be translated into word that the other person is saying come here it can be a forwarding Palm which says that it is talking about stop or it can be thumb to index finger that is okay or it can be a wave to say hello or goodbye that means the word will come

Later on the passage is already there in your non-verbal response so these are the emblems which, describes which translates every word into a non-word it is actually a vice versa phenomena that you are giving signals to the words itself right or it can be a hand to ear that is please speak louder that means please speak louder now immediately you can understand or interpret the message that what the other person is requesting for so this these are termed as emblems the other

Is, illustrator illustrators are bodily movements that are directly tied to speeds serving to illustrate what is being said verbally to enhance receiver comprehension for example that means illustrators move hand in hand that means we are speaking at the same time bodily movements are also there at the same time for example we nod our head when we say yes right it is never that yes most of, the time we are nodding our head or we will shake our head when we say no we shake our

Fist when we are angry even when we are not speaking that I am angry that gesture is enough to convey to the other person that I am not liking you or liking your behavior so anger approval discussed everything can be Illustrated through non-verbal communication the other is effect display as the term, implies effective displays are non-verbal communication that express

emotions and feelings that means how we are expressing our feelings in terms of Happiness surprise fear

Sadness discussed and interest in anything based on our facial muscles just now I said that when we are happy sometimes our eyes become dilated and our face becomes red because there is flow or Rush of, Blood on our face and the face starts becoming red or glow glowing so this is the effect display that means they are extremely informative and influential even when you are angry sometimes our face becomes red now that reddish redness on the face while your eyes are

There with when in Anger your eyes are wide open and a face becomes red it is indicative of effect display of anger or , hostility or aggression so these are very influential and they are very informative and effect display might accompany folding your hands for silence because you are sad or two men threaten each other but do not fight openly that means face becomes Wide Open Face becomes red and you are threatening each other but you are not fighting so message has

Already gone there that I am not, liking you so effect this place can be altered or failed sometimes but at the same time you can alter your facial muscles based on effective displaced that when you are feeling sad from inside then in a particular situation you are also smiling at the same time so it can be faked at one point and it can be altered at one point and the last is adapters this is a body motion used to, by people to adapt or adjust to a communication process so

Just now I said a few minutes back that when we get to receive a surprising news then how we feel immediately that immediate non-verbal response or body movement will be the real response or interpretation of the message which induces stress sometimes for example we receive any shocking news we are nervous we start biting our, nails we start tapping our foot our fingers or we use another repetitive body motion during that conversation

So these are the adapters we try to find some support in the environment so that we find some some kind of balance in expressing our emotions and interpretation of the message that means we will start tapping the table or we will start we will start fisting our hands so that, that kind of expression is going out to the other person in a very explicit manner so these are the adapters where you are trying to adjust or adapt to the news or the information in the environment right

so these are the ways that how kinesthetics or body language plays a major role especially based on eye contact that how Expressions give a clear message to the other person in a, very non-verbal manner the next is proxemic chronemics and haptics we will discuss these aspects of nonverbal communication in the next class thank you so much