



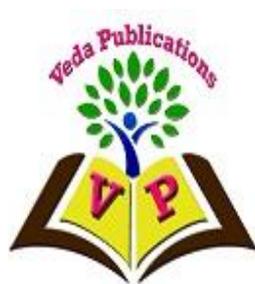
## SYNTHESIS OF SUPPORTING AND BARRIER ELEMENTS IN SOCIAL COMMUNICATION

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### ABSTRACT



The article deals with social communication, especially a description of its barrier elements. The first part defines social communication and also the model of social communication. Subsequently, the concept of noise is specified from this model, which in social communication we call barriers that disrupt quality communication between the communicator and the receiver. These barriers are further divided into internal and external. This article does not summarize all the barriers between the communicator and the communicator. It is a synthesis of some barriers by authors of different definitions from different scientific disciplines.

**Keywords:** *Social communication, Effective communication, Barriers.*



## 1. INTRODUCTION

Communication is still part of a person's subconscious processes. As a result, the learned narration is not the result of effective communication. Communication is a never-ending, continuous and very individual process. Its improvement is especially needed for those who work with people. From a scientific point of view, the effectiveness of communication is often linked to feedback or active listening. In terms of communication functionality, we differentiate its elements into a supportive or barrier. They can be said to be positive or negative, more effective or even harmful. The model of social communication is based on the interaction between people. By reacting on a conscious, subconscious or unconscious level, a person is exposed to the risk that the communication will therefore have a positive and at the same time negative character of the same interaction. Quality communication in the social sciences and humanities positively influences the relationship between the employee and the client, which creates space for the effective fulfilment of their mutual goals. Depending on the type of client, we are talking about better or more demanding communication. We note that for more favourable effects of mutual work, space is created for individual progression of communication. This space can be achieved by mastering specific elements. First, get them into the conscious part of the mind and then work with them. According to Saxon<sup>1</sup>, this adoption determines the circle of people, their culture, morals, their rules and norms. According to Vymětal<sup>2</sup>, communication is influenced by the sum of mental, physical, social semantic and expressive means.

Barriers to social communication are based on the model of social communication. Some authors<sup>3</sup> refer to these barriers as noise in a particular model. Depending on the size of the noise,

we measure the quality of effective communication. We remind you that there is no 100% effective communication. The goal of this model is to bring closer the barriers that we or our clients use and to build better communication. This process helps the employee build a better relationship. This relationship further forms a more efficient given activity, which takes place between the employee and the client. Barriers to social communication are divided into internal or external. Internal we mean those that come from the communicator. External are those that prevent, restrict or impede the flow of information from the communicator to the receiver. According to our synthesis<sup>4</sup>, the internal barriers to social communication are the following:

- somatic barriers,
- psychological barriers,
- social barriers,
- linguistic barriers.

### **Somatic barriers:**

Also called physiological barriers, they are based on human physiology. The most common somatic barrier to communication is, of course, the oral spectrum. Also, the physical pain itself makes it impossible to communicate effectively. By removing barriers such as pain in the teeth, tongue, head, throat, vocal cords or even the nose, we help improve communication with the client. The human ear is in charge of receiving information. Therefore, it is also essential that it works fully.

### **Psychological barriers:**

Concepts such as neurosis, fear, depression, trauma, intellect, expectations, as well as prejudices, attention disorders or stuttering, are signs of psychological barriers to social communication. Not only these but also many other disorders according to the ICD<sup>5</sup>. We note that psychological barriers can

<sup>1</sup> SAXON, T., F. *A longitudinal study of early mother-infant interaction and later language competence*. Psychology. First language. 17. pp. 271 – 275.

<sup>2</sup> VYMĚTAL, Z. *Průvodce úspěšnou komunikací*. Praha: Grada, 2008. pp. 25 – 26.

<sup>3</sup> MAHONEY, L., TANG, T. *Strategic social media: from marketing to social change*. Wiley, 2016 pp. 11 – 12; VYMĚTAL, Z. *Průvodce úspěšnou komunikací*. Praha: Grada, 2008. pp. 33.

<sup>4</sup> KUMBAKONAM, U.. *COMMUNICATION BARRIERS*. VEDA'S JOURNAL OF ENGLISH LANGUAGE AND LITERATURE (JOELL). Vol.3, Spl.Issue 2, 2016. pp 75 – 76.

<sup>5</sup> Classification of Diseases.

<https://www.who.int/standards/classifications/classification-of-diseases>



also manifest themselves as psychosomatic. Then the problem of somatic barriers must be sought in the psyche.

#### **Social barriers:**

We connect them especially with culture, socialization but also with real-time feedback. Author Kim associates social barriers of social communication with difficulties due to variations, time zones, the absence of a feeling of emotional connection or the lack of real-time feedback.<sup>6</sup>

#### **Linguistic barriers:**

Language barriers can arise in all components of the language system. Thus, in the phonetic, morphological, syntactic and lexicological system of the language of the respective culture, which we use at the moment, due to the interference of the native language (pronunciation and grammar), or insufficient knowledge of a foreign language (vocabulary).<sup>7</sup>

As we mentioned, barriers to social communication also participate in external barriers. These are:

- spatial barriers,
- technical barriers,
- information barriers.

#### **Spatial barriers:**

They certainly don't need to be explained much. These barriers are associated with poor acoustics, inadequate environments, unsuitable space and more.

#### **Technical barriers:**

Effective social communication is also affected by technical measures themselves. Poor quality of the Internet or poor quality electronic devices also have a negative effect on the effectiveness of social communication. These means are a very important

part of communication today and therefore make up a large percentage of noise.

#### **Information barriers:**

Last but not least, there are information barriers. They are a very underestimated component of effective communication. The content of the message plays a very important role in communication. Therefore, a barrier such as a lie is incompatible with quality communication. The second major barrier is the amount of information. Large amounts of information negatively affect the efficient flow of information. Their excessive amount of absorbs and prevents communication.<sup>8</sup>

According to the author Lomnický<sup>9</sup>, effective communication is such communication that clearly, comprehensibly, recognizably, non-conflicting and positively leads to finding the optimal solution, acceptable to both communicating parties. Effective communication is assertive and respects personal dignity, the right to one's own opinion, the right to present one's own opinion, accepts the right to one's own opinion with a communication partner and is not hurtful. Effective communication is a goal in both work and personal life and in interpersonal relationships in general. According to Klincková<sup>10</sup>, effective communication:

- removes barriers to society,
- takes into account the partner position of the trainee,
- improves itself,
- is an effective tool for career building,
- learns to accept positive and negative criticism.

<sup>6</sup> KIM, K.J., LIU, S., BONK, C.J. Online MBA students' perceptions of online learning: Benefits, challenges, and suggestions. *Internet and Higher Education*, 8(4), Elsevier Ltd. 2005. pp. 335 – 344.

<sup>7</sup> DELGADOVÁ, E. *Bariéry interkultúrnej komunikácie*. In: Politologické fórum. - ISSN 1338-6859. - Vol.2, Issue.1, 2013. pp. 72.

<sup>8</sup> DOCAN-MORGAN, T. *The Palgrave Handbook of Deceptive Communication*. USA: Department of Communication Studies University of Wisconsin-La Crosse La Crosse. 2019.

<sup>9</sup> LOMNICKÝ, I. *Etická výchova ako inšpirácia na každý deň*. Nitra: Filozofická fakulta UKF, 2010.

<sup>10</sup> KLINCKOVÁ, J. *Verbálna komunikácia z pohľadu lingvist(i)ky*. Banská Bystrica: Univerzita Mateja Bela, 2008, ISBN 978-80-8083-626-9.



## CONCLUSION

This text was a synthesis of several definitions of the authors and their experience with communication. In the text, we focused on clarifying ineffective elements of communication, which we call barriers. Awareness of these barriers makes great sense for them to become more effective. The use of this knowledge has a wide application in various scientific disciplines that work with people. In the second part, we approached the supporting elements. This text does not address specific issues and specific procedures. Its aim was to convey possibilities and point out the diversity of noise. Even more, attention deserves the processing of supporting elements to a greater degree of effectiveness of social communication.

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