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ANALYSIS OF BARRIERS TO EFFECTIVE COMMUNICATION AND THE WAYS TO OVERCOME THEM

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Communication barriers are the delaying or misunderstanding of messages between the sender and the receiver in a lot of ways, it can be internal communication barriers for example in an organization or external communication barriers like between the organization and its customers [1].

Among the barriers to communication are the following:

Sociological communication barriers affect the development of organization. Lack of confidence in the employees the fear and worries of giving personal opinions and suggestions, being unclear also is a barrier, lack of listening skills as in meetings inside of an organizations, in addition to low level of integrity which is a big communication barrier. All of them can directly affect the internal performance and lead to failure in the development of organizations [2].

How can communication barriers affect organizations?

Lack of transparency and truthfulness between supervisors or managers and shareholders, or between managers and their subordinates, lack of communication between organization departments, un effective customer service with poor techniques, also communication barriers can occur between employees that as a result lead to ineffective production, lack of knowledge to language and cultural differences, body language also is a communication barrier for example between managers and employees that can cause the feel of dishonesty or the lack of integrity in a situation as giving negative performance feedback, these are some communication barriers that can affect any organization and lead to un effective production and can decrease as a result the level of development [3].

The case of Nike Company: Business communication failure at the topNike:

In 2018, female employees spoke out about the male-dominated culture that fostered harassment and discrimination in the workplace. It started as an anonymous survey by a group of women at the company's Beaverton, Oregon headquarters about their experiences. The disturbing results were delivered to CEO Mark Parker.

Some examples of internal communication problems in the Nike Company that went wrong here include:

– It took a renegade survey by a group of employees to reveal this toxic culture
– Lack of trust in HR
– A leader who says he was unaware of the problems
– Inefficient methods of bottom-up communication

Nike took dramatic steps to fix these issues by firing C-Suite executives, including the head of diversity and inclusion, implementing mandatory management training, a commitment to a more inclusive culture, and an overhaul of their hr procedures and internal reporting processes.

So, the best way for managers to overcome communication barriers is to be proactive and get ahead of the narrative through authentic, transparent communication [4].

Another case of the lack on the internal communication is Yahoo Company.

In September 2016, Yahoo Company confessed that there were 500 million user accounts that had been hacked, then announced that other hacking were found and affected one billion accounts, back to announce that the hack affected all the 3 billion users! [4].

This shows the lack of integrity for the internal communication process in Yahoo Company, they knew it earlier and had chosen to hide it. In addition to the lack of communication between stalk holders and consumers and as a result there were a huge loss by selling a huge part of yahoo company to Verizon which had taken advantage of this situation and decreased its price to 350 million dollars [4].

How to overcome communication barriers.

Clear ideas, the ideas sent by the sender must be clear and arranged in a proper way to avoid misunderstanding, beside to make sure that it meets their requirements and needs. In addition to avoid complicated for of messaging, also the feedback after the communication process and the follow up it is necessary to determine whether it is understood for receiver or not. Active listening is very important regarding good communication process. Creating cooperative atmosphere between different levels of employees, reduce the gaps between employees, communication between top level managers and executives should be clear according to the organization structure and policies avoiding conflicts and confusion. Also courses and programs can be organized to develop employees communication skills [5; 6].

Conclusion. We all know that good communication is essential for all projects. Without truly effective communication you will just be adding barriers to projects success and creating problems when there should be none.so it is important to know the communication barriers and work to avoid it. Communication is the most important in business chain so to get success business you must have good communication plan.

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