**Communication**

**What is Communication?**

Communication is method of sharing or exchanging information, idea and feeling. We can share news and innovations using different types of communications. Communication is root of all events, daily interactions and social connectivity.

**Why Communication?**

Communication plays very important role in our daily life. It helps for

1. Information Gathering: We can get information via different means like email, verbal communications.
2. Express emotions and ideas: We can share our feelings and idea using communication.
3. Building Relations: We can build different relations using communications like relation with colleagues, relation with manager and personal relations
4. Entertainment: Watching videos, doing various social activities.

**Who are the best Communicators in the world?**

Qualities of best communicators

* Good connections to audience
* Good Listening Skills
* Clarity in mind
* Good speaking skills

Some of the best communicators in the world:

* Narendra Modi
* Barack Obama
* Michelle Obama
* Taylor Swift
* Simon Sinek
* Nelson Mandela

**Activity 1: Poetry 🡪 Promise Yourself**

* Promise yourselves to be strong that nothing can disturb your peace of mind.
* To talk health, happiness and prosperity with every person you meet.
* To make all your friends feel that there is something in them.
* To look at the sunny side of everything and make your optimism come true.
* To think only the best, to work only for the best expect only the best.
* To be just as enthusiastic about the success of others as you are for yourselves.
* To forget the mistakes of the past and move ahead for the greater achievements for the future.
* To wear a cheerful countenance at all times and give every living creature a smile.
* To give so much time for the improvement of yourself that you have no time to criticize others.
* To be too noble and strong for fear and anger and be happy always and allow happiness to seek in.

**ACTIVITY 2:**

Draw a bug:

1. Bug is round.
2. Bug has eight legs, four on each side and one leg is longer than other on both sides.
3. Bug has two eyes.
4. Bug has two antennas.
5. Bug has two peapod shaped wings.
6. Bug has spot next to each wings.
7. Bug has triangular stinger attached in bottom of the body.
8. Bug has two feeler on each leg one longer than other.
9. Bug has mouth between two eyes.
10. Bug has laid five squared shape eggs on right side.

This activity is for active listening and imagining the shape of bug.

**ACTIVITY 3:**

We need to produce sounds of different animals like lion, elephant, cow, dog and cat.

Takeaway: From this activity, major takeaway is communication is very important and we can do it different ways. Animals sometimes use non-verbal communication

**Components of Communication:**

Three main components of communication are –

Sender: Sender is the one who share ideas and sends message.

Channel: Medium between Sender and Receiver through which communication takes place.

Receiver: The one who receives message from sender.

**Channels of Communication:**

Communication channels are the means through which people in an organization communicate. Some major channels of communication:

1. Email
2. Voice calling
3. Face to Face
4. Video
5. Posters

**Media:**

Three major media chosen include:

1. **Data:**

**Advantages:**

* Data is the fast way of communication.
* We can Share important documents through mail.
* We can share information to any number of people at the same time.
* It is eco-friendly
* It is global. Web based email means you can access your messages anywhere online.
* It is free. Once you are online, there is no further expense.

**Disadvantages:**

* Information overload. Too many people send too much information.
* Lacking the personal touch. Email will never beat a hand written card or letter when it comes to relationship.
* Having to deal with spam and spoofs is one of the wort avoidable time wasters online.
* There is risk of phishing, leading to compromise in security

1. **Voice**

**Advantages:**

* Easy to explain as feedback is immediate.
* Can convey information effectively.
* Suitable for mass communication.
* Response is available immediately.
* Preferred in emergency situations.
* It can be one to one I can get personal to an extent.
* It does not require data.

**Disadvantages:**

* Conference calls are not as effective as video conference.
* Files or important documents cannot be shared.
* The talk done has no proof whatsoever.
* Excess or irrelevant data can be shared at times.

1. **Video:**

**Advantage:**

* We understand it better and it remains in our mind for a longer period of time.
* Interactive and more connective.
* Video makes complex things clear and less frightening for the audience.
* Mass communication can be achieve easily using videos.
* Can access videos for multiple times.
* We can organize meetings from long distance using video apps like skype.

**Disadvantage:**

* There is a need of good internet connection as video requires more data.
* Time difference in different countries can create problems.
* Lack of personal connection.
* Too Expensive
* Video is a major Avenue for fake news, click bait and misrepresented studies.

**Situations:**

1. **You need to invite your friend to your sister´s wedding. How will you send out the invites to your friends, relatives, and colleagues?**

Answer- There is a different of sending invites to friends, relatives, and colleagues. We can call our friends, send messages and collectively give them an invitation card. We shall visit our relatives and separately invite them. For colleagues we can invite them in the office.

1. **The server is going to be down after 5pm on a particular working day. If you were the server administrator, how will you communicate this to all the employees in the organization?**

**Answer –**We can inform head security office and he will convey message to other security persons, present in every building of company.We can send mails to all the employees through a certain database and inform them about the issue and also we can contact our supervisor so that he/she can circulate the information quickly.

1. **Our parents have seen a girl/boy for you, you need to take this forward how will you go about this?**

**Answer -** The best solution to this situation shall be direct meeting with the person so that we can know more about the person and interact well. This would clarify many details about the person.

We need to carefully choose a medium which has the maximum impact. Because communication is very important in corporate world.