**COMMUNICATION**

* **What Is Communication?**

Communication is defined as method of exchanging thoughts, opinion or information between two or more people through verbal or non-verbal means. It is the means through which we exchange information or ideas.

It is needed in daily life to make it easy and more convenient. It makes our existence relevant and is one of the most important skill.

* **Why Communication?**
* Information gathering and spreading : It is used as a important way of collecting information and exchanging it with the world around us.
* To understand others and the emotional exchange.
* Building relationships
* Entertainment
* Expressing emotions or ideas
* To make relevance
* To innovate
* **Activity I**Drawing bug by interpreting the instructions. By hearing the instructions we draw the interpreted image.

**Takeaway:** Information is different for each and every individual. The way everyone is working is different with their thought process. Thus everyone thinks differently.

* **Best Communicators**

These are just ordinary people but have been successful in conveying their messages and achieving their targets. But what makes them best is their ability to persuade the crowd and the creativity they have.

1. Richard Branson
2. Robin Williams
3. Wendy Clark
4. Derek jeter
5. Jimmy Fallon

* **Channels Of Communication**

Components of communication are

>Sender : The source of information.

>Channel : The medium through which the information is conveyed.

>Receiver : The destination where the information is targeted to.

The various channel of communication are :

1. Posters
2. Email
3. Telephone
4. Letters
5. Memos
6. Handbooks
7. Events/Presentations
8. Videos
9. Grapevine

* **Major Media**

Now we will discuss the various advantages and disadvantages of major media are :

**Advantages of Email/Data :** 1. It is eco friendly.  
 2. It can be used to share the necessary documents as attachments.  
 3. Also serves as proof of communication.  
 4. Fastest way of communication.  
 5. Information can be sent to a huge number of people at once.  
 6. Secure way of communication.

**Disadvantages of Email/Data :** 1. No guarantee of immediate response.  
 2. Sorting mails is a huge problem, thus important mails may get ignored.  
 3. Risk of phishing, leading to compromise in security.  
 4. Email can be accessed only in places where there is internet access.

**Advantages of Voice:**

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

**Disadvantages of Voice:**

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

**Advantages of Video :**

1. Useful for mass communication.
2. Video can be replayed many times.
3. Images and graphs make the task easier to understand and explore ideas.
4. Videos are retained in memory for long.

**Disadvantages of Video :**

1. There can be difference in timezones which could lead in schedule mismanagement.
2. There is need of proper equipment and advanced technology as the video needs more data.
3. There is a need of well trained individuals.

**Situation:**

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 will be separate ways of sending invites to friends , relatives, and colleagues. We can call our friends and collectively give them a 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 send bulk mail 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.

**OBSERVATIONS AND LEARNINGS**

From the various situations we saw in class, the choice of media depends on :  
 Attention   
 Desire  
 Interest  
 Action