**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.