**Introducing Communication**

It is defined as the method of explaining things, thoughts, opinion or information between two or many people through verbal, written, or nonverbally at times through sign language.

Now a days there is the need for efficient communication for overall balance of the society.

**Why Communication?**

Communication is required to process the flow of thoughts. There are various advantages of good and healthy communication which are as follows:

* For smooth functioning of the individuals.
* To express innovative and new ideas.
* To talk relevance
* To express yourselves because to resolve any query, we need to Talk it out and solve and reach out for a solution.
* To understand others
* To spread necessary information.
* For building relationship
* To express emotions
* Entertainment

Activity – Drawing a bug by listening to text. The text was as follows:

* Bug is round.
* Bug has 8 legs , 4 on each side and 1 leg longer than the other on both sides.
* Bug has 2 eyes.
* Bug has 2 squidly antenna.
* Bug has 2 peapod shaped wings.
* Bug has spot next to each wings.
* Bugs has sting at the bottom of the body.
* Bug has 2 feelers on each foot , one longer both coming from the same side.
* Bug has one mouth between 2 eyes.

Key points : Communication is omnipresent. That is, everyone have their own set of ideas and skills and everyone is working efficiently with their own thought process and various type of individuals tend to think differently.

**Best Communicators in the world:**

The best communicators in the world possess various qualities which are listed as:

* They are the best listeners.
* They are very good orators.
* They have a lot of knowledge about various fields.
* They talk intellectually.

Here we present few examples:

**Nelson Mandela** : Nelson Mandela in his time was a very good orator and fought bravely for the black community.

**Narendra Modi**: Narendra Modi , the prime minister of India has been a source of constant motivation and has been a very good orator combined with very good convincing and interpersonal skills.

**Barack Obama: the president of USA :**

**Next activity : poetry on 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.

**Three Major media channels** :

1. Data ( E-mail, Presentation)

**Advantages:**

* It is ecofriendly,
* Attachments can be send via mail.
* We have a proof of data
* Data can be send to a bulk people at a time.
* Fast way of communication.
* Information is secured by encryption.

**Disadvantages:**

* There is no guarantee of immediate response.
* Sorting of mail is difficult.
* Phishing can compromise data security.
* Internet connection or technology is required to access the data and for smooth functioning.

1. **Voice ( mobile and telephones)**

**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**

**Advantages:**

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

**Disadvantages :**

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**Situation:**

* **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.

* **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.

* **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.

**Observation and learning**

**Face to face communication**

Components of communication

situations

4c´s of communication

Correctness

* Accurate information
* Grammar – Punctuations, tenses
* Spelling
* Accuracy

Clarity

* Structuring
* Tone
* Information
* Pacing
* Empathy
* Emphasis
* Choice of words

Complete

* Active reading
* Active listening
* Probing Techniques

Climate

* Culture
* Impression management
* Professionalism
* Building relationship
* Assertiveness
* Inter personal skills
* Positive self talk
* Energy level

Situation :