

COMMUNICATION

PROCESS

Introduction

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- The term communication is derived from the latin word *communis*, meaning common.
- In general, communication refers to the reciprocal exchange of information, ideas, facts, opinions, beliefs, feelings & attitudes through verbal or nonverbal means between two people or within a group of people.

Definition of communication

- Communication is a process by which information is exchanged between individuals through a common system of symbols & signs of behavior.
- Webster's Dictionary
- Communication is interchange of thoughts, opinions or information by speech, writing or signs.
- Robert Anderson

Meaning of Communication

Communication as

- A process through which individuals mutually exchange their ideas, values, thoughts, feeling & actions with one or more people.
- The transfer of information from the sender to the receiver so that it is understood in the right context.
- The process of initiating, transmitting & receiving information.
- The means of making the transfer of information productive & goal oriented.
- The process of sharing information, ideas & attitudes⁴

Process of Communication

